Longview City Council's 2007-2012 Strategic Initiatives

Continue effective financial management

Our budget will support our initiatives

Use performance measurement for decision-making

Personnel compensation practices will support sound financial management and ensure the City is a competitive employer with a highly competent work force

Provide responsive Employee Wellness Program Enhance public safety and emergency response

Police:

Lower Longview's crime rate to less than or equal to the comparable cities listed in the 2008 PERF report

Develop, validate, and nurture a community feeling of safety

Fire:

Develop deployment strategies that meet National Fire Protection Agency 1710 and provide the best affordable Fire and EMS services to our community

Bolster prevention programs to reduce risk to life and property





Strengthen economic conditions & create new opportunities

Actively partner and collaborate with Weyerhaeuser Real Estate Development Co., Cowlitz Economic Development Council, Washington State Department of Commerce, and industrial real estate brokers for marketing of Mint Farm Industrial Park

Actively recruit heavy/light industrial developments with living wage jobs and high capital investment at Mint Farm Industrial Park

(MFIP)

Complete infrastructure development of Mint Farm **Industrial Park**

Expand City's scope of economic development activities to all community assets including but not limited to MFIP and other commercial/industrial development and retention opportunities

Evaluate and consider alternative economic development marketing of City of Longview assets

Make downtown active, attractive, economically strong, and safe

Preserve neighborhoods

Improve the appearance and quality of life in the Highlands area

Expand city limits and adjust planning area and utility service area boundaries in a logical manner

Mitigate the impacts of growth on the City's infrastructure

Continue active federal and state legislative advocacy

Enhance City housing goals for Community Development Block Grant/HOME program

systems Improve traffic flow conditions for vehicle. transit, bicycle, and

pedestrian mobility

Continue participation in SW Washington Regional Airport

Improve

transportation

Action Team for implementation of Community Assessment Task Force Report

Continue support to

Community Assessment

Enhance parks and green space

Create access to recreation facilities that are currently not available or are insufficient in the community

Address quality of

life issues

Develop long-term strategy for City's Japanese sister city relationship

Expand opportunities for early learning and pre-k literacy

Expand opportunities for continuing education beyond K-12

Expand opportunities for life-long learning and adult literacy (Project Read)

Evaluate coordinated and enhanced regional library services

Increase our multi-lingual and multi-cultural communication skills

Actively participate in Pathways 2020 initiatives

Provide sustainable water quality & environmental infrastructure

Improve the water supply system

Improve the wastewater collection and treatment system

Develop a stormwater management system

Provide, maintain, and upgrade City buildings to support services into the future

Implement environmentally friendly and sustainable infrastructure construction and maintenance practices

Improve community solid waste reduction and recycling programs

Evaluate energy conservation policies





