



# 2009 COUNCIL INITIATIVES

**OUR MISSION:** It is the mission of the City of Longview to develop and implement strategies that protect and improve the quality of life in our community. In doing so, we strive to deliver services in a cost-effective manner and within an acceptable level of risk.

**OUR VISION:** Our vision of Longview requires forward-thinking leadership that creates an environment for excellence within the organization and promotes inclusiveness within the community.

**PRIORITY 1:** Address the crime problem.

**PRIORITY 2:** Ensure the continued effective financial management of the City.

**PRIORITY 3:** Support and proactively respond to current and future utility and building infrastructure needs.

**PRIORITY 4:** Address the fire and emergency medical services response gap.

**PRIORITY 5:** Create a financially strong diversified economy.

**PRIORITY 6:** Provide increased support in the Highlands area.

**PRIORITY 7:** Facilitate the preservation of existing neighborhoods and support sustainable, managed growth.

**PRIORITY 8:** Maintain and improve the City's transportation system.

**PRIORITY 9:** Create a "sustainable" positive Longview image.

**PRIORITY 10:** Enhance parks, recreation, and cultural activities and facilities.

**PRIORITY 11:** Encourage the reduction of the carbon footprint in the community.

**PRIORITY 12:** Increase the vitality of downtown Longview.

**PRIORITY 13:** Promote a successful learning community.

**PRIORITY 14:** Promote a healthy community.

**PRIORITY 15:** Seek opportunities for funding and support of policies that will enhance the quality of life for Longview residents.

Ranking of importance:

 Critical

 Important

 Nice to do but low in importance