











# Longview City Council's 2007-2012 Strategic Initiatives

## 2010 Work Plan

Continue effective financial management	Enhance public safety and emergency response	Strengthen economic conditions & create new opportunities	Preserve neighborhoods	Improve transportation systems	Address quality of life issues	Provide sustainable water quality & environmental infrastructure
<p>Our budget will support our initiatives</p> <p>Use performance measurement for decision-making</p> <p>Personnel compensation practices will support sound financial management and ensure the City is a competitive employer with a highly competent work force</p> <p>Provide responsive Employee Wellness Program</p>	<p><b>Police:</b></p> <p>Lower Longview's crime rate to less than or equal to the comparable cities listed in the 2008 PERF report</p> <p>Develop, validate, and nurture a community feeling of safety</p> <p><b>Fire:</b></p> <p>Develop deployment strategies that meet National Fire Protection Agency 1710 and provide the best affordable Fire and EMS services to our community</p> <p>Bolster prevention programs to reduce risk to life and property</p>	<p>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 (MFIP)</p> <p>Actively recruit heavy/light industrial developments with living wage jobs and high capital investment at Mint Farm Industrial Park</p> <p>Complete infrastructure development of Mint Farm Industrial Park</p>	<p>Improve the appearance and quality of life in the Highlands area</p> <p>Expand city limits and adjust planning area and utility service area boundaries in a logical manner</p> <p>Mitigate the impacts of growth on the City's infrastructure</p> <p>Continue active federal and state legislative advocacy</p> <p>Enhance City housing goals for Community Development Block Grant/HOME program</p>	<p>Improve traffic flow conditions for vehicle, transit, bicycle, and pedestrian mobility</p> <p>Continue participation in SW Washington Regional Airport</p> 	<p>Continue support to Community Assessment Action Team for implementation of Community Assessment Task Force Report</p> <p>Enhance parks and green space</p> <p>Create access to recreation facilities that are currently not available or are insufficient in the community</p> <p>Develop long-term strategy for City's Japanese sister city relationship</p> <p>Expand opportunities for early learning and pre-k literacy</p> <p>Expand opportunities for continuing education beyond K-12</p> <p>Expand opportunities for life-long learning and adult literacy (Project Read)</p> <p>Evaluate coordinated and enhanced regional library services</p> <p>Increase our multi-lingual and multi-cultural communication skills</p> <p>Actively participate in Pathways 2020 initiatives</p>	<p>Improve the water supply system</p> <p>Improve the wastewater collection and treatment system</p> <p>Develop a stormwater management system</p> <p>Provide, maintain, and upgrade City buildings to support services into the future</p> <p>Implement environmentally friendly and sustainable infrastructure construction and maintenance practices</p> <p>Improve community solid waste reduction and recycling programs</p> <p>Evaluate energy conservation policies</p>
		<p>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</p>				
		<p>Evaluate and consider alternative economic development marketing of City of Longview assets</p> <p>Make downtown active, attractive, economically strong, and safe</p>				



*It is the **mission** of Longview City Council to mindfully develop and implement sustainable environmental, economic, and social strategies that protect and improve the quality of life in Longview. This mission challenges us to deliver services within the community's resources and at an acceptable level of risk.*