

2006

Longview City Council Summary of Goals

Updated May 2006

A Vital Economy

2006

- Policy #1:** Create a strong, diversified economy; increase the number of jobs while creating a business-friendly atmosphere.
- WHAT:** Continue marketing and development of both Phases 1 and 2 at the Mint Farm.
- HOW:**
1. Continue collaborative marketing efforts with Weyerhaeuser, Cowlitz Economic Development Council and its member entities.
 2. Attract and market to industries that will develop at a highest and best use for the property.
 3. Continue with City Manager's scope of economic development responsibilities, including but not limited to the Mint Farm and other industrial/commercial development opportunities.
 4. Entertain all opportunities, but bring those that don't meet our highest and best use criteria to the Council for consideration.
- WHO:** The City Council, City Manager, and Assistant City Manager. City Manager is to continue with lead industrial economic development role for City.
- WHEN:** Now and ongoing.
- MEASURE:** New jobs will be created; new employers will come to the community.

A Vital Economy, continued

- Policy #2:** Enhance and strengthen the vitality of downtown Longview by improving its attractiveness as a place to live, work, shop, and play.
- WHAT:** Continue involvement in downtown plan implementation
- HOW:**
1. Hold joint workshop with Council and downtown representatives.
 2. Continue to provide staff liaison and follow-up to Council priorities
 - a. property tax exemption to stimulate new multi-unit housing
 - b. ordinance revisions to permit additional way-finding signs
 - c. consider additional lighting alternatives in alleys
 - d. proposal for cost-shared downtown manager
 - e. plan for comprehensive Commerce Avenue streetscape improvements beyond CDBG- funded lighting projects
 - f. feasibility analysis for new hotel/motel facility
- WHO:** Council, business and property owners supported by City staff.
- WHEN:** Ongoing following April 2006 workshop. Follow-up workshop in 2007.
- MEASURE:** There is an increase in the number and variety of downtown businesses, an increase in revenues from those businesses, more attractive residential opportunities, and successful special events.

2006

Vital Economy, continued

- Policy:** Continue sound financial management of the City.
- WHAT:** Consider the restoration of recent service reductions.
- HOW:** During preparation of the 2007/08 budget, review service reductions for potential restoration.
- WHO:** Staff to Council.
- WHEN:** 2006 budget workshops
- MEASURE:** Service levels restored in 2007/08 biennial budget

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Educational and Cultural Opportunities

- Policy:** Create a successful learning community.
- WHAT:** Continue efforts to promote/attract 4-year college programs to Longview
- HOW:**
1. Meet with local State legislative representatives to explore the potential of getting on the legislative agenda.
 2. Collaborate/discuss options for a 4-year college with key stakeholders.
- WHO:** Council, City staff, LCC officials, State legislators
- WHEN:** Ongoing
- MEASURE:** 4-year college in Longview by 2023

2006

Physical Environment and Structure

2006

- WHAT:** Work with the County to provide more “cost-effective” jail beds.
- HOW:**
1. Continue to work with the County as the incarceration service provider.
 2. Commence renegotiation of jail contract to provide a cost per jail bed/day that results in more incarceration to be accomplished with resources that include new jail beds.
 3. Request a comprehensive review of current approach to charges for jail services.
 4. Collaborate with the County on setting parameters for establishing rates for incarceration and re-evaluate the methodology for use/availability of existing jail beds for Longview inmates.
- WHO:** Staff
- WHEN:** 2006
- MEASURE:** Increase our capacity to incarcerate within existing resources.

Regional Cooperation

2006

- WHAT:** Reduce community impacts from homeless population
- HOW:**
1. Continue active participation on the Cowlitz County Homeless Task Force
 2. Actively promote development of ten-year plan in accordance with the state's initiative which includes:
 - a. Providing services to prevent people from becoming homeless.
 - b. Providing assistance to homeless persons and families to enable them to secure adequate housing.
 3. Continue to advocate for adequate funding at local, state, and federal levels for infrastructure building efforts to include:
 - a. Medicaid
 - b. Section 8 Housing Vouchers
 - c. Student Aid
 4. Promote involvement and partnering with other Cowlitz government agencies
- WHO:** Task Force, Council, Staff
- WHEN:** 2006
- MEASURE:** Ten-year plan developed by the Task Force.

Community Character and Spirit

- Policy:** Institutionalize the involvement of our Teen Council and other youth in seeking input in our planning and policy-making, when applicable.
- WHAT:**
1. Identify avenues to increase youth participation in local governance issues.
 2. Send a team to “Your Cities Families” conference every other year.
- HOW:** Council will direct specific issues to Teen Council for input and comment.
- WHO:** Council, Teen Council
- WHEN:** Children, Youth, and Family workshop in June
- MEASURE:**
1. Monitor number of contacts with Teen Council and send team to conference.
 2. Conduct June workshop and identify priorities and next steps.

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Community Character and Spirit, continued

- Policy:** Provide for communications to and input from the citizens of our community.
- WHAT:** Continue to explore means to communicate, enhance, and seek input on City services and issues.
- HOW:**
1. Continue implementation of Snapshots program.
 2. Continue implementation of additional “e-government” services, including revision of City web site.
 3. Continue roving store display.
 4. Continue City Info newspaper page.
 5. Increase provision of information in City utility bills.
 6. Continue Citizens Summit in January, every odd calendar year.
- WHO:** Staff/Council.
- WHEN:** 2006
- MEASURE:** Means of communication will have been optimized and revised as appropriate.

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Physical Environment and Structure

2006

- Policy:** Improve the quality of living in Longview by enhancing our parks, recreation, and cultural activities and facilities.
- WHAT:** Add and maintain paths and trails, including development of a regional long-range paths/trail plan.
- HOW:**
1. Continue to look for funding and development opportunities for Cowlitz River pedestrian and bicycle path.
 2. Continue participation in development of the Cowlitz-Wahkiakum Regional Paths and Trails Plan.
 3. Consider parks and trails development as part of the comprehensive plan.
 4. Consider parks and trails development as a component of Cowlitz County Healthy Lifestyles initiative.
- WHO:** Staff
- WHEN:** 2006
- MEASURE:** City adoption of regional plan and preservation and expansion of existing paths/trails. Incorporation of parks and trails in comprehensive plan.

Physical Environment and Structure

2006

- WHAT:** Improve entryways to City at these major entrances:
- SR4/Ocean Beach Highway
 - Oregon Way
 - SR432/Tennant Way
- HOW:** Promote “adopt an entryway” projects by local service clubs.
- WHO:** Council, Staff
- WHEN:** 2006
- MEASURE:** Signage to be constructed and installed in 2006/07.

Community Spirit and Character, continued

Policy: Ensure that all areas of the community are desirable places to live and raise children.

WHAT: Revitalize the Highlands area.

HOW:

1. Prepare a CDBG planning proposal to develop a neighborhood revitalization strategy for the Highlands area.
2. Conduct a workshop and/or survey to seek community input on what is needed/desired in the Highlands area.
3. Develop demographic data for the Highlands area.
4. Explore development of a landlord/tenant program and other means of improving the housing stock, such as home repair/rehab programs, homeownership programs, and housing maintenance standards.
5. Improve the effectiveness of the Highlands Satellite Office to include:
 - a. Expansion of Block Watch and other crime prevention efforts;
 - b. Nuisance abatement services;
 - c. Library outreach programming.
6. Evaluate potential infrastructure and facilities improvements, including street lighting, parks, and community center space.

WHO: Council, City staff

WHEN: 2006

MEASURE: Highlands area revitalization plan adopted and begin implementation

2006

Community Character and Spirit, continued

- Policy:** Develop mechanisms to promote a healthy community.
- WHAT:** Focus on children, youth, and families.
- HOW:**
1. Conduct a workshop (scheduled for June 2006) to explore community needs with regard to children, youth, and families.
 2. Adopt the “Children, Youth, and Families” platform.
 3. Evaluate environmental factors that contribute to healthy children, youth, and families.
 4. Investigate the feasibility of acquiring property for a community center and park.
 5. Collaborate with local agencies to promote healthy children, youth, and families.
- WHO:** Council, staff, community stakeholders
- WHEN:** 2006
- MEASURE:** Adopted platform.

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Community Character and Spirit, continued

- WHAT:** Improve public safety by dealing with the methamphetamine problem in the community.
- HOW:**
1. Ensure adequate funding for the police department and support officers.
 2. Work to support the Pathways 2020 sub-group to reconsider the meth initiative.
- WHO:** Council, Staff, Community Stakeholders
- WHEN:** 2006
- MEASURE:** “Longview style” meth initiative passes.

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Physical Environment and Structure

2006

- Policy:** The City will facilitate the preservation of existing neighborhoods (residential, commercial, and industrial) and support sustainable managed growth.
- WHAT:** Encourage (cause) annexation consistent with the comprehensive plan.
HOW:
1. Continue requiring annexation as a condition of providing utility services.
 2. Within planning area boundary, consider denial of utility service to County properties whose development is not compatible with City codes/standards.
 3. Utilize existing authority to promote and pursue annexation.
 4. Provide unincorporated utility customers with rate information.
 5. Adopt a comprehensive annexation policy.
 6. Monitor and provide input on annexation legislation.
- WHO:** Staff and City Council working with Cowlitz County residents and Legislature.
- WHEN:** Now and ongoing.
- MEASURE:** New annexations will occur.

Physical Environment and Structure, continued

Policy: The City will facilitate the preservation of existing neighborhoods (residential, commercial, and industrial) and support sustainable managed growth.

WHAT: Continue update to City Comprehensive Plan

HOW:

1. Council, Planning Commission, staff, community participate in development of the new comprehensive plan and zoning code/development regulations.
2. Council support adoption of the comprehensive plan in 2006.

WHO: Staff and Planning Commission should make this a priority.

WHEN: 2006

MEASURE: Comprehensive Plan adopted by Council.

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Physical Environment and Structure, continued

- Policy:** Continue to partner with all agencies involved in transportation to maximize federal, state, and local money to implement regional and local transportation projects.
- WHAT:** Continue efforts to implement the recommendations of the SR 432 Route Development Plan.
- HOW:**
1. Continue to participate in the regional transportation organizations.
 2. Participate in the TAC, and support WSDOT's project to upgrade the I-5/SR 432 interchange.
 3. Participate in the MPO feasibility study of rail realignment to provide for the recommended SR 432 Industrial Way bypass.
- WHO:** City Council, staff, and Metropolitan Planning Organization.
- WHEN:** Now and ongoing.
- MEASURE:** Continued progress toward implementing the Plan.

Physical Environment and Structure, continued

- Policy:** Continue to partner with all agencies involved in transportation to maximize federal, state, and local money to implement regional and local transportation projects.
- WHAT:** Improve traffic and pedestrian safety and flow.
- HOW:**
1. Continue progress toward completing HES grant projects, including Ocean Beach Hwy., Tennant Way, and Civic Center circle.
 2. Negotiate WSDOT partnership for project to widen Industrial Way and increase left turn capacity at the Oregon Way intersection.
 3. Complete engineering for traffic signal progression timing. (Construction in 2007)
 4. Evaluate and implement crosswalk safety upgrades at select locations including, but not limited to 15th Ave and 28th/Washington Way.
- WHO:** City Council, staff, WSDOT, and the public.
- WHEN:** Now and ongoing.
- MEASURE:** Public stakeholder meetings have been held for Tennant Way improvements.
Traffic signal progression timing implemented on Washington Way.
Safety improvements implemented at 15th & Commerce intersection.

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Physical Environment and Structure, continued

Policy: Maintain and improve the City's transportation infrastructure.

WHAT: Repair and improve street and sidewalk facilities.

- HOW:**
1. Continue progress toward completing the next phase of Columbia Heights Road improvements.
 2. Implement pavement management program to prioritize pavement restoration on city streets.
 3. Continue program to install at least 20 new accessible ramps to provide accessible corridors.

WHO: Staff.

WHEN: Now and ongoing.

- MEASURE:**
1. Columbia Heights Road design and right-of-way acquisition will be completed. Construction in 2007.
 2. Pavement management software and database will be fully installed and staff has begun updating pavement condition data.
 3. Twenty additional accessible ramps installed throughout City.

Regional Cooperation

Policy: The City will leverage opportunities at the local, state, and federal levels for funding and political support of policies that enhance the quality of life for its citizens.

WHAT: Develop and actively pursue state and federal legislative agenda.

HOW:

1. Explore lobbying alternatives—potential for city/regional lobbyist.
2. Hold meetings with legislators.
3. Conduct workshop(s) with staff and council to identify issues that need emphasis on a legislative agenda.

WHO: City Council, staff, local, state, and county representatives.

WHEN: Fall 2006

MEASURE: Workshop will be held and desired results (e.g., funding, policy decisions) will be obtained.

2006

Workshop Schedule

Date	Location	Subject/Group
Thursday, Feb. 16	Council Chambers	Speed Hump Policy *New Traffic Control Technology *2006 Traffic Work Program Review
Thursday, March 16	Training Room	Planning Fees, Annexation Policy, Columbia Theatre
Thursday, April 13	Training Room	*Highlands Area Revitalization Plan
Thursday, April 20	Training Room	Downtown
Thursday, May 4	Training Room	Leash Regulations/Dog Park
Thursday, May 11	Training Room	Sustainable Communities Recommendations 5:30 p.m. w/ Dinner
Saturday, May 13	Training Room	2007-2008 Biennial Budget <ul style="list-style-type: none"> • Review 2005-06 activity & projections • Evaluate programs, initiatives & perf. meas. • Establish 2007-08 budget parameters
Thursday, June 1	Training Room	Solid Waste <ul style="list-style-type: none"> • Recommended solid waste/recycling changes • Nuisance abatement initiatives
Thursday, June 15	Training Room	Focus on Children, Youth, and Family
Thursday, Aug. 17	Training Room	2007-08 Preliminary Budget <ul style="list-style-type: none"> • General Fund • 2007 Utility Rates/Capital Projects
Thursday, Sept. 21	Training Room	Traffic Signal Progression Timing
Thursday, Oct. 19	Training Room	2007 Utility Rate Review
Thursday, Nov. 30	Training Room	Develop 2006 Legislative Agenda

*Workshop to be held directly following Council meeting(s) when information is available.

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