



## Achieving Your Preferred Future

*The future is not something which just happens to us. The future is something we do. The preferred future plan should become the star that you steer by, not a simple road map to be followed. The vision is not so much a decision you make, but rather a continuous conversation about who you are, where you prefer to go, and why you want to go there.*

Each year City Council sets goals and objectives for the coming year based on **Longview 2023: Our Preferred Future.**

A summary of that vision, as established by Council in 1995 (revised 2006), follows:



### Community Character and Spirit

Longview in 2023 is a mid-sized "All America" city. Characterized by volunteerism and unity, Longview is a great town in which to raise children or to retire. Reduced crime, strong sports recreational programs, cohesive neighborhoods, care for all citizens, and appreciation of other cultures all contribute to a healthy community. A spirit of pride and celebration is the result.



### A Vital Economy

Longview in 2023 is a vibrant regional economic center. Support for traditional industries and health care services, a strengthened port, and flourishing new industries result from an environment that welcomes business. Tourism, improved productivity, and paperless business transactions through the use of applied technology reflect change and growth. A vital downtown that is safe, inviting, and historic complements the entire region.



## Physical Environment and Structure

Longview in 2023 continues to be an attractive, carefully planned and well-maintained city. Tree-lined streets, parks, bike paths, river access, and quality housing make the city inviting. Multi-use neighborhood centers, new bridges, and a convention and conference center add to the physical environment.



## Educational and Cultural Opportunities

Longview in 2023 has become a successful learning community with world-class education, sports recreation programs for all ages, and enhanced cultural arts as well. Excellent public schools, access to higher and vocational education, and a school-to-work transition program are the result of cooperative efforts by the schools and colleges, business, labor, government agencies, and the City.



## Regional Cooperation

Longview in 2023 is a vital part of regional cooperation on growth, transportation, and telecommunications issues, as well as economic development, education, utilities, public safety, and meeting the needs of families and youth.

## Vision Critical Strategies - Summary

- Maintain the City in financially solvent position
- Infuse and perpetuate the vision beyond election cycles
- Communicate the vision
- Strengthen the City's commitment to a proactive role in area economic development
- Preserve riverfront areas for multiple use including public/private development
- Engage the City of Longview in regional efforts to establish seamless, multimodal, regional transportation systems which will include access to high-speed rail, ground and air transportation, and an integrated system of bike paths and routes
- Celebrate the high quality of life in Longview and Cowlitz County