



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.*

Based on citizen and community groups’ input, the Longview City Council participated in several retreats and workshops developing strategies for our community over the next three to five years. Fifteen priorities were identified and are summarized below. These goals will provide guidance and direction to the City Council, City Manager, and City staff to achieve the objectives of Longview 2023: Our Preferred Future.

The community developed Longview 2023: Our Preferred Future to focus on five key elements that will make Longview a great place to live, work, and play.



Community Character & Spirit

Longview will be a city with a spirit of volunteerism and unity. We will have a reputation as a great place to raise children and a great community in which to retire. Our community will be characterized by a quality environment and preparedness for the future. It will be a truly healthy community, with excellent services, reduced crime, and a sense of unity, pride, and celebration.

Initiative	Strategy for accomplishing
✓ Provide increased support in the Highlands area	<ul style="list-style-type: none"> • Improve appearance and quality of life in the Highlands area
✓ Create a “sustainable” positive Longview image	<ul style="list-style-type: none"> • Partner with community to develop and validate a positive Longview image • City staff and Council will be “positive” community ambassadors (walk the talk) • Identify a brand and image for the city • Beautify the City’s infrastructure (entryways, streetscapes, way-finding signs, etc.)
✓ Promote a healthy community	<ul style="list-style-type: none"> • Provide responsive Employee Wellness Program • Actively participate in Pathways 2020 initiatives



Physical Environment & Structure

Longview will continue to be an attractive, carefully planned, and well-maintained city. It will feature green, tree-lined streets, parks, bike paths, and river access. There will be quality, affordable housing.

Initiative	Strategy for accomplishing
✓ Address the crime problem	<ul style="list-style-type: none"> • Longview crime rate less than or equal to per capita state bench mark • Develop, validate, and nurture a community feeling of safety
✓ Support and proactively respond to current and future utility and infrastructure needs	<ul style="list-style-type: none"> • Improve the water supply system • Improve the wastewater collection and treatment system • Develop a storm water management system • Provide and upgrade City buildings to support services into the future
✓ Support sustainable, managed growth	<ul style="list-style-type: none"> • Expand city limits and adjust planning area and utility service area boundaries in a logical manner • Review and update annexation policy
✓ Maintain and improve the City’s transportation system	<ul style="list-style-type: none"> • Improve conditions for vehicle, transit, bicycle, and pedestrian mobility • Improve traffic and freight mobility along SR 432 corridor • Pavement restoration, repair, and improvements
✓ Encourage the reduction of the “carbored footprint” in the community	<ul style="list-style-type: none"> • Implement environmentally friendly and sustainable infrastructure construction and maintenance practices • Improve community solid waste reduction and recycling programs
✓ Facilitate the preservation of existing neighborhoods	<ul style="list-style-type: none"> • Mitigate the impacts of growth on the City’s infrastructure



Vital Economy

Longview in 2023 will be a vibrant regional economic center. Support for traditional industries and health care services, a strengthened port, and flourishing new industries will 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 will complement the entire region.

Initiative

Strategy for accomplishing

✓ Create a financially strong diversified economy

- Actively partner and collaborate with Weyerhaeuser Real Estate Development Co., Cowlitz Economic Development Council, and Washington State Department of Community, Trade & Economic Development for marketing of the Mint Farm Industrial Park (MFIP)
- Actively recruit heavy/light industrial developments with living wage jobs and high capital investment at MFIP
- Complete infrastructure development of MFIP
- Expand City's scope of economic development activities to all community assets including but not limited to MFIP and other commercial/ industrial development opportunities

✓ Continue effective financial management of the City

- Our budget will support our initiatives
- Use performance management for decision-making

✓ Increase the vitality of downtown Longview

- Make downtown active, attractive, economically strong, and safe



Educational & Cultural Opportunities

A wide variety of arts will be available in Longview. An increased appreciation of other cultures and a successful learning community will develop. Progressive cooperation will exist among governments, schools, a local four-year college, and businesses.

Initiative

Strategy for accomplishing

✓ Enhance parks, recreation, and cultural activities and facilities

- Enhance parks and green space
- Create access to recreation facilities that are currently not available or are insufficient in the community
- Enhance cultural opportunities for the performing arts
- Develop long-term strategy for Japanese sister city relationship

✓ Promote a successful learning community

- Expand opportunities for continuing education beyond K-12
- Expand opportunities for life-long learning and adult literacy (Project Read)
- Increase our multi-lingual and multi-cultural communication skills



Regional Cooperation

Longview will participate in regional planning for growth, transportation, utilities, communications, public safety, and meeting youth and family needs.

Initiative

Strategy for accomplishing

✓ Seek opportunities for funding and support of policies that will enhance the quality of life for Longview residents

- Continue active federal and state legislative advocacy
- Enhance housing goals for CDBG/HOME program

Please share your thoughts with us

The Longview City Council invites residents and property owners to share information or ask questions about the 2007 Strategic Initiatives or Longview 2023: Our Preferred Future. You may email a Council member directly by logging onto the City Council web page at www.mylongview.com/government/CityCouncil.htm. You may also call a Council member at home. Their phone numbers are listed in the local phone books. Council members do not represent particular areas of the city. Also, please feel free to contact any council member about any issues that take place anywhere within the Longview city limits.

Our Supporting Priorities

- **DRIVE TECHNOLOGY** to be innovative, responsive and aligned with current and future city and community needs
- Value responsive, courteous and committed **CUSTOMER SERVICE** as our passion
- Be the **EMPLOYER OF CHOICE**
- Prepare for and celebrate the **CHANGING DIVERSITY** of our community

