



The Power of Community

2008 State of the Cities Report - Longview
Presented by City Manager Bob Gregory

The Power of Community

- Challenges
- Council Initiatives
- Community Assessment



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SIGNIFICANT CHALLENGES

- Down economy
- Skyrocketing fuel costs
- Unsettled labor negotiations/contracts
- Employer pension contribution rate increases - state mandated
- Rising health insurance premium increases



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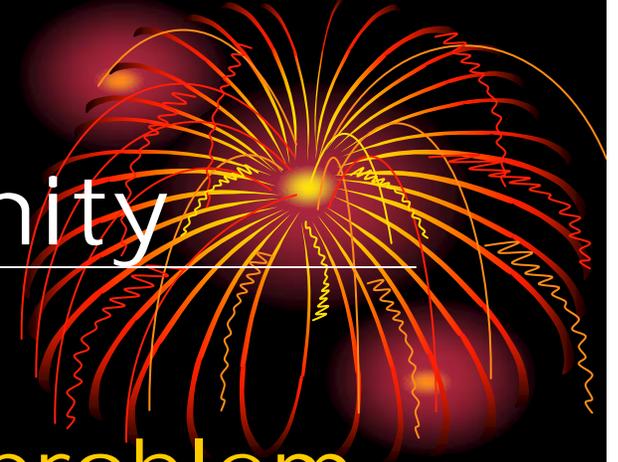
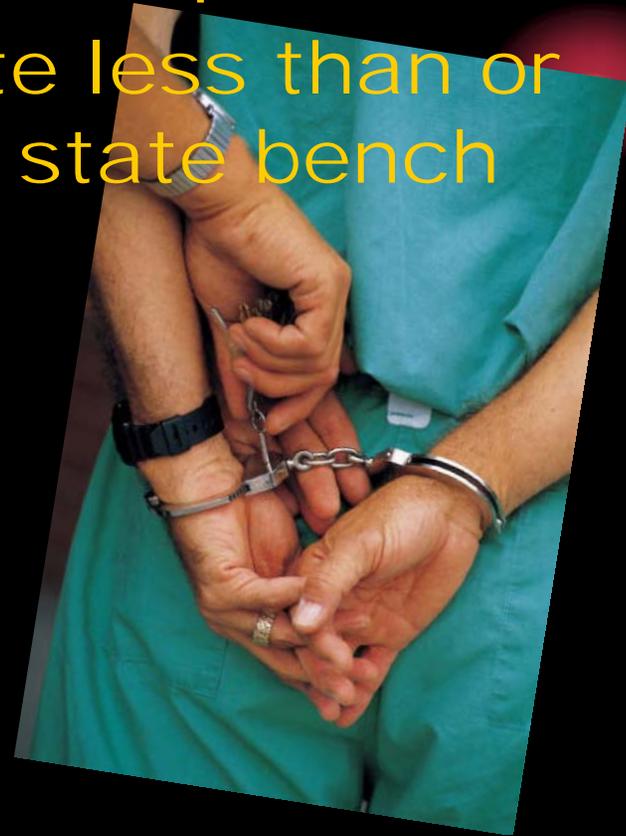


- COUNCIL INITIATIVES
 - Developed strategies for 3-5 years
 - Based on Longview 2023
 - 15 total priorities
 - Top 5 discussed today



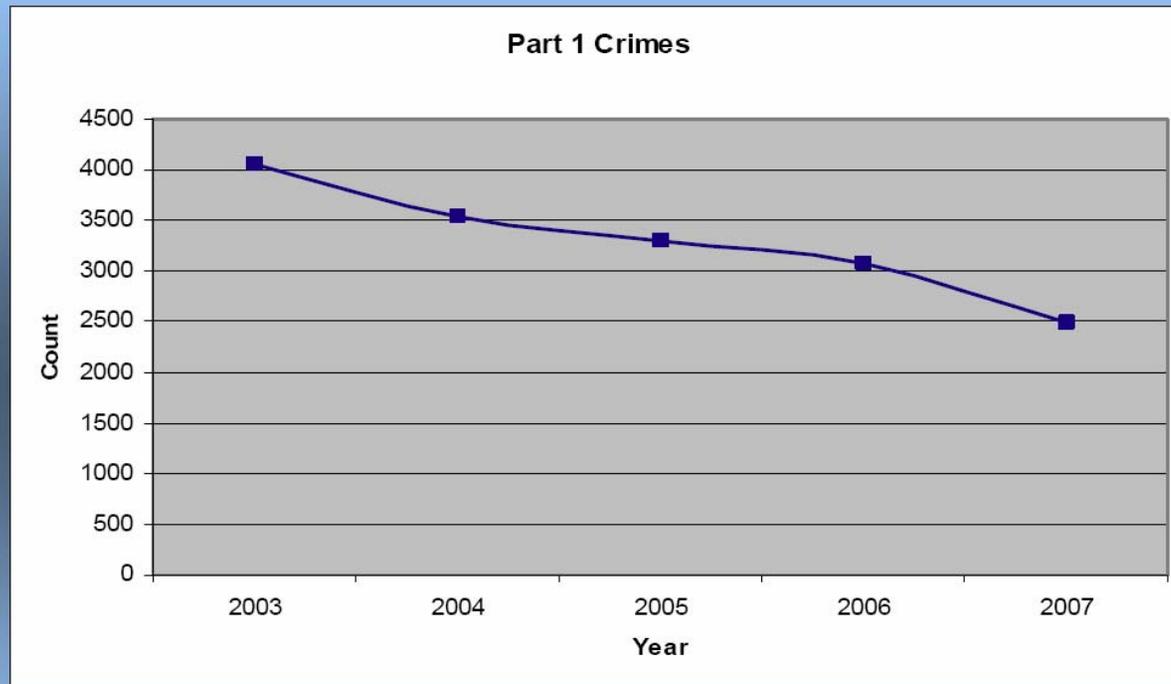
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- #1: Address the crime problem
 - Longview crime rate less than or equal to per capita state benchmark



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Part 1 Crimes 5 Year Trend



Part 1 Crimes are the serious crimes such as homicide, forcible rape, aggravated assault, robbery, burglary, larceny, motor vehicle theft, and arson.

From 2003-2007, there has been a 39% decrease in Part 1 Crimes.



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Street Crimes Unit

	2003	2004	2005	2006	2007	% change 2006-2007
Felony Drug	69	97	70	49	85	+73%
Misdemeanor Drug	7	28	7	20	54	+170%
Felony Other	15	32	12	10	19	+90%
Misdemeanor Other	8	13	19	10	57	+470%
Total Arrests	99	170	108	89	215	+142%

The SCU staffing increased from 2 to 3 in the last quarter of 2007.
The mission of the Street Crimes Unit changed in September of 2006.



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- Develop, validate, and nurture a community feeling of safety



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- #2: Support and proactively respond to current and future utility and infrastructure needs
 - Improve the water supply system
 - Improve the wastewater collection and treatment system
 - Develop a stormwater management system



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- Water Treatment Issues:
 - Reliability of an aging treatment plant
 - Sediment buildup from the Cowlitz River
 - Long-term supply and demand to accommodate economic development.
- Solution at a Glance:
 - Build a new treatment facility with deep aquifer wells at the Mint Farm Industrial Park.



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■ Sewer Treatment Issues:

- West Longview lagoons treatment capacity used up
- West Longview lagoons operating permit cannot be renewed due to higher water quality standards.

Solution at a Glance:

- Abandon lagoons and divert sewage to Three Rivers Regional Wastewater Authority treatment plant.



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- Stormwater Issues:
 - Challenges in implementation of Phase II NPDES permit
- Solution at a Glance:
 - Public education on best management practices
 - Identify and remove stormwater pollutants



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- #3: Provide increased support in the Highlands area
 - Improve appearance and quality of life in the Highlands area



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- Adopt Highlands Revitalization Plan
- Reduce nuisance conditions
- Implement neighborhood-specific services

- Janice Berrara & HNA

Develop and implement plan for housing and infrastructure improvements



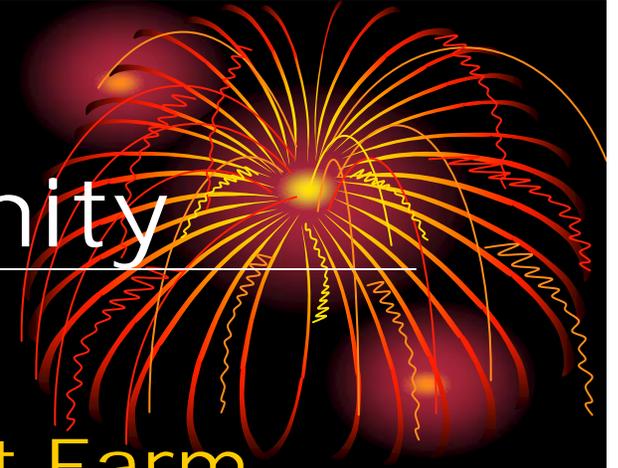
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- #4: Create a financially strong diversified economy
 - Mint Farm Industrial Park
 - Expand City's scope of economic development activities



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- Key strategies for the Mint Farm Industrial Park
 - Continue to partner with WREDCo., CEDC, CTED
 - Actively recruit heavy/light industrial developments at Mint Farm
 - Complete infrastructure at Mint Farm
 - North Weber Avenue completed September 2008
 - Received petition on August 15 for formation of LID for S Weber Avenue
 - PUD Substation completed/operational in fall 2008



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- Goals for the Mint Farm Industrial Park
 - Employment goal of 10 jobs per acre
 - Current employment = 3 jobs per acre
 - Investment goal of \$1 million per acre
 - Current investment = \$1.46 million per acre



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- Expand City's scope of economic development activities
 - Zoning updates / annexations – planning for growth
 - New construction/developments



	2007	2008 (actual through August)	Projected to end of 2008
Building permits	974	637	948
Valuation	\$47,620,517	\$18,146,966	\$27,220,449
Revenue	\$670,731	\$325,322	\$487,983

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- Columbia Theatre
- LCC Performing Arts Center
- Downtown Longview



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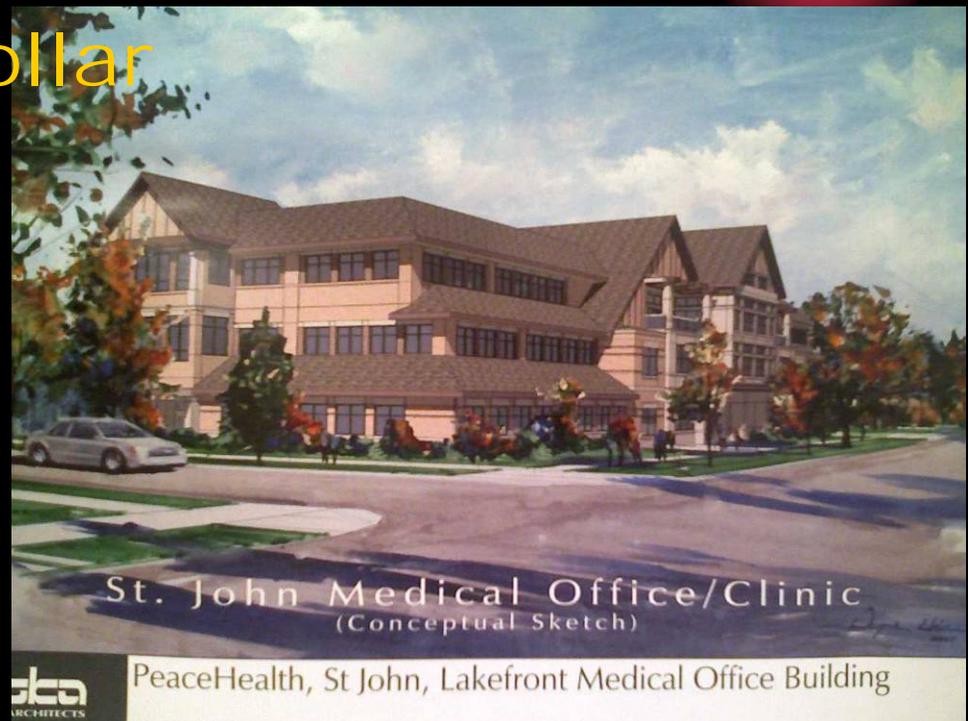
- Significant Developments

Lakefront Medical Office Building	\$10 million
Columbia Theatre Renovation	\$12.6 million
St. John Medical Center Renovation	\$2.1 million
ACE Hardware Remodel	\$1.8 million
Cowlitz Indian Tribe Medical Center	\$1.6 million
Condominium Duplexes	\$1.37 million
Barnes/Spencer Building repair	\$1.27 million
Former Market Place building renovation	\$1 million



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- Lakefront Medical Office Building
 - \$10 million dollar project
 - Outpatient services



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- #5: Create a “sustainable” positive Longview image
 - Celebrate community assets
 - Beautify City's infrastructure
 - Identify a brand and image for the city



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- Destination Development conducted a Marketing Bootcamp September 2007

- Tourism
- Downtown
- Branding & Image

Community Assessment Report
March 2008



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- Kudos to Chamber!
- Community Assessment Task Force selected August 2008
 - Evaluate and recommend action plan for Community Assessment
 - 35 members selected (65 applications) with a broad range of community representation



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- First step recommendations
 - City limit signage
 - Remove "Closed" signs
 - Give downtown Longview a name
 - Clean up downtown
 - Hang blade signs: 20/20 signage = \$\$\$
 - Keep downtown businesses open at night
 - Create a "downtown hub" that caters to locals and creates a sense of gathering
 - Follow the 10x10x10 rule



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- Words of wisdom from Roger:
 - Be different or be the best
 - Sell the experience, NOT the geography!
 - First impressions are lasting ones
 - Develop activities guide that promote attractions
 - Promote anchor tenants



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- We ALL have responsibility
- What part will YOU play in the future success of our community?
 - Get actively involved
 - Attend meetings and give your input
 - 6 community outreach meetings
 - 3 task force workshops
 - Recommended action plan to be presented to Council on 12/4



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- Next community outreach meetings:

9/16 – 7 p.m. Mint Valley Elementary

9/27 – 9:30 a.m. McClelland Arts Center

9/30 – 7 p.m. Cascade Middle School

10/7 – 7 p.m. St. Helens Elementary

10/18 – 9:30 a.m. R.A. Long High School

10/21 – 7 p.m. Mark Morris High School



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Next Community Assessment Workshops:

November 5, 11 and 18

6-9 p.m. in the Training Room at
Longview City Hall



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You don't have to wear tights and a cape to be a superhero in our community.

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Carry on, superheroes!

More information:

www.mylongview.com and
click on the "News & Events"
button, or call the Chamber
at 423-8400.

