

2017-2018 COUNCIL GOALS

I. Goal: A SAFER, MORE LIVABLE COMMUNITY

A. Outcome: Effective community services with emphasis on police services, public safety, transportation infrastructure, and parks.

Actions:

- 1. Maintain funding in the University Place Police Department budget to allow for current or better staffing levels for the biennium.*
- 2. Continue to identify and apply for transportation and other infrastructure grants where a local match is available or reasonably anticipated to be available.*
- 3. Identify funding to develop Park CIP projects, such as Paradise Pond Parking and Trails, and consider any necessary implementing legislation.*
- 4. Identify funding to construct additional gateway signs and Curran Apple Orchard restroom, and consider any necessary implementing legislation.*
- 5. Maintain funding for the City's beautification program at current or better levels for the biennium.*

B. Outcome: More physical and visual connections to Puget Sound and Chambers Bay from public areas in the City.

Actions:

- 1. Participate fully with Pierce County, and Lakewood in the Chambers Creek Properties Master Site Plan Update, seeking to include such connections, including facilities that allow public access to the waters of Chambers Bay, with priority on facilities for the launching and docking of watercraft.*
- 2. Identify funding to construct Leach Creek Trail from 40th to Kobayashi, and consider any necessary implementing legislation.*
- 3. Continue to work with Pierce County and Lakewood on the Chambers Creek Canyon Trail, and consider any necessary legislation.*
- 4. Consider amending the Shoreline Master Program and Comprehensive Plan to include the above Outcome.*

C. Outcome: Effective communications between the City Council and other local, state and federal elected officials.

Actions:

- 1. Study and consider legislation adopting updated City Council intergovernmental legislative priorities for the new biennium.*
- 2. Review, identify and consider any necessary legislation to implement a City Council intergovernmental legislative outreach program.*

3. *Consider additions to the Council Rules to establish a timely, and effective intergovernmental legislative agenda, and improved inter, and intra-governmental communications in support of the adopted legislative agenda.*
4. *Approve a City intergovernmental legislative agenda by the 2nd City Council meeting in September of each year.*

II. Goal: INCREASED ECONOMIC VITALITY

- A. Outcome: Position the City for redevelopment of commercial areas such as Narrows Plaza, and consider means and methods to promote the City to potential investors such as significant employers, lodging, leisure and other businesses.**

Actions:

1. *Consider legislation making additional revisions to development regulations to improve conditions for development and redevelopment, including review of permitting processes and timelines.*
2. *Consider legislation adopting and implementing a completed Regional Growth Center Subarea Plan.*
3. *Consider legislation updating the Economic Development Strategic Action Plan to 2019.*
4. *Consider budgeting for promotion of the City to potential investors such as significant employers, lodging, leisure and other businesses through new identified means and methods.*
5. *Study the usefulness of a video to promote the City.*
6. *Consider funding a study of the economic impact of changing the name of the city to Chambers Bay.*
7. *Consider funding for next steps in implementing the Regional Growth Center Subarea Plan.*

III. Goal: STRONGER FINANCIAL CONDITIONS

- A. Outcome: Complete an assessment of the sustainability of City revenues, including all fees and taxes, and consider revenue options to fund police services, public safety, streets, and events.**

Action:

1. *Review fees and taxes, and other revenue options to fund police services, public safety, streets, and events, and upon completion of study, determine to conclude the topic, or consider legislation achieving the outcome.*

- B. Outcome: Maintain a balanced budget and enhance our reserve goals to allow for future financial stability and flexibility.**

Actions:

1. *Consider legislation to increase strategic reserves to 7% of the adopted biennial general fund.*
2. *Study options to reduce City debt, and consider any necessary implementing legislation.*
3. *Review current City assets that are surplus to the City's needs and consider legislation disposing of those assets.*
4. *Study the feasibility of re-capitalizing the fleet and equipment funds.*
5. *Study potential annexations.*

IV. Goal: GREATER CITIZEN TRUST AND CONFIDENCE

- A. Outcome: Maintain and improve community engagement to build public trust in City government, to value U.P.'s history and heritage, to maintain community pride and the sense of U.P. as a safe and special place, and to encourage volunteers.**

Actions:

1. *Consider identifying the scoping of a new professionally conducted community survey and budgeting the cost of such a survey.*
2. *Consider identifying new or enhanced community engagement events and budgeting the cost of those events.*
3. *Consider funding the development and staffing of a University Place City Government Facebook page embracing all aspects of City government. (Current City Facebook pages are Rec, and event-specific).*
4. *Study the feasibility of establishing a U.P. City 4th of July celebration at Chambers Bay.*
5. *Review the purpose and operations of the City Council's Legislative Advisory Commissions.*
6. *Study potential City roles in recording, securing and affording public access to City historical resources and artifacts.*
7. *Consider funding the development and staffing of a part-time U.P. volunteer and event coordinator position.*

- B. Outcome: Maintain and improve the quality of information provided to the public about U.P. government operations, and our focus on integrity and transparency in government, helpful and timely customer service, and remaining within the proper role of government.**

Actions:

1. *Consider funding increased production of City informational videos for broadcast on UPTV, and to be available on the City's website and social media forums.*
2. *Consider funding the production of additional reporting content for the City pages within the U.P. Press.*
3. *Consider cost-effective online and/or other information technology based surveys to engage citizens and obtain their feedback.*