

2019-2020 COUNCIL GOALS AND OUTCOMES

1. A targeted business retention/recruitment strategy, complete a Strength, Weakness, Opportunities and Threats (SWOT) analysis priorities:
 - Business that can thrive with UP's geographic, social and quality of life assets.
 - Select business types that have the optimum ratio between tax revenue and the cost to provide local government services to that business type.
 - Use the UP Business SWOT Analysis to prioritize business types in certain zoning districts in the overlay district and other zoning actions.
 - Consider optimum tax to cost of service impacts in the SEPA process when applicable so that certain high return business construction impacts are balanced with their long term positive net cost for government services.
 - Further develop strategies to market "Opportunity Properties." Pay particular attention to attracting mid-sized employers looking to be near the boom in King County.
2. Implement an electronic citizens/public communications strategy.
 - Virtual communication and social media.
 - Complete and implement e-communication to the public.
 - Complete/enhance what we have, create new e-platforms.
 - Develop a comprehensive communication strategy and implement by end of year.
3. Hold citywide 25-year celebration that will highlight accomplishments and solicit future needs/expectations.
 - UP Citizens involved in meaningful way to recraft the community vision for the next long-term planning horizon. (Comp Plan update)
4. Conduct a detailed review of public safety needs with commission, community, and business input and develop long range planning document.
5. Complete and implement action plans for the Subarea Plans.
6. Unneeded City property sold, returning it to tax paying purposes.
7. Explore partnering with UPSD to do an advisory bond measure to hire additional police officers for school and neighborhood safety.
8. Increase strategic reserves 1% each budget cycle until reserves reach a best practice standard of 13% of GF.
9. Part-time community/volunteer position.
10. Understand and define citizen involvement and value of volunteers/events on community image and desirability.
11. Conservative forecasting and expenditures to ensure debt reduction.
 - Continue our conservative financial business practices.
 - Continue to look for opportunities to pay down principle and reduce interest rate.
12. Develop a policy for prioritizing one time and excess revenues to support police and transportation based on identified planning document.
13. Lower Park Impact fees and SWM fees.
14. Establish a viable homeless action plan and partner with existing services.
15. Increase staff awareness/education of Council's direction on overall service to the community. "Service that results in citizen trust and confidence."
16. Work on a solution with the UPSD for ½ days and support youth centric services – open gyms along with programs: Dance/Sports
17. Develop a City value statement which includes transparency and integrity in the City's actions and communications. Use the value statement.