

2019 – 2020 Council Goals and Priorities

3715 Bridgeport Way W
University Place WA 98466
PH: 253.566.5656 FAX: 253.566.5658

1. Utilize a targeted business retention/recruitment strategy, complete a Strength, Weakness, Opportunities and Threats (SWOT) analysis priorities:
 - Business that can thrive with University Place'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 University Place 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 State Environmental Policy Act 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 biennium.
3. Hold citywide 25-year anniversary celebration that will highlight accomplishments and which can be used as a foundation to identify future needs/expectations in a process which involves University Place residents in a meaningful way to recraft the community vision for the next long-term planning horizon.
4. Conduct a detailed review of public safety needs with commissions, community, and business input and develop long range planning document.
5. Complete and implement action plans for the Subarea Plans.
6. Identify and sell unneeded City property, returning it to tax paying purposes.
7. Explore partnering with University Place School District to do an advisory bond measure to hire additional police officers for school and neighborhood safety.

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8. Increase strategic reserves 1% each budget cycle until reserves reach an amount of 13% of the operating budget.
9. Explore establishing and funding a part-time community/volunteer position.
10. Enhance citizen involvement and increase value of volunteers/events with an emphasis on community image and desirability.
11. Continue 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 documents.
13. Lower Park Impact fees and Stormwater Management fees.
14. Establish a viable homeless action plan and partner with existing services, particularly in those areas better equipped to aid the transition away from homelessness.
15. Increase staff awareness and education of Council's direction on overall service to the community with an emphasis on providing service that results in citizen trust and confidence.
16. Work on a solution with the University Place School District for ½ days and support youth centric services i.e., open gyms along with programs.
17. Develop a City value statement which includes transparency and integrity in the City's actions and communications. Use the value statement.