

WEST RICHLAND CITY COUNCIL

Special Meeting

JULY 26, 2022

4:00PM

3100 Belmont Boulevard, West Richland, WA 99353

Notice to the Public: This meeting will be an in-in person meeting with a remote attendance option via Zoom. During comment periods, in person comments will be heard prior to those via the Zoom option.

AGENDA

- 1. Meeting Called to Order**
- 2. Roll Call**
- 3. Old Business**
 - a. Strategic Focus Area Summary
 - b. Parking Lot Review
- 4. New Business**
 - a. Parks Plan Status Report
- 5. Conclusion**

City of West Richland Washington Strategic Plan 2023 – 2024

(Cover Page)

West Richland Mission Statement:

Our mission, in partnership with our citizens and public and private entities, is to: provide a safe, healthy, and welcoming city where people choose to live and raise a family; promote and support economic vitality that strategically positions the city to be as independent and flexible as possible in meeting current and future service level demands; provide high quality customer service, innovation, a positive work environment, and a commitment to excellence that serves the needs of our citizens; seek continuous citizen involvement through transparency in government policies and practices thus ensuring citizen support of the city's strategic direction.

Dear Fellow West Richland Residents:

The city's Strategic Plan and focus areas were developed in 2011. The Strategic Plan is an essential tool for the development of the city's biennial budget. The Council has identified six Strategic Focus Areas (SFAs) and corresponding goals to set direction for the future of the city and guide decision making and resource allocation. The SFAs support the city's long-term vision and mission, and the goals set benchmarks for implementation.

The following six Strategic Focus Areas have been identified which create the foundation for the strategic plan:

1. Competitive Economic Vitality to Benefit the Community
2. High Quality & Cost-Effective Infrastructure
3. Financial & Operational Effectiveness, Stability, & Accountability
4. Recreational, Cultural, and Educational Opportunities
5. Neighborhoods, Business Districts & Parks
6. Healthy & Safe City

The Strategic Plan has been the guide the city has used over the past several years to direct our energies, financial resources, and planning in almost every area of government. The city continues to move strategically forward by implementing the needs identified by the Strategic Plan. This plan along with other significant efforts will define direction within our infrastructure and operational planning goals including transportation, utilities, parks and public safety.

The City of West Richland wants our citizens to know that city government is responsive to its citizens and their needs, and that our highest priority is to provide them with appropriate service levels through the implementation of this Strategic Plan.

Respectfully,

Brent Gerry
Mayor

SFA 1 –COMPETITIVE ECONOMIC VITALITY TO BENEFIT THE COMMUNITY

Goal 1 – Leverage resources through partnerships with public and private entities.

- Collaborate with and support development partners such as Benton Rural Electric Association, Port of Kennewick and TRIDEC on projects within the city.

Goal 2 – Improve economic vitality and competitiveness..

- Update the Economic Development Strategic Plan dated October 2013.
- Manage the marketing and assist with the disposition of city owned property.
- Revitalize the downtown by updating the West Richland Municipal Code for the Downtown Mixed Use Zoning.

Goal 3 –Enhance city image.

- Maintain relationships with the media to leverage opportunities to promote the city.
- Effectively use the city website and social media interfaces (Facebook, Nextdoor, etc.) to communicate information to residents and business owners.
- Actively participate in the legislative process to advance the goals of the city.
- Establish Design and Development Standards that set the standard for creating the character and place.

Goal 4 – Create development policy codes appropriate to achieve city vision relative to support commercial and residential development.

- Work with community to update the downtown mixed-use regulations to ensure they are current and responsive to resident and development interests.
- Update development codes when necessary to maintain compliance with the State Growth Management Act.
- Review and Administer the Belmont Business District Design Review Guidelines.
- Support industrial development at Red Mountain Center and other locations and leverage the opportunity the Industrial Wastewater Treatment Plant represents to the new development.

SFA 2 –HIGH QUALITY AND COST-EFFECTIVE INFRASTRUCTURE

Goal 1 – Construct planned infrastructure essential for a growing community.

- Increase Water System’s source and storage capacity and overall reliability to meet future residential, commercial and industrial user demands.
- Increase Sewer System’s collection and treatment capacity and overall reliability to meet future residential, commercial and industrial user demands.
- Provide storm water collections, treatment and filtration facilities to mitigate the discharge of pollutants into the environment.
- Improve Transportation System’s level of service while incorporating complete street principles into the Transportation System to create a comprehensive, integrated, and connected network that balances access, mobility and safety needs of current and future users.
- Provide facilities to meet future workforce and equipment needs.

Goal 2 – Maintain existing infrastructure to extend its useful life.

- Implement Park O&M Plan and identification of sustainable funding opportunities for the operation and maintenance of the parks and trail system.
- Implement Pavement Preservation Program and identification of sustainable funding sources for the street fund.
- Continue implementation of Water Main Replacement Program.
- Continue Implementation of Sewer Main Replacement/Lining Programs.
- Update facility condition assessment(s) and implement Facility Maintenance Program.

West Richland is committed to providing services and infrastructure in a quality manner through the use of professional engineering and management practices with a team of employees dedicated to excellence and customer satisfaction. We strive to accomplish these tasks efficiently, effectively and with accountability to the community we

SFA 3 – FINANCIAL & OPERATIONAL EFFECTIVENESS, STABILITY, & ACCOUNTABILITY

Goal 1 – Conduct city operations using best management practices.

- Explore and research organizational best practices for incorporation into processes, procedures, and codes.
- Conduct city-wide surveys to identify citizen satisfaction, perceptions, and expectations.
- Develop and enhance public online self-service options.
- Enhance the city’s safety and training program responsible for coordinating and facilitation of the city’s safety activities and regulatory compliance and provide

centralized training services to ensure staff is properly trained in compliance with applicable regulations.

Goal 2 – Promote ethical behavior in all aspects of government.

- Ensure the city’s mission, vision, and values are an integral part of daily operations.
- Provide ongoing training to all personnel on ethics and promote excellence in public service.
- Exercise prudence and integrity in the management of public funds and financial transactions.
- City government officials and staff shall actively avoid the appearance of or the fact of conflicting interests.

Goal 3 – Utilize short and long term planning to meet future workforce and equipment needs.

- Routinely evaluate and update as necessary the city’s total compensation program to maintain competitive wages and benefits to recruit and retain quality professional staff within budgetary limitations.
- Ensure staffing levels are appropriate to provide internal and external customers with excellent customer service.
- Develop long-term financial planning model that combines financial forecasting with financial strategizing to identify future challenges and opportunities and strategies to secure financial sustainability.
- Research technology equipment needs and ways to obtain affordable equipment through surplus property from other agencies.

Goal 4 – Improve quality, efficiency and cost savings through collaboration with public and private entities.

- Collaborate with other agencies on mutually beneficial projects and programs.
- Participate in Law Enforcement regional task forces and teams to expand resources available.
- Collaborate with Kennewick, Richland and Pasco on educational efforts associated with water conservation and storm water pollution.

|

SFA 4 – RECREATIONAL, CULTURAL, AND EDUCATIONAL OPPORTUNITIES

Goal 1 – Recognize community wants, needs, and financial support to help determine, prioritize and develop plans for implementation.

- Implement recommendations in the parks plan.
- Coordinate with local organizations to promote and develop recreational, cultural and educational opportunities in West Richland.

Goal 2 – Encourage and promote citizen volunteerism and corporate investment.

- Coordinate with volunteer organizations and city departments to identify and support volunteer projects and community events.
- Manage volunteers in policing programs.
- Maintain Chief's Advisory Board.

Goal 3 – Identify sustainable funding sources to continue park operations and to provide new parks and recreational opportunities.

- Identify and pursue grants and other funding mechanisms, such as corporate and private donations to maintain and develop park facilities.
- Evaluate costs and benefits of establishing a metropolitan park district, and if viable, consider implementation (if voter approved) as budget cycles can accommodate.

DRAFT

SFA 5 – NEIGHBORHOODS, BUSINESS DISTRICTS, & PARKS

Goal 1 – Prevent neighborhood degradation, promote community safety and preserve diversity in housing.

- Continue with community policing efforts to build trust and cooperation between law enforcement and the community.
- Implement home and multi-housing crime prevention programs to ensure safety and diversity in communities.
- Administer the code compliance program to prevent neighborhood degradation.

Goal 2 – Protect and manage natural resources.

- Protect both public and private properties in accordance with the municipal code and state law.
- Collaborate with public and private partners to maintain, improve and develop sustainable natural resources.
- Continue implementation of the Water Efficiency and Groundwater Program.

Goal 3 – Ensure city policies and ordinances are clearly written in order that businesses, citizens, and property owners can understand and correctly interpret the meaning.

- Review ordinances on an on-going basis to ensure clarity and understanding.
- Provide information to businesses, citizens and property owners through personal contact, social or traditional media and promote voluntary compliance.

SFA 6 – HEALTHY AND SAFE CITY

Goal 1 – Integrate health and safety consideration into new development.

- Collaborate with city departments to enhance community safety.
- Maintain emergency response plans to identify participants, ensure staff receives training and establish and maintain regional partnerships for emergency response.
- Promote community policing efforts through the support of programs, activities and personnel assignments that prevent crime and promote safety.
- Identify standards that can incorporate safety into new developments both commercial and residential.
- Facilitate opportunities to maintain and establish public facilities such as parks, trails and open space that encourage exercise.
- Utilize geographic information system tools to assist all departments and outside agencies in public preventative safety, emergency response and environmental protections.

Goal 2 – Compliance with local, state and federal regulations and permits.

- Compliance with Department of Ecology National Pollutant Discharge Elimination System (NPDES) Phase 2 Stormwater Permit.
- Compliance with Department of Ecology NPDES Wastewater Permit and annually receive Ecology's Outstanding Performance Award.
- Compliance with Department of Health and Environmental Protection Agency Drinking Water Quality and Testing Standards.
- Compliance with Quad City Water Right.
- Implement Americans with Disabilities Act (ADA) Transition Plan for city's transportation system.
- Implement ADA Transition Plan for city's parks.
- Maintain Cross Connection Program per applicable regulations.
- Conduct police operations in accordance with Labor and Industry requirements, best practice principles with a safety mindset towards employees, the public and suspects.

|

Contact Information

City of West Richland
3100 Belmont Blvd
West Richland, WA 99353
(509) 967-3431

DRAFT

City Council

Mayor
Brent Gerry
bgerry@westrichland.org
(509) 967-7119

Mayor Pro Tem
Fred Brink
fbrink@westrichland.org

Councilmember
May Hays mhays@westrichland.org

Councilmember
Richard Bloom
Richard.bloom@westrichland.org

Councilmember
John Smart
jsmart@westrichland.org

Councilmember
Ken Stokerkstoker@westrichland.org

Councilmember
Kate Moran
kmoran@westrichland.org

Councilmember
David Fetto
dfetto@westrichland.org

City Administration

City Clerk
Stephanie Haug
City Clerk
shaug@westrichland.org
(509) 967-7102

Finance
Erin Gwinn
Finance Director
egwinn@westrichland.org
(509) 967-7108

Police
Thomas Grego Chief of Police
thomas@westrichland.org
(509) 967-7123

Public Works
Roscoe Slade
Public Works Director
roscoe@westrichland.org
(509) 967-5434

Community Development
Eric Mendenhall
Community Development Director
emendenhall@westrichland.org
(509) 967-7113

Human Resources
Selena Smathers
HR Analyst
ssmathers@westrichland.org
(509) 967-7104

Information Technology
Brad Borton
Information Systems Administrator
bborton@westrichland.org
(509) 967-7135