

2.0 GOALS & OBJECTIVES

#1 GOAL

The City of Longview's Parks and Recreation Department Mission:
Create a healthy community by providing high quality
park and recreation services to everyone.

2.1 OVERVIEW

This comprehensive plan includes goals and objectives that are intended to guide the planning and decision making process to ensure that parks and recreation services meet the needs of the community now and in the future. The goals set forth in this document are based upon citizen input and overall analysis of the parks and recreation system.

The goals within this document stem from the 2009 update of the comprehensive plan and have been added to and refined with the help of the community, planning committee, boards, and city staff. The objectives state how the department endeavors to achieve these goals and ultimately ensure that actions taken by the department going forward align with its mission. The recommendations throughout the comprehensive plan serve as measurable action steps to meet the needs of the community, its stakeholders, and help reach the department's ultimate goal: our mission.

2.2 PLANNING

#2 GOAL: To systematically and efficiently plan and design for the growth and sustainability of the park and recreation needs for the citizens of Longview.

- PLAN-1) Work to reduce the impacts of developments and ensure provisions for open space by following the municipal code minimum standard to provide land for parks, trails, walkways, and open space.
- PLAN-2) Pursue private dedication of land through a variety of methods to facilitate public access to parks, and provide a continuous system of parks, trails, and open space.
- PLAN-3) Work with other city departments to promote the street tree program through the planning process for new developments.
- PLAN-4) When possible, acquire any rail right-of-ways that are no longer in use to provide for multi-use trails designed for the exclusive use of non-motorized recreation and transportation.
- PLAN-5) Continue to pursue opportunities for the development of a multi-purpose community center to include teen center and senior center elements.
- PLAN-6) Design and implement a linkage system, which connects the park system, schools, and other important public facilities within the city and surrounding area (e.g., bicycle lanes

and multi-use trails).

- PLAN-7) Focus planning efforts in portions of the city that are experiencing rapid growth or currently lack recreation service and involve citizens.
- PLAN-8) Partner with other governmental agencies, surrounding cities, and private organizations to coordinate park planning and land acquisition to maximize the benefits available from public lands for parks, programs, and recreational activities.

2.3 MANAGEMENT & OPERATIONS

#3 GOAL: Provide a quality park, recreation, urban forest, open space, and trail system that is efficient to administer and cost effective to maintain and grow.

- M/OP-1) Provide clear and direct leadership that supports and promotes the department core values and focuses on the department mission.
- M/OP-2) Offer staff training, acquire labor saving equipment, and develop effective strategies to streamline operations.
- M/OP-3) Focus on reducing risk to the public and employees by using multi-faceted strategies that minimize economic and health risks.
- M/OP-4) Invest in preventative maintenance and timely upgrades/replacements to support the lifespan of park amenities and facilities.
- M/OP-5) Encourage staff to seek out alternative funding sources such as federal, state, and local grants as well as sponsorships and partnerships.

2.4 PARKS

#4 GOAL: Protect Longview's natural beauty and areas to recreate by sustaining and improve upon the system of parks, trails, amenities, and open space.

- PARK-1) Develop a capital improvement plan for parks and facilities that can be funded at a level that allows for a reasonable implementation schedule.
- PARK-2) Inventory and evaluate the current park restroom facilities and then create and implement a restroom replacement schedule.
- PARK-3) Complete a playground equipment replacement program to bring all equipment into compliance with safety and accessibility guidelines.
- PARK-4) Involve the community and Highlands Neighborhood Association to review and update the Archie Anderson Master Plan.
- PARK-5) Develop a multifaceted approach for new synthetic sports fields to meet the higher level of demand of an all-weather use facility and use including grants, private donations, and partnerships for department, public, school district, non-profit, and private use.

- PARK-6) Identify and mitigate safety and security issues and maintain existing parks at levels that meet or exceed the public's desire for safety, cleanliness, and usefulness.

2.5 OPEN SPACES/CONSERVATION

#5 GOAL: Create and conserve Longview's history and character for future generations by providing open space as a balance to the growth of residential and commercial development.

- OPEN-1) Conserve existing public lands currently in a natural state through careful planning and cooperative agreements between appropriate government agencies and private enterprise.
- OPEN-2) Use appropriate acquisition methods to protect natural areas which are sensitive to urban development or represent a significant natural and visual asset.
- OPEN-3) Develop a native plant policy designed to ensure the continued viability and diversity of indigenous plant communities in specific park properties, and promote the use of plants naturally adapted to local conditions through identification of native, nuisance, and prohibited plants.
- OPEN-4) Encourage a significant percentage of public open space to be included, where compatible in style and function, as part of clustered residential development and other "Smart Growth" programs.

2.6 RECREATION

#6 GOAL: Provide high quality recreation programs throughout the community that are fun, educational, accessible, and safe for people of all ages and abilities.

- REC-1) Be the leader for healthy living in our community by creating physical activity and play opportunities for all.
- REC-2) Pursue and implement the necessary requirements to become and maintain the status of Playful City USA.
- REC-3) Evaluate the needs and effectiveness of programs and activities through surveys and evaluation forms to identify community interests relating to programs, services, and opportunities.
- REC-4) Create a title and secondary sponsorship program to promote partnership with organizations or agencies that align with the department mission to provide large scale community events at a free or reasonable cost to the community.
- REC-5) Develop and implement effective marketing strategies to build awareness of programs, events, facilities and benefits of parks and recreation to the community.

2.7 GOLF COURSE OPERATIONS

#7 GOAL: Offer and expand customer services by improving the current conditions of the course while maintaining a realistic financial management plan that can facilitate long term success.

- GOLF-1) Manage golf playing surfaces for optimal performance and desired conditions through the maintenance of healthy and functional turf grass and other plantings while maintaining a positive environmental impact.
- GOLF-2) Explore ways to broaden and deepen the involvement of the golfing public, men's and women's clubs, and the Mint Valley Golf Advisory Committee in operational decision making processes where possible.
- GOLF-3) Build upon and implement current Mint Valley Golf Course Marketing Plan to target the demographic gaps in golf participation in surrounding areas.
- GOLF-4) Instruct and offer programs that develop junior golfers from beginner to advanced while cultivating the social, physical, emotional, and mental development to aide in creating lifelong golfers.
- GOLF-5) Develop a plan for long-term fee structures by reviewing comparable golf course fees to ensure the course stays competitive within the market.
- GOLF-6) Complete a facility infrastructure inventory to evaluate and identify capital improvement projects and set a priority list for projects to be upgraded and replaced.

2.8 URBAN FOREST

#8 GOAL: Manage the urban forest as an asset that is valued and recognized for its positive, social, environmental, economic, and public health impacts to the community.

- UF-1) Promote the street tree program through the planning process for new developments, and ensure the safety and well-being of existing tree inventory during construction projects.
- UF-2) Develop and implement the City of Longview Urban Forest Management Plan to protect trees and preserve their role in defining the city's character.
- UF-3) Complete a health assessment of all mature city-owned trees and a policy for evaluation, maintenance, and replacement.
- UF-4) Continue practices that insure ongoing Tree City USA designation is obtained annually.
- UF-5) Develop an integrated pest management plan to manage pests that are harmful to the health, function, and aesthetic value of park landscapes and other city properties.
- UF-6) Incorporate urban forestry practices into the City's Storm Water Management Plan.
- UF-7) Establish a comprehensive tree emergency response and proactive risk management plan.

- UF-8) Engage residents, public agencies, and the private sector in caring for the urban forest and deepening the community's connection to nature.
- UF-9) Update Tree Planting Policy to provide public with Urban Forest policies and procedures that include residential and park open planting sites.

2.9 TRAILS

#9 GOAL: Create convenient, safe, and pleasant non-motorized trail network that provides for active recreation as well as links parks, schools, and community destination throughout the city.

- TR-1) Develop a trail network that provides for both recreation and transportation opportunities that include on and off street routes making travel fun, safe, and enjoyable.
- TR-2) Incorporate a variety of trails into the network that include those designated as multi-use, interpretive, hiking or pedestrian only, ADA accessible, equestrian, and bicycle trails.
- TR-3) Improve pedestrian and bicycle route options throughout the city as an active mode of transportation by constructing new trails as a linkage between parks and giving access to other public destinations.
- TR-4) Partner with surrounding cities and private land owners to provide opportunities for creating a connected community feel and allowing for longer distance trails.

2.10 PUBLIC ART

#10 GOAL: Provide public art to enhance city infrastructure, create engaging space, strengthen community pride, commemorate history, and provide educational opportunities.

- ART-1) Encourage support of public art through donations, purchases, and partnerships with the arts and business communities.
- ART-2) Promote active participation and attendance of art events by community residents.
- ART-3) Continue to actively partner with the Visual Arts Commission and the Longview Outdoor Gallery to provide high quality art in appropriate locations.
- ART-4) Support the arts by encouraging the display of public art in city parks, public spaces, and within city buildings to help commit to an aesthetically pleasing physical environment.
- ART-5) Actively seek out and engage with groups to aid in the support of upkeep and maintenance of public art.

2.11 PUBLIC INVOLVEMENT

#11 GOAL: Encourage public involvement throughout the parks and recreation service and operation planning process to meet the needs of the citizens and allow for a sense of ownership.

- PUB-1) Encourage the creation of a “Friends of Parks and Recreation” group that is dedicated to supporting, enhancing, and promoting park and recreation services to the community.
- PUB-2) Explore alternate means of contacting citizens through a variety of outlets such as email, social networks, quarterly guide, public forums, city website, and print advertisement.
- PUB-3) Create a program to recruit, organize, and retain volunteers to assist the department on a variety of projects and programs that helps with operational costs as well as build ownership of the programs for the volunteers.
- PUB-4) Allow for workshop style meetings where community members and leaders in locations throughout the county can gather input on current park and recreation needs and priorities.

