



CORE FOCUS:

PROMOTE FINANCIAL STABILITY & OPERATIONAL EFFECTIVENESS

Core Strategy

The City of Richland effectively manages financial resources. Our staff deliver excellent services at the most reasonable cost. We ensure that Richland residents receive great value for their tax dollars, and that City programs, services, and capital projects benefit the community as a whole. We recognize our citizens demand accountability and adaptability. Richland is a leader in encouraging collaborative, community-wide efforts that contribute to our City's financial stability and sustainable growth. We strive for public trust and confidence.

Objective: Preserve and enhance fiscal health and wellness.

Actions

- ◆ Continued utilization of priority-based budgeting philosophy
- ◆ Implement a biennial budget planning process
- ◆ Implement an ongoing strategic planning cycle
- ◆ Develop and implement a process to communicate Council's strategic vision to all boards and commissions
- ◆ Leverage the City's bond rating and utilize fiscally responsible financial management practices
- ◆ Develop a strategy to plan and fund long-term critical infrastructure 2025 and beyond
- ◆ Evaluate Fire and Emergency Services fee structures
- ◆ Develop strategies to ensure the City's ability to prepare, respond, and recover from large-scale emergencies and natural disasters
- ◆ Ensure that foundational policies and municipal code are regularly evaluated
- ◆ Maximize efficiencies in customer service including utility billing, permitting and program assistance in the new City Hall

Objective: Increase use of technology to facilitate enhanced public access to information and improved customer service.

Actions

- ◆ Develop strategy to support reliable high-speed internet service throughout the community
- ◆ Invest in technology to support efficiency of the City's workforce to provide greater productivity, safety, and customer service in City operations
- ◆ Continued integration of financial technology platforms to provide enhanced customer service transactions and increased transparency
- ◆ Develop a new wholesale energy power policy
- ◆ Promote the City's energy goals through Mid-Columbia Energy Initiative

Objective: Promote leadership growth and development.

Actions

- ◆ Ensure quality service delivery by leveraging knowledge of professional staff
- ◆ Establish a comprehensive professional development program to develop and enhance the City's workforce
- ◆ Identify opportunities for succession planning
- ◆ Attract and retain top talent to meet the demands of the evolving community

Outcomes

- Enhanced fiscal health
- Increased public trust and confidence
- Increased productivity
- Increased use of technology solutions

Progress Indicators

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- ✓





CORE FOCUS:

MANAGE & MAINTAIN INFRASTRUCTURE & FACILITIES

Core Strategy

The City of Richland is a full-service City that operates and maintains a broad range of facilities and infrastructure, including several utilities, critical to meeting community needs. Richland anticipates facility and infrastructure needs as our population grows and changes.

Objective: Plan and provide facilities and infrastructure essential to community growth.

Actions

- ◆ Develop a comprehensive Public Safety Facility Deployment Plan
- ◆ Develop a strategy to address Fire and EMS services to the 1341 acres in north Richland
- ◆ Evaluate impacts of closure of the 300 Area Fire & EMS station and potential support of under-protected areas of the current Hanford site
- ◆ Track and acquire key properties for long-term critical infrastructure, economic development, and facility needs
- ◆ Address traffic congestion
- ◆ Update and implement utility system plans to ensure population growth and demand needs are met
- ◆ Complete Horn Rapids Landfill expansion and facility replacement

Objective: Maximize existing facilities and infrastructure through sustainable maintenance programs.

Actions

- ◆ Implement LED streetlight retrofit citywide
- ◆ Develop a comprehensive Electric Underground Plan
- ◆ Implement an asset management program to maximize facility and infrastructure lifecycle
- ◆ Continue implementation of a sustainable pavement preservation program

Outcomes

- Continue to successfully meet the demand and need for new infrastructure and facilities

Progress Indicators

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CORE FOCUS: INCREASE ECONOMIC VITALITY

Core Strategy

The City of Richland is economically competitive, resilient, and attractive to private and public enterprises. These factors enhance the City's economic vitality and ability to withstand the ups and downs of an economic cycle. To remain vital, Richland targets areas of economic growth, diversification of its capital, and works to attract and retain talent. Richland identifies opportunities to collaborate with regional organizations, neighboring cities, ports, other private entities and the private sector to enhance the strength of our community.

Objective: Improve the economic health of the community through a targeted investment in Richland's Waterfront District.

Actions

- ◆ Encourage greater residential densities in and around the Waterfront District
- ◆ Increase office and commercial demand within the core of downtown Richland
- ◆ Improve streets to enhance walkability in the core downtown area
- ◆ Increase tourism opportunities related to new or expanded facilities and business ventures
- ◆ Partner with the Port of Benton to develop Columbia Point South
- ◆ Evaluate the economic development opportunities for the Uptown parking lot

Objective: Encourage primary sector employment and enhance the tax base in Richland through targeted investments.

Actions

- ◆ Continue to market the Horn Rapids Industrial Park
- ◆ Implement the 1341-Acre Master Plan in north Richland
- ◆ Continue working with the Tri-Cities Research District in attracting research-related opportunities in north Richland
- ◆ Explore opportunities for economic development in the Island View neighborhood
- ◆ Implement the Columbia Park Master Plan
- ◆ Capitalize on opportunities to assist with the development of vacant properties in the area of Steptoe and Tapteal
- ◆ Enhance our industrial areas through Local Revitalization Funding programs or other state programs
- ◆ Work with Richland's port districts to target economic development throughout Richland
- ◆ Continue implementation of the Swift Corridor Plan

Outcomes

- Economic growth
- Robust, walkable downtown along waterfront

Progress Indicators

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CORE FOCUS:
MANAGE OUR NATURAL RESOURCES

Core Strategy

The City of Richland develops strategies to identify and conserve the significant natural resources that provide citizens an exceptional quality of life while balancing the realities of accommodating a growing community.

Objective: Balance private and public interests in the preservation of identified natural and environmentally sensitive areas.

Actions

- ◆ Consider properties to improve park and recreation facilities in natural areas
- ◆ Participate in regional evaluation of the opportunities and challenges of obtaining ownership of public lands (i.e. TRIDEC proposed Corps land transfer)

Objective: Evaluate the provision of economically viable services that contribute to sustainable environmental stewardship.

Actions

- ◆ Enhance the electric utility conservation program to strategically identify highest priorities
- ◆ Respond to the emergence of electric vehicles
- ◆ Respond to community demand for recycling and waste reduction programs
- ◆ Implement renewable energy power generation in compliance with the state Energy Independence Act
- ◆ Advance stormwater outfall water quality retrofit program

Outcomes

- Increased public awareness of sustaining resources
- Balanced private and public interests in conservation and preservation of sensitive areas
- Reduction of stormwater conveyed pollutant loading to the rivers

Progress Indicators

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CORE FOCUS:

MAXIMIZE COMMUNITY AMENITIES

Core Strategy

The City of Richland recognizes its citizens' deep affinity for their city, especially the robust community amenities. The City strives to enhance the quality of life through the enhancement and introduction of unique community amenities.

Objective: Create gateways, streetscapes, and public art features to enhance and beautify the City.

Actions

- ◆ Implement the regional wayfinding signage plan in coordination with our partners
- ◆ Update and implement the Public Art Master Plan
- ◆ Continue to seek private partnerships for artistic projects
- ◆ Include streetscape elements on road projects, when appropriate

Objective: Provide and maintain park and recreation facilities to meet the needs of our community.

Actions

- ◆ Provide quality programming in parks to attract residents and visitors
- ◆ Implements Parks, Trail, Facility and Open Space Master Plan
- ◆ Plan for the development of community gathering places
- ◆ Create park master plans
- ◆ Facilitate park safety and user accountability through an enhanced Park Ranger Program

Objective: Expand opportunities for sports tourism.

Actions

- ◆ Promote existing facilities for sports tournaments
- ◆ Initiate a feasibility study to evaluate a business case for multi-purpose sports fields in coordination with Visit TRI-CITIES

Outcomes

- Recognized regionally for programs and recreation
- Enhanced quality of life
- Increased sports tourism

Progress indicators

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CORE FOCUS:

ENHANCE NEIGHBORHOODS & COMMUNITY SAFETY

Core Strategy

The City of Richland values the safety of our neighborhoods and community. We work to enhance the sense of community pride through prevention of neighborhood deterioration. The City provides a safe and connected transportation network for residents to access cultural, entertainment and employment opportunities located throughout the City.

Objective: Prevent and reduce blight of neighborhoods and commercial property.

Actions

- ◆ Improve identified areas through proactive code enforcement

Objective: Enhance livability and connectivity of neighborhoods.

Actions

- ◆ Ensure minimum life safety standards through a residential rental property inspection program
- ◆ Develop a network of pedestrian and bicycle facilities linking neighborhoods with trail and park amenities

Objective: Increase safety and enhance prevention activities in neighborhoods, retail and industrial business districts.

Actions

- ◆ Conduct a regional analysis of upgrades to the traffic signal pre-emption system for emergency vehicle response
- ◆ Develop a comprehensive Fire and EMS community and risk profile
- ◆ Develop a comprehensive wildland and fire fuel mitigation and management plan for the Yakima Delta, Leslie Canyon and river corridors
- ◆ Initiate a proactive educational campaign to improve cardiac and stroke survivability, reduce targeted call-types, and improve overall community resilience
- ◆ Improve wayfinding in City parks and trail systems to improve emergency location accuracy
- ◆ Evaluate the sustainability of the current Fire and EMS emergency radio system
- ◆ Evaluate Police and Fire deployment plans
- ◆ Integrate regional dispatch services
- ◆ Implement a comprehensive records and jail management system

Objective: Increase collaboration with Police, Fire, and dispatch.

Actions

- ◆ Integrate response of police and fire to active shooter incidents or other similar situations

Outcomes

- Increased crime prevention and community pride
- Increased collaboration with Police, Fire and dispatch
- Increased neighborhood connectivity
- Increased timeliness for law enforcement and emergency medical response

Progress indicators

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