# City of College Place Strategic Plan, 2017-2026

Updated June 22, 2021



Where small-town living and learning meet

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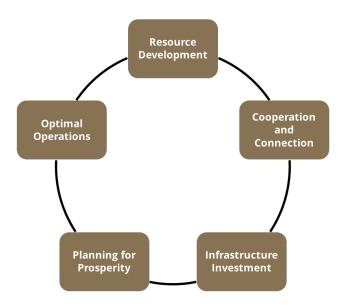
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## Introduction

The College Place Strategic Plan was developed in 2017 by listening to the community about its aspirations. Through surveys, focus groups and one-on-conversations a picture developed for the City's current position and where it wants to be. What emerges is a picture beyond annual budgeting processes to a vision for what the City could be in 2027.

This vision together with the City's core values provide a compass. The Strategic Plan provides a foundation for prioritizing the use of resources and identifies how the City makes progress toward achieving the community's goals and objectives.

Following vision and values are key areas of activities, called Core Themes. Under each of these themes are goals and objectives laid out over the next decade which set out the work of City Council and Staff.



Objectives are supported by outcomes, the key measure of progress and milestones by year. The Strategic Plan is designed to be updated annually to reflect changing priorities and resources.

## **Vision**

By 2027, College Place is noted for its vibrant downtown with a mix of small businesses and housing that interfaces with Walla University that give residents and a growing tourist trade the feeling of a small town. The City has attracted large-scale commercial development along its most trafficked roads, thus growing its tax base.

Resourceful in the use of finance tools and grant opportunities, the City gets extra value from every dollar of local taxes. Resources support a staff of dedicated, competent employees adequate to provide safety and responsiveness. Deferred maintenance is a thing of the past as depreciation is funded and cash reserves prepare the city to pursue opportunities without excess risk.

Mutual respect is shared between the City Council, residents, and staff. Residents, retirees, students, professionals, and young families feel safe; they know their neighbors and many of the city employees by name. Citizens are engaged and knowledgeable of the affairs of the City due to the character of staff and the quality, timeliness, and context through which information is shared; cooperation is a community norm. Volunteerism is high across the commissions of the City.

People circulate easily irrespective of mode, whether car, foot or bike; a system of sidewalks and trails make foot traffic a preferred method to get around town. The community turns out regularly for the events calendared throughout the year, co-hosted in partnership with the municipality and institutions such as: businesses, volunteer organizations, College Place Public Schools, Rogers School, Walla Walla Valley Academy, and Walla Walla University.

## **Values**

In its expression of civic leadership and service, Council and staff hold these core values.

#### **Open and Honest**

The City is transparent and fair in its dealings. It is plain spoken in its communication. The City is engaged with its citizens in two-way communication and desires an aware and informed citizenry. The municipality is accountable for its actions and choices.

#### Cooperation

College Place works well with others and values mutually-beneficial outcomes for the City and its partners.

#### Respect

The City fosters respect between its Council and staff, Citizens, neighbors, its natural resources and built environment, its resident businesses to bind College Place into a sustainable and prosperous community. The City honors its heritage.

#### **Service**

The City exists to provide services to its constituents. It is an organized, learning organization that makes data-driven decisions. It's employees and Council are empathetic and humble.

#### **Diversity**

The City recognizes differences between people and values these differences as an asset. College Place fosters an environment where individuals find safety, dignity, and acceptance.

# **Optimal Operations**

People of high character and capability power successful City operations. The City Council values its staff and sees Human Resources as its greatest asset. Integrating infrastructure and people are systems and tools that are current and people know how to use.

- 1. The City is staffed to reflect state-recognized human resource levels.
  - a. The City Police department is staffed to State governing agency criteria and sustainably funded. (Council)
  - b. The City Fire department is staffed State governing agency criteria and sustainably funded. (Council)
  - c. The City Public Works, Community Development, and Public Works departments are adequately staffed and sustainably funded. (Council)
  - d. The City Finance, Clerk, and Human Resource Departments are adequately staffed and sustainably funded (Council).
- 2. The City constructs new and modifies existing City facilities based on nationallyrecognized standards. (Public Works)
- 3. The City has a robust Human Resource function.
  - a. Staff have opportunities for professional development and training. (Human resources)
  - b. The City is prepared for succession in key leadership positions. (Human Resources)
  - c. A learning culture is fostered. (Mayor and administrator)
- 4. GIS is used for comparative advantage and municipal leadership. (Administrator)
- 5. Technology is employed when increasing staff efficiency (Administrator).

Year	Activity	Result
2021	1. 2. 3-a. 4.	Incremental changes in staffing levels Capital facility plan recognizes changing space and use requirements for City services. Number of professional training classes conducted and attended are reported annually. Total number of GIS uses reported.
2022	1. 3-a. 4.	Incremental changes in staffing levels Number of professional training classes conducted and attended are reported annually. Total number of GIS uses reported.
2023	1. 3-a. 4.	Incremental changes in staffing levels Number of professional training classes conducted and attended are reported annually. Total number of GIS uses reported.
2024	1. 3-a. 4.	Incremental changes in staffing levels Number of professional training classes conducted and attended are reported annually. Total number of GIS uses reported.
2025	1. 3-a. 4.	Incremental changes in staffing levels Number of professional training classes conducted and attended are reported annually. Total number of GIS uses reported.
2026	1. 3-a. 4.	Incremental changes in staffing levels Number of professional training classes conducted and attended are reported annually. Total number of GIS uses reported.

## **Resource Development**

To maintain its comparative advantage as a municipal government, College Place pursues new revenue streams not from increasing property tax rates, but from increasing local valuation through new commercial and residential development, while supporting not impeding development.

- 1. The City develops and deploys a written Economic Development strategy to guide expansion of the commercial tax base.
  - a. Land is identified for commercial and residential development. (Planning)
  - b. Lodging development is pursued including the feasibility of meeting space.
     (Administrator)
  - c. A diversity of housing options is pursued including single-family, apartments, duplexes, condos, manufactured homes, accessory dwelling units and mixed-use. (Planning)

- d. The City pursues a big box/chain retail development. (Administrator)
- 2. Downtown develops as a mixed-use zone with design standards that offer the developer a menu of possibilities rooted in a "main street" character.
  - a. Business opportunities are developed with a focus on local residents so that the local economy and indigenous wealth grows. (Economic Development Commission)
  - b. The inventory of mixed-use buildings in the downtown core increases. (Economic Development Commission)
  - c. Parking lots are developed in the downtown core close to College Avenue.(Planning)
- 3. The City develops a venture with the Port of Walla Walla to develop incubator properties in the community, ideally near and in association with Walla Walla University. (Mayor)
- 4. The City pursues change to countywide planning policies, urban growth expansion and an infill strategy. (Planning)
- 5. The City develops tourism opportunities with its partners including Visit Walla Walla, Walla Walla University, Walla Walla Valley Chamber of Commerce, and local service businesses.

Year	Activity	Result
2021	1-a.	The land inventory is updated.
	1-a	Figure out land use game plan for Martin Airfield site.
	1-b	City attempts to recourt lodging operators/developers for Whitman or Meadowbrook areas
	1-c	Countywide Housing Needs Assessment is Completed and Accepted by City Council
	1-c	City participates in formation of Common Roots Land Trust
	1-c.	Housing Chapter action plan is reviewed.
	1-d	City petitions state to pursue Tax Increment Financing in key areas of town.
	2-a.	The number of business starts on and near College Ave. are tracked and reported to Council at least annually.
	2-b.	The number of mixed-use properties on and near College Ave. are tracked and reported to Council at least annually.
	3	City working on Flex Space Assessment with CERB Grant
	4	Countywide Planning Policies are reviewed
	5	Continued Joint marketing effort with Visit Walla Walla.
		Work with Downtown WW Foundation, City of WW, and others on Creative District designation.
2022	1-a.	The land inventory is updated.
	1-a	Work with owner of Martin Airfield on Zoning designation and get it finalized.
	1-b	Work with lodging developer to finalize deal to establish facility in College Place.
	1-c.	Housing Chapter action plan is reviewed.
	1-c	City works with Common Roots Land Trust, BMAC. And Housing Authority on development of Affordable Housing
	1-d	Courting big boxes for Whitman Drive (Price Property) and Stone Creek development areas.
	1-d	State and other taxing agencies allow us to establish TIF covering key commercial areas in town.
	2-a.	The number of business starts on and near College Ave. are tracked and reported to Council at least

	2-b. 3 4 5 5.	annually. The number of mixed-use properties on and near College Ave. are tracked and reported to Council at least annually. City work on identifying key components of flex space as well as partners. Secure land and financing for it. Updated Countywide Planning Policies are adopted. Continued joint marketing effort with Visit Walla Walla Region gets accepted by Arts Washington as a Creative District.
2023	1-a. 1-b. 1-c 1-c. 1-d. 2-a. 2-b. 3. 4.	The land inventory is updated. Ground breaks on lodging property development City works with Common Roots Land Trust, BMAC, and Housing Authority on development of Affordable Housing. Housing Chapter action plan is reviewed. Commercial big box development opens. The number of business starts on and near College Ave. are tracked and reported to Council at least annually. The number of mixed-use properties on and near College Ave. are tracked and reported to Council at least annually. City and/or partners begin work on engineering/architecture work for Flex Building County opens up urban growth boundary adjustment process. Work on adjustment. Conduct and adopt residential and commercial building land capacity inventories. Continued joint marketing effort with Visit Walla Walla
2024	1-a. 1-a. 1-b 1-c. 1-c 1-d. 2-a. 2-b.	The land inventory is updated. Martin Airfield land use designation is finalized. Lodging development opens. Housing Chapter action plan is reviewed. City works with Common Roots Land Trust, BMAC, and Housing Authority on development of Affordable Housing. Big-box store opens. The number of business starts on and near College Ave. are tracked and reported to Council at least annually. The number of mixed-use properties on and near College Ave. are tracked and reported to Council at least annually. City and/or partners begin construction on Flex facility. Amended Urban Growth Area is accepted by Walla Walla County. Continued joint marketing effort with Visit Walla Walla.
2025	1-a. 1-c. 1-c. 1-d 2-a. 2-b. 3.	The land inventory is updated. Housing Chapter action plan is reviewed. City works with Common Roots Land Trust, BMAC, and Housing Authority on development of Affordable Housing Attract pad retail and hospitality establishments near new big boxes. The number of business starts on and near College Ave. are tracked and reported to Council at least annually. The number of mixed-use properties on and near College Ave. are tracked and reported to Council at least annually. City & partners Flex Space is under construction. Continued joint marketing effort with Visit Walla Walla.
2026	1-a. 1-c. 1-c. 1-d. 2-a. 2-b. 2.c. 3.	The land inventory is updated. Housing Chapter action plan is reviewed. City works with Common Roots Land Trust, BMAC, and Housing Authority on development of Affordable Housing Attract pad retail and hospitality establishments near new big boxes. The number of business starts on and near College Ave. are tracked and reported to Council at least annually. The number of mixed-use properties on and near College Ave. are tracked and reported to Council at least annually. A plan for parking lot development is complete. City & partners Flex Space is complete. Continued joint marketing effort with Visit Walla Walla.

## **Cooperation and Connection**

The City values connection with its residents and to its heritage. The City strives for win-win outcomes in relationships and partnerships internally and externally. The City's residents value connection to each other, which the City fosters and grows.

- 1. Create annual community events
  - a. Identify opportunity for specific College Place events that are tied to Walla Walla University, Adventist Schools, or College Place Public Schools activities like Alumni Weekend and graduations. (Economic Development Commission)
  - b. Create events which draw visitors from neighboring communities and regions.
     (Economic Development Commission)
- 2. The City's outreach program effectively reaches all of its population.
  - a. Develop a City Brand guidelines (Administrator)
  - b. Students are actively involved in College Place City Council meetings and Council is involved at schools. (Council)
  - c. The City increases the use and effectiveness of social media channels that are used by stakeholders. (Departmental Social Media Managers)
  - d. The City maintains an active release of news to local media outlets for regularly occurring items and crisis communication. (City Administrator & Departmental PIO's)
  - e. School events are promoted to the Community. (Departmental Social Media Managers)
- 3. The City explores the feasibility of a multi-use community center. (Parks, Arbor & Recreation Commission)
- 4. The City shares leadership with its residents through volunteer service on Commissions, as follows. (City Clerk & Human Resources)
  - a. Planning Commission
  - b. Historic Preservation Commission
  - c. Civil Service Commission
  - d. Economic Development, Tourism, and Events Commission

- e. Parks, Arbor, and Recreation Board
- f. Utilities & Transportation Advisory Commission
- g. Diversity & Inclusion Advisory Board
- h. Youth Advisory Commission
- 5. Walla Walla University and City of College Place staff and administration participate on each other's boards and commissions in order to mutually aid their missions. (Mayor)
- 6. College Place builds and fosters interlocal partnerships in the following areas. (Mayor and Administrator)
  - a. Utilities
  - b. Bidding on joint construction projects
  - c. Library
  - d. Court
  - e. Information Technology
  - f. Emergency Management
  - g. School security
  - h. Park and Recreation programs
  - i. Police Training (Ex: Regional Shooting Range)
  - j. Fire Training (Ex: Fire Training Tower)
  - k. Economic Development
  - I. Broadband
  - m. Housing

Year	Activity	Result
2021	2. 2-d 2-e. 4. 6. 6-f 6-h 6-l 6-m	Staff provides social media report to Council highlighting channels, number of followers and number of posts.  Administrator presents annual report of news coverage and reporting.  School event information is included in utility statement mailings.  All Commissions are fully appointed with local residents by Council who also monitor calendaring of commission meetings.  The number of interlocal agreements increases.  Work with County and other partners to secure grant funds to move Emergency Management.  City & partners establish youth recreation programming.  City partners with area agencies to pursue grant funding for regional public dark fiber system. Common Roots Land Trust officially forms.
2022	1-a.	Work to bring back Block Party or similar event in which University, Public Schools, Private

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	1-b.	Schools, and Library can partner.  Partner with City of Walla Walla to bring regional events (Music Festivals, etc) here to the Valley.
	2-c.	Staff provides social media report to Council highlighting channels, number of followers and number of posts.
	2-d.	Administrator presents annual report of news coverage and reporting.
	2-e. 4.	School event information is included in utility statement mailings.  All Commissions are fully appointed with local residents by Council who also monitor
		calendaring of commission meetings.
	6. 6-h.	The number of interlocal agreements increases. Youth recreation programming grows.
	6-i. 6-j.	Regional Police Shooting Range facility is complete. Regional Fire Training Tower is under construction.
	6-I	City and partners secure funding for publicly owned dark-fiber system. Begin engineering.  First property for Common Roots to possess affordable housing on is sighted.
	6-m.	
2023	2-c	Staff provides social media report to Council highlighting channels, number of followers and number of posts.
	2-d	Administrator presents annual report of news coverage and reporting.
	2-e. 4.	School event information is included in utility statement mailings. All Commissions are fully appointed with local residents by Council who also monitor
	6.	calendaring of commission meetings.  The number of interlocal agreements increases.
	6-f.	Emergency Management is at new, safe, secure location.
	6-h. 6-j.	Youth recreation programming grows.  Regional fire training tower is fully constructed and operational.
	6-1	City and partners wrap up engineering and begin construction of publicly owned dark fiber
	6-m.	system. Increase in affordable housing development through land trust, BMAC, and Housing Authority.
2024	2-c	Staff provides social media report to Council highlighting channels, number of followers and number of posts.
	2-d.	Administrator presents annual report of news coverage and reporting.
	2-e. 4.	School event information is included in utility statement mailings.  All Commissions are fully appointed with local residents by Council who also monitor calendaring of commission meetings.
	6.	The number of interlocal agreements increases.
	6-h. 6-l.	Youth Recreation Programming offerings grows.  Construction of publicly owned dark fiber system wraps. Is ready to be leased and lit.
	6-m.	Increase in affordable housing development through land trust, BMAC, and Housing Authority.
2025	2-c.	Staff provides social media report to Council highlighting channels, number of followers and
	2-d.	number of posts.  Administrator presents annual report of news coverage and reporting.
	2-e. 4.	School event information is included in utility statement mailings.  All Commissions are fully appointed with local residents by Council who also monitor
		calendaring of commission meetings.
	6. 6-h.	The number of interlocal agreements increases.  Youth Recreation Programming offerings grows.
	6-I.	Number of internet providers increases and monthly cost of internet decreases.
	6-m.	Increase in affordable housing development through land trust, BMAC, and Housing Authority.
2026	2-c.	Staff provides social media report to Council highlighting channels, number of followers and number of posts.
	2-d.	Administrator presents annual report of news coverage and reporting.
	2-e. 4.	School event information is included in utility statement mailings.  All Commissions are fully appointed with local residents by Council who also monitor
	7.	calendaring of commission meetings.
	6. 6-h.	The number of interlocal agreements increases. Youth Recreation Programming offerings grows.
	6-I.	Number of internet providers increases and monthly cost of internet decreases

6-m.	Increase in affordable housing development through land trust, BMAC, and Housing Authority.

## **Infrastructure Investment**

A healthy and vital College Place requires new and renewing investments above and below ground. Residents expect and receive reliable and safe services from these investments.

- 1. The City strives a attain a fully-funded storm water utility via a combination of utility rates and external grants. (Public Works/On-Call Engineer)
- 2. The City has a fully-funded drinking water utility via a combination of utility rates and external grants. (Public Works)
  - a. Water treatment infrastructure is replaced in the next ten years (Public Works)
  - b. Water rights and water availability are secured. (Public Works)
  - c. A conservation program is developed and in place to a point where the aquifer is recharging (Public Works).
  - d. Explore consolidation with neighboring irrigation districts (Public Works).
  - e. The City will monitor closely aquifer levels and develop conservation programs, additional water acquisition infrastructure as needed.
- 3. The City has a fully-funded wastewater utility via a combination of utility rates and external grants. (Public Works)
  - a. The City has a plan to replace aging collection system. (Public Works
  - b. The City has a plan in place to finance the Wastewater Treatment Plan improvements mandated by the State Department of Ecology by the end of 2023 for Phase 1.
- 4. All local streets are refurbished and/or rebuilt.
  - a. The Transportation Benefit District has a funding mechanism that begins to fund renewal. (Administrator)
  - b. There are sidewalks, bike lanes and sharrows where practicable, preserving character of historic neighborhoods. (Planning)

- c. Fully-controlled intersections are constructed at important crossings.(Engineering)
- d. LED Street lights expands LED Street lights throughout the City. (Public Works)
- 5. Working with partners, the City promotes sustainability and conservation in the use of renewable resources, such as facilitating solar array installation on roofs and walls. (Planning)
- 6. Revize development regulations to further incorporate community needs and smart growth principles. (Planning)
- 7. The City provides internet access as key infrastructure. (Mayor and Administrator)
  - a. Community-wide Wi-Fi improves access to internet.
  - b. Fiber cable is installed wherever development occurs.
  - 8. The City works with partners to develop a true recycling program.

Year	Activity	Result
2021	1. 2. 2. 3. 3. 4. 4b. 7.	The linear feet of stormwater lines replaced or relined is reported to Council. The linear feet of water lines replaced or relined is reported to Council. Energy costs related to increased number and better utilization of drinking water wells reported to Council. The linear feet of wastewater pipe replaced or relined is reported to Council. Southwest Wastewater Trunk Line is constructed and operational. The linear feet of roadway refurbished or rebuilt is reported to Council. The linear feet of sidewalk refurbished or rebuilt is reported to Council. The linear feet of dark fiber constructed is reported to Council
2022	3-c.  1. 2. 2. 3. 3. 4. 4a. 4b. 7. 8.	LED lights power all City street lights The linear feet of stormwater lines replaced or relined is reported to Council. The linear feet of water lines replaced or relined is reported to Council. Energy costs related to increased number and better utilization of drinking water wells reported to Council. The linear feet of wastewater pipe replaced or relined is reported to Council. Construction begins at Wastewater Treatment Plant /Amount of Sewage treated at WTTP The linear feet of roadway refurbished or rebuilt is reported to Council. Council begins identification of financing strategies for Transportation Benefit District. The linear feet of sidewalk refurbished or rebuilt is reported to Council. The linear feet of dark fiber constructed is reported to Council Workgroup established to begin figuring out challenges to restarting Recycling program.
2023	1. 2. 2. 3. 3.	The linear feet of stormwater lines replaced or relined is reported to Council. The linear feet of water lines replaced or relined is reported to Council. Energy costs related to increased number and better utilization of drinking water wells reported to Council. The linear feet of wastewater pipe replaced or relined is reported to Council. Construction concludes at Wastewater Treatment Plant/Amount of Sewage treated at WTTP.

	4. 4a. 4b. 7. 8.	The linear feet of roadway refurbished or rebuilt is reported to Council. Council selects financing strategy for Transportation Benefit District/is monetized. The linear feet of sidewalk refurbished or rebuilt is reported to Council. The linear feet of dark fiber constructed is reported to Council Number of strategies identified by workgroup to deal with Recycling.
2024	1. 2. 2. 3. 3. 4. 4b. 7. 8.	The linear feet of stormwater lines replaced or relined is reported to Council. The linear feet of water lines replaced or relined is reported to Council. Energy costs related to increased number and better utilization of drinking water wells reported to Council. The linear feet of wastewater pipe replaced or relined is reported to Council. Amount of Sewage treated at WTTP. The linear feet of roadway refurbished or rebuilt is reported to Council. The linear feet of sidewalk refurbished or rebuilt is reported to Council. The linear feet of dark fiber constructed is reported to Council Number of strategies identified by workgroup to deal with Recycling.
2025	1. 2. 2. 2. 3. 3. 3. 4 4b. 7. 8.	The linear feet of stormwater lines replaced or relined is reported to Council.  All residents have access to municipal water supply.  The linear feet of water lines replaced or relined is reported to Council.  Energy costs related to increased number and better utilization of drinking water wells reported to Council.  The wastewater utility meets WA Department of Ecology requirements.  The linear feet of wastewater pipe replaced or relined is reported to Council.  Amount of Sewage treated at WTTP.  The linear feet of roadway refurbished or rebuilt is reported to Council.  The linear feet of sidewalk refurbished or rebuilt is reported to Council.  The linear feet of dark fiber constructed is reported to Council  Pilot recycling strategy implemented.
2026	1. 2. 2. 3. 3. 4. 4b. 7. 8	The linear feet of stormwater lines replaced or relined is reported to Council. The linear feet of water lines replaced or relined is reported to Council. Energy costs related to increased number and better utilization of drinking water wells reported to Council. The linear feet of wastewater pipe replaced or relined is reported to Council. Amount of Sewage treated at WTTP. The linear feet of roadway refurbished or rebuilt is reported to Council. The linear feet of sidewalk refurbished or rebuilt is reported to Council. The linear feet of dark fiber constructed is reported to Council Recycling program operational/Tons of material recycled.

# **Planning for Prosperity**

The City uses transparent and accountable planning processes so residents understand how College Place grows and changes. Planning documents are clear with a vision for how to sustainably fund services while maintaining high levels of citizen satisfaction and add to the local population as well as the Urban Growth Area (UGA).

- 1. The City produces and adopts a Comprehensive Plan
  - a. There is a written redevelopment strategy for the College Avenue corridor.(Planning)
  - b. An historic preservation strategy is developed. (Historic preservation commission)
  - c. The City develops, maintains and funds a sustainable infrastructure replacement plan. (Finance)

The City has a Parks master plan that meets RCO standards and integrates the Blue Mountain Regional Trail Network (Parks, Arbor and Recreation Board)

- d. The Walla Walla University Master Plan is integrated. (Mayor and Administrator)
- 2. City government is flexible enough to permit innovation.
  - a. Lean methodologies are applied to continuously improve the City's development processes. (Mayor and Administrator)
  - b. Municipal code is simplified to improve usability. (City Clerk)
- 3. By 2027, the City will complete its third Comprehensive plan.

#### **Timeline and Outcomes**

Year	Activity	Result
2021	2.	Report to Council on the number of process improvement groups formed.
2022	2.	Report to Council on the number of process improvement groups formed. Urban Growth Area reviewed by the Planning Commission and City Council.
2023	2.	Report to Council on the number of process improvement groups formed.
2024	2.	Report to Council on the number of process improvement groups formed.
2025	2.	Report to Council on the number of process improvement groups formed.
2026	2. 3.	Report to Council on the number of process improvement groups formed. Comprehensive Plan development commences.

# **Revising the Plan**

The plan will be reviewed and updated annually. Recommendations for any interim changes to the plan should address the following questions:

- Why should the changes be made?
- What specific changes should be made, including to areas, goals, objectives, strategies timelines and responsibilities?