



City of Yakima

2014 Business Plan Highlights



Rooted in the Yakima City Council's five Strategic Priorities, proactive policies and dynamic programs will be implemented in 2014 to deliver superior services that positively contribute to building a progressive, robust, and vibrant Yakima community.

On February 4th, 2014, the Yakima City Council approved the City of Yakima 2014 Business Plan, which serves as a roadmap for the City to follow to provide essential, outstanding, and cost-effective services. Below are five key initiatives from the 2014 Business Plan in each of the five City Council Strategic Priorities categories.

Strategic Priority Economic Development

- ▶ Complete development of a Downtown Yakima Master Plan and Retail Recruitment Plan
- ▶ Expand air service from the Yakima Airport through local marketing
- ▶ Produce and invest in special events to draw people to Downtown Yakima
- ▶ Complete road design for the Cascade Mill Site Redevelopment Project
- ▶ Invest \$10 million in Yakima Airport taxiway rehabilitation project

Strategic Priority Public Safety

- ▶ Add a second Gang Unit to the Yakima Police Department ("YPD")
- ▶ Hire a Gang Free Initiative Operations Manager to oversee the program
- ▶ Focus YPD and Code Enforcement resources on graffiti eradication
- ▶ Expand the YPD Downtown Yakima Bike Patrol Unit schedule to 8 months
- ▶ Increase Yakima Fire Department staffing levels to improve response capabilities

Strategic Priority Public Trust & Accountability

- ▶ Conduct the 3rd Annual Yakima Citizen Survey
- ▶ Launch City of Yakima University training to improve customer service
- ▶ Revise Yakima Transit routes to improve efficiency and manage costs
- ▶ Upgrade financial records system
- ▶ Enhance outreach and marketing

Strategic Priority Partnership Development

- ▶ With funding from Washington Fruit, refurbish YPAL facility at Miller Park
- ▶ Join Yakima County in support of a state transportation revenue package
- ▶ Increase funding for Yakima Valley Visitor Information Center
- ▶ Create Capitol Theatre facilities plan
- ▶ Grow relationship with New Vision



More than 90 lane miles of Yakima roads will be repaved in 2014.

Strategic Priority Improve the Built Environment

- ▶ Repave over 90 lane miles of roads
- ▶ Initiate pilot curbside recycling program to 600 homes
- ▶ Purchase, cleanup, and sell four contaminated Tiger Oil properties
- ▶ Implement Phase 1 of the North 1st Street Revitalization Project
- ▶ Develop a bike and pedestrian urban trails plan to improve connectivity



Funding for the Visitor Information Center will be increased on 2014.