

City of Centralia Strategic Plan 2021-2025

Updated for 2021 | Adopted 11/24/20



Developed by the Centralia City Council in 2020 with the support of BERK Consulting

Plan Purpose

The role of the City of Centralia is to create an environment conducive to achieving community goals. This Strategic Plan was developed because our community faces many short- and long-term challenges and opportunities. We face real constraints and cannot “do it all.” We must prioritize what matters most to advance the community’s long-term desires for the future.

We will use the Strategic Plan to focus City efforts – beyond the day-to-day running of the City – on what matters most to achieve the community’s desired future. The Plan will help us continue to prioritize scarce resources. The Implementation Framework described on page 5 will guide that ongoing conversation among policy makers, staff, and members of the community.

Our Desired Future

Centralia will be an enviable and livable small city.

- A diverse housing stock to meet a wide range of needs.
- A safe place in which to live, work, and play.
- Safe and convenient pedestrian, non-motorized, and motorized circulation that enables mobility throughout the community.
- An extensive park and trail system and high-quality athletic facilities.
- Quality education at all levels.
- The ability for local residents to achieve greater stability, security, and prosperity.

The local economy will be strong and diverse.

- A thriving array of local businesses, including a vibrant downtown.
- Further economic development communitywide with tourism, commercial, and industrial uses that create additional jobs and enhance the City’s ability to provide high quality municipal services.
- Strong institutions for talent and workforce development.
- Success in attracting a mobile workforce which can choose to live anywhere.

The natural beauty of the area will be enhanced through habitat protection and green areas.

- A beautiful natural environment that attracts visitors and new residents.
- Surface water and groundwater of high quality and quantity; protection for the community’s critical aquifer.
- Increased community resiliency and minimal public and private losses from natural events such as flooding.



Opportunity Statement

We believe that by being **a great place to live with a diverse housing mix and infrastructure to support residential and economic growth**, Centralia will:

- Educate and retain our young people.
- Retain existing businesses while attracting new employers and a well-educated mobile workforce.
- Enhance the City's resource base and ability to provide quality municipal services.
- Partner to address regional challenges.

CHALLENGES

- **A lack of developable land well served by infrastructure** is a barrier to housing availability and economic development.
- **Quality of life** is negatively affected by regional challenges in the education, workforce development, and human services systems.

Our Goals, Strategies, and 2021 Priorities

Goals and Strategies	2021 Priorities
1. Grow Centralia’s economic base.	
<ul style="list-style-type: none"> a. Establish a City economic development plan and champion development of an aligned regional strategy. b. Implement the vision to be a regional sports and recreation hub. c. Cultivate the community’s art, entertainment, and culture economy. d. Identify land and infrastructure needs to encourage economic growth. 	<ul style="list-style-type: none"> ▪ TBD
2. Address gaps in the community’s housing mix.	
<ul style="list-style-type: none"> a. Implement a data-informed housing strategy that leverages partner resources and expertise. b. Identify land and infrastructure needs to encourage residential growth. 	<ul style="list-style-type: none"> ▪ TBD
3. Increase Centralia’s development capacity to support economic growth and housing diversification.	
<ul style="list-style-type: none"> a. Collaborate with regional partners to pursue strategic annexations and extend infrastructure to increase commercial and residential capacity. b. Pursue zoning and development regulations to encourage commercial and residential investment. 	<ul style="list-style-type: none"> ▪ TBD
4. Champion education, workforce development, and community health and well-being.	
<ul style="list-style-type: none"> a. Be a proactive supporter of early learning, K-12 education, and postsecondary education. b. Participate in regional efforts to meet basic human needs. 	<ul style="list-style-type: none"> ▪ TBD
5. Maintain a long-term view and continue to implement established plans.	
<ul style="list-style-type: none"> a. Engage community members in identifying priorities. b. Preserve and enhance the community’s natural resources and City infrastructure, anticipating long-term challenges and opportunities. 	<ul style="list-style-type: none"> ▪ TBD

Our Implementation Commitments

We will use the Strategic Plan by:

- Committing to our long-term desired future and durable Goals.
- Annually refining our Strategies and identifying Priorities and Tactics for the coming year.
- Holding one another accountable.
- Centering the Strategic Plan in:
 - Planning and budget development.
 - An annual State of the City report.
 - Conversations with partners.
 - Quarterly Council updates.
 - Staff workplans.

Implementation process for non-budget years



Implementation process for budget years

