OUR VALLEY NUESTRO VALLE

WHAT'S NEXT
QUE SIGUE

VISIONING PROJECT

Our Valley What's Next/Nuestro Valle Que Sigue is pleased to present the first look at our community's vision for the future. With input from thousands of people across the region, this vision reflects a collaborative and values-based approach toward improving this place we call home for years to come.

Our Valley What's Next is a nonpartisan community-based planning project meant to sustain and revitalize our communities and to get ahead of change. Community leaders and citizens have come together with the goal of developing a long-range vision and action plan for our region.

This is the first time such an initiative has been undertaken across multi-jurisdictional boundaries in Chelan and Douglas counties. The name, Our Valley, was chosen to reflect this approach. We are supported by numerous businesses and civic, government and nonprofit leaders.

To get a better sense of Our Valley's strengths, aspirations and challenges, we initiated a conversation with community members in 2015. Through interviews, surveys, presentations, open houses, traditional media and social media, we engaged tens of thousands of people, including those less inclined to participate in community planning.

This outreach effort allowed us to develop 28 initial strategies to move us in the direction of an action plan. For a closer look, see the rest of this booklet. Community-based Action Teams, formed around six themes, will flesh out and further detail these strategies in 2016.

The six themes are:

HOW WE PROSPER

HOW WE PLAN AND GROW

HOW WE SUSTAIN OUR ENVIRONMENT

HOW WE LIVE AND CARE FOR ONE ANOTHER

HOW WE LEARN AND CREATE

HOW WE PARTICIPATE AND DECIDE

The strategies and action plan will be "owned" by local governments, the business community, nonprofits and community groups.

Several challenges – including population growth, shifting demographics, a restructuring economy and environmental issues – have the potential to overwhelm Our Valley. Rather than allowing change to happen to us, we have chosen to work to make our preferred future happen.

This is an exciting and historic time! Please join us on this journey!

Our Big Vision

In the future, Our Valley will be the heart of a vibrant North Central Washington.

"OUR VALLEY is a united, prosperous and thriving region, built on our agricultural heritage and history of innovation. We collaborate across geographic, political and cultural boundaries. Together with our business community, our local governments, public agencies and community-based organizations coordinate their decisions and actions, spending resources wisely and enhancing public services. Our communities have vibrant centers with housing, amenities and public transportation, and safe, affordable neighborhoods. Our diverse cultures embrace their commonalities – and celebrate their distinctiveness. At all levels, our educators, schools and colleges engage and prepare students for our future workforce. Our economy generates new opportunities through knowledge and innovation. We have living wage jobs that support our families, and rewarding programs and activities that enrich our children, young adults and seniors. We are a destination for recreation, ecotourism and agritourism. We are stewards of our natural environment, enhancing our livability, health and wellness. Our Valley is where we live, grow and work for a better future."

Our Core Values

Our Valley cares deeply about these qualities. They serve as the foundation of our vision and plans.

NATURAL ENVIRONMENT...its scenic beauty and topography, distinct seasons, ample sunshine and plentiful outdoor recreational opportunities.

SMALL TOWN FEEL...its close-knit, safe and peaceful communities with people who are active, friendly and supportive.

QUALITY OF LIFE...its schools and educational institutions, medical facilities, lack of traffic congestion and other amenities that make this a great place to raise a family.

CULTURAL DIVERSITY...its distinct blend of ethnicity, language and cultural backgrounds, unique for a rural region.

AGRICULTURAL HERITAGE...its rich agricultural history and traditions, active farms and orchards, and abundance of locally grown produce.

COLUMBIA RIVER...its wealth of water and other resources that feed our farms, industries, commerce and recreation.

PUBLIC INFRASTRUCTURE...its locally-owned hydroelectric dams and inexpensive public power that support our local economy and community affordability.

OUR VISION FOR

Economy, Jobs + Economic Development

OUR VALLEY builds on our innovative history and emerging opportunities to create a dynamic, diversified and sustainable economy for the 21st century. Working with our business and industry leaders, a unified regional marketing strategy, new sources of investment and venture capital, career and technical education programs, workforce development initiatives and economic development agencies, we develop new businesses and industries that produce quality jobs, increase pathways for people in professional and technical careers, and grow opportunities for small businesses, innovators and entrepreneurs, resulting in a more stable and prosperous economy for our region.

STRATEGIES FOR ACHIEVING OUR VISION

REGIONAL ECONOMIC DEVELOPMENT

Recognize and implement Our Valley What's Next as the unified, comprehensive economic development plan for Our Valley that helps to propel our economy to a vibrant and prosperous future that is diverse, resilient and sustainable.

TARGETED INDUSTRY DEVELOPMENT & RECRUITMENT

Create and implement a targeted industry development and recruitment strategy, focusing on industry sectors and clusters that build on Our Valley's established economic strengths as well as emerging sectors that offer promising growth potential.

TOURISM & RECREATION BRANDING & MARKETING

Embrace a unified branding and marketing campaign that supports Our Valley's growing tourism, outdoor recreation and culinary destinations, as well as local urban redevelopment projects that cater to visitors.

QUALITY JOBS

Support expanded job creation initiatives in Our Valley that provide quality jobs capable of employing a greater number of workers in the region and moving more workers and families into prosperity.

WORKFORCE DEVELOPMENT

Create a unified workforce development initiative in Our Valley that links a growing regional workforce with emerging industries and employment opportunities.

HOW WE PLAN AND GROW

OUR VISION FOR

Land Use, Transportation, Growth + Development

OUR VALLEY plans for future growth and development by linking jobs, housing, transportation and public amenities to create more livable communities that offer a high quality of life and improved well-being. Working with innovative approaches to planning and urban development, we revitalize our downtown areas, develop local "mixed-use" districts where people live, work and play, enhance our region's transportation system with improved connectivity, public transit and alternative modes of travel, and develop new and more affordable housing options that support our growing population and working families.

STRATEGIES FOR ACHIEVING OUR VISION

MIXED-USE DEVELOPMENT PLANNING

Plan for, design and promote "mixed-use" development in Our Valley's urban centers, encouraging thoughtful integration of residential, commercial, employment, and cultural activities in areas that support increased public transit use, cycling and pedestrian activity.

COMPREHENSIVE AFFORDABLE HOUSING STRATEGY

Develop a comprehensive affordable housing strategy for Our Valley, addressing all aspects of the region's housing affordability challenge, including housing supplies and costs, rental vacancies and rents, subsidized housing and housing assistance programs, senior housing, and homelessness and transitional housing.

URBAN DEVELOPMENT & REDEVELOPMENT PROJECTS

Accelerate development and redevelopment in Our Valley's downtowns and urbanized areas, combining housing, jobs, retail and entertainment, attracting new residents, workers, younger adults and visitors.

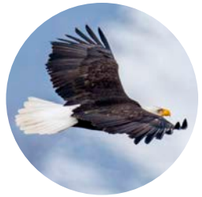
COMPREHENSIVE INTEGRATED TRANSPORTATION PLANNING

Take steps to enhance the traveling experience for the community by integrating land-use planning and quality-of-life factors to help shape and improve our transportation system, by seeking out innovative approaches to transportation, and by meeting the desires of residents and visitors for alternative modes of travel.

ALTERNATIVE MODES OF TRANSPORTATION & MOBILITY

Plan, promote and implement alternative modes of transportation and mobility in Our Valley, including public transit, pedestrian amenities and bicycle lanes and trails, providing safe and accessible options for healthy, environmentally friendly modes of travel.

HOW WE SUSTAIN OUR ENVIRONMENT



STRATEGIES FOR ACHIEVING OUR VISION

OUTDOOR RECREATIONAL ACCESS & AMENITIES

Expand and improve access to Our Valley's outdoor recreational amenities, including development of a new regional park system, expansion of the regional trail network, development of additional dog parks, construction of a new indoor/outdoor aquatic center, and other amenities.

ENVIRONMENTAL EDUCATION & STEWARDSHIP

Promote a culture of environmental stewardship in Our Valley that strengthens the connection between the natural environment and a sustainable community and economy.

OPEN SPACE AND NATURAL RESOURCE PROTECTION

Improve and expand on existing programs to preserve and protect Our Valley's natural resources, including open spaces and agricultural lands, recreational areas, wildlife habitat, and native species.

WILDLAND-URBAN INTERFACE AWARENESS & WILDFIRE MITIGATION

Promote increased awareness, education, and advocacy of Our Valley's wildland-urban interface, promoting a balanced and healthy relationship between wild and urbanized areas.

YOUTH OUTDOOR RECREATION OPTIONS

Provide improved outdoor recreation facilities and programs for local youth in Our Valley, where young people have greater options to enjoy safe, healthy outdoor physical activity and interaction with one another.

OUR VISION FOR

Environment, Natural Resources + Outdoor Recreation

OUR VALLEY honors its natural resources as the core of our region's identity, a source of our economy and quality of life, and the foundation of our future sustainability. We encourage responsible enjoyment of our region's parks, trails and outdoor recreational amenities, and manage our wildland-urban interface to mitigate wildfires and protect our communities. Working through education, advocacy and collaboration, we foster a culture of stewardship that preserves and protects our natural resources. We build on our abundant natural resources to become a leader in sustainability.

HOW WE LIVE AND CARE FOR ONE ANOTHER

OUR VISION FOR

People, Community, Health + Safety

OUR VALLEY maintains its friendly, small-town atmosphere, where community members reach out and care for one another – and every person feels safe, welcome and included. We develop facilities and programs that provide safe, healthy, affordable opportunities for our families and children to gather and connect. We encourage and support our young adults with an early start in pursuing their educations, careers and dreams. We combat gangs, drugs and crime in our community by working diligently to address poverty, violence and other social ills at the root of these challenges. We honor and celebrate our region's growing diversity, respecting the different cultures, traditions and stories that enrich our lives and our community.

STRATEGIES FOR ACHIEVING OUR VISION

FAMILY-FRIENDLY FACILITIES, PROGRAMS & ACTIVITIES

Develop and promote family-friendly activities in Our Valley, including new facilities for recreation, organized programs for families and children, and informal community spaces where they can safely gather and connect.

ORGANIZED ACTIVITIES & OPPORTUNITIES FOR YOUTH AND YOUNG ADULTS

Create opportunities that offer safe, healthy, meaningful, and fun experiences for Our Valley's youth and young adults, better equipping them with the skills, knowledge and confidence to embark upon their education, careers and adult lives.

TRANSITIONING OUT OF POVERTY & HOMELESSNESS

Develop and expand programs to address poverty and homelessness in Our Valley, focusing on helping community members identify and locate assistance to move themselves and their families toward prosperity.

ALTERNATIVES TO VIOLENCE, DRUGS & GANGS.

Reduce community and domestic violence, drug use, crime and gang activity in Our Valley, focusing on alternative solutions including mental health services, treatment and counseling, and alternative activities for youth who are at risk for gangs and crime.

HONORING, RESPECTING & CELEBRATING DIVERSITY

Promote greater awareness of Our Valley's growing cultural diversity, working through education, cultural celebrations and increased opportunities for mutual understanding, communication and respect.

HOW WE LEARN AND CREATE

OUR VISION FOR

Education, Lifelong Learning, Arts + Culture

Our Valley views education, the arts and culture as indispensible parts of a complete community, where everyone has the opportunity to learn, grow, and create. Working together, we connect our students with accelerated education and career opportunities, offer a growing array of public events and celebrations, and develop new facilities that place our region at the leading edge of learning and discovery.

STRATEGIES FOR ACHIEVING OUR VISION

EXPANDED EDUCATIONAL OPPORTUNITIES

Broaden professional and technical career pathways to diversify our local workforce by connecting people to expanded higher education and career and technical options in Our Valley.

YOUTH-ORIENTED EDUCATIONAL INITIATIVES

Expand and promote educational exchanges and related programs in Our Valley's K-12 schools, connecting students with local businesses and educational institutions in order to help prepare them for fulfilling careers.

EXPANDED ARTS PROGRAMS & EVENTS

Expand arts programs, celebrations and festivals in Our Valley, including events that attract a more diverse cross-section of the local community and tie into the region's growing tourism economy.

EXPANDED EDUCATION AND COMMUNITY FACILITIES

Develop community facilities that advance Our Valley's commitment to education for all.

HOW WE PARTICIPATE AND DECIDE

OUR VISION FOR

Governance, Engagement + Decision-Making

OUR VALLEY places civic engagement, civil dialogue and collaboration at the forefront of governance and decision-making in our region. Leading with Our Valley's long-range vision and action plan, we chart preferred directions for our future and foster shared initiatives and solutions that address our region's most significant challenges. Ongoing dialogue is an integral part of governance in our region, engaging citizens at every juncture. The cities of Wenatchee and East Wenatchee lead the way through greater collaboration, transcending geographic, jurisdictional and cultural boundaries. Our government, business and community leaders provide leadership that is holistic, respectful and inclusive.

STRATEGIES FOR ACHIEVING OUR VISION

REGIONAL VISION & ACTION PLAN

Support implementation of the Our Valley What's Next Action Plan, engaging local businesses, governments, educational institutions, civic organizations and community-based groups, leaders and citizens-at-large in collaborating to achieve the region's shared long-term vision.

CIVIC ENGAGEMENT AND CIVIL DIALOGUE

Build on the collaborative civic engagement process launched by Our Valley What's Next, promoting continued civic engagement and civil dialogue in our region, collectively addressing emerging trends, critical issues and new strategies for our region's future.

MULTIJURISDICTIONAL PARTNERSHIPS

Promote cross-boundary dialogues and partnerships between community leaders and citizens in Our Valley on how to transcend traditional geographic, jurisdictional and cultural boundaries that would divide the region, finding shared solutions to common problems.

COMMUNITY INTEGRATION

Foster greater cultural awareness and integration in Our Valley that enables the community to work and be better together.

Project Structure

Core Team

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ONE PLACE. ONE COMMUNITY.

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