



LINCOLN  
DISTRICT



Revitalization Project



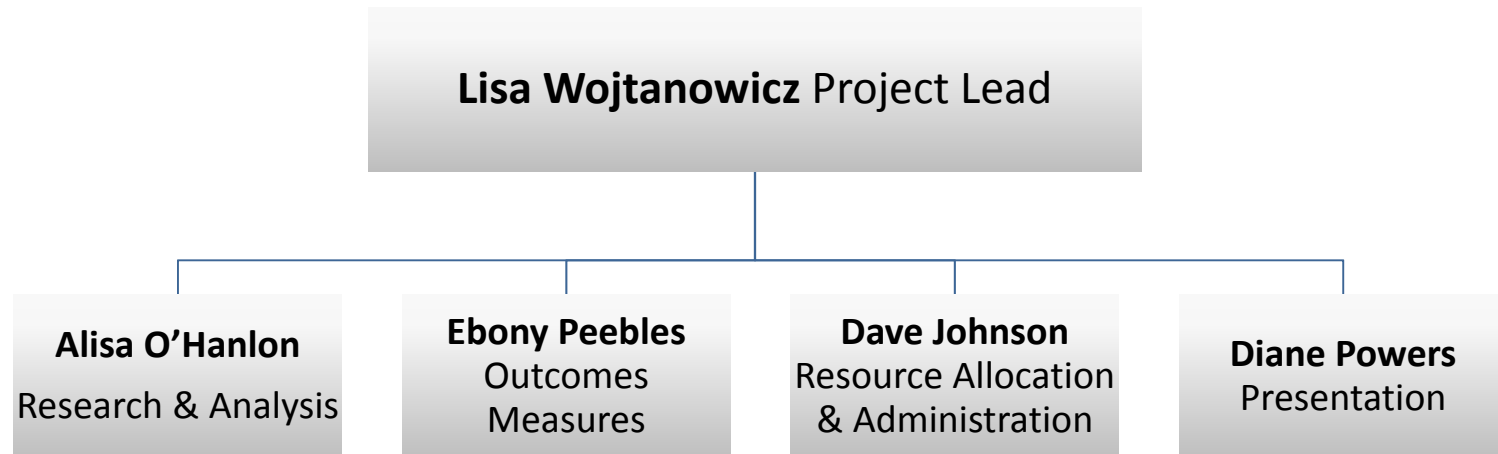
# Lincoln District Revitalization Project

# LEAD Program

- Enhance & Develop Professional Leadership
- 15 Staff Selected from Executive Management Team
- Capstone as Culminating Project



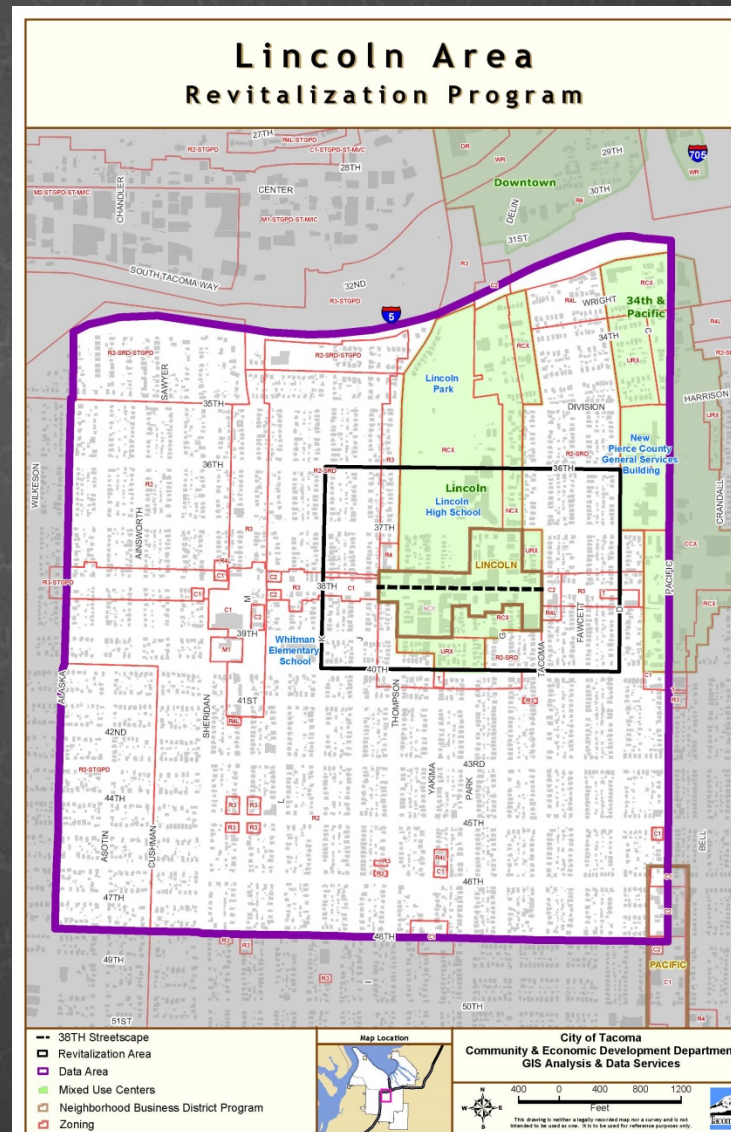
# LEAD Project Team



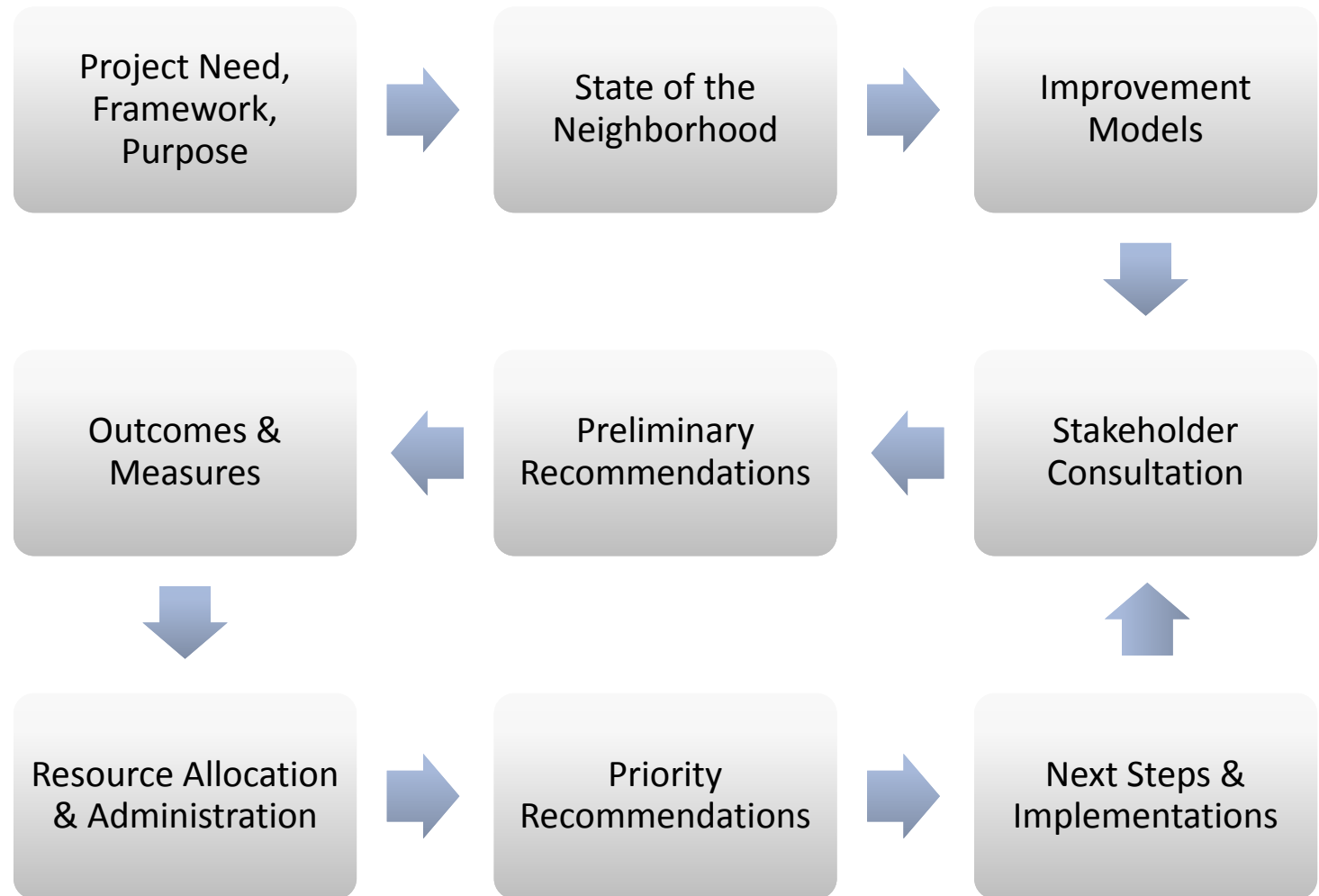
Anita Gallagher, CMO  
Toryono Green, TFD  
Jon Houg, PAF  
Peter Huffman, PDS  
Gary Kato, ES

Kurtis Kingsolver, PW  
La'Toya Mason, CMO  
Faith Mueller, TFD  
John O'Loughlin, ES  
Susan Ramirez, Finance

# Target Area Map



# Revitalization Model



# Revitalization Model

- Commitment in leadership & budget
- Cross-departmental team
- Stakeholder consultation is perpetual
- Meet stakeholders where they are
- Equitable not equal



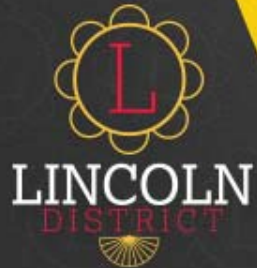


# Need, Framework, & Purpose



# Need, Framework & Purpose

- Project Vision, Mission & Purpose
- City of Tacoma Vision, Mission & 3 C's
  - Customer Service
  - Continuous Process Improvement
  - Credibility with the Community
- Equity & Empowerment Initiative
- Tacoma 2025





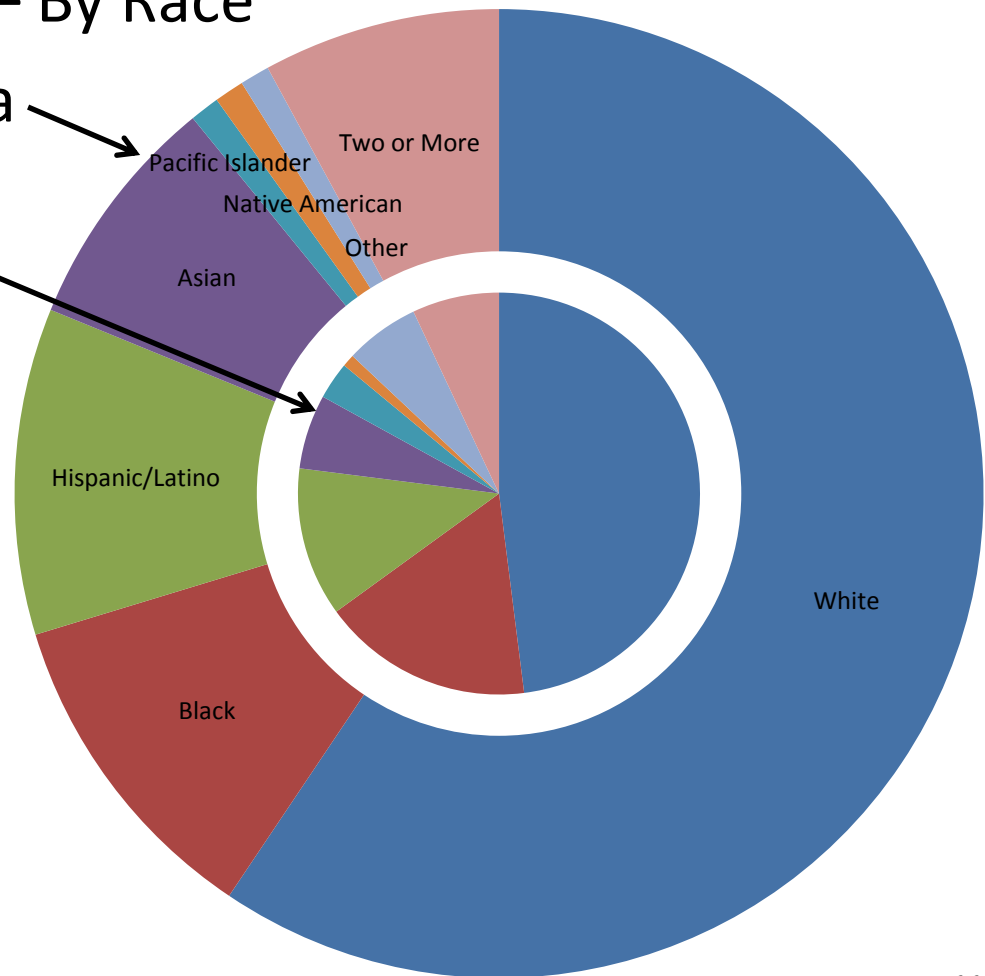
# State of the Neighborhood

# State of the Neighborhood

## Demographics – By Race

- City of Tacoma

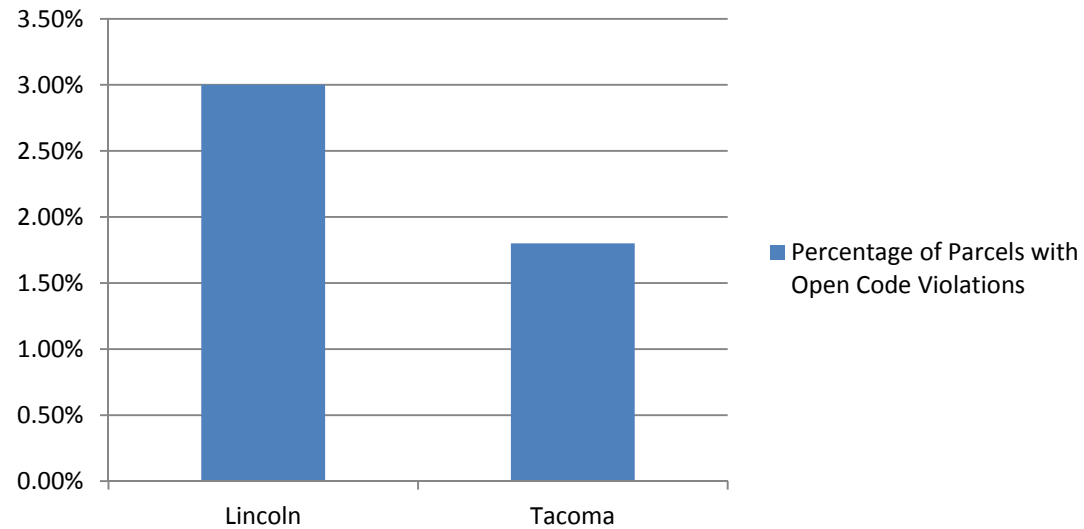
- Lincoln



# State of the Neighborhood

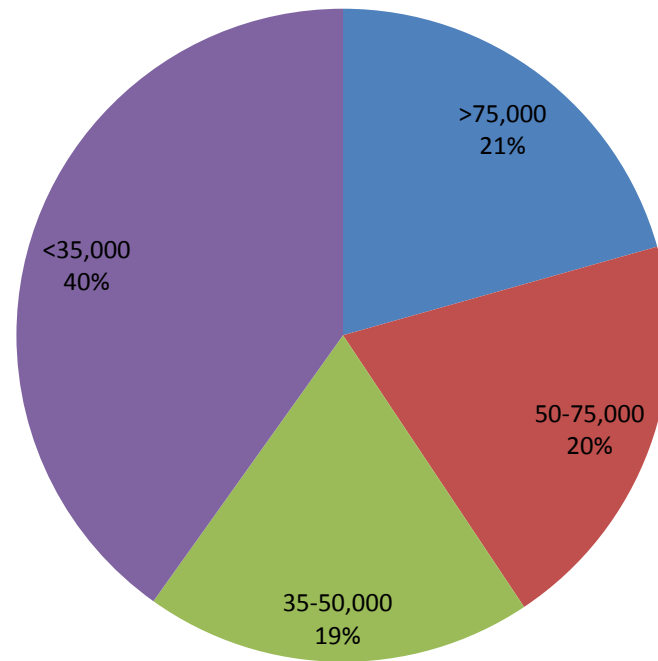
- Blight

**Percentage of Parcels with Open Code Violations**



# State of the Neighborhood

Income Levels



# State of the Neighborhood

- Lincoln Area Steering Committee & other groups
- Other service providers



# State of the Neighborhood

- City of Tacoma Services & Plans in Motion
- Private Investment





# Stakeholder Consultation



# Stakeholder Consultation

## Assets

- Walkability
- History
- Diversity & Culture
- Location
  - local services & destination attractions



# Stakeholder Consultation

## Challenges

- Blight
- Need more business owner engagement
- Language barriers
- City presence





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# Outcomes & Measures

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- Purpose
- Establish a Baseline
- Setting & Evaluating Goals
- Sustaining Success





# Revitalization Strategies

# Recommended Strategies

## Economic Vibrancy

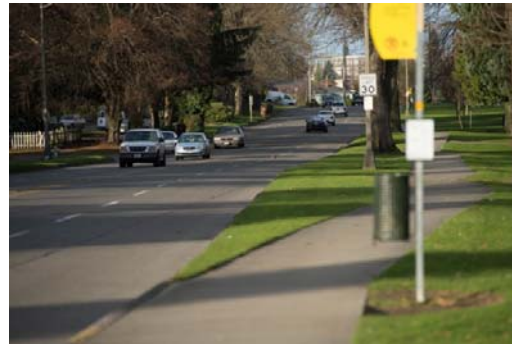
- Neighborhood Business District program
- Use music, arts, and special events as catalyst
- Provide a coordinated/enhanced level of City resources in the area (e.g. housing rehab, Code compliance, Spaceworks, etc.)



# Recommended Strategies

## Built & Natural Environment

- Pedestrian safety improvements
- Ensure that the streetscape project improves walkability and provides connections between area assets





# Recommended Strategies

## Human & Social Services

- Prioritize human services funding for providers who serve the Lincoln area

## Health & Safety

- Community Oriented Policing
- Emergency Preparedness



# Recommended Strategies

## Arts & Cultural Vitality

- Develop cultural competency training to improve communication between service providers, residents & businesses
- Utilize the area as a pilot for the Welcoming City initiative



# Recommended Strategies

## Education & Training

- Whole Child Initiative



# Recommended Strategies

## Government Performance

- Establish a City physical presence
- Designate an embedded liaison/resource
- Identify an Implementation Team





# Next Steps

# Next Steps

- ① Establish a cross-functional team to ensure a comprehensive and coordinated service delivery
- ② Use the model as a starting point for additional community input and engagement
- ③ Establish a branding identity for the area with community input



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Revitalization Project