



## RESOLUTION NO. 38863

1 BY REQUEST OF MAYOR STRICKLAND

2 A RESOLUTION approving the 2014 City of Tacoma Strategic Direction.

3 WHEREAS establishing a strategic direction allows the City Council to  
4 focus its efforts and resources toward stated objectives, and  
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6 WHEREAS the City Council participates in a work session each year to  
7 acknowledge events and accomplishments of the prior year, identify potential  
8 strategic priorities for the current year, begin work on long-range strategic  
9 planning for the next year and beyond, and provide a clear sense of direction to  
10 the City Manager and City staff, and  
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12 WHEREAS, on February 21, 2014, the City Council held its 2014 Planning  
13 Work Session to review significant events and accomplishments for 2013;  
14 discuss emerging issues related to transportation and public safety; prioritize and  
15 set policy-related objectives for 2014; and begin discussion on strategic planning  
16 for 2015 and beyond, and  
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18 WHEREAS the City Council's strategic direction is referenced in  
19 proposed legislation for City Council consideration and is utilized as a tool  
20 during the biennial budget process; Now, Therefore,  
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BE IT RESOLVED BY THE COUNCIL OF THE CITY OF TACOMA:

That the 2014 City of Tacoma Strategic Direction, as set forth in the attached Exhibit "A," is hereby approved.

Adopted \_\_\_\_\_

\_\_\_\_\_  
Mayor

Attest:

\_\_\_\_\_  
City Clerk

Approved as to form:

\_\_\_\_\_  
City Attorney



## EXHIBIT "A"

### TACOMA CITY COUNCIL STRATEGIC DIRECTION

#### 2014 Strategic Policy Priorities

- Strengthen and maintain a Strong Fiscal Management position.
- Strengthen and support Public Safety, Human Services, Public Education, and Diverse Higher Learning Opportunities in Tacoma.
- Foster Neighborhood, Community, and Economic Development Vitality and Sustainability.
- Plan for and improve Public Infrastructure that meets the Transportation needs of all Tacoma residents and visitors.
- Encourage and promote an Open, Effective, Results-Oriented Organization.

#### Strategic Objectives 2014

1. Implement a Community and Organization Equity and Empowerment Initiative:
  - a. Engage the Community in an external initiative to ensure equitable access to foundational community assets with and between neighborhoods and populations; and
  - b. Build internal capacity for equity and empowerment, including racial equity, into City of Tacoma policies, programs, initiatives, workforce and budget decisions.
2. Focus on development of the South Tacoma and Lincoln District Mixed-Use centers.
3. Cultivate strong relationships with major employers in Tacoma and leverage their presence to attract potential investors.
4. Develop a comprehensive Greenroads program to improve water quality and neighborhood infrastructure.
5. Make Tacoma a "Welcoming City" and cultivate an immigrant-friendly environment.
6. Make Tacoma more physically attractive (2013-2014).
7. Develop and implement a comprehensive transportation plan (2013-2014).
8. Develop and implement a marketing/communication campaign (2013-2014).