



# City of Tacoma Government Performance and Finance Committee Minutes

747 Market Street, Tacoma, WA 98402, Conference Room 248  
Dial: 253-215-8782 Meeting ID: 844 1669 0206  
Webinar Link: www.zoom.us/j/84416690206 Passcode: 614650  
**October 17, 2023**  
**10:00 AM**

Chair John Hines, Vice Chair Kristina Walker, Joe Bushnell,  
Sarah Rumbaugh, Kiara Daniels (alternate)

## Call To Order

Chair Hines called the meeting to order at 10:02 a.m.

## Roll Call

**Present:** 3 - Bushnell, Hines and Rumbaugh

**Absent:** 1 - Walker

Deputy Mayor arrived at 10:02 a.m.

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Deputy Mayor Walker arrived here, at 10:02 a.m.

## Public Comment

Public comment was heard from:

1. Cathy Urwin, speaking on Tacoma Water rate increase.

## Briefing Items

1. [23-1016](#) Tacoma Water Proposed Rate Adjustments  
[Jodi Collins, Assistant Water Division Manager, Tacoma Water]

At approximately 10:04 a.m., LaTasha Wortham, Deputy Director of Customer Experience and External Affairs, Tacoma Public Utilities (TPU), introduced Tacoma Public Utilities Chair Watson; Jackie Flowers, Director, TPU; and Jodi Collins, Assistant Division Manager, and John Gains, Community Relations Manager, Tacoma Water. Wortham provided opening remarks regarding the impacts of the WestRock mill closure. Collins continued presenting the impacts of the closure, noting that WestRock proposed a shut down date between September and December 2023, but the shutdown started earlier than that. She continued with an overview, Tacoma Water's reserve fund policies, planned reserve spending, unplanned use of reserves, operation and maintenance costs, personnel, system growth, review of expenses and adjustments to budgets, outreach, outreach,

recommendations, next steps, and alternative scenarios.

Discussion ensued regarding what years the rate increase will cover; whether the City of Tacoma still is competitive with other water servicers; franchise agreements; pipeline to King County to address their water issues; what the public is saying; additional rate increases along with planned annual rate increase; how many customers utilize the Bill Credit Assistance Program; water conservation; rate increase percentages; Metro Parks; spike of rate increase in past years; use of the reserve fund; planning and modeling of the WestRock closure; number of employees; and summer month surcharges.

2. [23-1017](#)

Communications Audit and Implementation Briefing  
[Amy Clancy, Director, Media and Communications]

At approximately 11:09 a.m., Chair Hines provided opening remarks and introduced Amy Clancy, Director, Media and Communications Office (MCO). Clancy presented on the Communications Audit and implementation, including background; website rebuild, noting a mid-biennial budget modification request for a Digital Manager; restructuring, noting the realignment of resources, and addressed capacity issues; nurturing a communication culture, noting fact sharing on social media, and mandates to all MCO staff members related to timely responses and building relationships. She concluded by outlining other efforts, noting building community trust, a streamlined immediate information process, media training, interns, TV Tacoma resources, and working to increase an audience beyond television; and a summary, noting implementing new strategies, and ensuring transparency for all people in Tacoma.

Discussion ensued regarding having Council Members available for press conferences after a big issue or big vote; how Council Members can support the MCO; support for getting information out to the public; hate speech reporting; website; social media platforms; City logo; hyper local reporting; local content creators; TV Tacoma; humanizing the people that work for the City; and crisis communication.

## Topics for Upcoming Meetings

3. [23-1018](#) November 7, 2023 - Board of Ethics Interviews;  
Informational Briefing on the City's Litter Code;  
Tacoma Power Bond Financing Request

November 21, 2023 - Monthly Budget Update;  
Title 6 Amendments - Green Job Credits;  
Low Carbon Fuel Standards

December 5, 2023 - Audit Advisory Board Quarterly Meeting

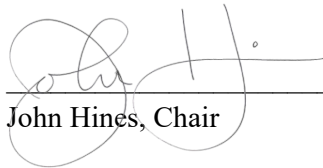
D'Angelo Baker, Committee Liaison, stated the next meeting will be held on November 7, 2023, and will include Board of Ethics interviews, an informational briefing on the City Litter Code, and the Tacoma Power bond financing request.

## Other Items of Interest

There was no other items of interest.

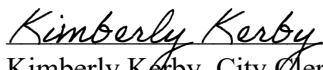
## Adjournment

There being no further business, the meeting adjourned at 11:56 a.m.



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John Hines, Chair



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Kimberly Kerby, City Clerk's Office