



Neighborhoods and Housing Committee Minutes

<http://www.cityoftacoma.org/NH>

Tacoma Municipal Building, Room 248, 747 Market Street, Tacoma, Washington 98402

May 19, 2014

Chair Walker called the meeting to order at 4:34 p.m.

Council Committee Members Present: Boe, Ibsen, Lonergan, and Walker.

Council Committee Members Absent: None.

Approval of April 7, 2014 Minutes

Council Member Lonergan moved to approve the minutes of the meeting of May 19, 2014. Seconded by Council Member Boe. Voice vote was taken and carried. The minutes were declared adopted.

CBS Speakers Bureau

At approximately 4:35 p.m., Carol Wolfe, Community Based Services (CBS), stated the Neighborhood and Community Services Department is developing a Speaker's Bureau to provide the opportunity for established community groups to request subject matter expert presentations on a variety of topics regarding access and availability of key programs or civic engagement opportunities, stating available topics would be updated quarterly for promotion and distribution throughout the community. She then reviewed a summary of the Speaker's Bureau, stating it is a new tool within CBS program services based on quarterly topics presented by subject matter experts; the goal is to have consistent and current messaging for reoccurring issues and priority topics, and targeted audiences are established community groups. She stated current outreach is reactive and proactive engagement is inconsistent and generally geographically-based, noting there are opportunities to improve.

Ms. Wolfe stated the Speaker's Bureau will be based on requests, scheduled through the Customer Relations Management System, or CityQA, and will be linked strategically on the City's web page. She reviewed initial outreach Neighborhood Councils, Neighborhood Business Districts, the Safe Streets campaign, City department directors and division managers, and the Executive Management Team. Ms. Wolfe reviewed initial roll-out topics, including the 2015-2016 budget process, how to access City services easily, how to address unkept properties, public construction projects, what citizens can do to prevent crime, the City's approach to building business and jobs, fire prevention/emergency preparedness, garbage collection, graffiti, and how to address homelessness concerns. She then reviewed a list of other identified topics.

Ms. Wolfe concluded with the proposed timeline through the end of the fourth quarter 2014. Chair Walker asked if staff plans to hand out evaluations; and asked staff to provide translated materials in other languages and to be mindful of the Americans with Disabilities Act (ADA) accessibility and requirements in the places where the presentations will occur. Council Member Boe asked if the City has an American Sign Language translator in-house that could be involved

in the program; he then stressed the importance of having good directional signage at the events and possibly a dress code to help identify those representing the City. Discussion ensued regarding where the title "Speaker's Bureau" comes from and whether it could be changed. Council Member Lonergan asked if there is a standard Speaker's Bureau "training", similar to Toastmasters, to help staff be prepared to speak out in the community. Discussion ensued regarding helpful tips for successful presentations, if the Speakers' Bureau presentations would supplant presentations that groups current receive from Community Liaison Officers, succession planning if a subject matter expert speaker is unavailable, and if there is a relationship between other performance metrics regarding city services and these types of civic outreach activities that could be tracked. Chair Walker suggested offering translation or ADA services on advertising materials and also suggested using large-print on materials.

Community Cleanup Program

At approximately 5:08 p.m., Allyson Griffith, CBS, stated the community cleanup program began in 2009. She reviewed the application process, services provided and community involvement. She noted Cindy Degrosse, CBS, will be taking over the community cleanup program this year. Ms. Griffith then reviewed 2014 cleanup coverage and new planned cleanups; and outreach, including new branding and improved materials. Discussion ensued regarding who sent postcards are sent to, and some neighborhoods that may need more than one large cleanup per year. Ms. Griffith then reviewed 2013 results and 2014 targets, participation over time, and tonnage over time, noting tonnage is going down. Council Member Ibsen asked how CBS is working with Public Works and Environmental Services on long-term waste diversion goals. He added that the cleanups also may be an opportunity to partner with the Puget Sound Clean Air Agency to hand out information regarding air quality and resources available including the woodstove exchange program. Discussion ensued regarding how CBS partners with various agencies and City departments to provide citizens with information. Chair Walker asked if there is shredding available at the cleanups. Council Member Lonergan asked staff to link shredding events listed on the Attorney General's website to the CBS website. Council Member Boe suggested advertising community cleanups on TV Tacoma programming. Council Member Lonergan asked if CBS conducts any type of post-event survey, asked if there is any sorting that happens post-event, and noted he would like to see a breakout of metals and tires in the total tonnage.

Topics for Upcoming Meetings

Christina Watts, City Manager's Office, stated the next meeting is June 2, 2014, and tentative topics include the West Slope Neighborhood Conservation District and an update on the Noise Code.

Other Items of Interest

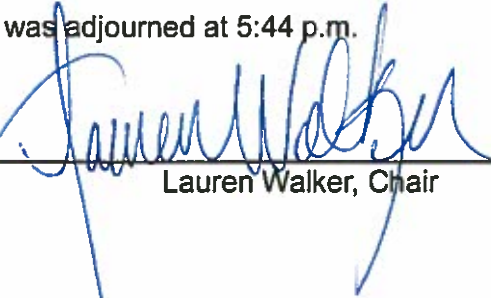
Chair Walker stated following the last foreclosure update, Craig Nolte offered to hold a community meeting in participation with the City and asked staff to check on the status.

Public Comment


None.

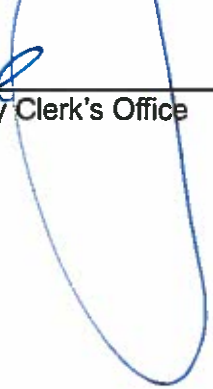
Adjournment

There being no further business, the meeting was adjourned at 5:44 p.m.



Lauren Walker, Chair





Jennifer Joyce, Office Assistant, City Clerk's Office