



TO: T.C. Broadnax, City Manager
FROM: Nadia Chandler Hardy, Assistant to the City Manager/ Director, NCS
COPY: City Council and City Clerk
SUBJECT: **Resolution approving the City of Tacoma’s Ten-Year Citywide Strategic Plan and Vision, Tacoma 2025** - City Council Date: January 27, 2015
DATE: December 30, 2014

SUMMARY:

Resolution approving the City of Tacoma’s Ten-Year Citywide Strategic Plan and Vision, Tacoma 2025 and authorizing establishment of an eleven member Tacoma 2025 Advisory Committee appointed by the Mayor.

COUNCIL SPONSORS:

Mayor Strickland

STRATEGIC POLICY PRIORITY:

A resolution approving Tacoma 2025 would incorporate the Council’s strategic direction and 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.

BACKGROUND:

On December 17, 2013, the Tacoma City Council adopted Resolution 38808, accepting the recommendations of the City’s Fiscal Sustainability Taskforce. The purpose of the Fiscal Sustainability Task Force (FSTF) was to examine the City’s expenditures and revenues and to generate at least five to ten potential revenue enhancements or expenditure efficiencies to help the City reduce its structural deficit and align the growth of expenditures with the growth of revenues. The Taskforce, in its final report to the City Council, provided approximately 28 different recommendations for further research and consideration. Amongst the 28 recommendations was that the City undertake a long-term visioning process.

The City Council envisions a long-term comprehensive Strategic Plan that will align with the City Council’s Five Policy Priorities, establish the City’s long-term vision for Tacoma, and guide decision making and resource allocation, with the goal of making Tacoma a leader in providing high-quality services for its residents and offering an enjoyable and sustainable quality of life.



At the January 7, 2014 Committee of the Whole meeting, Mayor Strickland shared a Council Consideration Request for staff to initiate a Request for Proposal process to select and potentially award a professional services contract for the facilitation and creation of a ten-year Citywide Strategic Plan and Vision document for the City of Tacoma. The complete planning process would include staff participation, community and civic engagement, external agency collaboration, long-term implementation, and performance reporting. On April 1, 2014, the City Council approved Purchase Resolution No. 38868 awarding a professional services contract to Brian Douglas Scott (BDS) Planning and Urban Design to facilitate in the creation of a Citywide Strategic Plan and Vision document for City Council consideration.

ISSUE:

More than 2,000 Tacoma residents participated in the Tacoma 2025 Citywide Vision and Strategic Plan process through a dozen fairs and festivals, an online forum, a community survey, and a series of citywide visioning events. More than 300 residents of all ages gathered at the Convention Center on July 30, 2014 to share their vision for a shared future.

As a result of the community engagement and feedback, The Citywide Strategic Vision and Plan has identified seven focus areas that will guide the City in striving for its vision of Tacoma 2025:

1. Health & Safety
2. Human & Social Needs
3. Economic Vibrancy & Employment
4. Education & Learning
5. Arts & Cultural Vitality
6. Built & Natural Environment
7. Government Performance

Each of these focus areas are influenced by the core values identified by the community: Opportunity, Equity, Partnerships and Accountability.

ALTERNATIVES:

The City Council could choose to not approve the proposed Citywide Strategic Plan and Vision, Tacoma 2025 and revisit the original recommendation for a vision provided by the Fiscal Sustainability Task Force.

RECOMMENDATION:

Staff and the Citywide Strategic Plan Steering Committee recommend that the City Council approve Tacoma 2025 to help guide the City in a long-term comprehensive Strategic Plan that will align with the City Council's Five Policy Priorities, establish the City's long-term vision for Tacoma, and guide decision making and resource allocation, with the goal of making Tacoma a leader in providing high-quality services for its residents and offering an enjoyable and sustainable quality of life. Staff is also recommending a Tacoma 2025 Advisory Committee be established and appointed by the Mayor. During the development and implementation process, the Advisory Committee will provide input on desired objectives and outcomes; monitor plan implementation; and review performance reports.



FISCAL IMPACT:

As part of the approved 2015-2016 Biennial Budget, a Management Analyst III position was created to oversee the implementation and coordination of the Citywide Strategic Plan and Vision. Under the supervision of the Assistant City Manager, this position will provide analysis, research, data collection, performance reporting, process development, and community and stakeholder outreach and engagement to further the goals and objectives of the Tacoma 2025 Plan. In addition, other complex projects and programs will be assigned to this position as needed by the City Manager and Assistant City Manager.