



City Council
January 27, 2015

Background & Overview

- December 17, 2013
 - Fiscal Sustainability Taskforce Recommendations:
 - City of Tacoma to undertake a visioning process
- January 7, 2014
 - Council Consideration Request (CCR)
 - Initiate an RFP Process for a long-term visioning effort
 - Open, transparent and inclusive process for all Tacoma residents and stakeholders
 - Guide decision making and resource allocation
 - Include City staff and external/partner agency participation
 - Performance tracking and reporting for progress
- April 1, 2014
 - Contract awarded to BDS Planning & Urban Design



Background & Overview-*continued*

- April 2014- November 2014
- Over 2000 participants
 - Online forums
 - 100 Stakeholder Interviews
 - 14 Fairs/festivals
 - 7 Steering Committee sessions
 - July 30, 2014 Community Visioning Event
 - 3 Follow up sessions “Did We Hear You?”

Health
& Safety

Government
Performance

Human &
Social
Needs

Built &
Natural
Environment

Economic Vibrancy
& Employment

Arts &
Cultural
Vitality

Education & Learning




tacoma2025
 shared vision | shared future

Opportunity
Equity
Partnerships
Accountability

1: Health and Safety

A safe city with healthy residents

- **Community Priorities**

- Improve **Neighborhood Safety**
- Increase **Active Living**
- Improve **Overall Health**

Focus Area Connections:

- Human & Social Needs
- Natural & Built Environment

- **Accountability Measures**
 - Increase resident's **feeling of safety**
 - Increase percent of residents reporting **leisure activity**
 - Increase percent of students who meet recommended **physical activity levels**
 - Improve self-reported **health status**
 - Decrease **obesity rates**
 - Decrease prevalence of **adult smokers**

2: Human and Social Needs

All Tacoma residents are valued and have access to resources to meet their needs

- **Community Priorities**

- Increase **housing security**
- Improve services to **youth and vulnerable populations**
- Reduce **poverty**

Focus Area Connections:

- Economic Vibrancy & Employment
- Education & Learning

- **Accountability Measures**

- Decrease percent of individuals and families who experience **homelessness**
- Decrease **unmet needs for mental health**
- Decrease # of **poor mental health days reported**
- Reduce percentage of Tacoma **population in poverty**
- Reduce percentage of households **spending more than 45% on housing and transportation**

3: Economic Vibrancy & Employment

A vibrant and diverse economy with good jobs for all

- **Community Priorities**

- Increase # of quality **jobs**
- Diversify Tacoma's **living wage** business base
- Improve **neighborhood business** districts
- Strengthen **downtown Tacoma** as a business core and residential option

- **Accountability Measures**

- Increase # of **jobs** in Tacoma
- Increase households that meet or exceed **living wage** standards
- Increase **business sector diversity**
- Increase **quality of neighborhood business districts**
- Increase **district activity**
- Increase assessed value and decrease vacancy rate of **downtown property**
- Increase # of **downtown workers and residents**

Focus Area Connections:

- Education & Learning

4: Education & Learning

Thriving residents with abundant opportunities for life-long learning

- **Community Priorities**

- Close the education **achievement gaps**
- Prepare people to succeed in **Tacoma's workforce**

Focus Area Connections:

- Human and Social Needs
- Economic Vibrancy & Employment

- **Accountability Measures**

- Increase **kindergarten readiness**
- Increase **3rd grade reading proficiency**
- Increase **high school graduation rates**
- Increase **post-secondary degrees**
- Increase percentage of local graduates gaining **employment**

5: Arts & Cultural Vitality

A vibrant cultural sector that fosters a creative, cohesive community

- **Community Priorities**

- Increase arts and cultural activity **participation**
- **Embrace Tacoma's diversity** of people, places and cultures
- **Leverage and strengthen** Tacoma's arts and cultural assets

- **Accountability Measures**

- Increase the # of **youth participating** in arts and cultural events
- Increase event **attendance**
- Increase the **economic impact** of creative and cultural events
- Increase percentage of all business activity represented by **creative industries**

Focus Area Connections:

- Human and Social Needs
- Economic Vibrancy & Employment

6: Built & Natural Environment

Outstanding stewardship of the natural and built environment

- **Community Priorities**

- Increase **transportation options**
- Sustain and improve Tacoma's **natural environment**
- Grow and enhance the vitality of Tacoma's **neighborhoods**
- Improve and maintain Tacoma's **streets**

Focus Area Connections:

- Health & Safety
- Economic Vibrancy & Employment

- **Accountability Measures**
 - Increase **alternate modes of transportation**
 - Increase percentage of **residents visiting a park** and satisfaction with park amenities
 - Decrease # of days exceeding **fine particle pollution target**
 - Improve **storm water quality**
 - Increase # of **structures designated as historical**, added to historical districts, **rehabilitated or reused**
 - Increase the percentage of **streets** in good or excellent condition

7: Government Performance

Efficient and effective government, guided by engaged residents

- **Community Priorities**
 - Ensure **accountable, efficient and transparent** city services
 - **Engage** residents, stakeholders and partners in the future of Tacoma
 - Strengthen the City's **fiscal sustainability**

Focus Area Connections:

- Government Performance is connected to all six other focus areas.

- **Accountability Measures**
 - Improve **resident satisfaction and confidence**
 - Increase City **employee satisfaction**
 - Improve the City's **Fiscal Wellness** Index score
 - Align the City's **workforce profile** with regional and national demographics
 - Increase the # of residents who believe they are able to make a **positive impact on their community**

Implementation Steps

- Adopt Tacoma 2025
- Form an ongoing Tacoma 2025 Advisory Committee
- Hire a 2025 Program Manager (underway)
- Identify baseline data for Accountability Measures
- Identify 2025 Targets
- Develop a Scorecard for reporting progress
- Tacoma 2025 website (updates & ways to get involved)

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