



**CITY OF TACOMA, WASHINGTON  
OFFICE OF THE CITY COUNCIL  
COUNCIL CONSIDERATION REQUEST**

**TO:** Mayor & City Council  
**FROM:** Council Member Kiara Daniels and Council Assistant Claire Goodwin  
**COPIES TO:** Elizabeth Pauli, City Manager; Bill Fosbre, City Attorney  
**SUBJECT:** **Council Contingency Fund Request – Safe Youth Campaign – June 28, 2022**  
**DATE:** June 24, 2022

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**I ask for your support for a Council Contingency Fund expenditure of \$35,000 to fund the partial costs to develop and implement an 8-week Safe Youth Awareness Campaign beginning in July 2022.**

**LEGISLATIVE INTENT:**

**Council Contingency Fund Request:** In collaboration and partnership with the Foundation for Tacoma Students, Seeds of Peace, Greentrike, eTc Tacoma, the Bamford Foundation, Goodfellas Barbershop, and others, this request will support Phase 1 of a youth and young adult-focused initiative to engage Tacoma’s next generation. This is an 8-week campaign with organized programming, events, and leadership trainings beginning in July of this summer. This initiative is in response to the increase in violent crime across the City, and acknowledging the importance of providing our youth and young adult population the time, attention, resources, and safe-spaces needed to thrive and feel safe in the community. Phase 1 of this initiative will build the momentum for an ongoing conversation around providing these events and opportunities for our young people in the future. Programming will focus on providing these opportunities at non-traditional after-hours times. The total program cost for the Phase 1, 2022 summer portion is \$110,000. The total cost would not only be supported by this Council Contingency Fund request, but the Bamford Foundation has agreed to match the City’s contribution. The program details and total budget are as follows:

Foundation for Tacoma Students: \$57,500

1. Staff time (0.5 FTE) to lead events/programming and messaging with tool-kits (\$25,000)
2. Marketing and print materials (\$22,500)
3. Discretionary funding to support youth initiatives (\$10,000)

eTc Tacoma: \$12,500

1. Branded design for campaign (\$2,500)
2. Safe Youth t-shirt campaign for each youth leader (\$500)
3. T-shirt donations to participants (\$9,500)

Seeds of Peace and Greentrike in coordination with the Mayor’s Youth Commission: \$40,000

1. 30 youth and young adult capacity building stipends (\$30,000)
2. Discretionary funding to support youth initiatives and end of summer celebration (\$10,000)

**FUNDING REQUESTED:**

\$ 35,000

**COMMUNITY ENGAGEMENT/ (CUSTOMER RESEARCH):**

The Council sponsors worked closely with the Foundation for Tacoma Students, Seeds of Peace, Greentrike, the Bamford Foundation, eTc Tacoma, Goodfellas Barbershop, and others to develop this important initiative that responds to the needs of our youth and young adult population. Those most impacted by this initiative are the 15 to 20-year-olds in the city who will be participating in the campaign, attending the leadership trainings, and enjoying the coordinated events throughout the summer.

**2025 STRATEGIC PRIORITIES:**

**Equity and Accessibility:**

This proposal will reduce racial disparities to under-represented communities by targeting youth and young adults from underserved backgrounds. This proposal will advance equity and inclusion by developing leadership skills and self-esteem, as well as fostering a sense of community and support our young people need to thrive in Tacoma.

**Education:** *Equity Index Score:* Moderate Opportunity

Increase the number of quality out of school time learning opportunities distributed equitably across the city.

**Civic Engagement:** *Equity Index Score:* Moderate Opportunity

Increase the percentage of residents who believe they are able to have a positive impact on the community and express trust in the public institutions in Tacoma.

**Livability:** *Equity Index Score:* Moderate Opportunity

Increase positive public perception of safety and overall quality of life.

Explain how your legislation will affect the selected indicator(s)?

This proposal will increase the number of quality out of school time learning opportunities distributed equitably across the city and will increase the percentage of residents who believe they are able to have a positive impact in the community and express trust in the public institutions in Tacoma by funding leadership workshops for youth and young adults in the summer of 2022 across the community. This proposal will also increase the positive public perception of safety and overall quality of life by providing a safe space for youth to engage, build capacity with each other and in the community, and provide a fun alternative during a time when the unstructured nature of summer can lead to boredom and idleness.

**ALTERNATIVES:**

Alternative	Positive Impacts	Negative Impacts
1. No action	Funding available for other identified priorities from the Council Contingency Fund	The funding source would need to be identified and the project may not be as robust
2. Provide additional funding	Additional funding could assist in supporting expanded aspects of the Safe Youth Campaign by the City’s non-profit partners	Larger financial ask to the Council Contingency Fund

**EVALUATIONS AND FOLLOW UP:**

Success will be defined as developing and implementing an 8-week long summer program in support of our youth and young adult population. Foundation for Tacoma Students will provide a memo or present to the City Council the success and outcome of the initiative. At a minimum this will include a summary of the calendar of events, pictures, marketing examples, the number of events that took place, the number of youth and young adults served, and examples of the use of the capacity building stipends.

**SPONSOR RECOMMENDATION:**

Support a Council Contingency Fund expenditure of \$35,000 to fund the partial costs to develop and implement an 8-week Safe Youth Awareness Campaign beginning in July 2022 with Foundation for Tacoma Students serving as the party to distribute the City’s contribution for the purposes outlined in this proposal.

**FISCAL IMPACT:**

\$35,000 from the Council Contingency Fund.

**If you have a question related to the Council Contingency Fund Request, please contact Claire Goodwin at (253) 219-0679 or [claire.goodwin@cityoftacoma.org](mailto:claire.goodwin@cityoftacoma.org).**

**SUBMITTED FOR COUNCIL CONSIDERATION BY: Council Member Kiara Daniels**

**SUPPORTING COUNCIL MEMBERS SIGNATURES (2 SIGNATURES ONLY)**

(Signatures demonstrate support to initiate discussion and consideration of the subject matter by City Council for potential policy development and staff guidance/direction.)

1.  **POS# Mayor**

2.  **POS# 2**

  
**Mayor’s initials**

(Mayor’s initials for awareness only to ensure alignment and coordination of emergent policies.)