



**TO:** Elizabeth Pauli, City Manager  
**FROM:** Council Member Kiara Daniels and Council Assistant Claire Goodwin  
**COPY:** City Council and City Clerk  
**SUBJECT:** Council Contingency Fund Request – Safe Youth Campaign – June 28, 2022  
**DATE:** June 27, 2022

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**SUMMARY AND PURPOSE:**

A resolution authorizing the use of \$35,000 from the Council Contingency Fund to fund the partial costs to develop and implement an 8-week Safe Youth Awareness Campaign beginning in July 2022.

**COUNCIL SPONSORS:**

Mayor Victoria Woodards, Council Member Kiara Daniels, and Council Member Sarah Rumbaugh

**BACKGROUND:**

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)



**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: (Mandatory)**

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(s)	Positive Impact(s)	Negative Impact(s)
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



**EVALUATION 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.

**STAFF/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:**

The proposal has a fiscal impact of \$35,000 budgeted from the Council Contingency Fund.

Fund Number & Name	COST OBJECT (CC/WBS/ORDER)	Cost Element	Total Amount
1030 – Council Contingency Fund	660000		\$35,000
<b>TOTAL</b>			<b>\$35,000</b>

**What Funding is being used to support the expense?**

Council Contingency Fund

**Are the expenditures and revenues planned and budgeted in this biennium’s current budget?**

**YES**  
The Council Contingency Fund is provided an established amount of funding each biennium available for Council-sponsored initiatives.

**Are there financial costs or other impacts of not implementing the legislation?**

**YES**  
The impacts of not funding this proposal are that the Safe Youth Campaign would be significantly smaller, with the participating non-profits contributing their respective in-kind donations. Tacoma’s youth and young adults would not have the opportunity to participate in the organized leadership workshops or youth-led initiatives or events arising out of the campaign.

**Will the legislation have an ongoing/recurring fiscal impact?**

No

**Will the legislation change the City’s FTE/personnel counts?**

**No**  
The proposal will provide the partial costs to develop and implement an 8-week summer safe youth campaign led by Foundation for Tacoma Students, Seeds of Peace, Greentrike, and others and does not impact the City’s personnel counts.



**City of Tacoma**

**City Council Action Memorandum**

**ATTACHMENTS:**

- Resolution
- Council Contingency Fund balance sheet

## 2022 Council Contingency Commitments

<b>2022-2023</b>	\$	<b>250,000.00</b>
<b>(Remaining balance from 2021 that will be carried over)</b>	\$	<b>88,592.09</b>
<b>Council Requested - Seed Internships</b>	\$	<b>31,000.00</b>
Resolution 40919		
A Council Contingency fund expenditure of \$31,000 to fund the full or partial costs of five or more Tacoma-based small businesses or non-profits of hosting a Seed Internship.		
<b>Council Requested - Daffodil Parade</b>	\$	<b>20,000.00</b>
Resolution 40925		
A resolution authorizing the one-time use of \$20,000 from the Council Contingency Fund to be applied to the cost of in-kind services provided by the City of Tacoma such as traffic control devices and traffic control services.		
<b>Council Requested - Tacoma Reads</b>	\$	<b>10,000.00</b>
Resolution 40934		
A request for City Council concurrence for a \$10,000 City Council Contingency Fund request to support the 2022 Tacoma Reads Together events.		
<b>Council Requested - Tacoma Refugee Choir</b>		<b>\$25,000</b>
Resolution 40941		
A Council Contingency Fund expenditure for \$25,000 to assist the Tacoma Refugee Choir in funding the music video portion of their 2022 spring projects.		
<b>Council Requested - Litter Free 253</b>	\$	<b>2,500.00</b>
Resolution 40940		
A Council Contingency Fund expenditure of \$2,500 to fund litter pick-up tools "litter grabbers," for the annual volunteer-led Litter Free 253 event.		
<b>Council Requested - South Sound Together</b>	\$	<b>12,000.00</b>
Resolution 40948		
A Council Contingency Fund expenditure of \$12,000 to fund grants that support community engagement programs sponsored through South Sound.		
<b>Council Requested - Multicultural Childcare Center</b>	\$	<b>5,000.00</b>
Resolution 40986		
A Council Contingency Fund request to purchase infant formula to support the Multicultural Childcare Center formula drive.		
<b>Council Requested - LGBTQIA+ Pride Painting</b>	\$	<b>2,500.00</b>
Resolution 40994		
A Council Contingency Fund expenditure of \$2,500 to fund three LGBTQ+ Pride painting projects including temporary rainbow crosswalks, permanent rainbow bricks, and temporary rainbow barriers.		
<b>Council Requested - Mayors Innovation Project Summer Conference in Tacoma</b>	\$	<b>6,500.00</b>
To Council July 12, 2022		
A \$6,500 Council Contingency Fund expenditure to sponsor the Mayors Innovation Project Summer Conference in Tacoma.		
<b>Council Requested - Safe Youth Awareness Campaign</b>	\$	<b>35,000.00</b>
To Council June 28, 2022		
A resolution authorizing the one time use of Council Contingency Funds, in the amount of \$35,000, to fund the partial costs to develop and implement an eight-week Safe Youth Awareness Campaign beginning in July 2022.		
<b>Starting Balance</b>	\$	<b>338,592.09</b>
<b>Total Amount Allocated</b>	\$	<b>149,500.00</b>
<b>Current Balance</b>	\$	<b>189,092.09</b>