



**CITY OF TACOMA, WASHINGTON
OFFICE OF THE CITY COUNCIL
COUNCIL CONSIDERATION REQUEST (CCR)**

TO: Deputy Mayor & City Council

FROM: Mayor Victoria Woodards and Chief Policy Analyst Melanie Harding

COPIES TO: Elizabeth Pauli, City Manager; Tadd Wille, Assistant City Manager; Bill Fosbre, City Attorney; Executive Leadership Team; File

SUBJECT: Council Contingency Fund Request: \$25,000 for the 2020 Census Complete Count Committee

DATE: December 4, 2018

ITEM/ISSUE PROPOSED FOR COUNCIL CONSIDERATION:

I ask for your support for the inclusion of the following item on the agenda at the earliest available meeting of the Study Session:

\$25,000 of Council Contingency Funding to support the Pierce County Complete Count Committee and ensure a thorough and accurate 2020 Census in the City of Tacoma, to be directed to the Greater Tacoma Community Foundation (GTCF) "Pierce Census 2020" Fund.

BRIEF BACKGROUND:

The United States Census Count is the basis for many important fiscal decisions, including the allocation of State and Federal funding. Additionally, businesses use this data when choosing where to launch products or build new stores. Historically, local governments and community groups have played a key role in educating and motivating residents to participate in the Census by forming "Complete Count Committees."

In 2010, the City of Tacoma operated a Complete Count Committee independently. However, partnership with countywide partners has the potential to increase the efficiency and effectiveness of Census outreach and education efforts. For Census 2020, the Auditor's Office is taking the lead on the Census Count in Pierce County in partnership with GTCF. They have connected to the statewide "Complete Count Committee," with a State Office of Financial Management staff person participating in the work group. They welcome assistance and are seeking active involvement from all local jurisdictions.

Public outreach for this Pierce County effort is estimated to be \$250,000. Some funds may be pooled with the King County Complete Count Committee for media buys to extend the reach of the campaign (because most major media outlets are located in Seattle), but the majority of funds will be used for local outreach tailored to reach Pierce County's "Hard to Count" population, which will require translation, outreach, and grassroots engagement.

In addition to a potential question on citizenship status being added to the 2020 Census, there are two other significant changes that may require additional outreach: 1.) Active military personnel will be included in 2020, a broad departure from past counts; and 2.) The Census Bureau is aiming to have 70% of survey completed online.

The proposed City of Tacoma contribution to this effort will help ensure a complete count and prevent the potential loss of State and Federal dollars through underrepresentation of Tacoma residents. This funding includes allocations to schools, hospitals, and more, and is key to services that provide for the wellbeing of all of Tacoma's residents.

STRATEGIC POLICY PRIORITY:

- Strengthen and support a safe city with healthy residents.
- Ensure all Tacoma residents are valued and have access to resources to meet their needs.
- Foster a vibrant and diverse economy with good jobs for all Tacoma residents.
- Encourage and promote an efficient and effective government, which is fiscally sustainable and guided by engaged residents.

POLICY DEVELOPMENT PATH:

☐ **Request for policy development and legislation**

This item is best aligned with the purview of the following Council Standing Committee (refer to Council Standing Committee Process Manual):

☐ Community Vitality and Safety

☐ Economic Development

☐ Government Performance and Finance ☐ Infrastructure, Planning and Sustainability

☒ **Request for Resolution**

☒ **Is there a specific deadline for this request?** (Note: All Council Consideration Requests will be expedited as soon as possible) 12/18/2018

Please provide a brief explanation of deadline. Allocation by end of biennium

FUNDING REQUESTED:

☒ **Council Contingency Fund Request** *Please provide the Council Contingency Fund Biennial Budget Document if this request is for the use of this fund.

Does the request require some other type of funding? ☐ One-time ☐ Ongoing

In you have a question related to the Council Consideration Request, please contact Melanie Harding at 253-591-5156 or Melanie.Harding@cityoftacoma.org.

SUBMITTED FOR COUNCIL CONSIDERATION BY: Victoria R. Woodards
Mayor

SUPPORTING COUNCILMEMBERS 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. L Hunter

POS # 6

2. [Signature]

POS# 7

3. Ryan Mello

POS# 8



Pierce County

PierceCountyAuditor.org
pcauditor@co.pierce.wa.us

Auditor's Office

Julie Anderson
Pierce County Auditor

Cindy Hartman
Deputy Auditor

Georgia Cookson
Assistant to the Auditor

Mary Schmidtke
Fiscal Manager

Michael Rooney
Elections Manager

Damon Townsend
Elections Supervisor

Casey Kaul
Recording/Licensing
Manager

Cathy Shearer
Recording Supervisor

Michelle Redfield
Licensing Supervisor

Brian Boman
Animal Control
Supervisor

November 16, 2018

City of Tacoma
City Council
747 Market Street
Tacoma, WA 98402

RE: Council Contingency Fund \$25,000 for the 2020 Census Complete Count.

Dear City Councilmembers,

I am writing in support of the Council Contingency Fund \$25,000 for the 2020 Census Complete Count Committee request.

As I am sure you are aware, the United States Census Count is the basis for many important fiscal decisions, including the allocation of State and Federal Funding. Historically, local governments and community groups have played a key role in educating and motivating residents to participate in the Census by forming "Complete Count Committees."

Partnership of countywide partners has the potential to increase the efficiency and effectiveness of Census outreach and education efforts. For Census 2020, my office is taking the lead on the Census Count in Pierce County in partnership with the Greater Tacoma Community Foundation. We welcome assistance and are seeking active involvement from all local jurisdictions.

The proposed City of Tacoma contribution to this effort will help ensure a complete count and prevent the potential loss of State and Federal dollars through underrepresentation of Tacoma residents.

The City of Tacoma participation is essential, as many "hard to count" populations are located inside the city limits. I urge you to support and fund this request.

Sincerely,

Julie Anderson
Pierce County Auditor

Auditor's Office
2401 S 35th St, Rm 200
Tacoma, WA 98409

Administration
P 253.798.3189
F 253.798.3182

Recording
P 253.798.7440
F 253.798.3180

Licensing
P 253.798.3649
F 253.798.3701

Animal Control
P 253.798.7387
F 253.798.7004

Election Center
2501 S 35th St, Ste C
Tacoma, WA 98409
P 253.798.8683
F 253.798.2761
P 800.446.4979



950 Pacific Avenue
Suite 1100
Tacoma, WA 98402

T: 253.383.5622
F: 253.272.8099
www.gtcf.org

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November 16, 2018

City of Tacoma
City Council
747 Market Street
Tacoma, WA 98402

RE: Council Contingency Fund \$25,000 for the Pierce County 2020 Census Complete Count

Dear City Councilmembers,

I am writing in support of the Council Contingency Fund \$25,000 for the Pierce County 2020 Census Complete Count Committee request.

Much is at stake. The census count is the basis of state and federal funding, economic development calculations, redistricting verifications, and a wide range of other every day analysis of issues that impact community wellbeing.

Greater Tacoma Community Foundation is providing support to the office of the Pierce County Auditor, with the goal of ensuring the broadest community awareness and participation in the census process. GTCF is actively participating with a regional and national coalition of other funders and agencies sharing promising practices and data, with the purpose of bringing knowledge and resources to benefit Pierce County. Our guiding belief is that active participation in the 2020 Census will be a path to build and strengthen trusted community relationships for every single individual in Pierce County.

We know that Pierce County, and Tacoma in particular, will need to address historically hard to count and undercounted populations. Your support in this effort will benefit us all.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Kathi Littmann', with a long horizontal flourish extending to the right.

Kathi Littmann

CEO, President

2017-2018 Council Contingency Commitments

2017-2018 Biennium Budget	\$500,000
	Committed
Hilltop Regional Health Center (\$50K 2017, \$50K 2018)	\$ 100,000.00
Resolution No. 39693 (03/28/2017) To support the Hilltop Regional Health Center expansion, contingent upon the Center securing sufficient funds for building renovations and expansion	
Developing an Anchor Institutions Strategy	\$ 50,000.00
Resolution No. 39701 (04/18/2017) To develop an anchor institutions strategy to complete a comprehensive study to align current planning efforts, identify gaps, and achieve Tacoma 2025 related goals	
Sister Cities Events for Festival of Sail Delegation	\$ 12,000.00
Resolution No. 39747 (6/13/2017) For expenses related to events for visiting Sister Cities' delegations during the Festival of Sail 2017	
Retail Enhancement Strategy Contract	\$ 25,000.00
Resolution No. 39776 (08/8/2017) Contract for \$25,000 to develop a Downtown retail enhancement study and recruitment strategy.	
Affordable Housing Public and Private Asset Review and Mapping	\$ 10,000.00
Resolution No. 39790 (8/22/2017) Contract with Forterra for \$10,000 for a comprehensive review and mapping of public and private land that could be utilized for affordable housing.	
Tacoma Reads Together Events	\$ 15,000.00
Resolution No. 39817 (9/19/2017) Funding to cover contract with author and to cover community events expenses	
Immigrant Legal Defense Fund	\$ 50,000.00
Resolution No. 39849 (10/24/17) Subfund creation for deportation hearing defense of immigrants w/o resources and legal Counsel.	
Tacoma Housing Authority Landlord Incentive Pilot	\$ 50,000.00
Resolution No. 39876 (11/28/17) Project pilot offering incentives to landlords accepting THA housing vouchers	
Citizens' Forum Pilot Project	\$ 25,000.00
Resolution No. 39882 (12/12/17) Citizens' Forum pilot project; agreement with the Center for Dialog and Resolution.	
2018 Race and Pedagogy Conference Youth Summit	\$ 10,000.00
Resolution No. 39895 (12/12/17) 10,000 sponsorship for UPS Youth Summit	
2018 Refugee Choir Season	\$ 20,000.00
Resolution No. 39901 (12/19/17) Sponsorship of the 2018 Tacoma Refugee Choir Season	
Tiki Apartment Case Management	\$ 10,000.00
Resolution No. 40003 (5/1/2018) Providing case management services for Tiki Apartment residents who may be displaced	

Neighborhood Business District Traffic Control Device Reimbursement	\$	10,000
<i>Resolution No. 40025 (6/5/2018)</i> <i>Reimburse NBDs for costs associated with traffic control devices for key events</i>		
Travel Expenses for All America City Award Competition	\$	10,000
<i>Resolution No. 40026 (6/5/2018)</i> <i>Conference to participate in the All America City Award competition</i>		
Paddle to Puyallup Canoe Journey Support	\$	25,000
<i>Resolution No. 40066 (7/17/2018)</i> <i>Support ceremonies and events, fly the Puyallup flag, and display flag in Chambers</i>		
McKinley Street Fair Support	\$	500
<i>Resolution No. 40087 (8/14/2018)</i> <i>Covers cost of traffic control devices for McKinley Street Fair</i>		
2019 Interfaith Women's Conference	\$	10,000
<i>Resolution No. 40109 (9/18/18)</i> <i>Sponsorship for the 2019 conference</i>		
Tools to Address and Manage Impacts of Exploitation and Sexual Assault	\$	6,500
<i>Resolution No. 40167 (11/20/2018)</i> <i>Contract with Rock, Papers, Scissors for tools for victims</i>		
Santa Parade Traffic Control Devices	\$	2,000
<i>Resolution No. 40171 (11/27/18)</i> <i>Covers cost of traffic control devices for 6th Avenue Santa Parade</i>		
Total 2017-2018 Approved by City Council Through Legislation	\$	441,000.00
2017-2018 Biennium Budget Remaining		\$59,000