

BELIEF AND TRUST: 2021-2022 BUDGET

Study Session
November 3, 2020



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AGENDA

- Priority Area Overview
- Community Engagement Overview
- Summary of City Programs and Funding
- Major Actions and Outcomes in 2021-2022
 - Transformation
 - Maintaining Services
 - Emergency Impacts



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PRIORITY AREA OVERVIEW

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.

Why do some people get involved while others often do not? The answer often comes down to whether they trust public institutions that are asking to engage with them, as well as whether or not they feel like their input and efforts are taken into consideration or have an impact. Further, many communities have generations of experience where their voice was not taken into consideration when decisions were made. In order to increase the number of people who vote, the diversity of the people who participate civically, and improve the quality of life for all Tacoma residents, we must ensure that more residents have experiences that reinforce their impact on the community and increase trust in local government.



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OUTREACH SUMMARY

Community Survey

- 54% of respondents rated their confidence with the Municipal Government as "excellent" or "good".
- 22% believed their participation in civic activities was "very impactful" or "impactful"

Summer Outreach

When asked what prevented residents from trusting the City of Tacoma and other local institutions:

- 14% of respondents mentioned they believe that City employees are not held accountable;
- 13% mentioned that they believe the City does a poor job of representing the community and that special interests have an outsized influence on decision-making.

When asked what the City should do to build trust with the community:

- 18% asked for the City to do a better job of listening to residents and follow through with action;
- 17% asked for the City to defund the Police Department;
- 17% called for the City to expand engagement opportunities.

"Take ownership of mistakes, embrace transparency, keep hosting live conferences. Find ways to communicate with all groups, taking into consideration access. Increase your social media presence."



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CITY ROLE: BELIEF AND TRUST

- Provide timely, reliable information and services
- Actively respond to resident concerns
- Involve community in meaningful decision-making
- Transparency (in decision-making and actions)
- Reducing barriers to public participation

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CITYWIDE EFFORT

Belief and Trust is meant to be imbedded within all city departments and services.

- City Council
- Tacoma 2025
- Resolution 40622
- Channels of Accountability and Engagement
- Internal Services to Support Departments
- Participatory Budgeting

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TRANSFORMATION EFFORTS

Community Systems-wide Transformation

- Long-term community-led transformation
 - Guided by the Mayor
 - Sets vision for community safety and systems-wide transformation

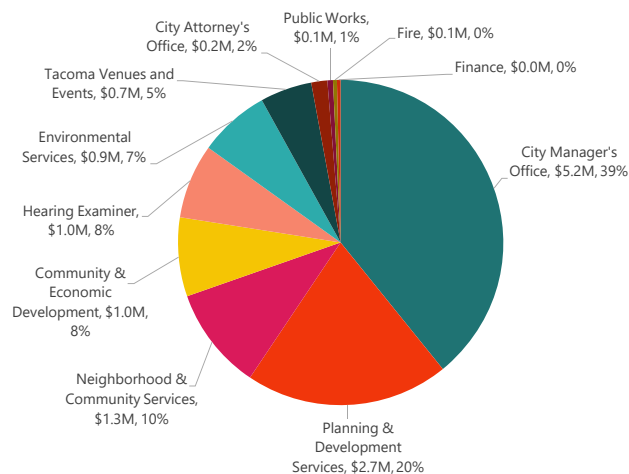
Policing Transformation

Organizational Transformation

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BELIEF AND TRUST PROGRAM EXPENSE 2021-2022 (\$13.2M)

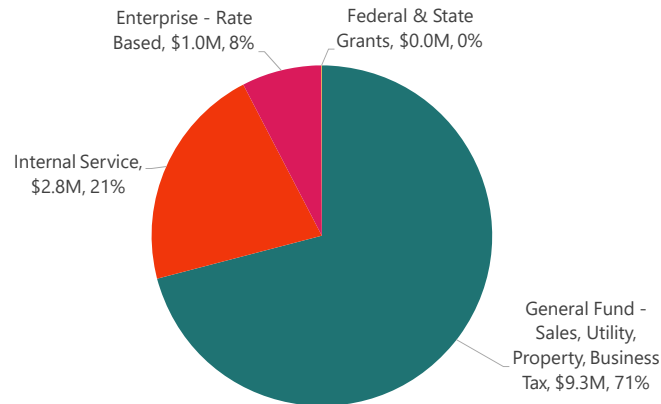


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Detail on Page 53 of [Proposed Budget](#)
Included programs were adjusted to better suit area after review

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BELIEF AND TRUST PROGRAM FUNDING 2021-2022 (\$13.2M)



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MEDIA AND COMMUNICATIONS



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- Media and Communications
 - Media relations and crisis communications
 - Production of TV programming
 - Broadcasting and communication support for Council Meetings
 - Development and management of brand identity (Graphic design, video production and photography)
 - Strategic communications planning and execution (internal and external)
 - Maintenance and management of I-Net and cable franchises

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COMMUNITY ENGAGEMENT

- Strategic Engagement and Outreach
 - Practitioners work group
 - Virtual Engagement
 - Departmental consultation and training
 - Social Media and website management
 - Facebook, Instagram, Twitter, and YouTube
 - Live Streaming
 - Cityoftacoma.org
 - Language access strategy and best practices



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STRATEGIC ALIGNMENT

- Tacoma 2025 and Beyond
 - Affordable Housing Action Strategy
 - Tacoma Anchor Network
 - Equity Index- expansion and partnerships
 - Transformation
 - Strategic Facilitation
 - CPAC- Oversight and Engagement
 - Facilitation of Council and Directors retreats
 - Other internal collaborations
 - Strategic partnerships



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PROVIDE TIMELY, RELIABLE INFORMATION AND SERVICES

- Increase in Community Relations Capacity +\$225K (+1 FTE)
- Spanish Language Access Pilot +\$209K
- Community Engagement Team and Employee Development
- Consistent Demographic Data Collection



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ANTI-RACIST TRANSFORMATION



- Project PEACE Phase 2 (+\$229K, +1 FTE)
- Department Racial Equity Action Plans
- GARE/Internal Transformation
- Advanced racial equity training for staff and Equity 101 offered to community
- Deportation Defense Fund Continuation
- Commission Support
 - Commission on Immigrant and Refugee Affairs (CIRA)
 - Tacoma Area Commission on Disabilities (TACOD)
 - Human Rights Commission (HRC)

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ANTI-RACIST TRANSFORMATION

- Police Transformation
 - 21st CP Solutions Assessment and Recommendations
 - Matrix Staffing Study Implementation
 - Racial Equity Action Plan (REAP) Implementation
 - Body Worn Camera Implementation
 - Pierce County Force Investigations Team (PCFIT)
 - Engagement with Community's Police Advisory Committee (CPAC) on Policy Review
- Community Engagement
 - Project PEACE II Engagements
 - Youth Dialogue and Engagements
 - Neighborhood and Business Meetings Partnerships
 - Tacoma Public School Partnerships
 - Citizen Police Academy



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INCREASE AND DIVERSIFY COMMUNITY VOICE

- Continue Community Mobilization funding at \$252K (reduction of 50%)
- Neighborhood Councils
 - Increase participation among BIPOC communities
 - Innovative Grants on hold (- \$313K)



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ACTIVELY RESPOND TO RESIDENT CONCERNS



- COVID-19 Changes
 - Adapts service desk changes to meet Center for Disease Control (CDC) guidelines for safety while maintaining/enhancing service levels
- Continue providing TacomaFIRST 311 service
 - 2020 Requests through 3rd Quarter: 23,841
 - 2020 Calls through 3rd Quarter: 30,925
- Community Engagement in 2021-2022

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