



CITY OF  
**Vancouver**  
WASHINGTON

# Police Community Advisory Committee

**Meeting #7**

Bridgeview Resource Center  
September 30, 2024





CITY OF  
**Vancouver**  
WASHINGTON

# Welcome in Centering Exercise







# Agenda

- VPD and committee member updates
- Conversation with Vancouver's incoming City Manager
- Prop 4 Communications Update
- Planning for future meetings
- Next steps



# Group Agreements

- Speak from your own experience
- Listen to understand each other
- Be curious
- Recognize that we all carry wisdom
- Create space for others to share
- VPD will remain an open book to questions
- Trust each other. Keep the story here, take the learning with you
- Be open minded to others' suggestions and lived experiences
- Lead with grace and forgiveness
- Voice what your needs are
- Make space in these meetings to navigate tragedy if/when it occurs



# Introductions







# Committee member introductions

To help our new City Manager get to know you, please share:

- Why did you want to participate on this committee?
- What is something that you look forward to discussing or learning more about in the coming months?

# VPD and Committee Updates



# Recruiting for Vancouver's next police chief

- In September, the City began recruiting for Vancouver's next police chief
- The decision was made to recruit internally to help promote trust, accountability and stability within the department
- Community members are invited to help guide the recruitment by completing a survey on Be Heard Vancouver by Oct. 4
- The City will host a community forum with police chief finalists in October





# VPD volunteer appreciation set for Oct. 24

- VPD will host its annual Volunteer Appreciation Potluck at 6 p.m. on Thursday, Oct. 24 at the Firstenberg Community Center
- The event will celebrate the contributions of Neighbors on Watch (NOW) volunteers who support VPD and public safety
- Committee members are invited to attend





# Office of Equity and Inclusion updates

Nikki Chen, VPD's DEI business partner, is also leading multiple engagement efforts:

- Chuukese Fishbowl
- Connecting Across Cultures Wellness Fair
- Safe Zone with VPD



# Getting to Know Vancouver's New City Manager

**Lon Pluckhahn**  
Incoming City Manager





# Five-Minute Break

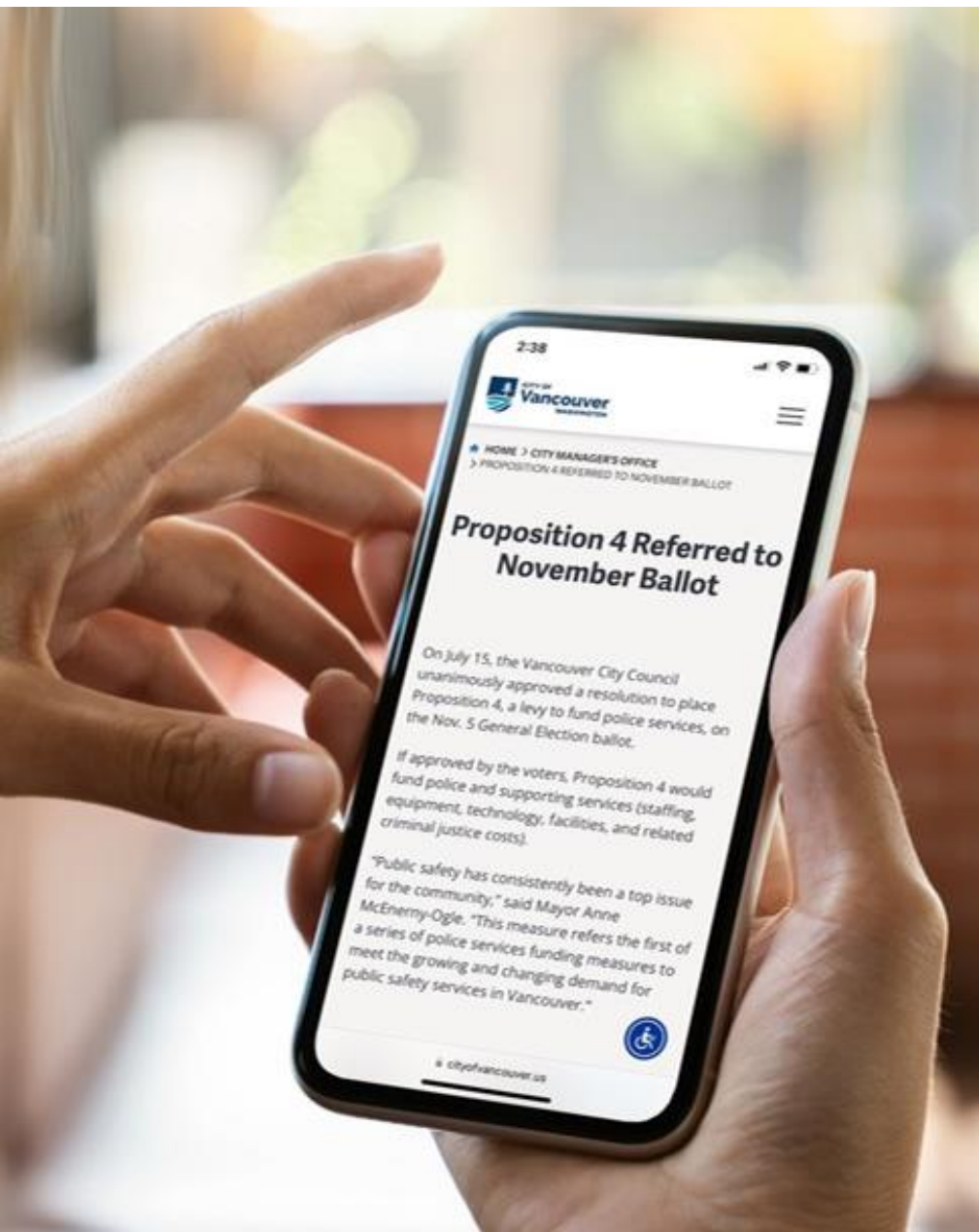




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# Proposition 4 Police Services Levy Communications Plan

Laura Shepard  
Director of Communications  
September 30, 2024



# Communications Strategy

Use a multi-track strategy to educate public about facts, costs and benefits of levy

- Proposition 4 track will focus on the “factual” content allowed by Washington Election Law (facts, cost, what it pays for, etc.).
- VPD continues its established communications track work of sharing stories and outcomes in VPD channels
- VPD/Communications will continue its established practice of sharing, liking, and interacting with each other’s content, which includes Proposition 4 information.





# Key Messages

## Levy educational messaging will focus on

- The cost of the levy and how much it will generate
- Details of what the levy will fund
- How the lid lift works
- Community growth/complexity of calls = increased need for police services
- What if Prop 4 doesn't pass
- General information about election day and registering to vote



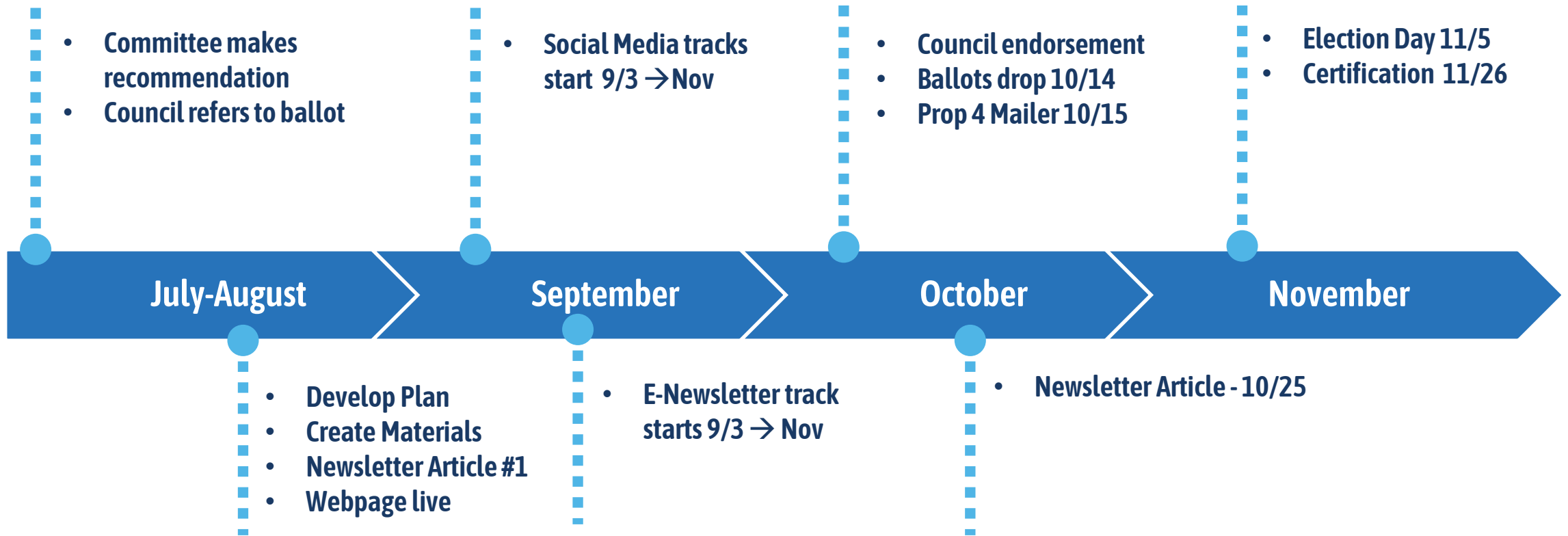
# Tactics

## Use all established channels available

- Print materials (information card, newsletter, mail piece)
- Digital (website, social, e-newsletters)
  - Coordinated social plan balancing Prop 4 education and business-as-usual and results-oriented content
- Responsiveness (requests for speakers, answering questions, comments on social)



# Prop 4 Communication Milestones





# Educational Mail Piece



## PROPOSITION 4 POLICE SERVICES LEVY

### What is Proposition 4?

Proposition 4 is a property tax levy lid lift that if approved, will fund police, public safety and related services (equipment, technology, facilities, supporting staff and related criminal justice costs).



415 W. 6<sup>th</sup> Street  
Vancouver, WA 98668-1995



This educational material provided by the City of Vancouver. Visit [cityofvancouver.us/prop4](https://cityofvancouver.us/prop4) for more information and translations in Español, Русский, Tiếng Việt, 中文 and Chuukese.

- Mailed to all households in Vancouver 93,000+ between Oct. 15/18

### What will Proposition 4 pay for?

If approved by the voters, Proposition 4 would fund increased staff and supportive services, including:

- Add up to 80 full-time equivalent sworn officers in a range of ranks and assignments
- Add up to 36 full-time equivalent non-sworn police positions
- Efficiency-enhancing technologies
- Maintenance and facility expenses to provide police services
- Expand Homeless Assistance & Resources Team (HART) response
- Additional operating and related services, including the impact of the additional staffing on jail, corrections, and public defense
- Equipment, technology, and vehicles consistent with current and future standards
- Administrative and staffing costs related to police staff and services



### How much will Proposition 4 cost?

The City's 2024 general fund property tax levy is approximately \$2.0897 per \$1,000 of assessed value. The Proposition 4 levy lid lift would increase this levy by approximately \$0.41/\$1,000 of assessed value for 2025. The levy lid lift would be permanent and authorize a 5% annual levy increase for six years. The estimated impact on the owner of a \$500,000 home would be an additional \$205 in property tax in the first year and \$585 in 2030. In the first year, the levy lift is estimated to raise approximately \$15.5 million; in 2030, it will raise approximately \$36 million.

### What if Prop. 4 doesn't pass?

As Vancouver's population continues to grow, so will the demand for police services. The cost of providing police services will outpace the demands of Vancouver's expanding community absent new revenue. Reflecting this reality, there is no room in the 2025/26 Proposed Budget for more officers if Proposition 4 is rejected.

### Four things to know about Proposition 4

- 1 If approved, Prop. 4 resources would prioritize hiring sworn officers and non-sworn staff to help maintain and increase the capacity to provide police and public safety services.
- 2 If Prop. 4 is approved, the Police Advisory Committee will monitor the investments in police services to ensure accountability in outcomes and expectations.
- 3 Prop 4 was developed based on the recommendations of the Police Advisory Committee, a group of 13 community members tasked with identifying community safety needs, service gaps and ways to improve policing in Vancouver. If approved by voters, this committee will monitor the investments in police services to ensure accountability and transparency with the community.
- 4 Prop. 4 is the first step in a multi-year plan to round out police staffing needs. The 13-member Police Advisory Committee also recommended a facilities bond in 2026 and a public safety sales tax in 2028.

Community growth means an increased demand for police services

Community growth has contributed to a  
**30%**  
increase in call volume for police services and an  
**87%**  
increase in reported crimes since 2018.



The daily number of complex calls\* requiring six or more officers has more than doubled since 2017.  
\*Calls that require multiple police resources to contain an area, de-escalate or defuse a situation, optimize safety, or investigate a crime.

Vancouver is the second lowest staffed police department among Wash. cities with 100,000+ people.

Right: Total authorized sworn police positions per 1,000 community members



# Newsletters

## Q3/Q4 quarterly print newsletter



A QUARTERLY NEWS UPDATE FOR THE COMMUNITY

AUGUST 2024 | VOLUME 2 | ISSUE 3

### Introducing Vancouver's next City Manager

After conducting a national search that included community and employee input, the Vancouver City Council voted to appoint Lon Pluckhahn as Vancouver's next City Manager on Aug. 12.



Lon Pluckhahn has 30 years of experience in local government.

"With his extensive experience in city administration and a proven track record of leadership, the Council is confident that Lon is uniquely qualified to lead Vancouver now and into the future," said Mayor Anne McCreary-Ogle. "His understanding of the community and his commitment to transparency, community engagement and innovation will be invaluable as we continue to address the needs and aspirations of our residents."

Pluckhahn has 30 years of local government experience, including extensive experience in city management. Before his current role as one of Vancouver's deputy city managers, a role he has held since 2022, he served as the City Manager of Marion, Iowa, for nearly 25 years. He graduated from Iowa State University, where he earned master's degrees in both Community and Regional Planning and Public Administration. He also has a bachelor's degree in political science with an emphasis on public administration. He is currently serving as President of the International City/County Management Association.

Lon's experience, knowledge, and strengths built over 30 years in local government were a good fit for the expectations identified in the candidate profile developed by the Council with community and employee input. The current City Manager, Eric Holmes, will work with the Council and Pluckhahn to ensure a smooth leadership transition. Pluckhahn's appointment is effective at 5:05 p.m. on Oct. 11.

Lon's full bio can be found at [cityofvancouver.ca/citymanager/](https://cityofvancouver.ca/citymanager/).



### Police Services Levy placed on the ballot

#### What to know about Proposition 4

On July 15, the Vancouver City Council unanimously approved a resolution to place Proposition 4, a property tax levy lid lift to fund police services, on the Nov. 5 General Election ballot. If approved, it will fund police, public safety, and related services (equipment, technology, facilities, supporting staff, and related criminal justice costs).

#### Why is Proposition 4 on the ballot?

Community growth has contributed to a 30% increase in call volume for police services and an 87% increase in reported crimes since 2018. In addition to higher call volume, the increasing complexity of calls frequently requires multiple officers for extended periods of time, resulting in the diversion of resources from other parts of the City. Proposition 4 will help maintain and improve the overall capacity to provide police and public safety services in Vancouver.

The levy lid lift recommendation was developed by a 13-member Police Advisory Committee of Vancouver residents convened by the City Manager.

The committee met six times over three months to help identify community safety needs, service gaps, and ways to improve policing and public safety. The committee will continue working with the City Manager's office to provide community transparency and accountability for implementing the levy if passed and to provide a forum for ongoing community understanding of evolving public safety needs in Vancouver.

#### How much will Proposition 4 raise?

The City's 2024 general fund property tax levy is approximately \$2,087 per \$1,000 of assessed value. The Proposition 4 levy lid lift would increase this levy by approximately \$0.42, \$1,000 of assessed value for 2025. The levy lid lift would be permanent and authorize a 0% annual levy increase for six years. The estimated impact on the owner of a \$500,000 home would be an additional \$205 in property tax in the first year and \$585 in 2030. In the first year, the levy lift is estimated to raise approximately \$15.5 million. In 2030, it will raise approximately \$36 million.

#### What will Proposition 4 pay for?

If approved by the voters, Proposition 4 would fund increased staff and supportive services, including:

- Add up to 80 full-time equivalent sworn officers in a range of ranks and assignments
- Add up to 36 full-time equivalent non-sworn police positions
- A traffic enforcement camera program
- Additional operating and related services, including the impact of the additional staffing on jail, corrections, and public defense
- Maintenance and facility expenses to provide police services
- Expanded Homeless Assistance & Resources Team (HART) response
- Equipment, technology, and vehicles consistent with current and future standards
- Administrative and staffing costs related to police staff and services

#### Where can I learn more?

Scan the QR code or visit the City's website at [cityofvancouver.ca/prop4](https://cityofvancouver.ca/prop4).

## Monthly E-newsletter



### Vancouver Connects

Monthly newsletter | August 2024

#### City Manager updates

#### Vancouver's 2025-26 City budget

Thank you to all community members who shared feedback on your priorities and satisfaction with City services through our biennial community survey and online prioritization tool this summer. Your feedback will help inform how we work to close a [\\$43 million budget gap in 2025-26](#).

#### City Council appoints Lon Pluckhahn as Vancouver's next City Manager

Following a [national recruitment process](#), including multi-interviews and community Q&A sessions with the finalists, Vancouver City Council voted to appoint [Lon Pluckhahn](#) as our next City Manager at their Aug. 12 meeting. Lon currently serves as our Deputy City Manager and brings 30 years of experience in local government to the role.

[Read the full City Manager update](#)

#### More news from City Hall

#### Vancouver Police Chief Mori to retire in October

In July, Police Chief Jeff Mori [announced his intent to retire on Oct. 11](#). His reasons for retiring are personal, including his desire to take a step back from the inherent pressures that come with leadership duties and responsibilities of his position and re-evaluate his work-life balance. Please join us in thanking Chief Mori for more than five years of service with VPD and 31 in law enforcement.



Share with a friend!



### Office of Neighborhood Update

September 13, 2024

## Office of Neighborhoods Update

#### The Latest from City Hall

### Proposition 4 POLICE SERVICES LEVY



Community growth has contributed to a **30%** increase in call volume for police services and an **87%** increase in reported crimes since 2018.

[cityofvancouver.us/prop4](https://cityofvancouver.us/prop4)

Over the last several years, there has been an increased demand for police services in Vancouver. Driven by community growth, the Vancouver Police Department has seen a 30% increase in call volume and an 87% increase in crimes since 2018. In addition to the higher call volume, the increasing complexity of calls frequently requires multiple officers for extended periods, which results in the diversion of police resources from other parts of the community. Proposition 4 will help maintain and increase the overall capacity to provide policing and related public safety services in Vancouver.

[Learn more](#)

The City of Vancouver newsletter is published quarterly for residents and those who receive services from the City.

Questions, comments and suggestions can be sent to Laura Shepard at [laura.shepard@cityofvancouver.us](mailto:laura.shepard@cityofvancouver.us).

The information is current as of the publication date. Visit [cityofvancouver.us](https://cityofvancouver.us) to verify meeting dates and status of events.

Scan the QR code for translations in Spanish, Russian, Vietnamese and Chinese.



City of Vancouver Washington  
415 W. 6<sup>th</sup> Street  
Vancouver, WA 98660-1995

Postal Customer





## Proposition 4

### POLICE SERVICES LEVY



On your **November 5**  
General Election Ballot

Community growth has  
contributed to a

# 30%

increase in call volume  
for police services and an

# 87%

increase in reported crimes  
since 2018.

## Proposition 4

### POLICE SERVICES LEVY



On your **November 5**  
General Election Ballot

# 51%

of survey respondents  
ranked **Police Services**  
as their

# #1

priority for City services.

Source: 2024 Biennial Community Survey

# Social Media

## Facebook, Instagram, Nextdoor, Twitter/X LinkedIn & YouTube

## Proposition 4

### POLICE SERVICES LEVY



On your **November 5**  
General Election Ballot

## What will Prop 4 pay for?

Up to  
**80**  
full-time  
officers



Up to  
**36**  
full-time non-  
sworn VPD staff



Traffic  
enforcement  
camera  
program



Improved  
technology  
and equipment



Expanded  
homelessness  
response



Plus additional operating and related services, maintenance  
and facility expenses, equipment, admin and staffing costs





# Potential Funding Timeline



# Committee Next Steps

- Our next committee meeting will be in late January or early February 2025
- During the meeting, we'll provide an update on funding next steps and revisit earlier discussions around outcomes and impacts
- Let us know if you would like to sign up for a ride-along with VPD





# Thank You



Contact William Cooley, [william.cooley@cityofvancouver.us](mailto:william.cooley@cityofvancouver.us) | 360-624-0718

[cityofvancouver.us/policeadvisory](https://cityofvancouver.us/policeadvisory)

