



CITY OF
Vancouver
WASHINGTON

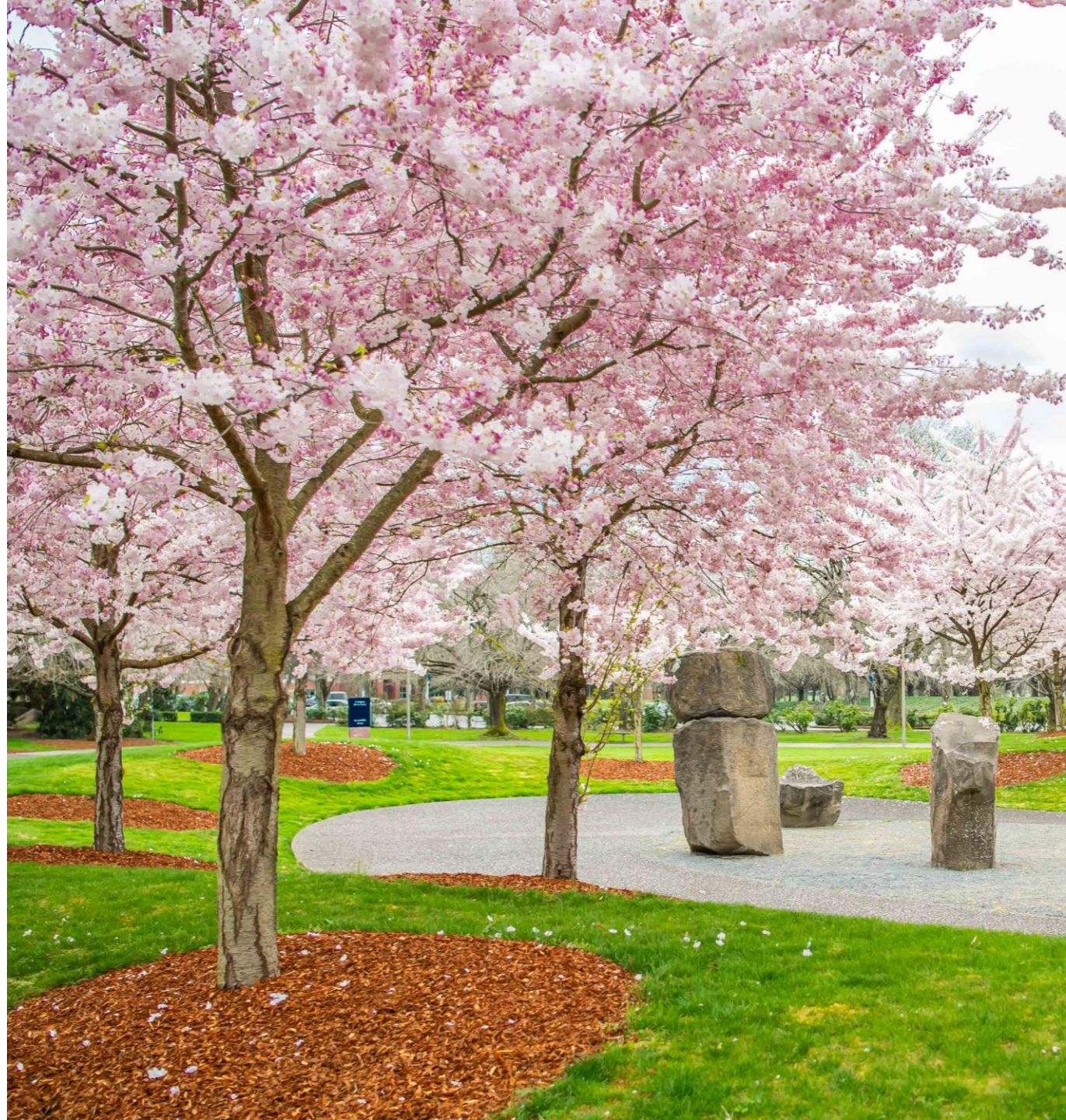
Police Community Advisory Committee

Meeting #8

Aspen Room at City Hall
April 8, 2025

Welcome in centering exercise

- P.I.E.S.
check in



Agenda

- Review timeline and committee process
- Reflect on lessons learned from Proposition 4
- Updates from VPD
- Revisit funding priorities identified in 2024
- Discuss next steps in the levy process



Our big questions

Over the next three meetings, we'll continue to discuss:

- When it comes to public safety, what outcomes and impacts are most important to the community?

- How should the City prioritize investments in police services to ensure that Vancouver is a safer place for all community members?

- What did we learn in 2024 that can guide us this year?
- What else should the City consider, as we plan for a possible Proposition 5?

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





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Proposition 4 Police Services Levy



Laura Shepard
Director of Communications
April 8, 2025

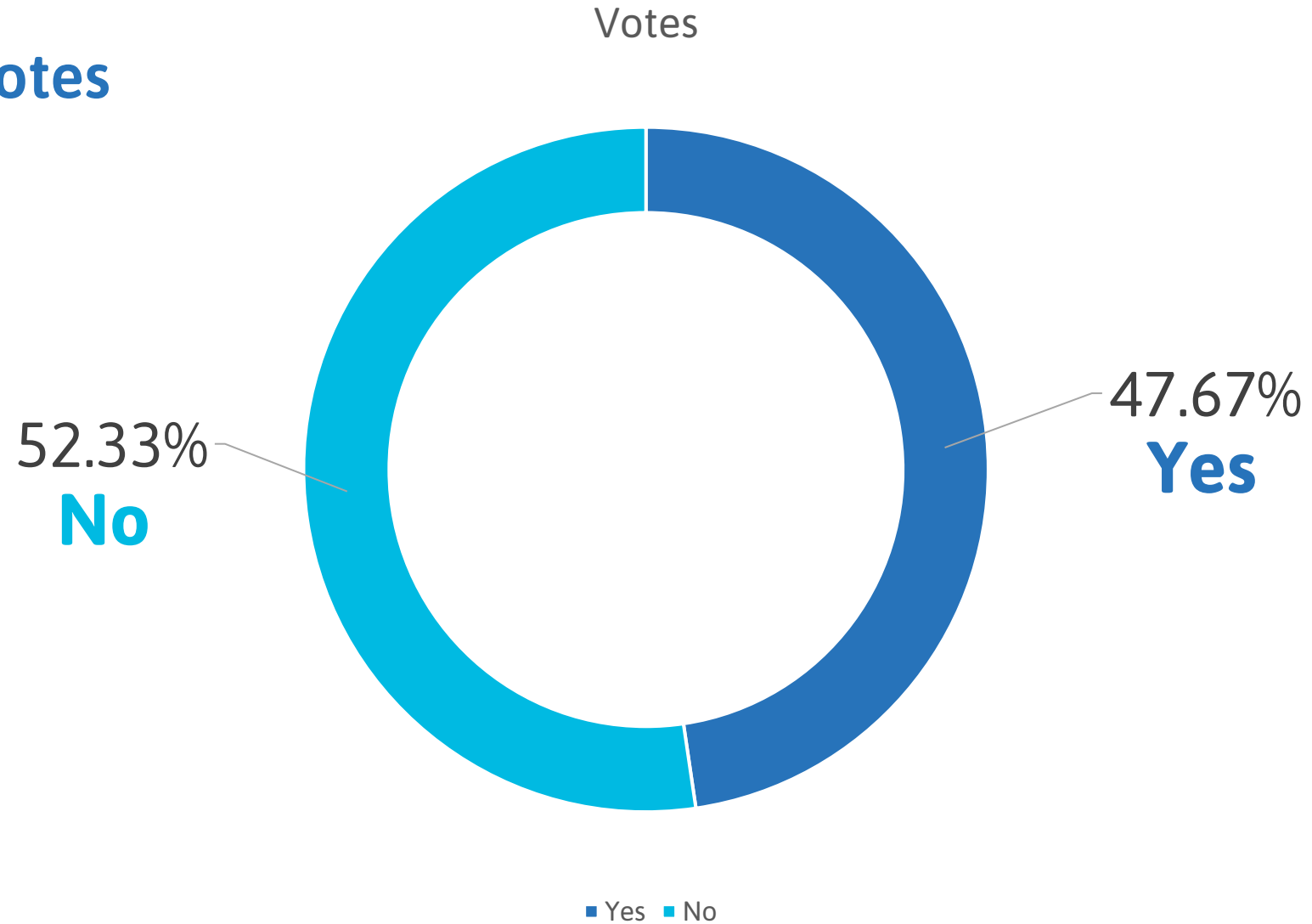
Topics

- Campaign overview
- Analysis and observation
- After action reflection



Election results

Lost by 3,801 votes



Communications Strategy

Multi-track strategy to educate public about facts, costs and benefits of levy

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



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. 6th Street
Vancouver, WA 98668-1995



This educational material provided by the City of Vancouver. Visit 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. Mayor Anna McElmerry said, "This 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 2021, 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 5:01 p.m. on Oct. 11.



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 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 \$0.41, \$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 \$485 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.us/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-part 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.



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

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.

The information is current as of the publication date. Visit 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. 6th Street
Vancouver, WA 98660-1995

Postal Customer

PRESORT STD
US POSTAGE
PAID
VANCOUVER, WA
PERMIT NO. 728




Social media

Sept-Nov

77 posts

156,290+ impressions



Proposition 4 POLICE SERVICES LEVY

The City's current property tax levy is about **\$2.089** per \$1,000 of assessed value

The levy would increase this rate to about **\$2.41** per \$1,000 of assessed value in 2025

For a \$500,000 home that would be an additional **\$205** in property tax in 2025 and **\$585** in 2030

Prop 4 would fund additional police officers, public safety staff and related services

The levy lid lift would be permanent and authorize a 5% annual levy increase on all City property tax revenue for six years.

On your **November 5** General Election Ballot

vancouverus and vancouverpoliceusa
Vancouver, Washington

vancouverus • 9w
Prop 4, on the Nov. 5 election ballot, asks Vancouver voters for a permanent levy lid lift to fund adding new police staffing and related services, but what does this mean?

Simply put, a levy lid lift is a voter-approved property tax increase. Because Washington state caps property tax increases to 1% per year, the only way to collect additional taxes is to ask the voters. If approved, this means the total amount the City can levy will increase 5% for the next six years. For a \$500,000 home, that would

View insights Boost post

57 likes
October 10

Add a comment...



Proposition 4 POLICE SERVICES LEVY

On your **November 5** General Election Ballot

vancouverus and vancouverpoliceusa
Vancouver, Washington

vancouverus • 11w
Did you know? Vancouver Police Department has 1,21 officers for every 1,000 community members.

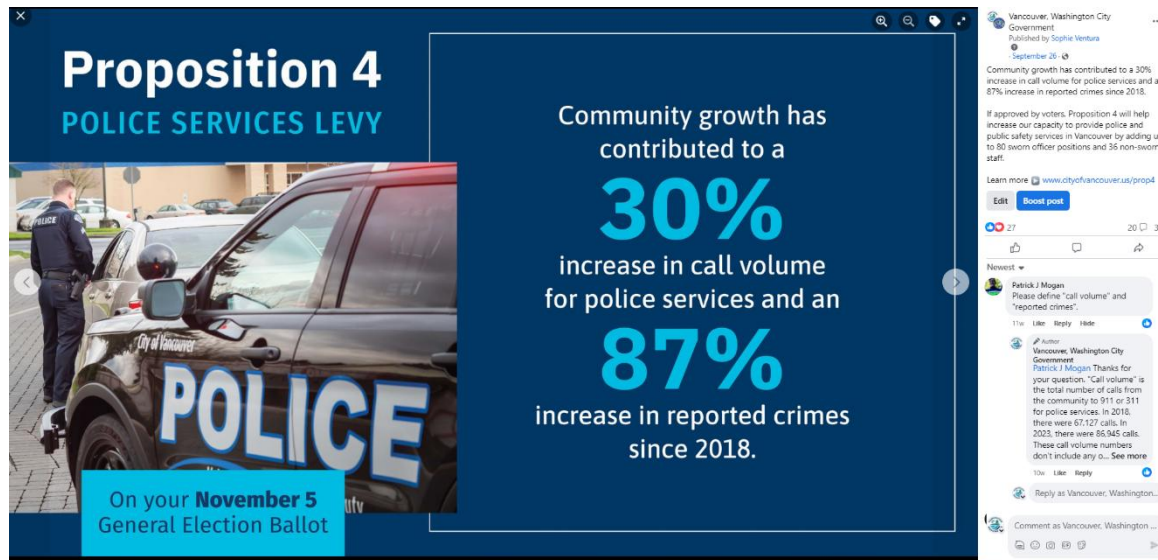
Despite ongoing investments in police services, population growth has contributed to VPD's total sworn staffing relative to our community size being among the lowest in the state and the nation.

The City has proposed a ballot measure to Vancouver voters in the Nov. 5 general election. If approved, Prop 4 would generate funding to support an

View insights Boost post

152 likes
September 26

Add a comment...



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.

On your **November 5** General Election Ballot

Vancouver, Washington City Government
Published by Sophie Ventura
September 26

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

If approved by voters, Proposition 4 will help increase our capacity to provide police and public safety services in Vancouver by adding up to 80 sworn officer positions and 36 non-sworn staff.

Learn more www.cityofvancouver.us/prop4

Edit Boost post

27 26 3

Newest

Patrick J Mogan
Please define "call volume" and "reported crimes".

11w Like Reply Hide

Author
Vancouver, Washington City Government
Patrick J Mogan: Thanks for your question. "Call volume" is the total number of calls from the community to 911 or 311 for police services. In 2016, there were 67,127 calls. In 2023, there were 88,345 calls. These call volume numbers don't include any o... See more

10w Like Reply

Reply as Vancouver, Washington...

Comment as Vancouver, Washington...



Website

3,638 views

On average visitors spent
0:56-1:06 per page



Prop 4 digital campaign reach

Education efforts through online channels earned 168,614 views

Platform	Posts/Articles	Engagement (clicks, reactions, comments, shares)	Views
Instagram	19	1,473	60,635
Van. Connects Enewsletter	3	295 (clicks to web)	17,020
Nextdoor	6	396	32,683
Facebook	15	781	27,831
LinkedIn	9	1,003	13,962
X/Twitter	15	219	12,686
IG/FB Stories	10	34 (clicks to web)	8,377
Website	2 pages	0:56 - 1:06 avg. user view time	3,638
Neighborhoods newsletter	3	25 (clicks to web)	1,480



Social media sentiment analysis

While social media posts received passive support through likes/loves and shares, most comments expressed skepticism or opposition

- **Distrust in City spending/leadership:** Many commenters mentioned past experiences with City initiatives that, in their view, did not deliver promised benefits. Words like "mismanagement," "waste," and "untrustworthy" appeared frequently on Twitter, Nextdoor and Facebook.
- **Property tax concerns:** A strong recurring theme was worry over rising property taxes, particularly for homeowners and renters. Many fear a long-term tax burden, predicting this would have increased housing costs and lead to unaffordable rent hikes.
- **Preference for alternative funding:** Multiple comments suggested reallocating existing City funds or using revenues from new developments instead of raising taxes, with many expressing frustration over City spending priorities.



Social media sentiment analysis

- **Desire for accountability and transparency:** Calls for more clarity on how the additional funds would be used, including detailed breakdowns, were prominent. Some suggested the City hasn't been transparent about tax implications or about whether the increase would genuinely fund additional officers.
- **Homelessness and public safety concerns:** While commenters expressed strong concerns about public safety, several felt that existing funds should first address visible homelessness issues before adding more officers. There's frustration about perceived leniency on crime and lack of meaningful action on homelessness.
- **Political polarization:** Several comments reflect broader political divides, with some aligning against perceived "progressive" spending or policies and associating the proposition with broader partisan issues.



After action

What went well, complications, opportunities for potential Prop 5

Went well

- Good cadence of information
- Robust channel options
- Strong social component

Complications

- Chief & City Manager retiring
- Compressed timeline
- Crowded ballot
- Pocketbook election
- Budget gap contributed to lack of trust
- No independent campaign
- Vitriol on social media
- Endorsements
- County inserting themselves

Opportunities

- Endorsements
- External campaign
- Engagement track
- Start education early



Discussion



Engagement and Staffing Updates from VPD

Troy Price
Police Chief
Vancouver Police Department



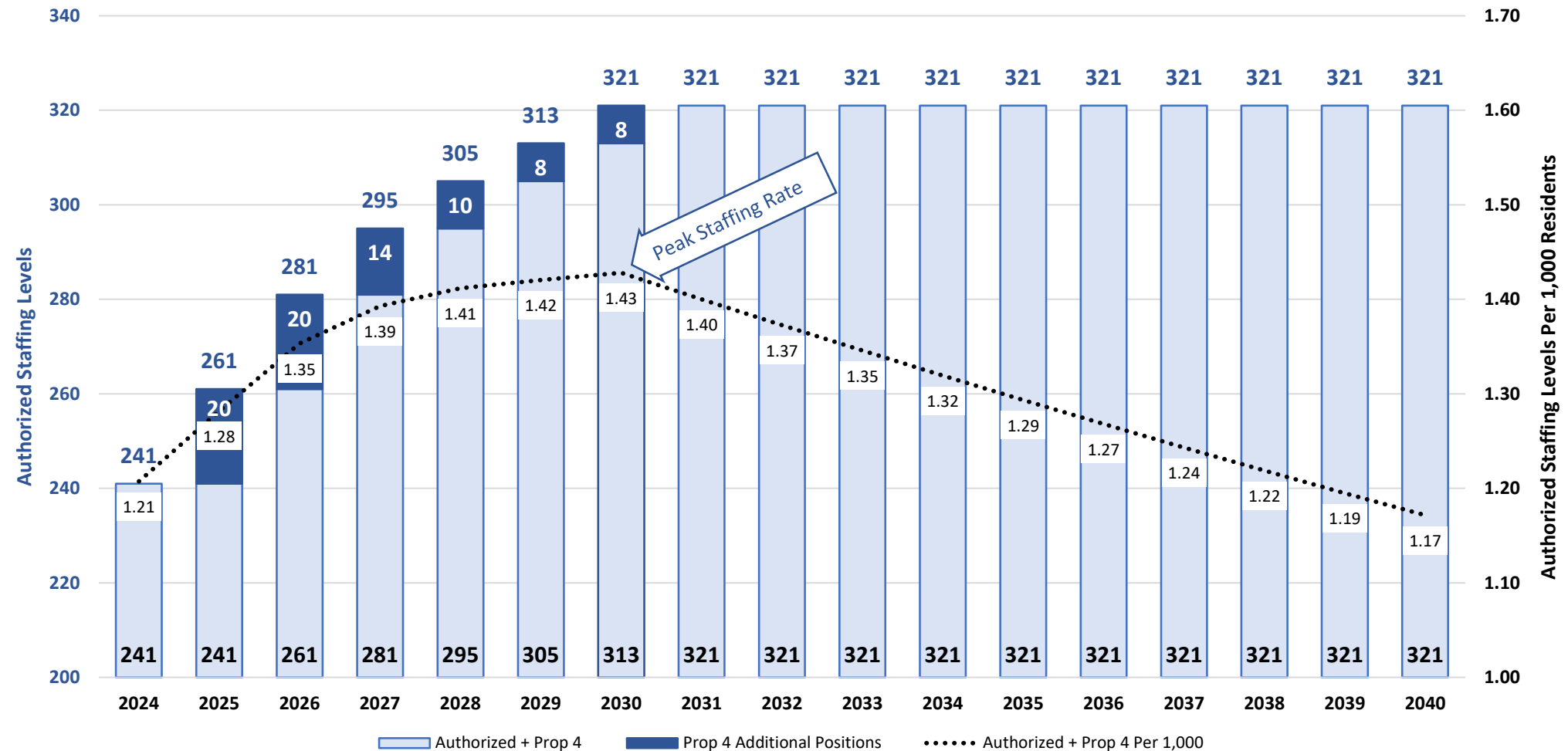


Chief Troy Price

- Background
- Service-oriented mentality
- Vision
 - The safest urban city in the state of Washington
 - Leverage technology
 - Fully staffed

Authorized Staffing with Prop 4 Passage

Staffing Rate per 1,000 Residents



*199,600 Estimated Population as of 04/01/2024; assumed annual growth rate of 2%.



Current initiatives

Leveraging technologies to improve response

- Real Time Information Center (RTIC)
- Drones as a First Responder (DFR)
 - 10-Hour Test; 16 deployments; 5 calls cleared without officer response
- AI-assisted report writing pilot

Current initiatives

Integrating wellness into culture

- Selection of a Resiliency Officer
 - Assist with wellness related goals
 - Build proactive mental health support systems
 - Establish wellness resources
 - Strengthen peer support
- Exploring tailored childcare solutions for police families
 - Lack of options for atypical hours and workdays
 - Limits our ability to achieve 30x30 pledge to diversify our workforce





Staffing updates

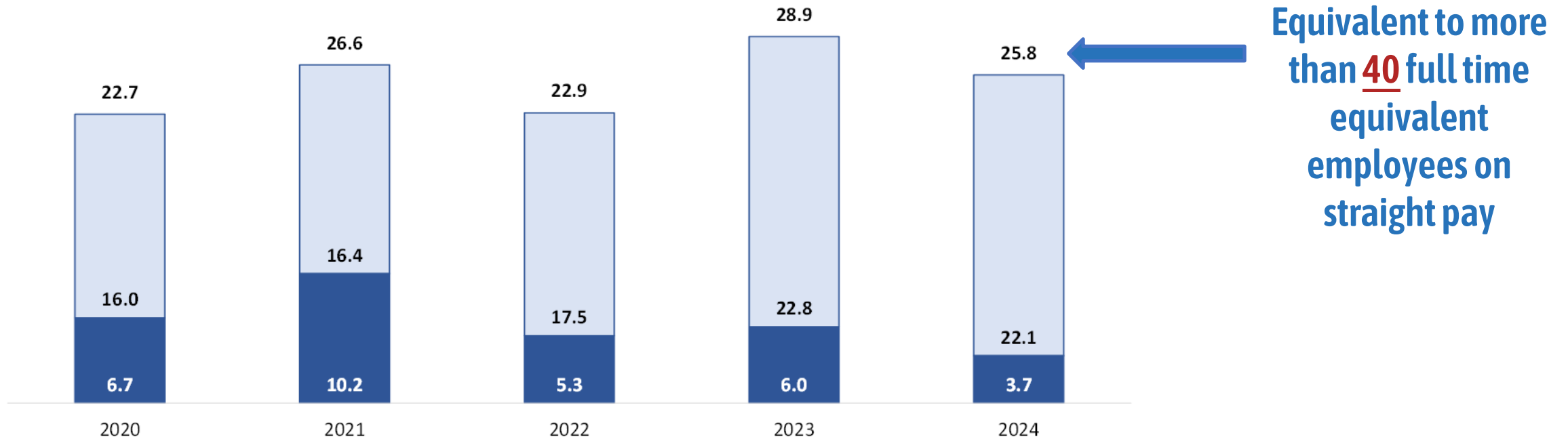
Budget constraints and staffing

- Maintained authorized staffing level despite challenging budget cycle
 - 7 Recruits completing the academy later this month
 - 5 Officers completing field training this month
- Countywide funding for Criminal Justice System
- Unsustainable levels of overtime continue to fill the staffing gaps



Staffing updates

Full time equivalent sworn employees based on overtime hours worked (2020 – 2024)



Based on annual
FTE hours of 2,080



Double time (2x)



Time and a half (1.5x)



Governor's \$100M Pledge and ESHB 2015



What potential does this have for VPD?

- Gov. Ferguson pledged any budget signed must include \$100M in grant funding for local government to hire law enforcement officers
- Legislative budgets as passed on 4/1/2025
 - House - \$25M (\$12.5M/year) for grants for local governments
 - Senate – No provisions
- ESHB 2015 (Passed House, in Senate committee)
 - Law enforcement grant program
 - New local 0.1% sales and use tax for criminal justice purposes



Break



Revisit 2024 Funding Priorities

Reflect individually,
as a small group and
as a committee



2024 Committee Funding Priorities

- Build and strengthen relationships between VPD and the community
- Support partnerships that help reduce conflict and prevent crime
- Maintain and improve overall VPD capacity and level of service
- Retain and support VPD staff
- Utilize technology to improve efficiency and community safety



3-Minute Activity



Reflect individually

Revisit Committee Priorities

Please spend three minutes individually, reviewing the priorities that committee members identified last year

- **Are these still the most important funding priorities?**
- **What, if anything, is missing or should be emphasized?**



15-Minute Activity



Reflect as a
small group

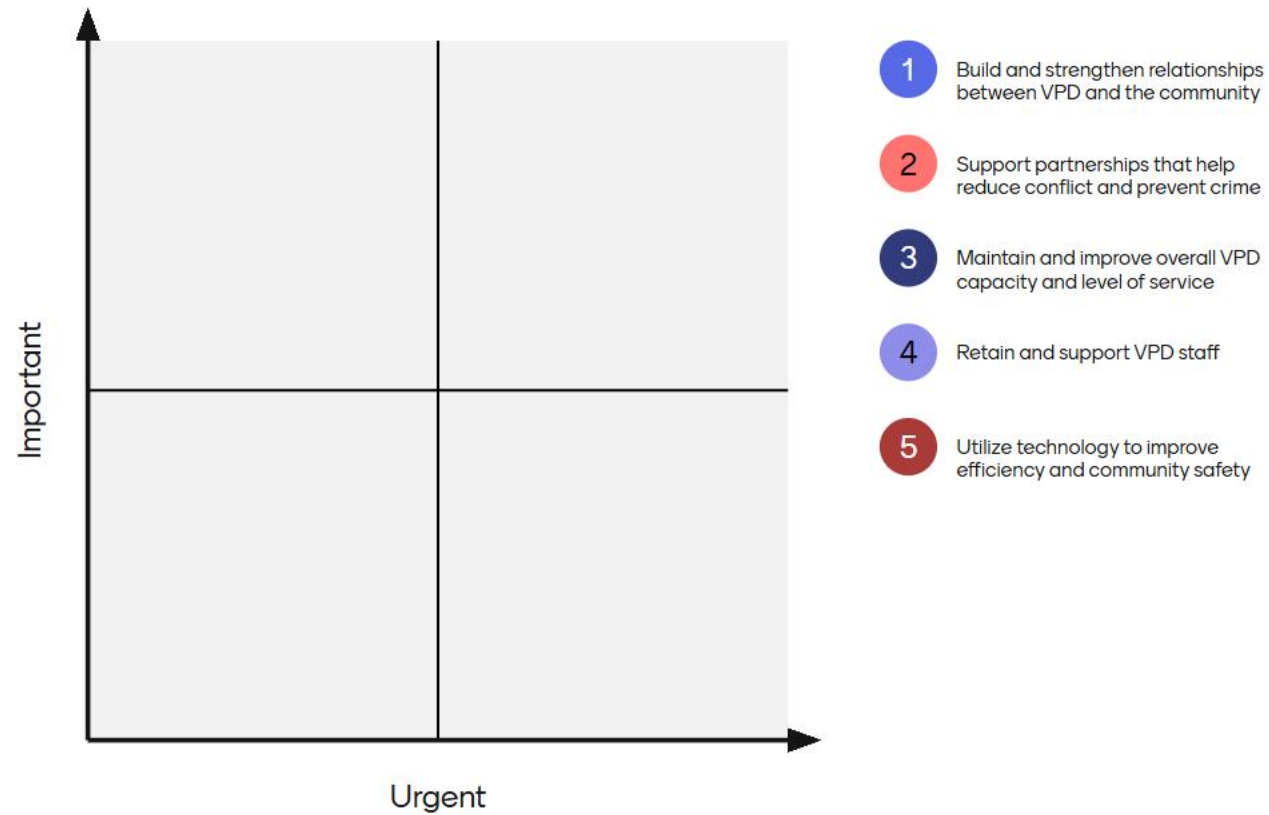
Revisit Committee Priorities

Please spend 15 minutes together, reviewing the priorities that committee members identified last year

- **Are these still the most important funding priorities?**
- **What, if anything, is missing or should be emphasized?**



Rating 2024 Funding Priorities



What, if any, funding priorities should be added?

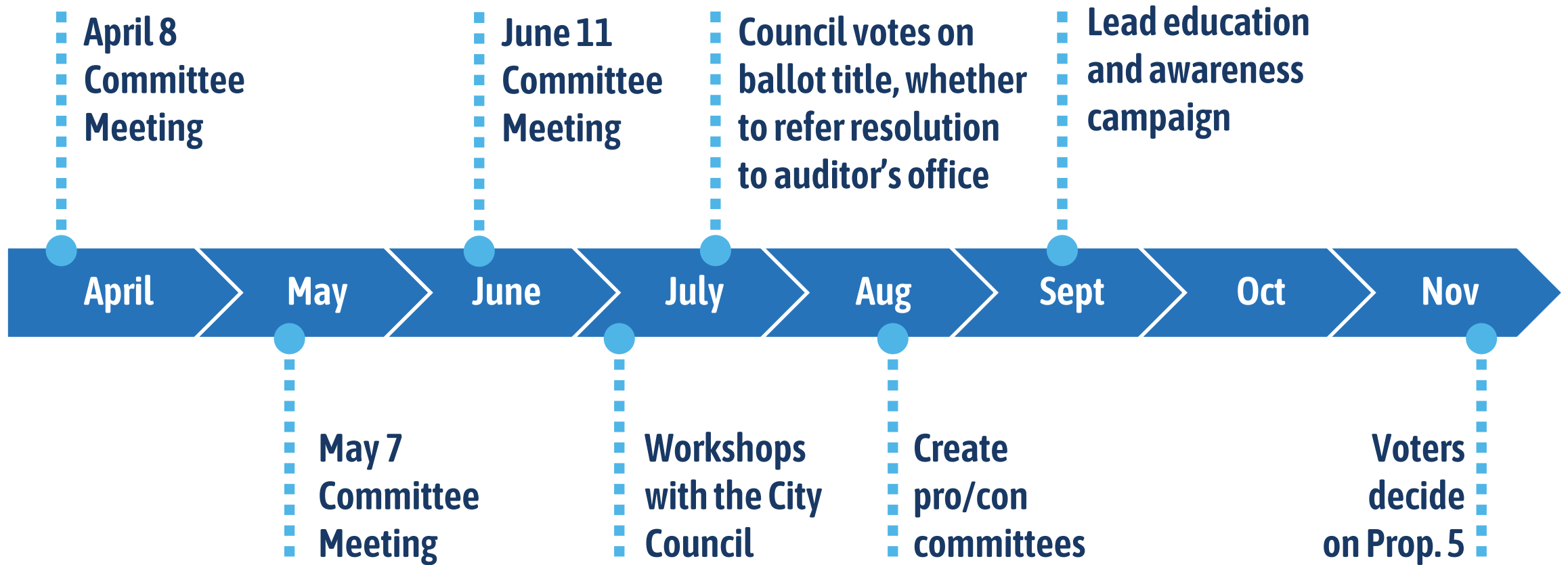
0 responses



Discussion



Timeline for a Possible Proposition 5



*Fall or winter meetings to be determined



Committee Next Steps

- Our next committee meeting will be 6 to 8 p.m. on Wednesday, May 9 at City Hall
 - William will send an updated calendar invite
- During the meeting, we'll discuss possible funding scenarios and provide plenty of time for questions, ahead of a formal committee vote in June



Thank You



Contact William Cooley, william.cooley@cityofvancouver.us | 360-624-0718

cityofvancouver.us/policeadvisory

