



COMMUNITY, ENVIRONMENT & PLANNING

UNIVERSITY of WASHINGTON

College of Built Environments



# tacoma 2025

## Baseline Data Collection

Abdi Ahmed, Nathan Bombardier, James Cooper, Janine Denney-Mazzilli,  
Diana Gil, Heather Lecrone, Adam Matza, and Roy Wong



# Introduction

A photograph of a city street at dusk. In the foreground, a white and blue tram with 'SOUND TRANSIT' and 'THEATER DISTRICT/S 9th' on its front is stopped at a station. The tram has a green and blue wave-like pattern on its side. In the background, there are historic brick buildings. One building has 'F.S. HARMON MFG. CO. FUR' visible on its facade. Another building has 'UW TACO' visible. A person in a red jacket is standing on the sidewalk near the tram. The sky is a mix of blue and purple, and streetlights are on.

## 5 Focus Areas

- **Economy / Workforce**
- **Livability**
- **Accessibility and Equity**
- **Education**
- **Civic Engagement**

# Process

## Research method:

- Understanding the intent
- Defining key terms
- Evaluating sources
- Finding precedent indicators
- Weighing the pros & cons of each indicator
- Considering if the data is already being collected or can reasonably be collected

# Process

The background of the slide is a photograph of a port. In the foreground, there are several stacks of shipping containers, many of which are red and have the word 'KLINE' printed on them. A large, light-colored ship is docked at the pier. In the background, there are port cranes and other industrial structures. The overall scene is somewhat hazy, suggesting an overcast day or a distance from the camera.

## Finding Indicator Precedents

- **STAR Community Rating System**
- **International Organization for Standardization (ISO)**
- **National Neighborhoods Indicators Partnership**
- **Eugene, Oregon Community Planning Quantitative Monitoring Draft List**
- **Partnership for Sustainable Communities**

# Product

## TACOMA 2025 BASELINE DATA COLLECTION



### University of Washington CEP 460 Planning in Context

Abdi Ahmed, Nathan Bombardier, James Cooper, Janine Denney-Mazzilli, Diana Gil-Vargas, Heather Lecrone, Adam Matza, and Roy Wong



LIVABLE  
CITY YEAR



**W** COMMUNITY, ENVIRONMENT & PLANNING  
UNIVERSITY of WASHINGTON  
College of Built Environments





# Product

“Increase the number of quality out of school time learning opportunities distributed equitably across the city.”

- Background information
- Recommendations
- Indicators

## TACOMA 2025 BASELINE DATA COLLECTION



### University of Washington CEP 460 Planning in Context

Abdi Ahmed, Nathan Bombardier, James Cooper, Janine Denney-Mazzilli, Diana Gil-Vargas, Heather Lechrone, Adam Matza, and Roy Wong



LIVABLE  
CITY YEAR



W COMMUNITY, ENVIRONMENT & PLANNING  
UNIVERSITY OF WASHINGTON  
College of Built Environments



# Product

“Increase the percent of people relocating to the city and affordability of housing compared to neighboring jurisdictions.”

- Background information
- Recommendations

## TACOMA 2025 BASELINE DATA COLLECTION



### University of Washington CEP 460 Planning in Context

Abdi Ahmed, Nathan Bombardier, James Cooper, Janine Denney-Mazzilli, Diana Gil-Vargas, Heather Lecrone, Adam Matza, and Roy Wong



LIVABLE  
CITY YEAR



W COMMUNITY, ENVIRONMENT & PLANNING  
UNIVERSITY OF WASHINGTON  
College of Built Environments

# Project Future

Where does the project go now?



# Project Future

## TACOMA 2025 BASELINE DATA COLLECTION



### University of Washington CEP 460 Planning in Context

Abdi Ahmed, Nathan Bombardier, James Cooper, Janine Denney-Mazzilli, Diana Gil-Vargas, Heather Lecrone, Adam Matza, and Roy Wong



SPRING  
2018

## UW Tacoma UW Seattle



## TACOMA 2025 BASELINE DATA COLLECTION



### University of Washington CEP 460 Planning in Context

Abdi Ahmed, Nathan Bombardier, James Cooper, Janine Denney-Mazzilli, Diana Gil-Vargas, Heather Lecrone, Adam Matza, and Roy Wong



# Project Future

What future classes will need:

- Institutional knowledge



**Thank You!**

# **tacoma 2025**

## **Baseline Data Collection**

**Abdi Ahmed, Nathan Bombardier, James Cooper, Janine Denney-Mazzilli,  
Diana Gil, Heather Lecrone, Adam Matza, and Roy Wong**



COMMUNITY, ENVIRONMENT & PLANNING  
UNIVERSITY of WASHINGTON  
College of Built Environments



## PRESENTATION BEST PRACTICES

Next week is practice

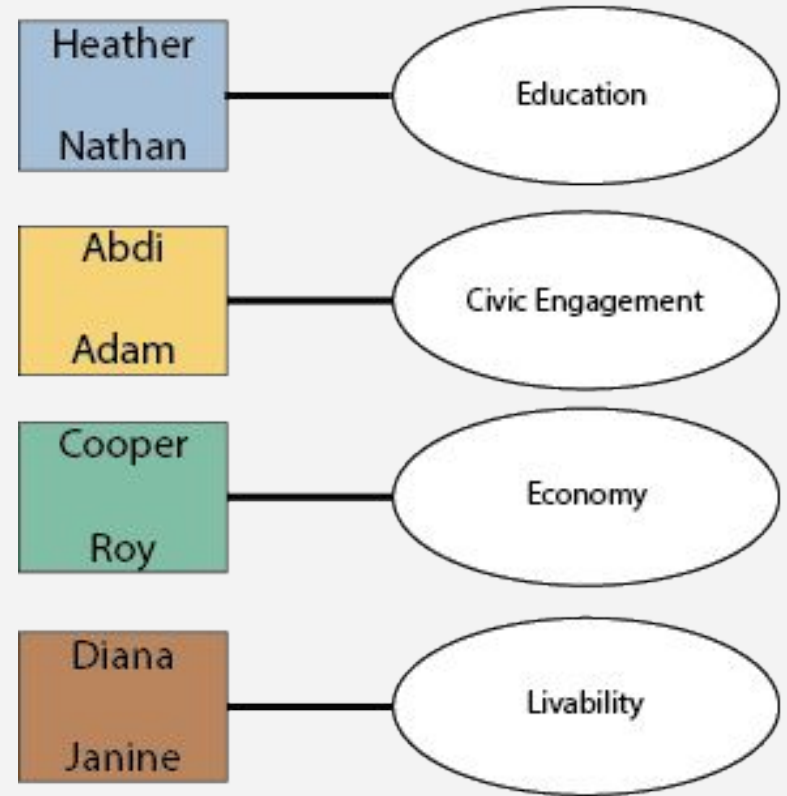
12 minutes per presentation (might be able to extend the time)

### Presentation Best Practices

- Story/narrative
- Takeaways
  - Bluf - Bottom Line Up Front
- What were we asked to do?
- How did we go about doing that?
- Dressing professionally. No UW, Seahawks, t-shirts, sweatshirts.
- Actually practice the presentation. Multiple Run Throughs
- Tech prep
- Two separate forms of the document. Maybe even more
  - PowerPoint
  - PDF - unanimated
  - Thumb Drive
  - Cloud
- Have the entire group up front
- Introduce yourself
- Body language
  - Fidgeting
  - Take deep breaths
  - Eye contact or forehead or ears
  - Don't point so much
    - You block it
    - It's annoying (image is moving)
    - Dirt
  - Pace
  - Moment of silence (Chunking)
- Slides
  - Think carefully about the real estate of the slide
  - Titles aren't that helpful
  - PICTURES!
  - Text
  - Selective Zoom

# Process

- Formed groups of two
- Assigned one Focus Area to each group
- Conducted Research
- Produced 1-5 indicators and/or recommendations



# Process

A woman with dark hair, wearing a red top, is looking upwards and to the right. She is holding a white sign that features a photograph of an industrial facility with smokestacks and a large, snow-capped mountain in the background. The scene is overlaid with a semi-transparent purple and blue gradient. In the background, a sign with the word "NO" is partially visible.

## Finding Precedent Indicators

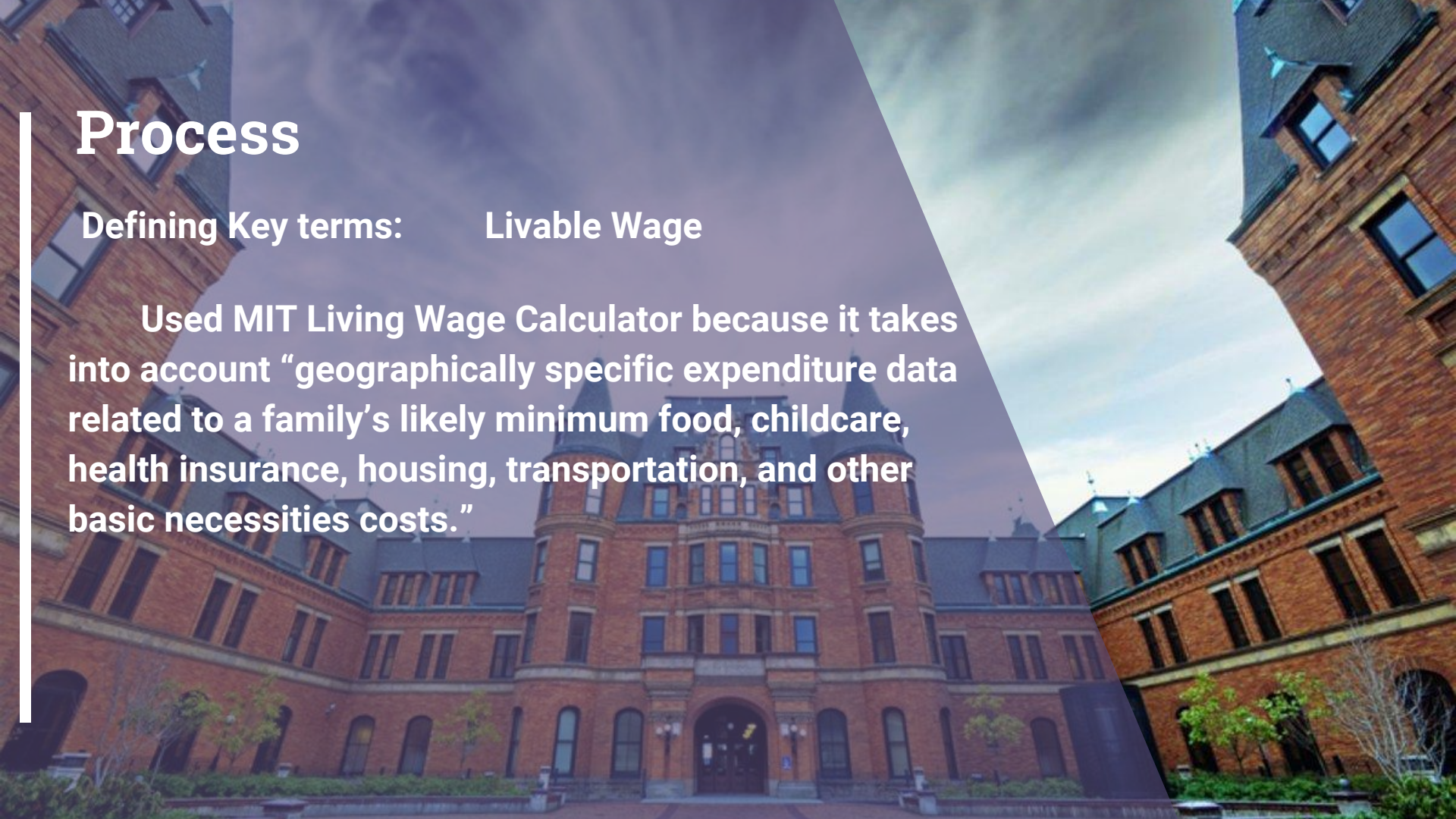
- **STAR Community Rating System**
- **International Organization for Standardization (ISO)**
- **National Neighborhoods Indicators Partnership**
- **Eugene, Oregon Community Planning Quantitative Monitoring Draft List**
- **Partnership for Sustainable Communities**
- **And others**



# Process

Defining Key terms:      **Livable Wage**

Used MIT Living Wage Calculator because it takes into account “geographically specific expenditure data related to a family’s likely minimum food, childcare, health insurance, housing, transportation, and other basic necessities costs.”



# Introduction



**Tacoma 2025 Citywide Vision and Strategic Plan**

**5 Focus Areas**

**26 Accountability Measures**

**1-5 Indicators and/or Recommendations per  
Accountability Measure \*CEP 460 task**