

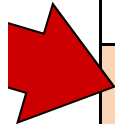


Prosperity Partnership & the Regional Economic Strategy

Puget Sound Regional Council


RES Development Progress to Date

Date	Action
✓ March 2011	EDA grant awarded, consulting team TIP Strategies hired
✓ May 2011	Kickoff Meeting w/RES Technical Advisory Group (RESTAG)
June – Sept	Focus Groups & Stakeholder Interviews
Sep 2011	Occupational & Industry Cluster Analysis
Oct 5, 2011	Regional Opportunities Workshop
Oct – Nov 2011	Strategy Development Working Groups
Jan 2012	Release Draft Strategy
March 7, 2012	Adopt Final Strategy
Ongoing	Implement Strategy!
March – May	Communicate strategy and implementation with region





Prosperity

P A R T N E R S H I P

www.ProspertyPartnership.org

ProsperityBlog.wordpress.com

PUGET SOUND

REGIONAL ECONOMIC STRATEGY

SEPTEMBER 7, 2011



TIP Strategies | www.tipstrategies.com | theory into practice

Agenda

6

- Review of TIP approach
- Update on benchmarks
- Occupation to industry crosswalk
- Sample industry cluster definitions
- Opportunity Workshop
- Next steps

Review of deliverables outline

7

1 TALENT

- Labor market overview
- Occupational analysis
- Education & training

2 ECONOMY

- Economic assessment
- Benchmarking
- SWOT

3 STRATEGY

- Investment areas
- Programmatic response
- Measures

Focus Groups

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- ✓ WBBA
- ✓ WA Clean Tech Alliance
- ✓ WDC of Seattle-King Co
- ✓ EA of Snohomish County
- ✓ EDB for Tacoma-Pierce
- ✓ Kitsap EDA
- ✓ enterpriseSeattle
- ✓ Maritime
- ✓ Rural Cities
- ✓ South King County
- Aerospace
- International Trade & Logistics
- Tourism
- Developers

Proposed peer landscape

PEER IDENTIFICATION

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DOMESTIC

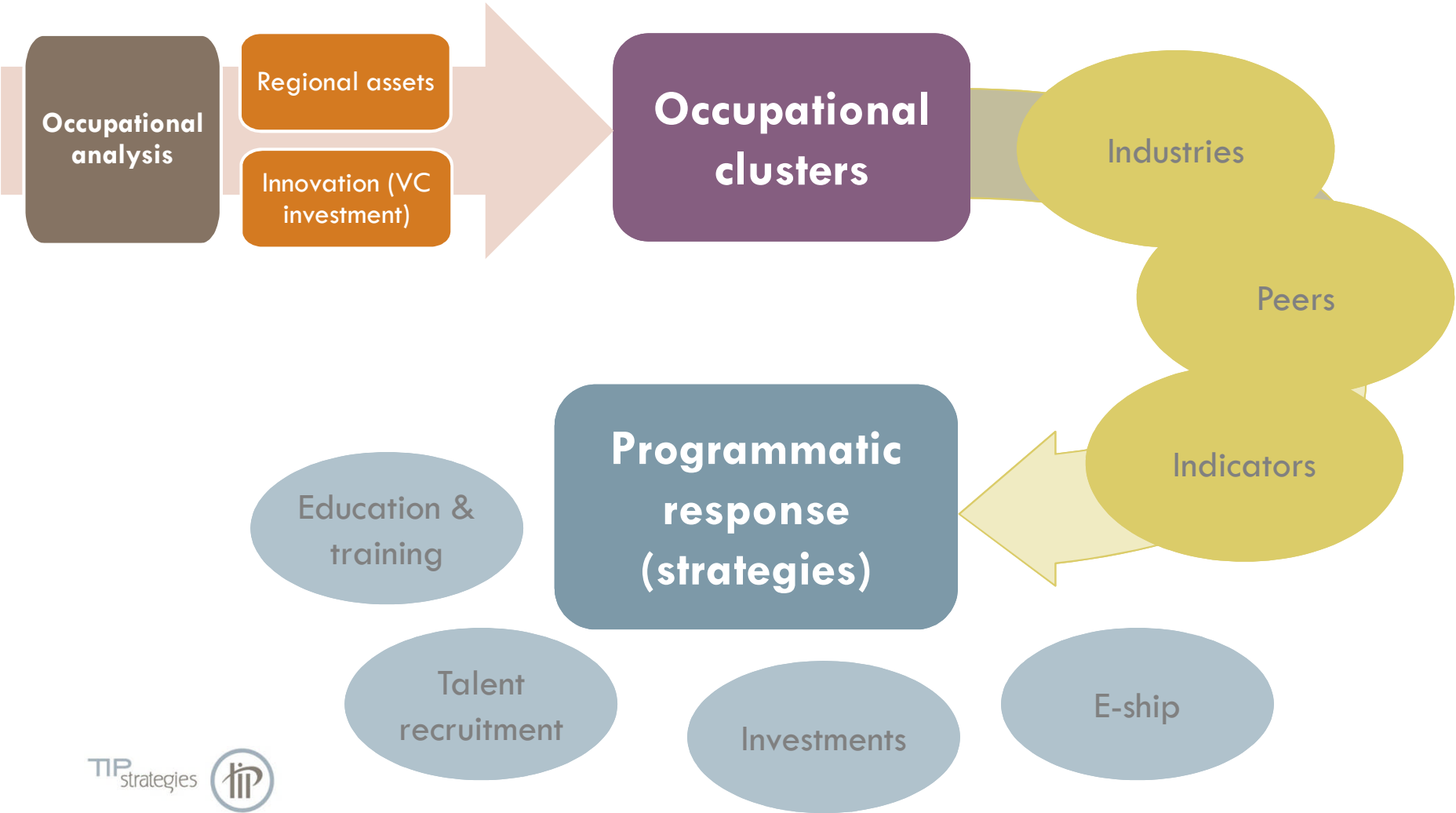
- Austin
- Bay Area
- Boston
- Raleigh-Durham
- San Diego
- Washington DC
- Charleston

INTERNATIONAL

- Tel Aviv
- Singapore
- Vancouver
- Randstad Region
(Amsterdam-Rotterdam)
- Shanghai

Overview of our approach

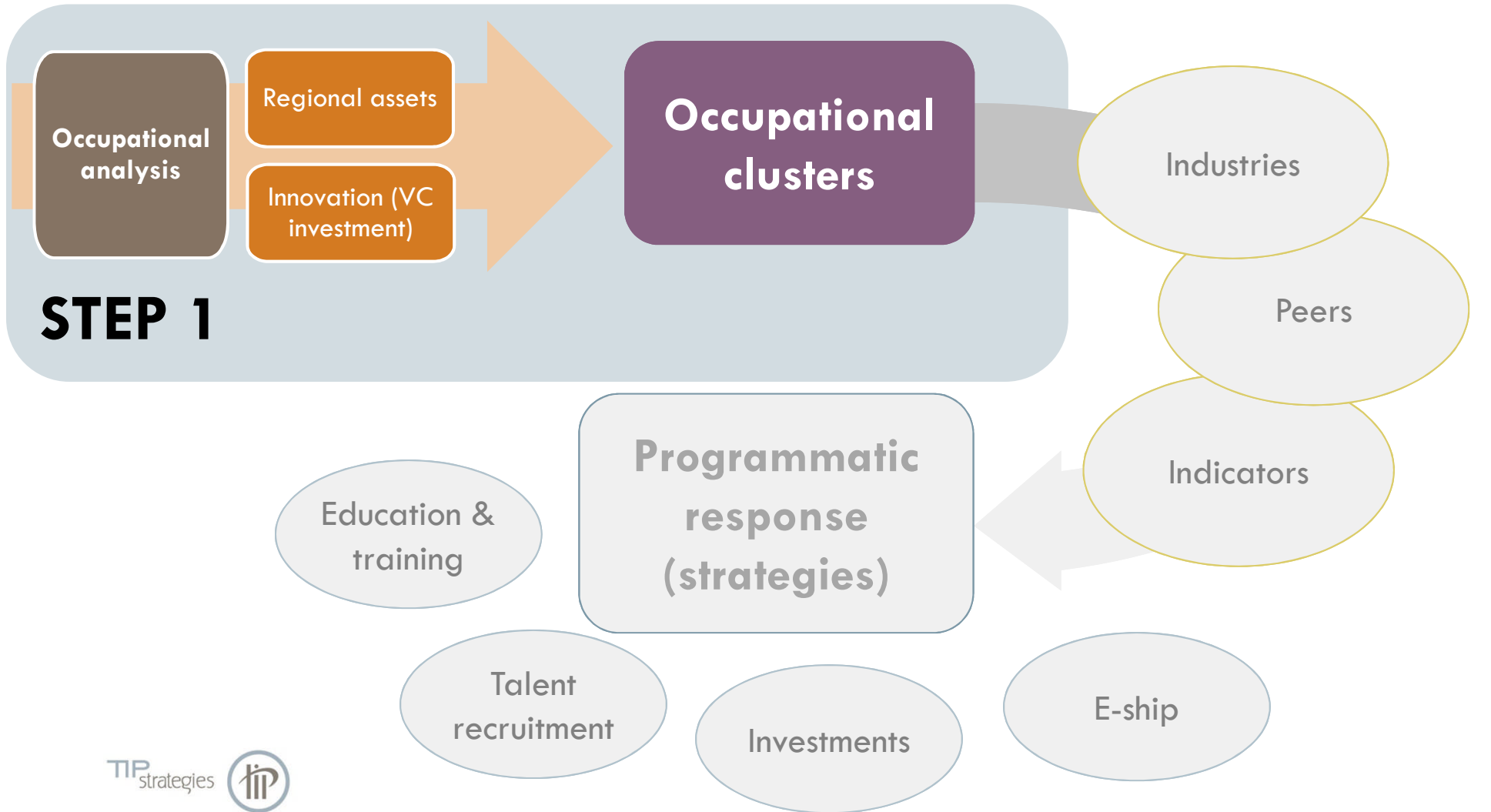
OCCUPATIONAL ANALYSIS



“Talent” report

OCCUPATIONAL ANALYSIS

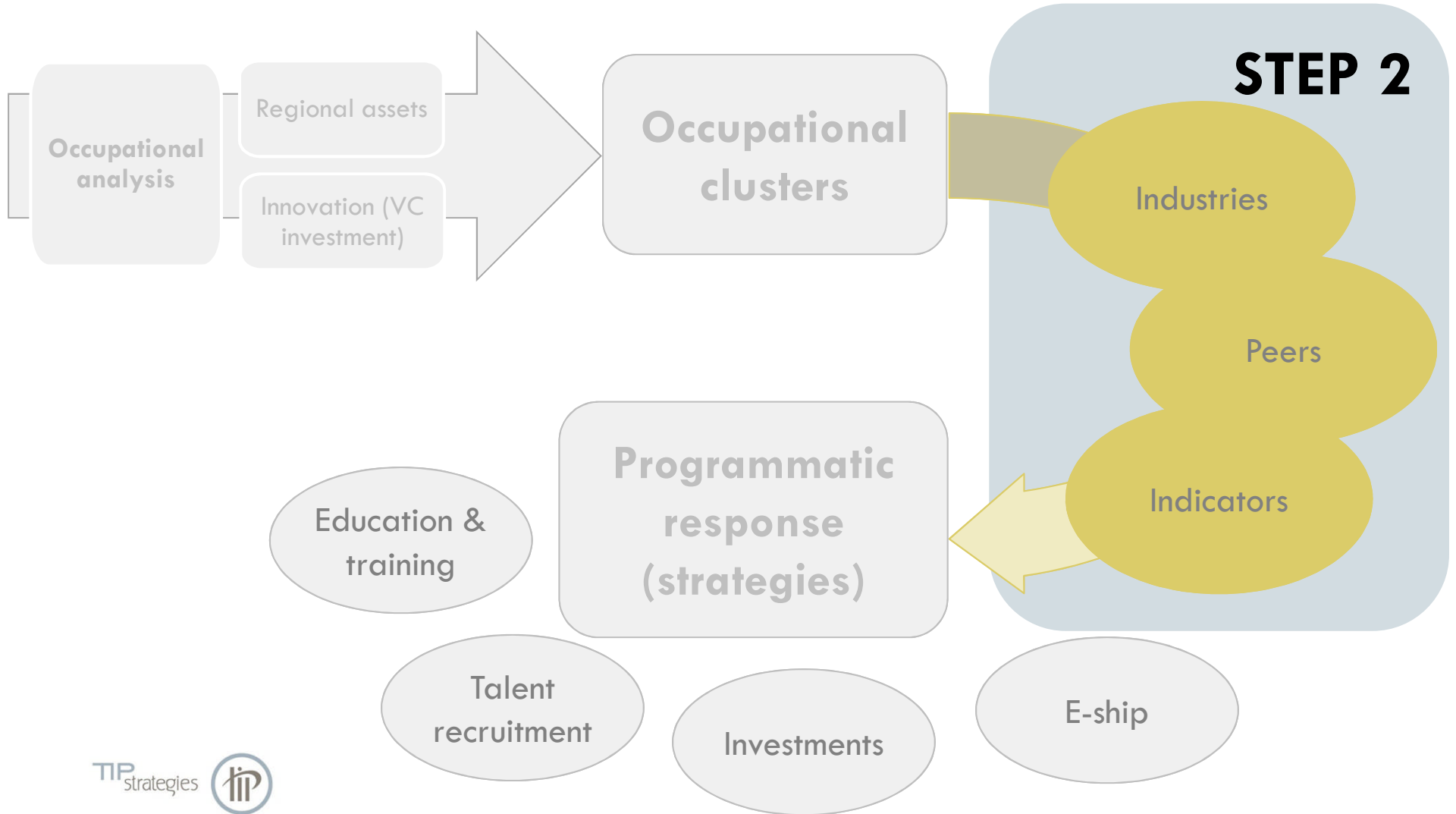
11



“Economy” report

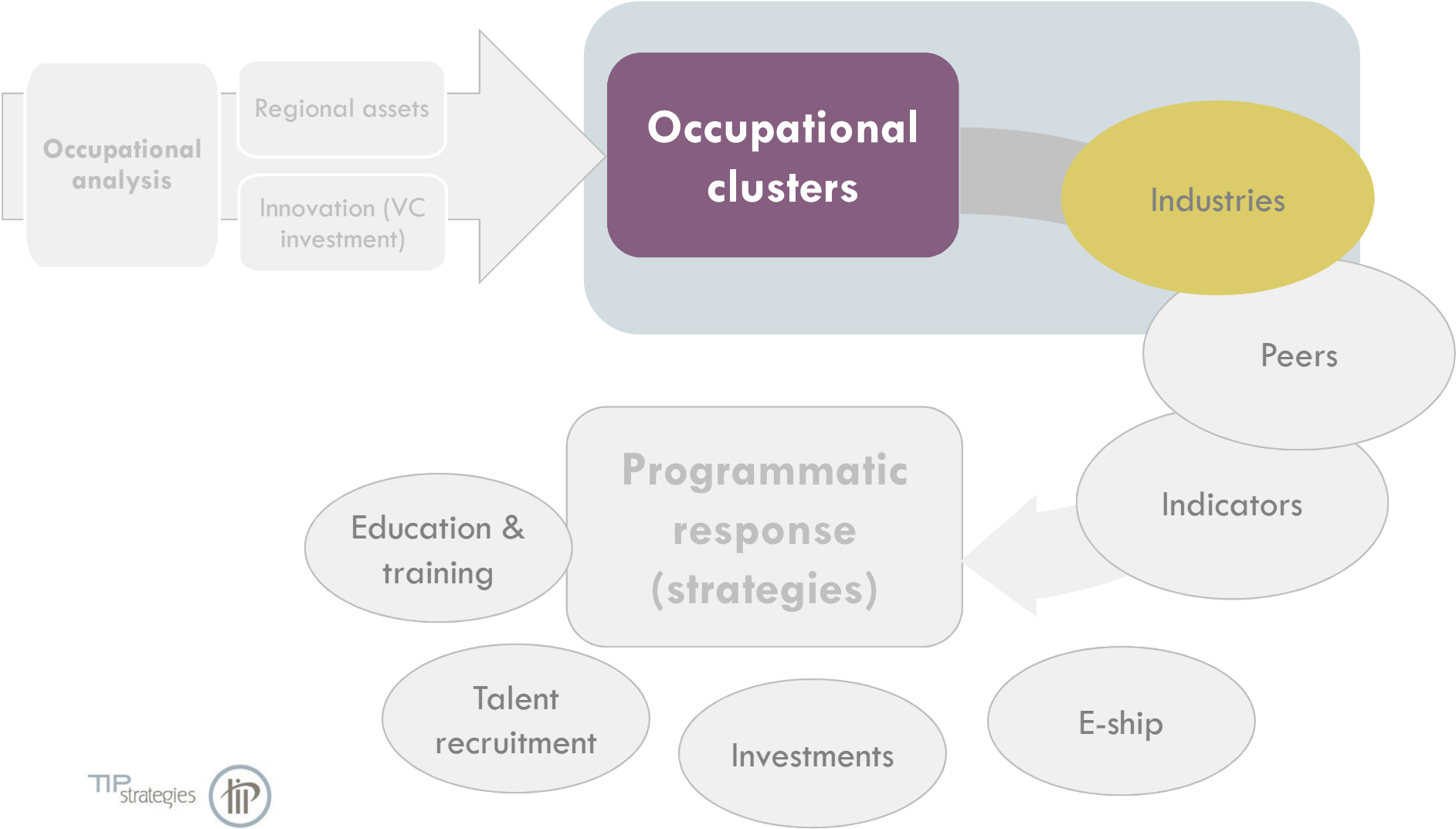
OCCUPATIONAL ANALYSIS

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Our focus today

OCCUPATIONAL ANALYSIS



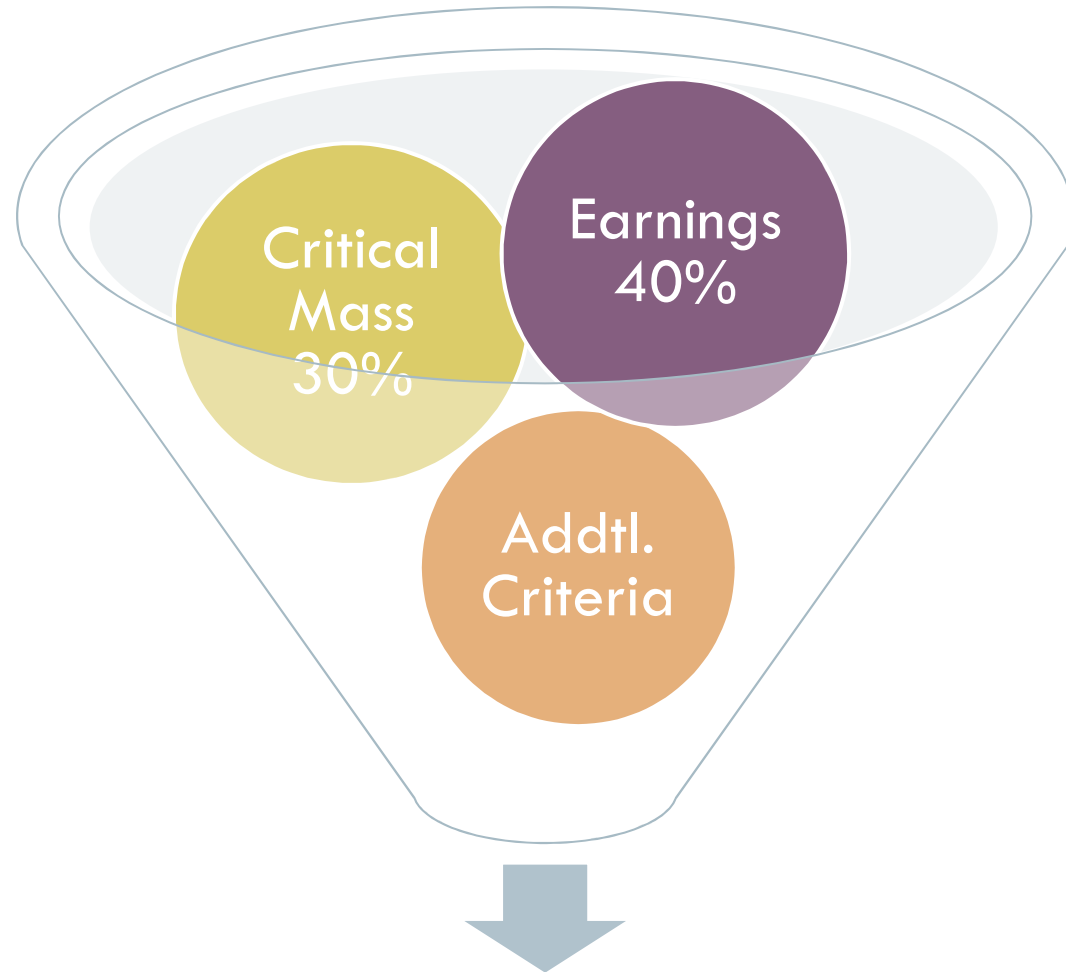
Review: Occupational “short-list”

OCCUPATIONAL ANALYSIS

14

8 criteria used to filter 751 occupations.

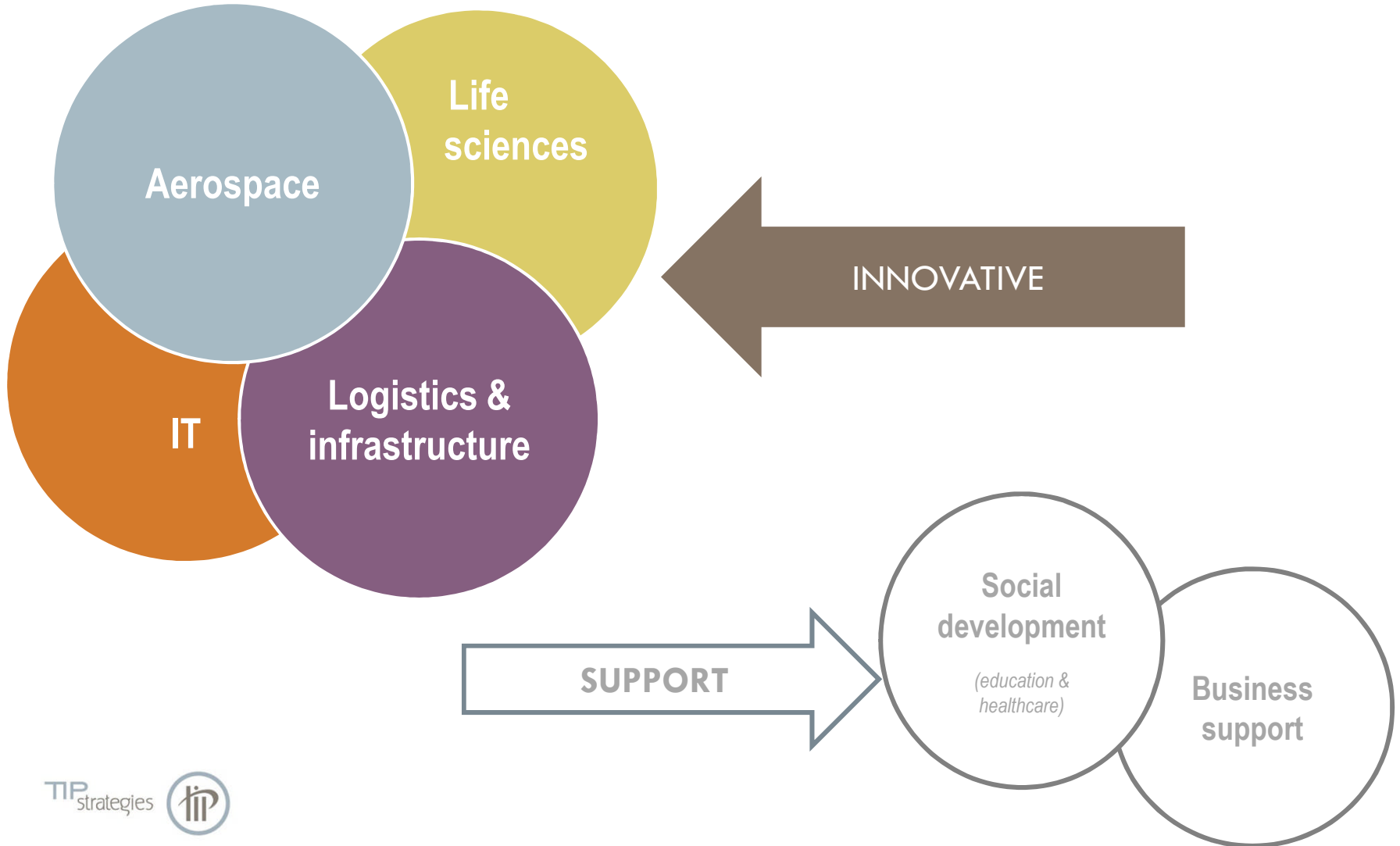
Must meet first two criteria to reach 75 point minimum.



Review: 6 talent clusters

OCCUPATIONAL ANALYSIS

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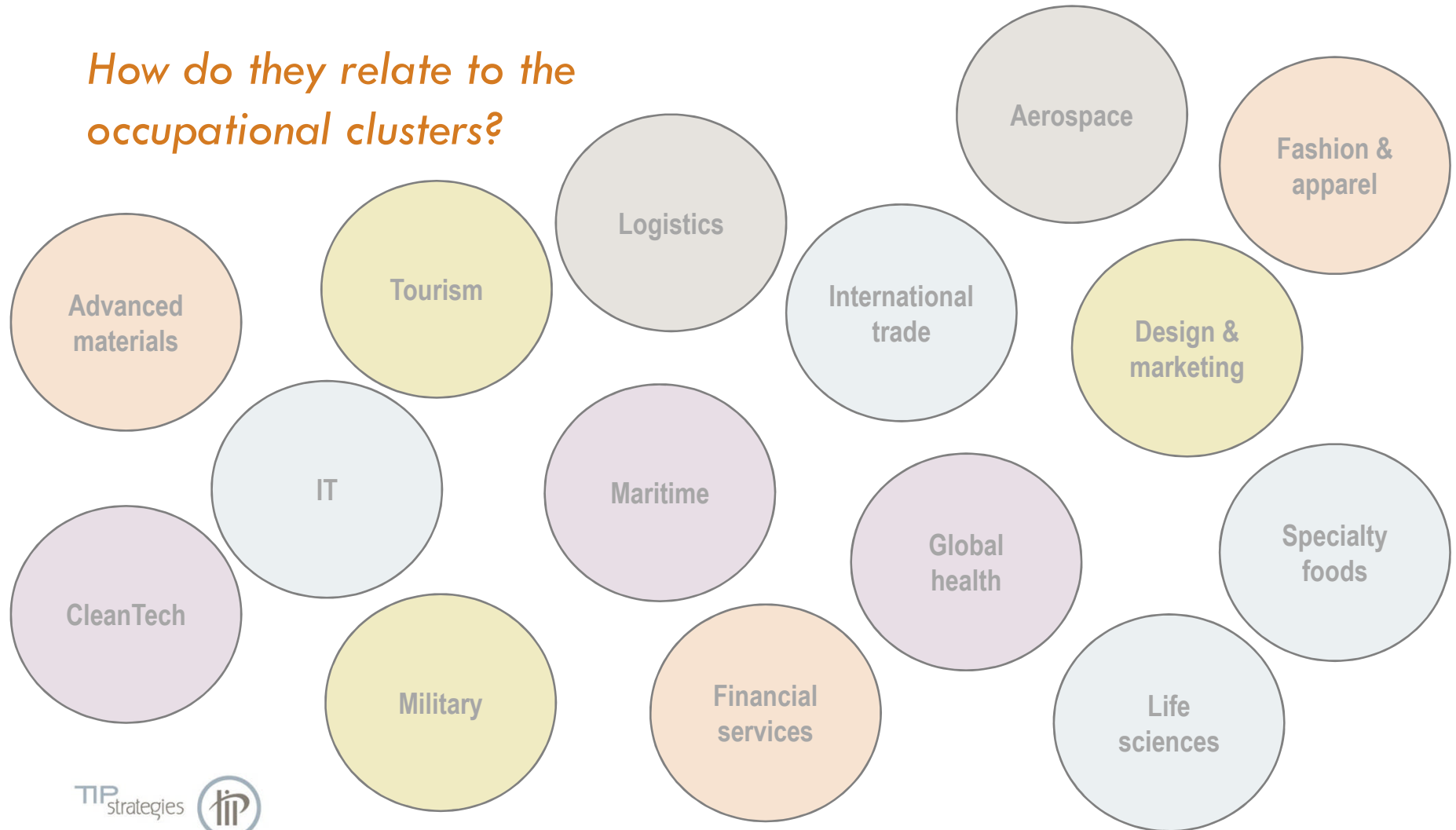


Regional industry strengths

INDUSTRY ANALYSIS

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How do they relate to the occupational clusters?

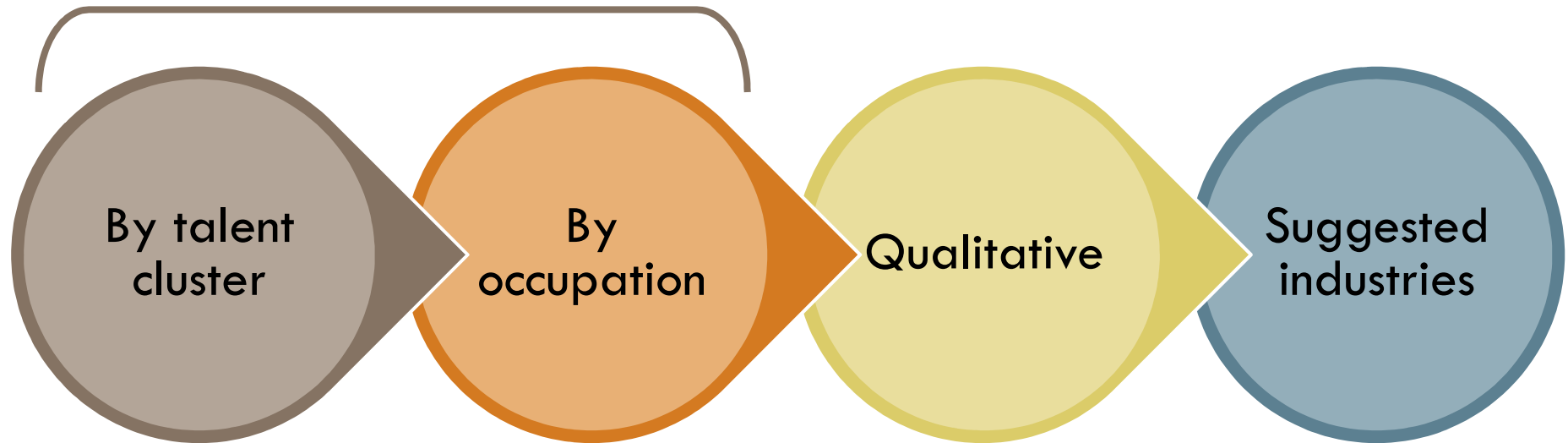


Translating occupations to industry

INDUSTRY ANALYSIS

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STAFFING PATTERNS



- *Selected industries where talent cluster accounts for $\geq 10\%$ total employment*

- *Tested individual occupations against industries at 4 to 6 digit NAICS level*

- *Input from client, stakeholder, interviews and experience of consulting team*

Example: Aerospace staffing patterns

INDUSTRY ANALYSIS

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Aerospace Product Parts Mfg. (NAICS 3364)

Share of total employment by major occupational group

National Employment Matrix
Detailed staffing patterns for 294 industry sectors



Individual occupation detail

SOC Code	Description	Percent of industry
51-0000	Production occupations	33.48
51-1000	Supervisors, production workers	2.14
51-1011	First-line supervisors/managers of production and operating workers	2.14
51-2000	Assemblers and fabricators	12.70
51-2011	Aircraft structure, surfaces, rigging, and systems assemblers	7.91
51-2020	Electrical, electronics, and electromechanical assemblers	1.19
51-2021	Coil winders, tapers, and finishers	0.02
51-2022	Electrical and electronic equipment assemblers	0.85
51-2023	Electromechanical equipment assemblers	0.32
51-2031	Engine and other machine assemblers	0.30
51-2041	Structural metal fabricators and fitters	0.55
51-2090	Miscellaneous assemblers and fabricators	2.75
51-2091	Fiberglass laminators and fabricators	0.28
51-2092	Team assemblers	1.74
51-4000	Metal workers and plastic workers	11.61
51-4010	Computer control programmers and operators	1.82
51-4011	Computer-controlled machine tool operators, metal and plastic	1.59
51-4012	Numerical tool and process control programmers	0.23
51-4020	Forming machine setters, operators, and tenders, metal and plastic	0.22
51-4021	Extruding and drawing machine setters, operators, and tenders, metal and plastic	0.04
51-4022	Forging machine setters, operators, and tenders, metal and plastic	0.12
51-4030	Machine tool cutting setters, operators, and tenders, metal and plastic	2.28
51-4031	Cutting, punching, and press machine setters, operators, and tenders, metal and plastic	0.49
51-4032	Drilling and boring machine tool setters, operators, and tenders, metal and plastic	0.21
51-4033	Grinding, lapping, polishing, and buffing machine tool setters, operators, and tenders, metal and plastic	0.73
51-4034	Lathe and turning machine tool setters, operators, and tenders, metal and plastic	0.45
51-4035	Milling and planing machine setters, operators, and tenders, metal and plastic	0.40
51-4041	Machinists	3.93
51-4060	Model makers and patternmakers, metal and plastic	0.10
51-4061	Model makers, metal and plastic	0.07

Example: Filter by occupational cluster

INDUSTRY ANALYSIS

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294 Industries

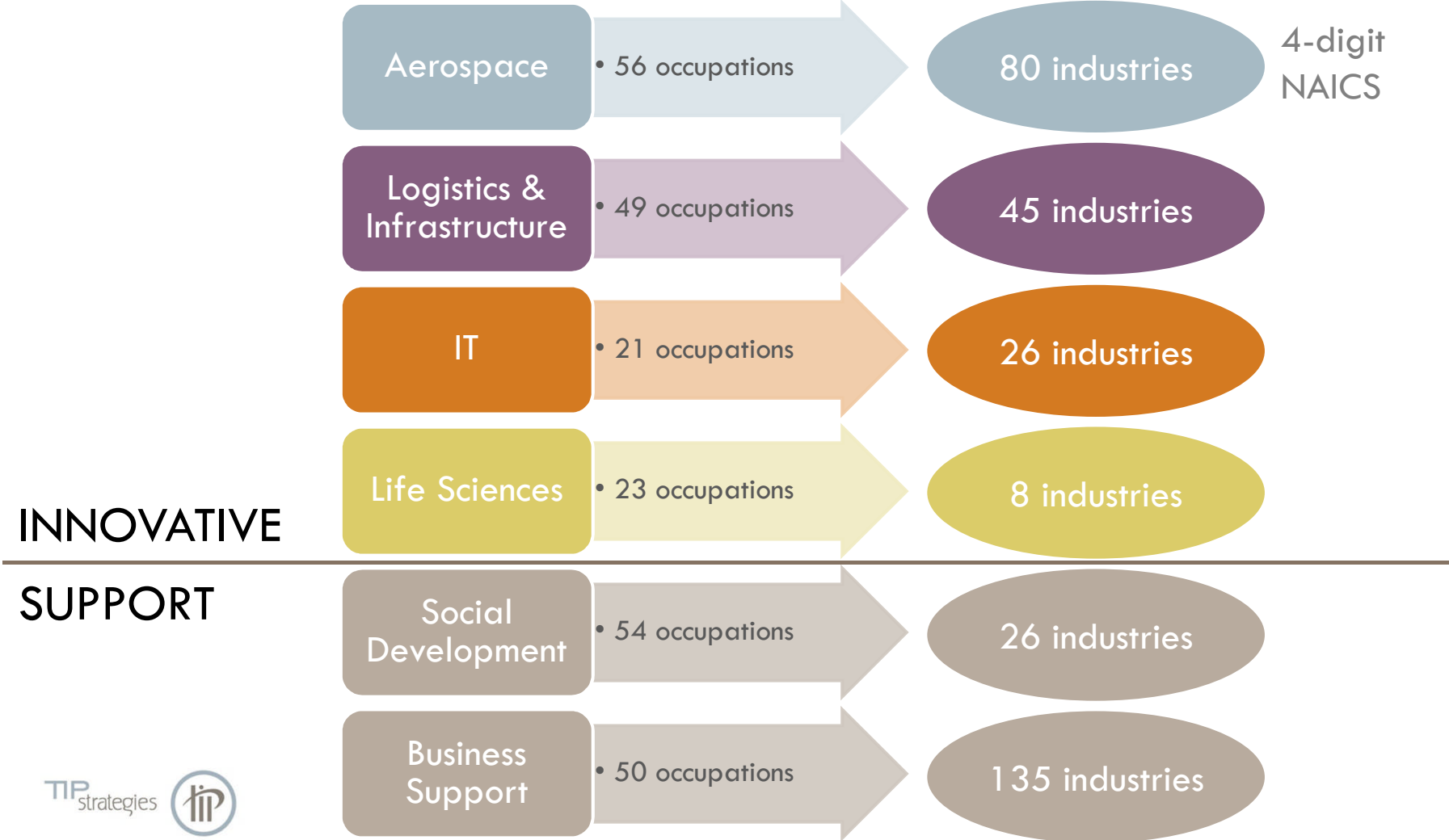
Aerospace
56 occupations that
scored ≥ 75 in at
least one county

Occupational Classifications		4-Digit NAICS Codes						
		3327	3335	3364	3321	3336	3324	3331
11-9041	Engineering managers	0.0021	0.0045	0.0145	0.0044	0.0139	0.0043	0.0057
17-2141	Mechanical engineers	0.0086	0.0262	0.0237	0.0116	0.0503	0.0161	0.0224
17-3024	Electro-mechanical technicians	0.0000	0.0000	0.0007	0.0000	0.0004	0.0000	0.0005
17-3029	Engineering technicians, except drafters, all other	0.0003	0.0004	0.0059	0.0016	0.0021	0.0000	0.0015
17-2071	Electrical engineers	0.0003	0.0043	0.0119	0.0000	0.0056	0.0000	0.0023
17-2112	Industrial engineers	0.0058	0.0091	0.0335	0.0121	0.0216	0.0077	0.0175
17-2161	Nuclear engineers	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
17-3027	Mechanical engineering technicians	0.0004	0.0039	0.0040	0.0007	0.0125	0.0013	0.0051
TOTAL		0.60	0.55	0.49	0.46	0.45	0.45	0.44

Industries selected for additional analysis if all occupations in talent cluster together comprise 10% or more of total industry employment

Initial results by occupational cluster

INDUSTRY ANALYSIS



Overview: Talent-industry relationships

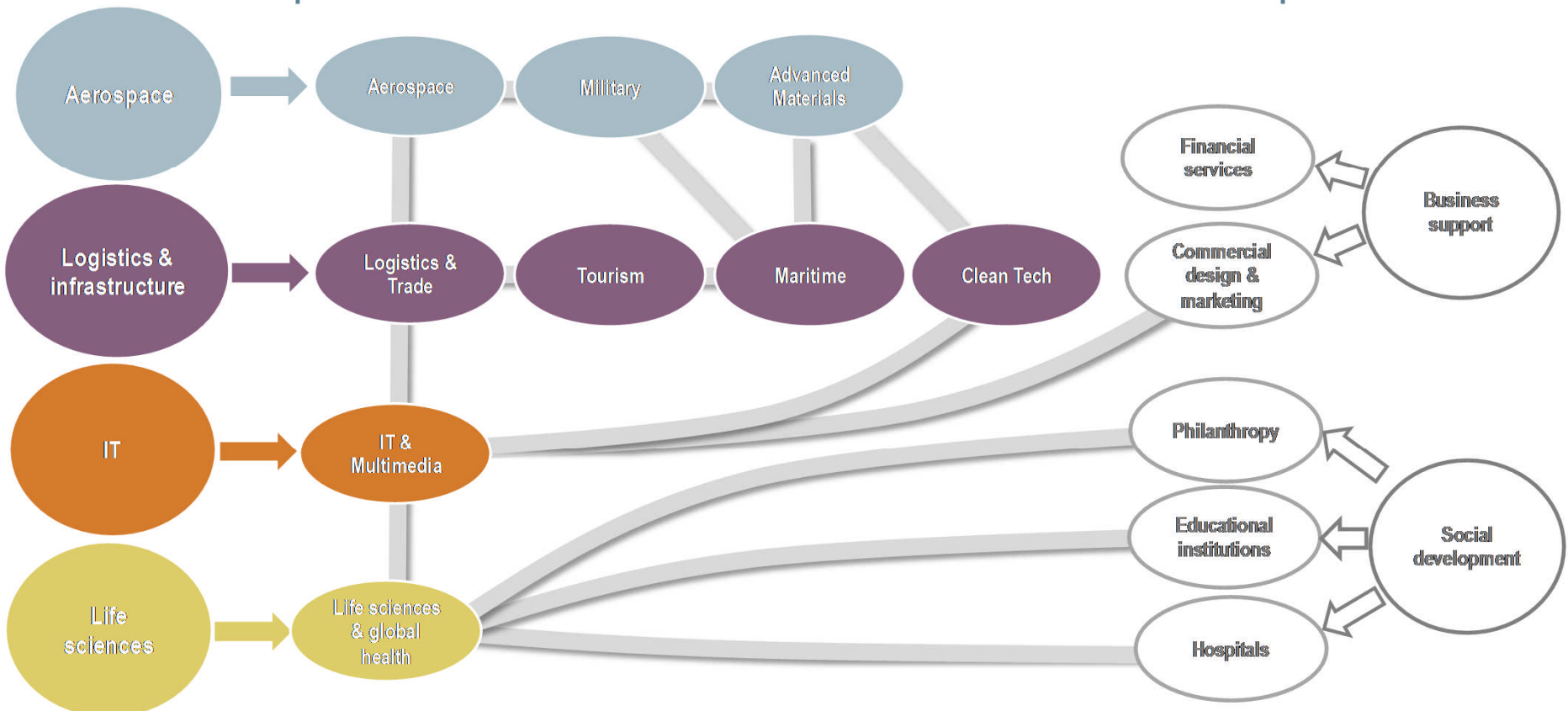
INDUSTRY ANALYSIS

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INNOVATIVE
OCCUPATIONAL
CLUSTERS

INDUSTRY
CLUSTERS

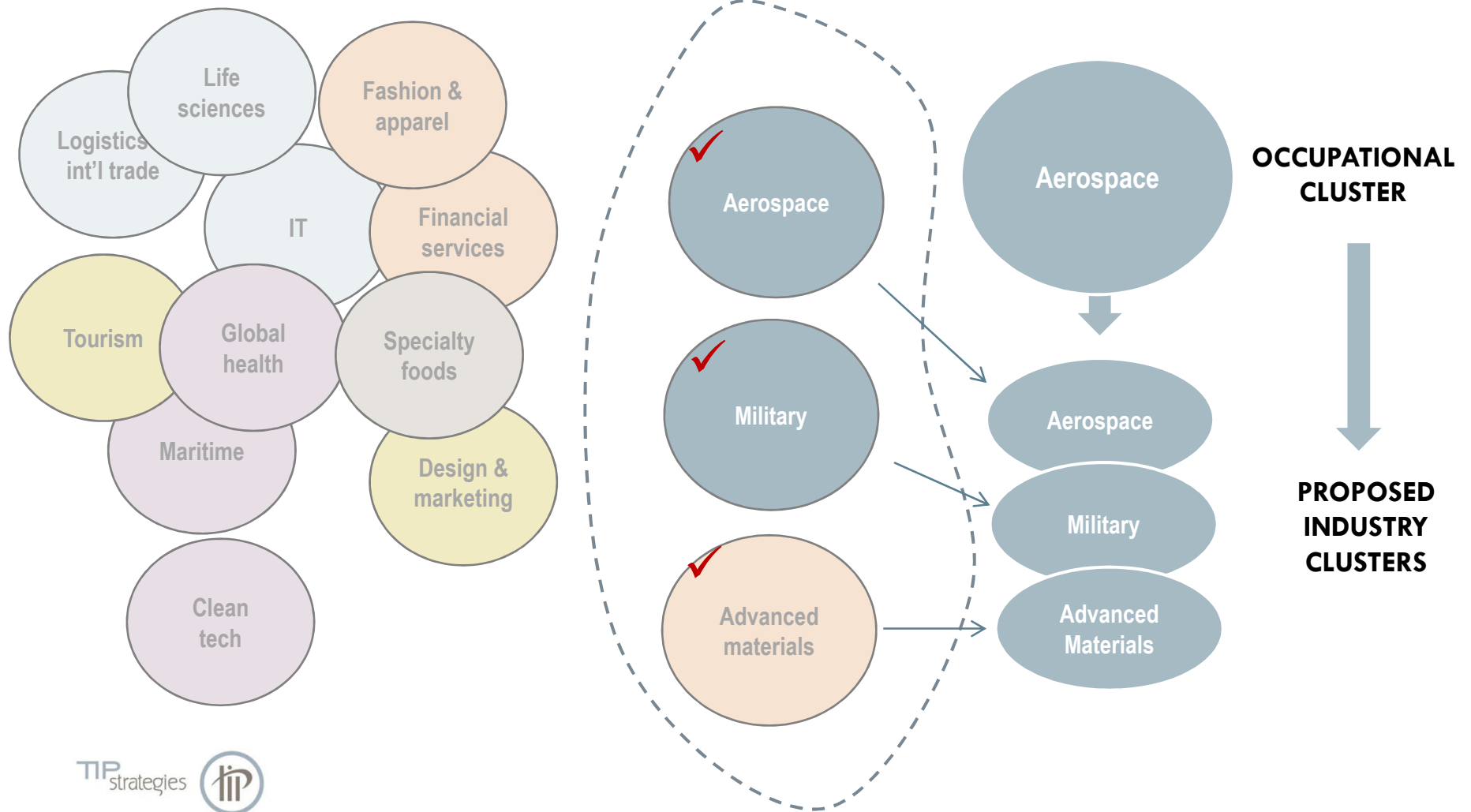
SUPPORTIVE
OCCUPATIONAL
CLUSTERS



Aerospace: overlap with existing?

INDUSTRY ANALYSIS

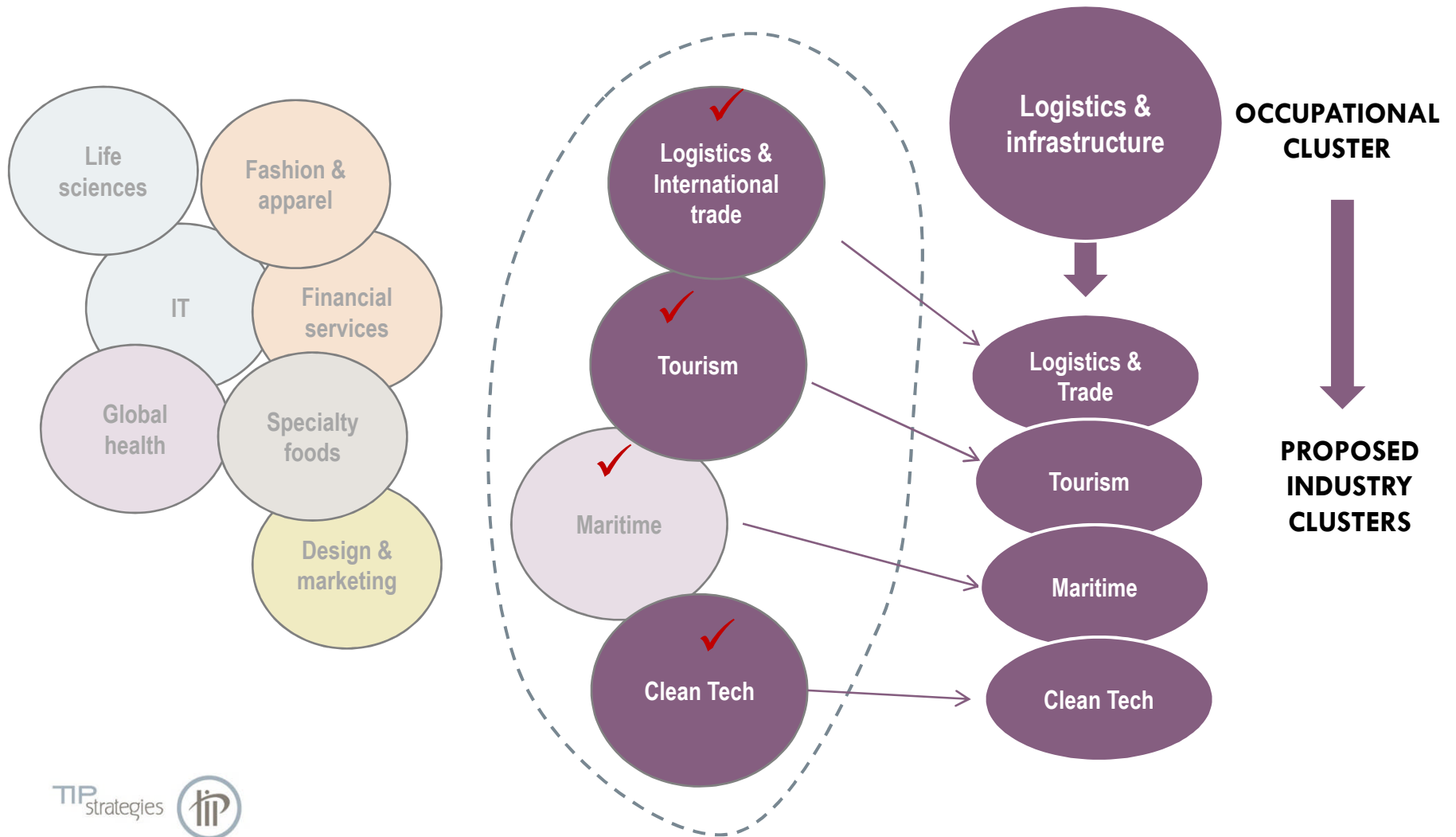
22



Logistics & Infrastructure: *overlap with existing?*

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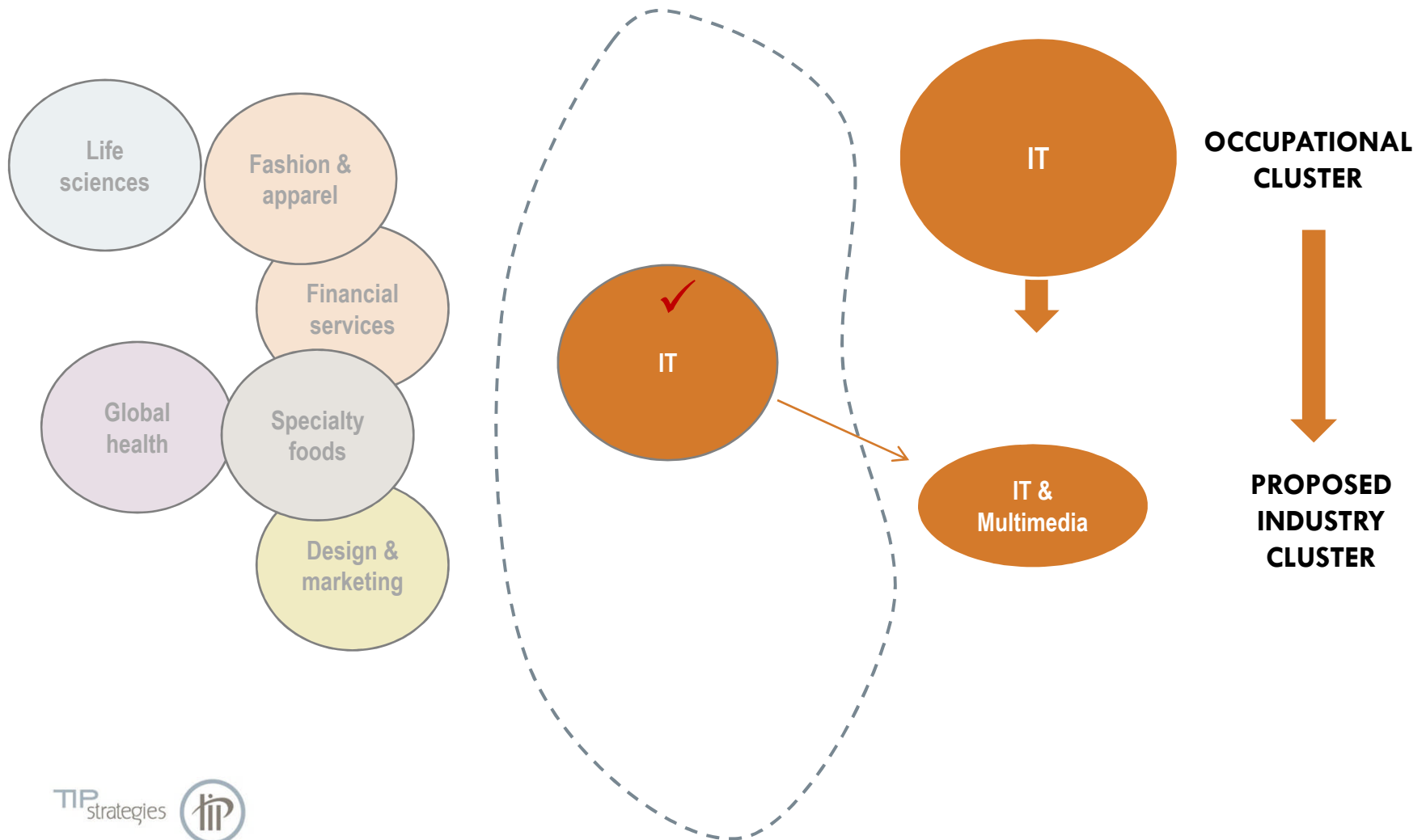
23



IT: overlap with existing?

INDUSTRY ANALYSIS

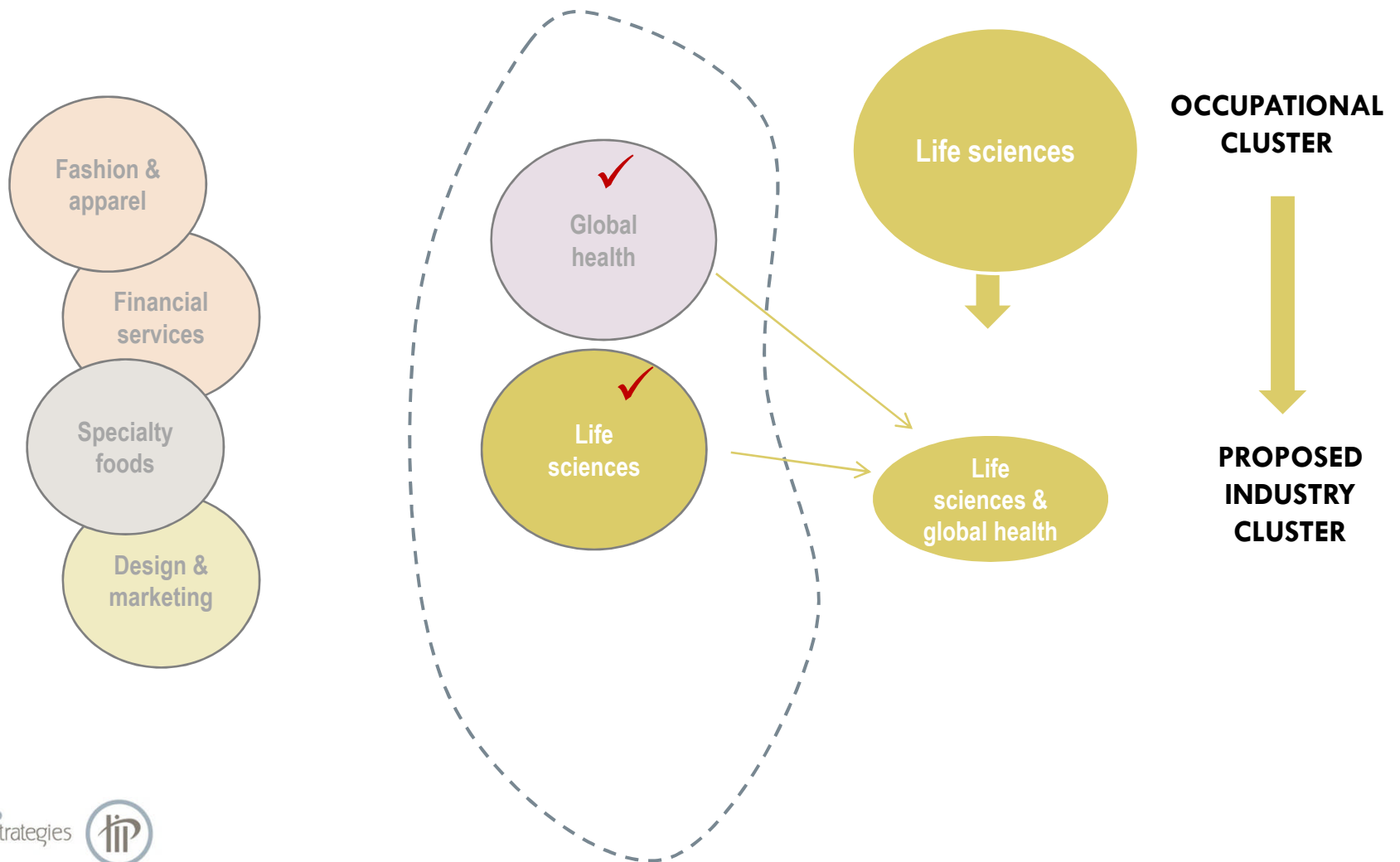
24



Life sciences: overlap with existing?

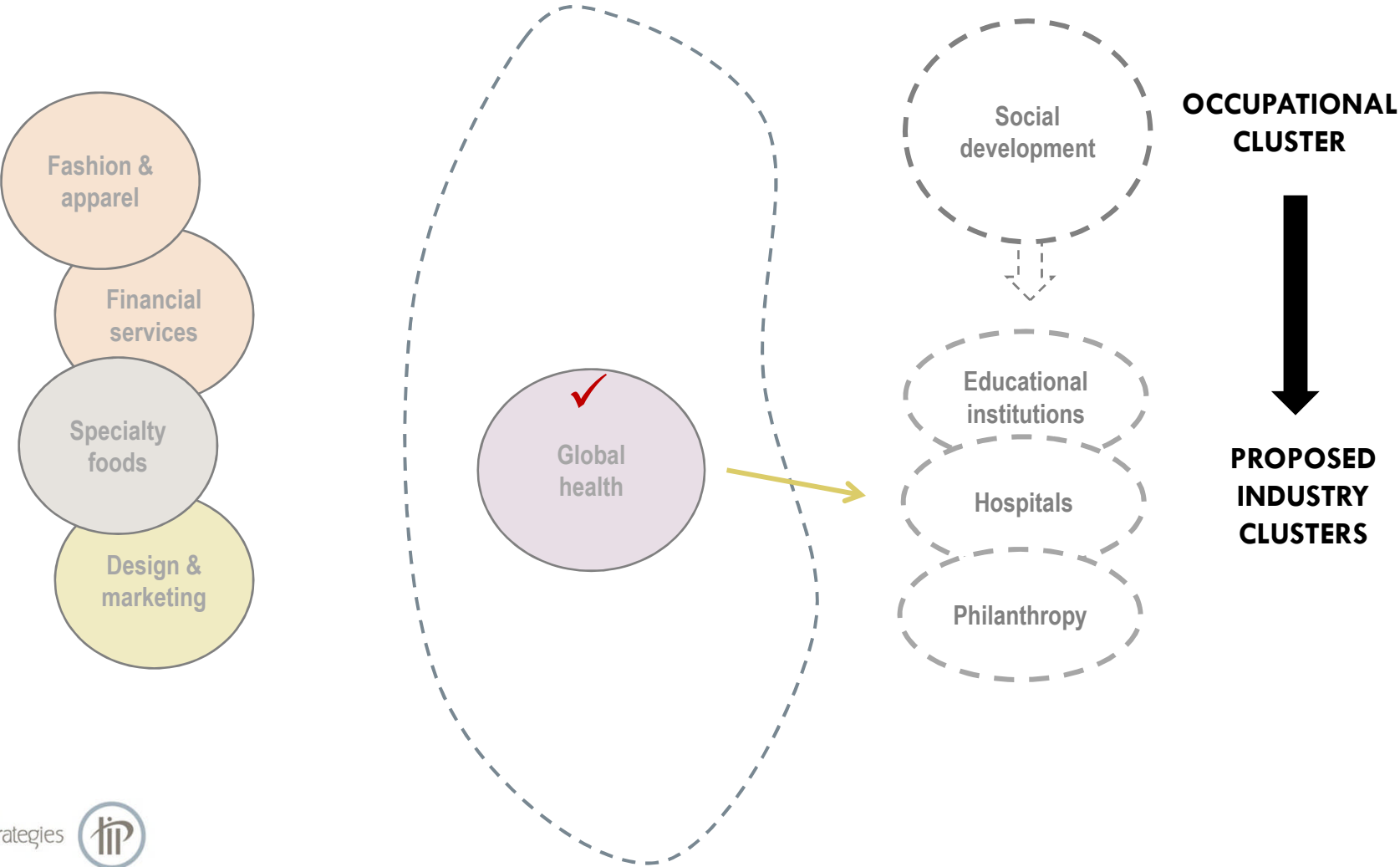
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Social development: overlap with existing?

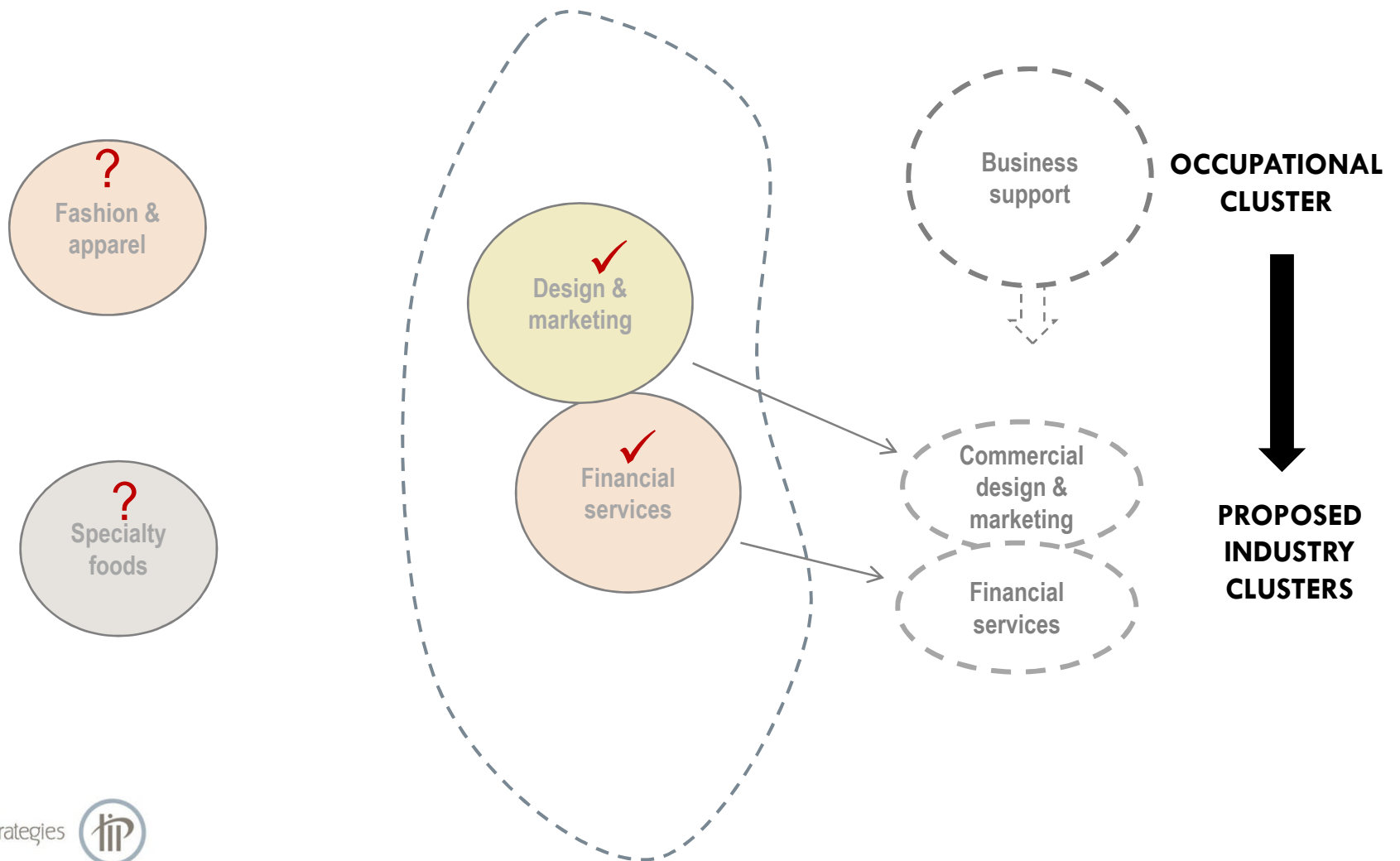
INDUSTRY ANALYSIS



Business support: overlap with existing?

INDUSTRY ANALYSIS


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Aerospace: industry cluster definition

INDUSTRY ANALYSIS

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Aerospace	6-Digit	Industry	Estimated
	NAICS		jobs in the
			PSRC
			region in
			2011
	336411	Aircraft Manufacturing	70,678
	336413	Other Aircraft Parts and Auxiliary Equipment Manufacturing	8,777
	811310	Commercial and Industrial Machinery and Equipment (except Automotive and Elect	2,263
	334511	Search, Detection, Navigation, Guidance, Aeronautical, and Nautical System and I	1,642
		14 Total Industries	
	Cluster Total		89,518

IT & Multimedia: *industry cluster definition*

INDUSTRY ANALYSIS

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IT & Multimedia

NAICS	Industry	Estimated jobs in the PSRC region in 2011
511210	Software Publishers	52,612
541511	Custom Computer Programming Services	15,705
541512	Computer Systems Design Services	15,437
517210	Wireless Telecommunications Carriers (except Satellite)	11,475
	35 Total Industries	
Cluster Total		140,903

Life sciences & global health: *industry cluster definition*

INDUSTRY ANALYSIS

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Life Science & Global Health	6-Digit NAICS	Industry	Estimated jobs in the PSRC region in 2011
	541712	Research and Development in the Physical, Engineering, and Life Sciences (except	9,055
541711	Research and Development in Biotechnology	3,848	
334510	Electromedical and Electrotherapeutic Apparatus Manufacturing	3,582	
423450	Medical, Dental, and Hospital Equipment and Supplies Merchant Wholesalers	2,814	
 17 Total Industries			
Cluster Total			27,773

Business services: *industry cluster definition*

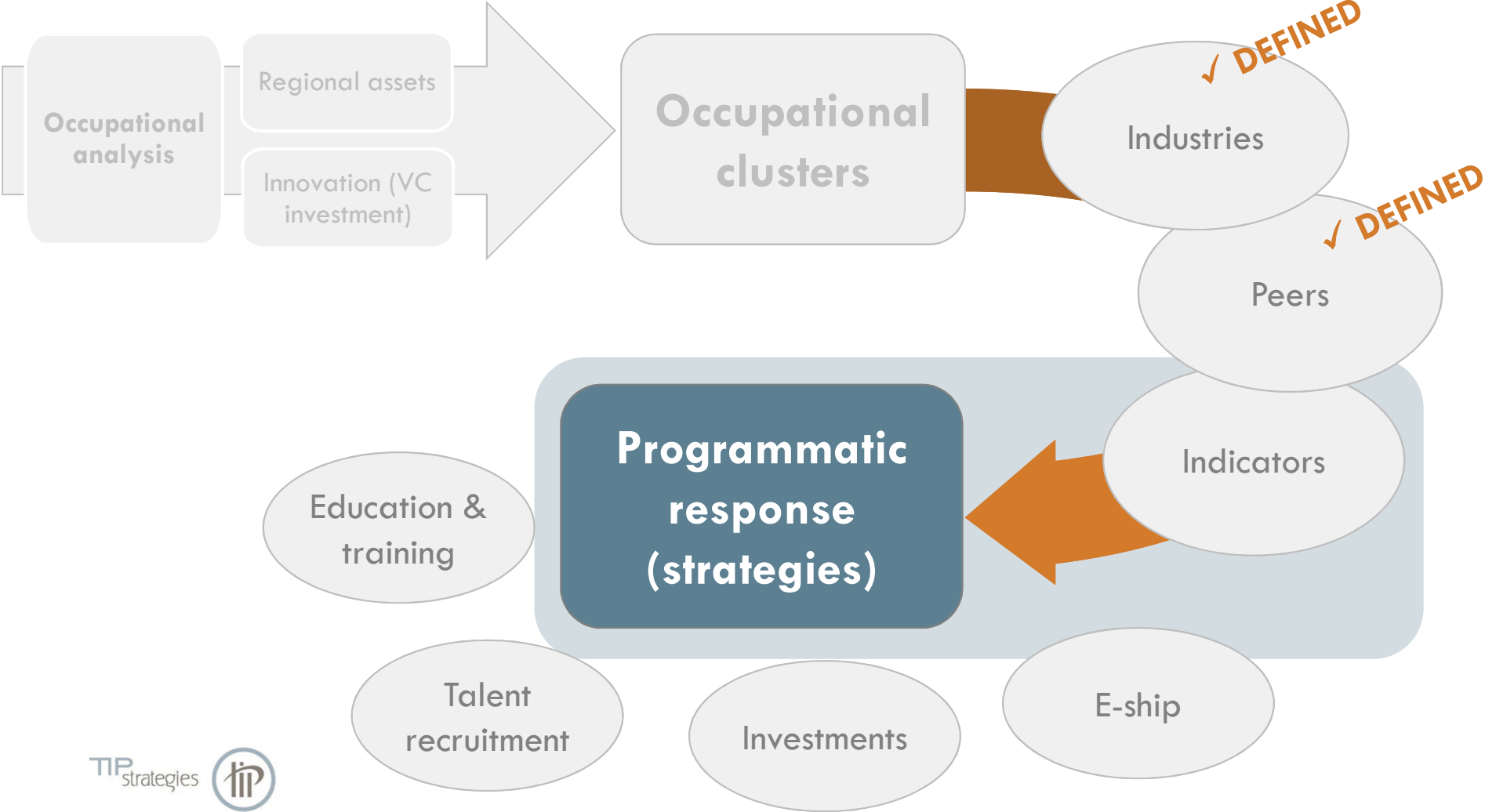
INDUSTRY ANALYSIS

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Commercial Design & Marketing	6-Digit NAICS Industry		Estimated jobs in the PSRC region in 2011
		541430	Graphic Design Services
	541810	Advertising Agencies	4,226
	541930	Translation and Interpretation Services	2,723
	541890	Other Services Related to Advertising	2,444
	↓ 14 Total Industries		
	Cluster Total		24,041

Where we are in early September

OCCUPATIONAL ANALYSIS



Questions?

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We want to hear from you.

Regional indicators process

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Indicator group	Status
Demographics	PSRC leading data collection of this group
Workforce & labor	Occupational analysis complete; peer analysis in progress
Industries & the business sector	Industries defined; all data collection done; local and peer analysis in progress
Competitive landscape - capital formation & development	80-90% of data collection complete; local and peer analysis in progress
Competitive landscape - physical capacity & connectivity	80-90% of data collection complete; local and peer analysis in progress

Traditional regional economic assessments place most emphasis here, but...

...TIP's analysis of the PSRC region also emphasizes the competitiveness of regional assets, both tangible and intangible.

What to expect next month

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Indicator group

Demographics

Workforce & labor

Industries & the business sector

Competitive landscape –
capital formation & development

Competitive landscape –
physical capacity & connectivity

Further discussion of the region's **intellectual property** in the context of the clusters and peers, and...

...a detailed look at the **capacity** of the region's **infrastructure** and its ability to support the growth and development of the clusters.

Opportunity Workshop Agenda

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- Introductions and background to the planning process (15 minutes)
- Progress-to-date (45 minutes)
 - ▣ Data findings
 - ▣ Summary of input from groups and individuals
- Break (10 minutes)
- Preliminary opportunity review (30 minutes)
- Group discussions (60 minutes)
 - ▣ Three groups, 20 minutes each
- Break (10 minutes)
- Discussion of main findings (40 minutes)

Next Steps

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- Complete focus groups & interviews
- Draft Talent deliverable (late Sept.)
- Prepare materials and logistics for the opportunity workshop
- Continue data assembly for economic indicators
 - ▣ Puget Sound region
 - ▣ Benchmarks

THANK YOU



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