

# Central Puget Sound Economic Development District Board

Wednesday, July 7, 2021 • 1:00 – 3:00 PM

Virtual Meeting via Teleconference

The meeting will be streamed live over the internet at <https://www.psrc.org/boards/watch-meetings>.

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PUBLIC NOTICE: : In accordance with the Governor’s proclamations, the PSRC’s offices are closed to the public and no in-person meetings are permitted. Should any major changes to current guidance occur, this meeting may be rescheduled or ways for the public to participate will be updated.

Watch the meeting live stream at <https://www.psrc.org/boards/watch-meetings> or listen by phone at 833-548-0282 and enter Meeting ID: 932 1768 8895 and Passcode: 524577.

Public comment may be made via Zoom or phone. Registration is required and closes one hour before the meeting starts. Late registrations will not be accepted. Register here: [link to form](#).

Members of the public may submit comments via email to [msvob@psrc.org](mailto:msvob@psrc.org) up to one hour before the meeting and comments will be provided to Board members electronically during the meeting. Comments received after that deadline will be provided to Board members after the meeting.

Sign language and communication material in alternate formats can be arranged given sufficient notice by calling 206-464-7090 or TTY Relay 711.

العربية | Arabic, 中文 | Chinese, Deutsch | German, Français | French, 한국어 | Korean, Русский | Russian, Español | Spanish, Tagalog, Tiếng việt | Vietnamese, visit <https://www.psrc.org/contact-center/language-assistance>.

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- 1. Call to Order and Roll Call (1:00)**
- 2. Communications and Public Comments**
- 3. President’s Remarks**
- 4. Staff Report**
- 5. Consent Agenda (1:20)**
  - a. Approve Minutes of Meeting held May 5, 2021
- 6. Action Item (1:30)**
  - a. Adopt Fiscal Year 2022-2023 Budget and Work Program -- *Jason Thibedeau, PSRC*
- 7. Discussion Item (1:40)**
  - a. Regional Workforce Recovery Planning -- *Asaph Glosser, MEF Associates*
- 8. Discussion Item (2:10)**
  1. Economic Development Element Guide -- *Noah Boggess, PSRC*

## **9. Information Item**

- a. Regional Economic Strategy Outreach and Online Engagement Tool

## **10. Next Meeting - October 6, 2021**

## **11. Adjourn (3:00)**

Board members please submit proposed amendments and other materials prior to the meeting for distribution.

Organizations/individuals may submit information for distribution. Send to Mikayla Svob at [msovob@psrc.org](mailto:msovob@psrc.org), fax 206-587-4825, or mail.

Sign language and communication material in alternate formats can be arranged given sufficient notice by calling (206) 464-7090 or TTY Relay 711. العربية | Arabic, 中文 | Chinese, Deutsch | German, Français | French, 한국어 | Korean, Русский | Russian, Español | Spanish, Tagalog, Tiếng việt | Vietnamese | (206) 587-4819.

**CONSENT AGENDA**

July 1, 2021

**To:** Central Puget Sound Economic Development District Board  
**From:** Jason Thibedeau, Principal Economic Development Manager  
**Subject:** **Approve Minutes of Meeting held May 5, 2021**

**MINUTES**

**Central Puget Sound Economic Development District Board**  
**Wednesday, May 5, 2021**  
**Remote Only**

**CALL TO ORDER AND ROLL CALL**

The meeting of the Central Puget Sound Economic Development District Board of Directors was called to order at 1:00 p.m. by Commissioner Axel Strakeljahn, Vice President. To determine attendance and that a quorum was present, board members and alternates wrote in their names and jurisdictions within the Zoom chat, and a verbal roll call was conducted by staff.

[To watch a video of the meeting and hear the full discussion, please go to:  
<https://www.psrc.org/boards/watch-meetings>].

Members and *Alternates* that participated for all or part of the meeting included:  
(\*\*participation via teleconference)

Ashton Allison (Alt.)\*\*  
Councilmember Tammy Morales\*\*  
Councilmember Lindsey Walsh (Alt.)\*\*  
Councilmember Ed Prince\*\*  
Councilmember Lydia Assefa-Dawson\*\*  
Commissioner Charlotte Garrido\*\*  
Mayor Greg Wheeler\*\*  
Councilmember Ed Stern\*\*  
Councilmember Dave Morell\*\*  
Councilmember Stephanie Wright\*\*  
Dan Eernisse (Alt.)\*\*  
Commissioner Axel Strakeljahn, Vice President\*\*  
Commissioner Sam Cho\*\*  
Commissioner Kristin Ang\*\*

Commissioner Deanna Keller (Alt.)\*\*  
 Andrea Reay\*\*  
 Elizabeth Court\*\*  
 Kevin Clark\*\*  
 Tony To\*\*  
 Brian McGowan\*\*

Members absent included:  
 (\*alternate present)

\*Executive Dow Constantine  
 Councilmember Reagan Dunn  
 Mayor Jenny Durkan  
 Councilmember Conrad Lee  
 Mayor Greg Wheeler  
 Councilmember Keith Blocker  
 Councilmember Shannon Reynolds  
 \*Mayor Cassie Franklin  
 Councilmember Tom King  
 Chairman Leonard Forsman  
 Commissioner Tom Stiger  
 Chris Green  
 Joe Morrison  
 Garry Clark  
 Bruce Kendall  
 Larry Brown  
 Alex Pietsch  
 Bob Drewel  
 Councilmember Claudia Balducci  
 Pat Iolevera

## **COMMUNICATIONS AND CITIZEN COMMENT**

In accordance with the Governor's emergency Proclamation 20-28, as amended, PSRC's offices were closed to the public during the meeting. No requests to provide virtual video or written public comment were submitted to staff prior to the meeting.

## **PRESIDENT'S REMARKS**

Vice President Commissioner Axel Strakeljahn welcomed everyone to the May 5, 2021 meeting and thanked the board members for their attendance.

## STAFF REPORT

Jason Thibedeau, PSRC Principal Economic Development Manager, briefed the Board on the information items provided in the May agenda packet, including the draft Regional Housing Needs Assessment and the Equity Advisory Committee. More information regarding the Regional Housing Strategy and Regional Housing Needs Assessment, can be found [here](#). The Board was informed that the PSRC Executive Board approved a proposal detailing the structure, functions, and membership of an Equity Advisory Committee, consistent with the VISION 2050 action to develop a Regional Equity Strategy. The application to serve on the Equity Advisory Committee can be found [here](#).

## CONSENT AGENDA

**ACTION: It was moved (Morell) and seconded (McGowan) to: (a) Approve the Minutes of Meeting held February 3, 2021 (b) Approve Vouchers dated February 28, 2021 through March 25, 2021 in the amount of \$187.99 The motion passed unanimously.**

## DISCUSSION ITEM

### **Greater Seattle Partners Regional Recovery Framework**

Brian McGowan, CEO of Greater Seattle Partners, discussed the work of the Regional Recovery Taskforce to develop a portfolio of initiatives to help build a stronger, more equitable regional economy.

## DISCUSSION ITEM

### **Regional Economic Strategy and Economic Development Work Program Update**

Staff briefed the EDD Board on efforts to update the Regional Economic Strategy and updates on implementation of the Economic Development District Board's adopted focus areas for 2021.

## ADJOURN

The meeting adjourned at 3:00 p.m.

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Adopted this 7<sup>th</sup> day of July, 2021.

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Tom Florino, President  
Central Puget Sound Economic Development District

ATTEST:

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Josh Brown, Executive Director

**ACTION ITEM**

July 1, 2021

**To:** Central Puget Sound Economic Development District Board  
**From:** Jason Thibedeau, Principal Economic Development Manager  
**Subject:** **Adopt Fiscal Year 2022-2023 Budget and Work Program**

**IN BRIEF**

On July 7, 2021, the Central Puget Sound Economic Development District Board will be asked to adopt the proposed Fiscal Years 2022-2023 Biennial Budget and Work Program.

**RECOMMENDED ACTION**

Adopt Fiscal Years 2022-2023 Budget and Work Program for Economic Development.

**DISCUSSION**

The proposed Fiscal Years 2022-2023 Budget and Work Program for Economic Development includes updated budgeted revenues, expenditures, and work initiatives for the two-year period beginning July 1, 2021 and ending June 30, 2023.

At its February 3, 2021 meeting the Economic Development District Board was provided an overview of the draft Economic Development FY2022-2023 Biennial Budget and Work Program. The revenues and expenditures of the budget reflect the level of funding available for this task. Additional support for economic planning is covered under PSRC's Integrated Planning and Council Support work tasks. Board members had the opportunity to provide comments at the meeting and submit additional comments by March 12, 2021.

Adoption of the Economic Development budget must be approved by both the Economic Development District Board and the PSRC General Assembly. On Thursday, April 29, 2021 the PSRC General Assembly adopted the Fiscal Years 2022-2023 Biennial Budget and work program which included the Economic Development element (Task 300).

The Economic Development element of PSRC's FY2022-2023 Biennial Budget serves as the budget for the Central Puget Sound Economic Development District. At its upcoming Wednesday, July 7, 2021 meeting, the Economic Development District Board will be asked to adopt the Economic Development FY2022-2023 Biennial Budget and Work Program.

To view the PSRC Adopted Fiscal Years 2022-2023 Biennial Budget and Work Program, online, please refer to: [Budget | Puget Sound Regional Council \(psrc.org\)](https://www.psrc.org/Budget)

For more information, please contact Andrew Werfelmann, Budget Manager, at 206-688-8220 or [awerfelmann@psrc.org](mailto:awerfelmann@psrc.org).

Attachments:

edd2021july07-budget-attachment

## Economic Development District (Task 300)

### Objective

Provide staff support to the Economic Development District (EDD) Board of Directors. Maintain the central Puget Sound region's eligibility for economic development planning and technical assistance funding from the federal Economic Development Administration. Develop, update, and assist in implementation of the Regional Economic Strategy, which serves as the region's Comprehensive Economic Development Strategy (CEDS). Under direction from the EDD Board of Directors, coordinate with public, private, and community stakeholders to develop and implement initiatives that strengthen the region's economy.

### Sub-Tasks

#### Sub-Task 1. EDD General

Ongoing administrative, managerial, and operational efforts are required to maintain status as the Central Puget Sound Economic Development District (EDD), including:

- a. Convene and provide staff support to the EDD Board of Directors, subcommittees, and other working groups or taskforces.
- b. Annually update the Regional Economic Strategy.
- c. Develop and maintain tracking tools, performance measure data and other products to facilitate strategy implementation.
- d. Coordinate events and programs, as appropriate, to aid in implementation of the Regional Economic Strategy.
- e. Prepare budget and work program.
- f. Review and evaluate employee performance.
- g. Develop, apply for, and monitor grants and contracts in support of the Regional Economic Strategy.

#### Sub-Task 2. Regional Economic Strategy Implementation

The Regional Economic Strategy, adopted in September 2017, is the guiding document for key regional economic initiatives. The EDD Board will maintain a work plan of initiatives to implement the strategy, informed by ongoing evaluation. Economic development staff will work with regional partners to implement these initiatives, including:

- a. Identify emerging industry opportunities, subsectors, or cross-cluster opportunities;
- b. Identify challenges and opportunities faced by the region's economy;
- c. Perform and coordinate qualitative and quantitative analysis to help detail the region's strengths, weaknesses, opportunities, and threats and develop targeted strategies to improve the region's competitive position;
- d. Develop, run, and collaborate on events that bring together economic development interests in the region and highlight regional priorities.

### Sub-Task 3. E.D.A. CARES Act Grant

Utilize U.S. Economic Development Administration CARES Act funding to support disaster recovery and resiliency coordination, including efforts targeting highly impacted regional industries.

### Unfunded Sub-Tasks

None

### Major Milestones and Products

1. Annual Economic Development Work Plan Developed and Adopted (2020 and 2021)
2. EDA Planning Grant Secured (June 2019, June 2020, and June 2021)

### Mandates

This work element provides for program development, administration and management of regional economic development planning activities as required by:

1. **EDD/PSRC Memorandum of Agreement** dated June 27, 2002.
2. Authority for the CPSEDD creation is by a **Joint Exercise of Powers Agreement** between the counties of King, Kitsap, Pierce and Snohomish dated May 5, 1971 and amended November 13, 2003.
3. Federal authority for the creation, recognition and funding of multi-jurisdictional economic development districts is found in the **Public Works and Economic Development Act of 1965** (Public Law 89-136, 42 U.S.C. 3121 *et sec.*) as amended, including the comprehensive amendments by the Economic Development Administration Reform Act of 1998 (Public Law 105-393) and the Economic Development Administration Reauthorization Act of 2004 (Public Law 108-373). Criteria for district program functions and funding are found in 13 CFR Part 301 (area eligibility), 302 (district designation), 303 (district planning process) and 306 (planning assistance).

### Policy Direction and Interagency Staff Involvement

Economic Development receives policy direction from the EDD Board of Directors.

### Summary of Revenues and Expenditures

Revenues:	
EDA Grant	\$200,000
EDD Dues	\$290,000
EDD CARES Carryover	\$98,000
<b>Total</b>	<b>\$588,000</b>

Expenditures:	
Salaries & Benefits	\$366,000
Overhead	\$199,000
Direct Costs	\$23,000
<b>Total</b>	<b>\$588,000</b>

Attachment: edd2021july07-budget-attachment (3159 : Adopt Fiscal Year 2022-2023 Budget and Work Program)

<b>Budget Comparison:</b>	
Proposed Draft FY 22-23	\$588,000
Sept 2020 Amended Supplemental FY 20-21	\$844,000

<b>FTE Staffing Comparison:</b>	
Proposed Draft FY 22-23	1.42
Sept 2020 Amended Supplemental FY 20-21	1.64

**Summary of Consultants within Economic Development District**

<b>Sub-Task</b>	<b>Description of Work</b>	<b>Amount</b>	<b>Start Date</b>	<b>End Date</b>
	Total Funded Contracts	\$ -		
	Total Unfunded Contracts	\$ -		
	<b>Total Consultant Costs</b>	<b>\$ -</b>		

**DISCUSSION ITEM**

July 1, 2021

**To:** Central Puget Sound Economic Development District Board  
**From:** Jason Thibedeau, Principal Economic Development Manager  
**Subject:** **Regional Workforce Recovery Planning**

**IN BRIEF**

PSRC selected MEF Associates to lead a regional workforce recovery planning project. At the July meeting, consultants will discuss goals, deliverables, and the timeline for the effort.

**DISCUSSION**

The Central Puget Sound Economic Development District received a \$400k grant from the U.S. Economic Development Administration as part of the CARES Act. This funding was awarded to support coordination of regional disaster economic recovery efforts and disaster recovery and resiliency planning. As part of this grant, PSRC released a Request for Proposals (RFP) in March for assistance with workforce planning to strengthen economic recovery, support equity, and build resiliency into the region's workforce. After a review process, MEF Associates, with its subcontractor Forland Wheeler Consulting, was selected to perform this work.

The project will provide actionable regional labor market information to a broad array of stakeholders on in-demand industries and occupations and available regional training programs. The impacts of COVID-19 have underscored that growth and opportunity for all residents has not been equally available. To support an equitable recovery, the consultant team will create customized regional occupational projections to identify high demand industries. The project will result in new regional occupational projections and an understanding of regional workforce needs. The consultants will develop data products and outreach strategies that can help connect workers and job seekers in the region to employment and training programs aligned with higher-wage, in-demand occupations. The project kicked off in June and a final report is scheduled for completion by March 2022.

At the July meeting, the consultants will discuss the goals, deliverables, and the timeline for completion of the project with the EDD Board.

For more information, contact Jason Thibedeau, Principal Economic Development Manager, at 206-389-2879 or [jthibedeau@psrc.org](mailto:jthibedeau@psrc.org).

**DISCUSSION ITEM**

July 1, 2021

**To:** Central Puget Sound Economic Development District Board

**From:** Jason Thibedeau, Principal Economic Development Manager

**Subject:** **Economic Development Element Guide**

**IN BRIEF**

PSRC staff are developing an Economic Development Element Guide to assist local jurisdictions with the upcoming 2024 comprehensive plan update process. Staff will provide an overview of the guide to the Economic Development District Board.

**DISCUSSION**

In October 2020, PSRC's General Assembly adopted VISION 2050 as the long-range growth management, environmental, economic and transportation strategy for the central Puget Sound region. VISION includes a regional action for PSRC to support local governments in their economic development planning efforts:

Ec-Action-2: Regional Support for Local Government Economic Development Planning: *PSRC will support county and local jurisdictions through technical assistance and economic data with special emphasis on smaller jurisdictions, in their efforts to development economic development elements as part of their expected 2024 comprehensive plan updates to support the Regional Growth Strategy. PSRC will also provide guidance on local planning to address commercial displacement.*

In addition, VISION includes a local action for cities and counties to develop economic development elements as part of their 2024 comprehensive plan updates:

Ec-Action-5: Economic Development Elements: *Cities and counties will update (or adopt) their economic development element – tailored to meet the jurisdiction's unique needs and leveraging public investments – as specified in the Growth Management Act, when conducting the expected 2024 comprehensive plan update.*

To provide technical assistance to local jurisdictions in developing their economic development elements, PSRC staff is developing an Economic Development Element Guide. The guide explains the utility of the economic development element, describes the development of a SWOT analysis, details common data metrics and how to access them, and briefs planners on the policy-making process.

The Economic Development Element Guide is organized into goal sections that align with the review checklist that is part of the [Plan Review Manual](#) used by PSRC staff when certifying local plans. The element guide provides instruction on how to create

effective, place-specific local policies that build and strengthen the local economy while working toward common regional goals.

The policy goal areas included in the Plan Review Manual for Economic Development are:

- Identify and enhance industry clusters, including those recognized in the Regional Economic Strategy that provide goods and services for export
- Focus retention and recruitment efforts and activities to foster a positive business climate and diversify employment opportunities by specifically targeting:
  - Businesses that provide living wage jobs
  - Locally, women-, and minority-owned businesses and start-up companies
  - Established and emerging industries, technologies, and services that promote environmental sustainability, especially those addressing climate change and resilience
- Promote strategies and policies that expand access to opportunity and remove barriers for economically disconnected communities
- Address and prevent potential physical, economic, and cultural displacement of existing businesses that may result from redevelopment and market pressure
- Develop a range of employment opportunities to create a closer balance between jobs and housing
- Promote environmental and socially responsible business practices, especially those addressing climate change, resilience, and improved health outcomes
- Support, recognize, and empower the contributions of the region's culturally and ethnically diverse communities, institutions, and Native Tribes

Staff will provide an overview of the Economic Development Element Guide including state, regional, and local policy contexts for economic development planning, guidance on effective data metrics, best practices for preparing a SWOT analysis, carrying out public participation, and assessing local economic development goals, policies, and actions.

For more information, contact Noah P. Boggess, Associate Economic Development Planner at 208-404-8150 or [nboggess@psrc.org](mailto:nboggess@psrc.org).

**INFORMATION ITEM**

July 1, 2021

**To:** Central Puget Sound Economic Development District Board

**From:** Jason Thibedeau, Principal Economic Development Manager

**Subject:** **Regional Economic Strategy Outreach and Online Engagement Tool**

**IN BRIEF**

PSRC has developed an online engagement tool to allow stakeholders and the public to contribute to the update of the Regional Economic Strategy. This tool will be utilized as part of the stakeholder outreach effort through the summer.

**DISCUSSION**

Economic Development staff are working under the guidance of the Economic Development District (EDD) Board to update the Regional Economic Strategy, with expected adoption in late 2021. This strategy serves as the region's Comprehensive Economic Development Strategy (CEDS) per U.S. Economic Development Administration (EDA) guidelines. A CEDS is designed to build capacity and guide the economic prosperity and resiliency of an area or region, with implementation by a broad set of regional stakeholders. An adopted CEDS allows for regional organizations to be eligible for certain types of U.S. EDA funding.

In July of 2020, the EDD board established a set of principles for the strategy update. They include preserving and building upon the existing adopted strategy, targeting updates based upon changed conditions since adoption, strengthening the focus on recovery and resiliency, updating identified implementation efforts, and streamlining the overall document. These principles were designed to help build upon the various recovery efforts underway resulting from the impact COVID-19 on the regional economy.

Since that time, staff has worked to review recent economic development and recovery plans and have engaged in ongoing regional recovery efforts. This work has helped to identify challenges, opportunities, and strategic direction that require an expanded focus in the new strategy. These areas include equity, health, childcare, regional job distribution, housing and homelessness, broadband, business recovery support, and industry competitiveness and resiliency. These new areas have been integrated into a summary [online engagement tool](#).

Over the summer, staff will be leveraging the online engagement tool to facilitate outreach with EDD board members, stakeholders, and the public. The goal of the

outreach effort is to validate the challenges and opportunities identified in the strategy, learn more about existing efforts to improve the regional economy, and solicit ideas for increased regional coordination. The feedback will be integrated into a draft strategy that will be released for public comment in fall 2021.

For more information, contact Jason Thibedeau, Principal Economic Development Manager at 206-389-2879 or [jthibedeau@psrc.org](mailto:jthibedeau@psrc.org).