Today’s Meeting

• Schedule

• Amazing Place: Growing Jobs and Opportunity in the central Puget Sound region
  > Overview
  > Update from February EDB meeting
  > Goals & Strategies: Policy direction

• Action: Direct Staff to Release Draft RES for public comment

• Discussion: Current Priorities Process

• Next Steps
RES Update Schedule

Schedule for Adoption

- **March 22**: Release draft for public comment
- **May 3**: Adopt the updated RES
- **May 31**: Launch at PSRC’s General Assembly
Outreach

Amazon
Bellevue Chamber of Commerce
Bill & Melinda Gates Foundation
Boeing Company
Challenge Seattle
City of Everett
City of Kent
City of Redmond
City of Seattle
City of Stanwood
Climate Solutions
Clover Park Technical College
CoMotion at University of Washington
County Public Health Departments
Department. of Commerce
Economic Alliance Snohomish County
Economic Development Administration
EDB for Tacoma-Pierce County
Economic Development Administration
EDC Seattle-King County
Environmental Protection Agency
Ethnic Business Coalition
Futurewise
HomeSight
IAM-751
King County
Kitsap Economic Development Alliance
King County Executive’s Office
Microsoft
Pierce County
Port of Bremerton
Port of Seattle
Puget Sound Energy
Puget Sound Sage
REI
Regional Equity Network
Seattle/King County Area Agency on Aging
Seattle Foundation
Seattle Metro Chamber of Commerce
Snohomish County Executive Office
Snohomish County Labor Council
Sound Generations / City of Seattle
SPEEA
Starbucks
University of Washington
Urban@UW
Washington Clean Tech Alliance
Washington Maritime Federation
Washington Roundtable
Washington State University
Washington Technology Industry Association
Workforce Development Council Seattle-King County
Public Comment Process

- Draft Released March 22 – April 21
- Comments received until adoption, for full consideration *earlier is better*
- Report to board on comments received, how addressed, staff proposal & board direction as needed
Amazing Place:
Growing Jobs and Opportunity in the Central Puget Sound Region
# Amazing Place: Growing Jobs and Opportunity in the Central Puget Sound Region

## Strategy Document

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## Economic Analysis

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Goals & Strategies
Last EDB meeting

In current draft

- International trade
- Diversity
- Environment/strong communities
- Nurture growth opportunities

Still working on it

- **New Strategy**: Support women, minority-owned, and disadvantaged businesses, many of which are small and medium sized

- **Update**: Support small and medium businesses
  In business climate & business retention and attraction strategies
What Needs to Happen Today

- **Review** “What needs to happen” (WNTH) in each strategy

- **Discuss** policy level input
Goals

Open Economic Opportunities to Everyone

Compete Globally

Connect the Region to the World

Sustain a High Quality of Life
Open Economic Opportunities to Everyone

Strategies

1. Provide adequate support for basic education for all
2. Increase higher education capacity to enhance access to opportunity and employer access to talent
3. Coordinate programs in education and training to meet demand for workers at all stages of career development
4. Address existing and anticipated workforce gaps to advance opportunity and meet demand for talent
5. Advance economic development within rural communities
6. [Small business strategy: Language TBD]
Provide adequate support for basic education for all

- State legislators must address the funding shortfall as required by the McCleary case decision.
- Understand the connection between pre-K, K-12, and economic opportunity for the local workforce. Local school systems must prepare local kids to compete in a global labor market, for jobs based in their own communities.
- Invest in schools as an asset to local and regional economies. City and county leaders must continue to lead investment in schools as part of an investment in economic opportunity.
- Ensure Washington Roundtable’s Pathways to Great Jobs in Washington State key “cradle to career” steps are implemented:
  - Improve school-readiness, emphasizing services for low-income children and traditionally underserved populations.
  - Improve the performance of the K-12 system to ensure more students graduate career- and college-ready.
  - Increase participation of Washington students in postsecondary education, focusing on high-demand fields.
  - Help students, beginning in elementary schools, understand career opportunities. Inspire them to think about their futures and develop the necessary skills to attain their goals.
Increase higher education capacity to enhance access to opportunity and employer access to talent

Support the recommendations contained in the “Washington Competes: A Sector-Wide Agenda for Higher Education Growth and Completion.” This call to action is supported by the Washington State Council of Presidents, Washington State Board for Community and Technical Colleges, and the Independent Colleges of Washington and recommends:

- Expanding capacity in the postsecondary system making a college education and technical training accessible to all.
- Reducing bottlenecks in high-demand and priority workforce programs and courses
- Ensuring that students have the resources to graduate
- Strengthening pathways for historically underserved populations
Coordinate programs in education and training to meet demand for workers at all stages of career development

• Help young people envision meaningful career opportunities, including those that may not require a four-year college degree. Educators and industry leaders must connect early to show students career pathways that fit them best.
• Help students, beginning in elementary school, develop better awareness of the careers that will be available, inspiring them to think about their futures, the skills necessary for the jobs that interest them and the pathways to attaining those skills.
• Coordinate programs in education and training to meet demand for workers at all stages of career development. Leaders in workforce, education, and training programs regionwide must continually coordinate and adapt to meet changing needs. Industry must show leadership and support regionwide. Apprenticeships provide on-the-job training, paid in most cases, and ensure a well-trained workforce for employers.
Address existing and anticipated workforce gaps to advance opportunity and meet demand for talent

Minor edits on narrative. Reference WSAC in appropriate section.

- Invest in data systems that show gaps in the workforce systems and hiring needs. Data from state and local agencies must accurately inform training and educational investments. Comprehensive data on graduates and hiring can shape curriculum, programs, and policies that affect training institutions. An understanding of hiring needs and training program alignment can help educators and training providers identify opportunities for the region’s youth and upwardly mobile workforce.

- Expand investment in current programs to bridge the workforce gaps. Filling the expected 740,000 job openings in the state and providing meaningful careers to the state’s citizens requires targeted investments in programs to train and educate these workers.
Advance economic development within rural communities

Highlight North Stillaguamish Economic Redevelopment Plan in more detail

- Rural main streets need support for redevelopment through mechanisms like the region’s Rural Town Centers and Corridors Program.
- Transportation improvements that provide safer access to outdoor recreation.
- Restoration and completion of major trail systems identified within regional plans can increase sales in small communities through increased traffic.
- Regional problem solving through recognition of unique rural community challenges such as North Bend’s trucking congestion.

[Add]: Support economic development strategies that are tailored to rural sub-regions, including efforts to strengthen existing industries in these rural sub-regions and attract new industries.
Support women, minority-owned, and disadvantaged businesses, many of which are small and medium sized.

Focus: Importance to the economy and equity

Challenges: SMEs, women, minority, veterans, and disadvantaged businesses

What needs to happen: [work in progress]
Compete Globally

Strategies

1. Invest in education systems that attract, inspire, and produce world class talent
2. Preserve and protect industrial centers, military facilities, and maritime sites
3. Continuously improve the business climate
4. Maintain and grow incentives for industry competitiveness
5. Strengthen and coordinate retention, expansion and recruitment efforts
6. Sustain and evolve the conditions necessary for innovation
Invest in education systems that attract, inspire, and produce world class talent

• Support investment in education systems. Providing quality education requires access to talented and dedicated faculty and staff. Colleges and universities the region relies on face an increasingly competitive national marketplace to attract and retain top-notch educators.

• Support innovative programs like GIX and the Asia Pacific Center. These kinds of programs connect the region to talent, build the brand of the region and are an attraction to in-state, national and international talent. [Add more examples than GIX.]
Preserve and protect industrial centers, military facilities, and maritime sites

Narrative add: The Puget Sound Regional Council’s Industrial Lands Analysis (2015) documented the importance of industrial lands to the region’s economy and laid out 10 strategies to strengthen competitiveness of industrial lands in the Puget Sound region.

- Support for state and regional policies that protect industrial and military lands from encroachment and incompatible land uses.
- Regional collaboration to support export based, and locally producing businesses on the region’s industrially zoned land.
- Policies within regional planning that strongly and specifically affirm the importance of military centers and supportive infrastructure.
- Support the efforts of the Washington Military Alliance to promote the importance of military and defense industries, retain and enhance military assets, and maximize opportunities presented by the military and defense sector.
Continuously improve the business climate

[Add:] Support adequate funding for economic development activities
Strengthen small and medium business support

• Support existing regulatory streamlining efforts and find ways to scale up those efforts.
• Create a process for collecting data across local and county jurisdictions on regulatory metrics, including length of time to acquire permits and amending comprehensive plans. This data can then be used to target areas for improvement.
• Produce quality information that demonstrates sources of public revenues and identifies how funds are raised who bears the fiscal burden to cover needed public investments and services
Maintain and grow incentives for industry competitiveness

- **Restore R&D Tax Credits**
  Despite the strength of R&D in Washington, there are many opportunities to continue to grow R&D in the state, results of which help support broad-based economic development across many sectors of the economy, including clean technology, aerospace, life sciences and maritime.

- **Maintain industry tax incentives**
  One of the region’s strengths are its strong industry sectors. Other regions are trying to build their industry sectors. The Puget Sound region can maintain and expand its strong industry clusters including through the use of industry tax incentives such as for the aerospace industry.

- **Use of Strategic Reserve Fund**
  Protect and grow the Strategic Reserve Fund and deploy it in strategic ways to further economic development, including for workforce development.
Strengthen, and coordinate, and grow retention, expansion and recruitment efforts

- The region must support investment in economic development organizations that retain, expand and recruit companies to the region, both from domestic and international sources.
- With a variety of economic development entities working on recruitment and retention activities, coordination and strategic planning are key to being efficient and successful. This can include developing regional targets, both geographic and cluster targets, as well as investing in planning, and in data systems and tools to enhance coordination.
- Strengthening critical links in the region’s clusters (such as venture capital, for example) and distribution networks (advanced manufacturing suppliers) will require execution of recruiting strategies that engage top leadership among public and private sectors regionwide.
- The region can play a meaningful role by identifying growth opportunities, using data to tell the story about why these growth opportunities are important and what advantages our region has to secure them, and finding ways to be supportive of the growth opportunities.
- Quantifying and understanding the emerging space industry can help the region find ways to support this emerging industry.
- Similarly, an opportunity exists to tell the story of the innovative retail sector.
Sustain and evolve the conditions necessary for innovation

- To continue to be a center of innovation the region must support its research institutions, including universities. The region must support higher education investments and efforts (see higher education strategies).

- The Seattle and Vancouver regions' synergies in research, innovation, and technology development represent a game-changing opportunity to create an innovation corridor that will generate job opportunities and prosperity well beyond what our two cities can achieve separately, including studying the feasibility of ultra-high speed rail. Strengthening the transportation systems from Portland through the Puget Sound region and up to Vancouver will create a larger economic region with more talent, and more institutions, and thus one that will become even stronger at innovation.

- Support industry and university collaborations. The UW’s Global Innovation Exchange is a great example of such collaboration between industry and university as well as cross-border. Supporting GIX and other such collaborations is important to the region's continued role as a center of innovation.

[Add]: Support industry and university collaborations. The partnership between UW Tacoma’s Institute of Technology and Multicare Health Systems to apply big data analytics to patient care, and UWT’s partnership with InfoBlox to drive cyber security innovation across multiple industries are leading examples.
Connect the region to the world

Strategies

1. Sustain and grow commercial air travel connections domestically and globally
2. Build and sustain ports and other infrastructure to support export-focused manufacturing and distribution.
3. Support and promote international trade
Sustain and grow commercial air travel connections domestically and globally

- With the faster than expected passenger growth at Sea-Tac Airport, the region needs to provide input and support for the Master Plan, as well as prepare for the possibility of commercial flights at other locations in the region.
- Support for environmental efforts—the Port Commission goal to reduce greenhouse gas emissions at airport by 50 percent from 2005 levels by 2030.
- The region is fortunate to have both a hometown airline (Alaska Airlines) and be an international hub for another (Delta Airlines). Supporting both these airlines and the other airlines that service Sea-Tac Airport is important for our continued success as a connected region.
- The region needs to support tourism efforts which drive a substantial amount of passenger traffic through Sea-Tac Airport.
Build and sustain ports and other infrastructure to support export-focused manufacturing and distribution

- Support the Northwest Seaport Alliance’s 10-year strategy
- Support the Port of Everett’s and other ports’ infrastructure improvements.
- Support the recommendations of the region’s multimodal Freight Strategy, including prioritizing investments that enhance freight and goods mobility.
Support and promote international trade

• Market the region's assets and opportunities and enhance global relationships
• Support International Trade

Market and Connect the Region
  a) Support more robust efforts to brand the region internationally and coordinate those efforts
  b) Connect the region internationally through inbound delegation and outbound business mission work
  c) Continue to build private sector engagement in branding and connecting efforts
  d) Better inform companies of export assistance that exists in the region
  e) Act regionally on international efforts
  f) Support UW’s GIX and WSU’s Asia Pacific Center

Support International Trade
  a. Promote understanding of the importance of international trade to the region
  b. Mitigate trade-offs from international trade
  c. Support the extension of the Export-Import Bank
Sustain a high quality of life

Strategies

1. Sustain an outstanding and healthy natural environment
2. Embrace, celebrate, and promote the diversity of the region’s people
3. Improve the region’s transportation system
4. Ensure a diversity of housing stock that is affordable and connected to jobs
5. Preserve and enhance open space
6. Grow access to arts and culture, entertainment and sports
7. Focus new growth in regional centers
Sustain an outstanding and healthy natural environment

• Continued implementation of 2040 policies to safeguard the region’s natural environment and ensure that all residents live in healthy places.
• Progress on storm water retention systems and barriers to fish passage.
• Continued recovery and preservation of lands vital to the health of the region’s waters.
• Development of common ground on the best approaches to reducing greenhouse gas emissions within state and local policymaking.
• Decreased reliance on fossil fuels through the development of alternative energy technologies and transportation systems, as well as emphasis on less carbon emitting fossil fuels during the transition phase to clean energy.
Encourage and promote the diversity of the region’s people

- Encouragement of federal immigration and foreign worker policies that recognize the talent requirements and opportunities of regional businesses.
- Encouragement and promotion by federal leadership of policies emphasizing that the United States government forbids discrimination based on religion or national origin as well as support for and state leaders who resist unconstitutional federal policies that discriminate.
- Dialogue on race and social justice that recognizes flaws in community policing and respects diverse community backgrounds and attitudes. [Change negative framing of issue.]
- Regional leadership that proclaims that any form of intolerance, hate speech or discrimination is unacceptable, and promotes caring, safe and inclusive communities.
WNTH: Quality of Life

3/7> Improve the region’s transportation system

- Management of new roadway and light rail projects that meet or beat projected delivery dates. [Ref: High-capacity and other key public transportation: ferries, BRT, etc.]
- Gaps in the overall system should be identified and plans made to secure funding to close gaps – including the local funding shortfall - in updates to regional plans. [Clarify maintenance and preservation needs.] or [Add?] Investment in and focus on basic maintenance of current and planned infrastructure, including seismic protection efforts.
- The President and Congress must continue to fully fund the Highway Trust Fund.
- The state should continue to explore potential replacements to the state fuel tax in advance of more fuel efficient and electric vehicles.
- Support innovation through public and private initiatives like the University of Washington’s new Mobility Innovation Center to stay ahead of trends in fuel economy, car sharing and connected and autonomous vehicles. [Reflect broad range of best practices in RES.]
Ensure a diversity of housing stock that is affordable and connected to jobs

- Plan for and encourage an adequate supply of workforce housing, including: encouraging local policies and plans that provide housing of different sizes and for different incomes, and remove barriers to housing production to keep pace with employment growth.
- Grow a sufficient supply of housing to meet the needs of low-income, moderate income, and people with special needs – distributed equitably throughout the region - including: new or increased sources of funding to subsidize affordable housing, collaboration with affordable and market rate developers to make it easier to build affordable housing, policies that encourage market rate developers to expand new housing inventory, and providing incentives for affordable homes within mixed income development.
- Establish a more balanced distribution of employment and housing across the region, including: more affordable housing near employment centers and job growth in proximity to more affordable housing.
- Support the retention and creation of “housing wage” jobs and increase accessibility to those jobs through education, training and other assistance.
- Improve the links between more affordable housing and employment centers by delivering reliable transit connections that cut current commute times.
Preserve and enhance open space

Regional planning policies within VISION 2040 seek to preserve the beauty and natural ecological processes of the region through the conservation of natural resources and the environment. VISION 2040 policies include the preservation and enhancement of open space, protection of wildlife corridors and the preservation and restoration of native ecosystems, all of which by contributing to quality of life are economic development assets.
WNTH: Quality of Life

6/7> Grow access to arts and culture, entertainment and sports

- Local Government approval of ballot measures to create new Cultural Access programs.
- Local government support for the development of an arena to attract NBA and NFL NHL franchises, and high profile sporting events such as the return of the U.S. Open Golf Tournament.
- Creation of great public spaces.
- [Add]: Support and encouragement for strategies at the neighborhood level focused on cultural activities.
- [Add: Public Facilities Districts?]
Focus new growth in regional centers

Clarification regarding Centers Framework project underway

- Growth within the urban growth area and regional centers needs to be supported by investment in infrastructure. Recent investments in road, light rail and passenger ferries support regional centers. [Call out Manufacturing and Industrial Centers, MICs]

- Centers need to accept anticipated growth and development through zoning and permitting. Recently approved local comprehensive plans outline the ways centers plan for growth.
Finishing the draft RES

Editing, refinements, preparation for public release on March 22.

Send substantive policy comments by Friday 3/10 for inclusion in draft.
Release draft RES for public comment
Board Action

Direct staff to proceed with release of Amazing Place: Growing Jobs and Opportunity in the Central Puget Sound Region for public comment
Current Regional Economic Priorities
Current Priorities List

Adopting current priorities list process in RES

Criteria
- Regionally focused and in the RES
- Agency lead identified
- Short-term & achievable: high impact, done within a year

How & When
- Continual board engagement and briefings
- Updated regularly
Next Meeting

• Review Comments Received — Final RES

• Adopt updated Regional Economic Strategy

• Identify initial Current Priorities
Thank you.

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