

A scenic view of a snow-capped mountain range under a clear blue sky, with evergreen trees in the foreground. The mountains are rugged and covered in snow, with some rocky outcrops visible. The foreground is filled with dark green evergreen trees, some of which are in sharp focus. The overall atmosphere is bright and clear.

# New Regional Economic Strategy

Economic Development Board

May 3, 2017



# Today's Meeting

- RES: Update Process & March EDB meeting
- Amazing Place: growing jobs and opportunity in the central Puget Sound region  
RES: Review input and comments to date
- Discussion: Implementation & Current Economic Priorities
- Next Meeting



# Regional Economic Strategy update



## Outcomes for updating the Strategy

Strategic

High-level

High-impact

Not starting from scratch: different approach to engagement

User-friendly

Better sub-regional data

Equity: social and geographic

More engaged role for Board for implementation

## Focus on Implementation

Strategic, proactive, nimble

Achievable & timely: who and when

# Regional Economic Strategy update



## Not starting from scratch

### comprehensive review

30+ Plans

local jurisdictions, economic  
development, workforce, sectors

460+ Strategies

### proactive engagement

~125 meetings across the region

#### 2016

**EDB:** February, March, June, Sept, Nov

**Exec. Committee:** July, August, September,  
October, December

#### 2017

**EDB:** February, March, May

**Exec. Committee:** January, February, March

# RES 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  
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  
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

# Since March 8 meeting



## Consultation

- Board members
- Economic Development Administration
- Educational institutions
- Ports & local jurisdictions
- Public health and equity partners
- Workforce development organizations
- Other subject matter experts

## Draft Strategy

- All input is considered, and included where there is consensus
- Added additional references to included broader region representation
- New topics raised brought forward for discussion today

# Strategy Components



## Strategy Document

- Industries Profiles
- Goals & Strategies
- Introduction

## Delivered

- ✓ February 2017
- ✓ March 2017
- ✓ April 10, 2017

## Economic Analysis

- Regional Profile, Employment, Industry Specialization & County Overviews
- Resident Demographics

- ✓ February 2017
- ✓ April 10, 2017

Pre-released to Board  
Released for Public Comment

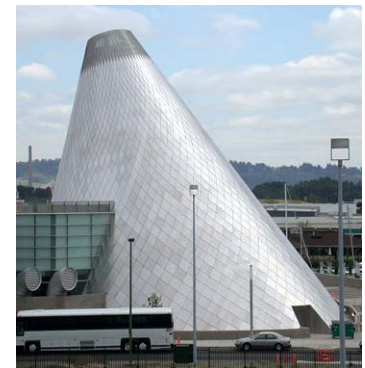
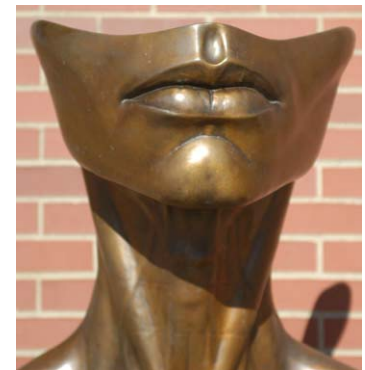
April 10, 2017  
April 14, 2017

# Public Comment Process



Draft Public Comment period April 14-May 14

Report to board on comments received, how to address, direction to proceed at both May meetings







Amazing Place:  
Growing Jobs and Opportunity  
in the Central Puget Sound Region

## What Needs to Happen Today



- Review comments and give staff input on how to include in final version
- Comments categorized as minor edits, substantive edits, or policy changes
- Staff recommendation included
- Board action on entire comment list will take place with final adoption

# Comments



## Minor Edits

Name	Summary of Comment	Staff Recommendation
Jacob Macias, EDA	Overall support for the strategy as a comprehensive document that meets and goes beyond CEDS requirements. Recognizes the amount of work put into the strategy, especially the improved demographic analysis. Request inclusion of EDA funding of the strategy, a consolidated SWOT analysis chart, and details on regional natural disaster preparedness in resiliency discussion.	<b>Make edits.</b> Incorporate EDA input into final version
Various	Better articulate the contribution of Tribes to the region and the economy.	<b>Make edits.</b> Incorporate language in appropriate strategies
Various	Incorporate discussion of access to broadband internet throughout the region, especially rural areas.	<b>Make edits.</b> Incorporate language in appropriate strategies

# Comments



## Economic Alliance Snohomish County

Name	Summary of Comment	Staff Recommendation
Patrick Pierce, Economic Alliance Snohomish County	Strengthen language tying industries to a healthy natural environment.	<b>Make edits.</b> Enhance language in appropriate strategy
Patrick Pierce	Add language regarding transit and transportation investment already underway in the region.	<b>Make edits.</b> Incorporate language in appropriate strategies
Patrick Pierce	Add language regarding remediation of brownfield sites.	<b>Make edits.</b> Incorporate language in appropriate strategies
Patrick Pierce	Add more Snohomish County example companies in Aerospace and Information & Communication Technology industry profiles	<b>Make edits.</b> Incorporate company examples from around the region
Patrick Pierce	Strengthen language and examples of regional water technology companies in Clean Technology Industry profile.	<b>Make edits.</b> Incorporate company examples from around the region



# Comments



## Kitsap Economic Development Alliance/Naval Base Kitsap

Name	Summary of Comment	Staff Recommendation
John Powers, Kitsap Economic Development Alliance	Increase visibility of the economic impact of Military & Defense industry in the Economic Analysis, including more detail on the industries that benefit from Department of Defense spending.	<b>Make edits.</b> Add detail to the Regional Industry Specialization section and the County Data section
John Powers	Expand details in strategy narratives and industry profile to include more examples from Kitsap County.	<b>Make edits.</b> Add detail to the Strategy
Silvia Klatman, Naval Base Kitsap	Clarify language on references to Naval Base Kitsap.	<b>Make edits.</b> Include language and data in appropriate strategies and economic analysis

# Comments



## Education

Name	Summary of Comment	Staff Recommendation
Jan Schuette, City of Arlington	Strategy should address the state's shortage of skilled labor. Advocates for preservation and expansion of career and technical programs for high school students and mentions Everett Community College's manufacturing-training program.	<b>Make edits.</b> Include EvCC as a best practice example
John Holman	Overall support for the strategy. Requests that references to higher education be made with more emphasis. Suggests that community and technical colleges and universities be referenced equally with k-12 education and mentions Green River College's industry partnerships and international student population.	<b>Make edits.</b> Include Green River College efforts as a best practice example
Ted Schwarz	Recommends that community and technical colleges expand training programs aligned with industry needs and promote such employment to young adults.	<b>Make edits.</b> Enhance language in appropriate strategies
David Mitchell, Olympic College	Include more specific action items to increase higher education capacity and reduce the opportunity gap	<b>Make edits.</b> Enhance language in appropriate strategies

# Comments



## Other

Name	Summary of Comment	Staff Recommendation
Carolyn Davis, CBRE	Overall support for the strategy, and in the existing order: advancing educational opportunity, improving transportation, making the region more affordable, and sustaining a healthy environment.”	<b>No change.</b>
James Kebblas	Include discussion of creativity as an economic engine, not just as benefiting quality of life.	<b>Make edits.</b> Enhance language in appropriate strategies

# Comments



## King County Substantive Edits

Name	Summary of Comment	Staff Recommendation
King County	Strengthen the language on climate change and its effects on our region and discuss its disproportionate impact on disadvantaged and lower income communities.	<b>Make edits.</b> Strengthen language in appropriate strategies
King County	Include discussion of the tools available to preserve open space and focus development, including transfer of development rights programs	<b>Make edits.</b> Incorporate language in appropriate strategy
King County	Replace “many” with “some” in sentence “However, many occupations facing workforce gaps do not require four-year degrees”	<b>No change.</b>



# Comments



## King County Policy Edits

Name	Summary of Comment	Staff Recommendation
King County	Include action item to “Work as a region to address homelessness in ways that allow for individuals to participate in the economy.”	<b>Add action item with Board approval.</b> Incorporate language in appropriate strategies
King County	Include action item to “Support coordination between counties and cities to move unincorporated urban areas to annexation, where feasible, or incorporation.”	<b>Add action item with Board approval.</b> Incorporate language in appropriate strategies

# Comments



## Port Substantive Edits

Name	Summary of Comment	Staff Recommendation
Northwest Seaport Alliance/Port of Seattle	Reference use of buffers in language related to protecting industrial, maritime, and military lands from encroachment and incompatible use.	<b>Make edits.</b> Incorporate language in appropriate strategies

# Comments



## Port Policy Edits

Name	Summary of Comment	Staff Recommendation
Northwest Seaport Alliance/Port of Seattle	Include action item to “Recognize the importance of freight mobility within the region as integral to the intraregional circulation needs.”	<b>Add action item with Board approval.</b> Incorporate language in appropriate strategies
Northwest Seaport Alliance/Port of Seattle	Enhance language to reflect the importance of air cargo to the region’s role as a transshipment point. Include action item to “Support the movement of high value freight cargo.”	<b>Make edits and add action item with Board approval.</b> Incorporate language in appropriate strategies
Northwest Seaport Alliance/Port of Seattle	Include action item to “Support the port’s efforts to stay competitive in the face of major changes in the industry in the region’s continued transshipment planning.”	<b>Add action item with Board approval.</b> Incorporate language in appropriate strategies
Northwest Seaport Alliance/Port of Seattle	Include action item to “Support the examination of demand management tools such as tolling to prioritize freight movement.”	<b>Add action item with Board approval.</b> Incorporate language in appropriate strategies
Northwest Seaport Alliance/Port of Seattle	Include action item to “Concentrate industrial business activity within Manufacturing and Industrial Centers regionwide and in appropriate industrially zoned areas”	<b>Add action item with Board approval.</b> Incorporate language in appropriate strategies



# Current Regional Economic Priorities



# Regional Economic Priorities



**Implementation of the strategy accomplished through a set of current economic priorities**

## Criteria

- Regionally focused and supported by the strategy
- Agency lead identified
- Short-term & achievable
- Connected to appropriate measures

## Driven by continuous board engagement

- PSRC staff works with board members and partners
- Regular board briefings and discussions
- Initiatives added as they meet criteria – not just once a year



Next Steps

## Next Meeting



- **Adopt updated regional economic strategy**
- **Discuss/Adopt initial economic priorities**
- **Adopt FY18-19 PSRC Economic Development budget and work program**

# Finalizing the strategy



## Next meeting

- **Review new comments received**  
**Give staff direction for final version**
- **Adopt updated Regional Economic Strategy**