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
  - Delivered: February 2017
- Goals & Strategies
  - Delivered: March 2017
- Introduction
  - Delivered: April 10, 2017

**Economic Analysis**
- Regional Profile, Employment, Industry Specialization & County Overviews
  - Delivered: February 2017
- Resident Demographics
  - Delivered: April 10, 2017

Pre-released to Board: April 10, 2017
Released for Public Comment: 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
## Minor Edits

<table>
<thead>
<tr>
<th>Name</th>
<th>Summary of Comment</th>
<th>Staff Recommendation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jacob Macias, EDA</td>
<td>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.</td>
<td>Make edits. Incorporate EDA input into final version</td>
</tr>
<tr>
<td>Various</td>
<td>Better articulate the contribution of Tribes to the region and the economy.</td>
<td>Make edits. Incorporate language in appropriate strategies</td>
</tr>
<tr>
<td>Various</td>
<td>Incorporate discussion of access to broadband internet throughout the region, especially rural areas.</td>
<td>Make edits. Incorporate language in appropriate strategies</td>
</tr>
</tbody>
</table>
## Comments

### Economic Alliance Snohomish County

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

## Kitsap Economic Development Alliance/Naval Base Kitsap

<table>
<thead>
<tr>
<th>Name</th>
<th>Summary of Comment</th>
<th>Staff Recommendation</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Powers, Kitsap Economic Development Alliance</td>
<td>Increase visibility of the economic impact of Military &amp; Defense industry in the Economic Analysis, including more detail on the industries that benefit from Department of Defense spending.</td>
<td><strong>Make edits.</strong> Add detail to the Regional Industry Specialization section and the County Data section</td>
</tr>
<tr>
<td>John Powers</td>
<td>Expand details in strategy narratives and industry profile to include more examples from Kitsap County.</td>
<td><strong>Make edits.</strong> Add detail to the Strategy</td>
</tr>
<tr>
<td>Silvia Klatman, Naval Base Kitsap</td>
<td>Clarify language on references to Naval Base Kitsap.</td>
<td><strong>Make edits.</strong> Include language and data in appropriate strategies and economic analysis</td>
</tr>
<tr>
<td>Name</td>
<td>Summary of Comment</td>
<td>Staff Recommendation</td>
</tr>
<tr>
<td>---------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>-----------------------------------------------------------</td>
</tr>
<tr>
<td>Jan Schuette, City of Arlington</td>
<td>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.</td>
<td><strong>Make edits.</strong> Include EvCC as a best practice example</td>
</tr>
<tr>
<td>John Holman</td>
<td>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.</td>
<td><strong>Make edits.</strong> Include Green River College efforts as a best practice example</td>
</tr>
<tr>
<td>Ted Schwarz</td>
<td>Recommends that community and technical colleges expand training programs aligned with industry needs and promote such employment to young adults.</td>
<td><strong>Make edits.</strong> Enhance language in appropriate strategies</td>
</tr>
<tr>
<td>David Mitchell, Olympic College</td>
<td>Include more specific action items to increase higher education capacity and reduce the opportunity gap</td>
<td><strong>Make edits.</strong> Enhance language in appropriate strategies</td>
</tr>
</tbody>
</table>
## Comments

### Other

<table>
<thead>
<tr>
<th>Name</th>
<th>Summary of Comment</th>
<th>Staff Recommendation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carolyn Davis, CBRE</td>
<td>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.*</td>
<td>No change.</td>
</tr>
<tr>
<td>James Keblas</td>
<td>Include discussion of creativity as an economic engine, not just as benefiting quality of life.</td>
<td>Make edits. Enhance language in appropriate strategies</td>
</tr>
</tbody>
</table>
## Comments

**King County Substantive Edits**

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


## King County Policy Edits

<table>
<thead>
<tr>
<th>Name</th>
<th>Summary of Comment</th>
<th>Staff Recommendation</th>
</tr>
</thead>
<tbody>
<tr>
<td>King County</td>
<td>Include action item to &quot;Work as a region to address homelessness in ways that allow for individuals to participate in the economy.&quot;</td>
<td>Add action item with Board approval. Incorporate language in appropriate strategies</td>
</tr>
<tr>
<td>King County</td>
<td>Include action item to &quot;Support coordination between counties and cities to move unincorporated urban areas to annexation, where feasible, or incorporation.&quot;</td>
<td>Add action item with Board approval. Incorporate language in appropriate strategies</td>
</tr>
</tbody>
</table>
## Port Substantive Edits

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

### Port Policy Edits

<table>
<thead>
<tr>
<th>Name</th>
<th>Summary of Comment</th>
<th>Staff Recommendation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northwest Seaport Alliance/Port of Seattle</td>
<td>Include action item to “Recognize the importance of freight mobility within the region as integral to the intraregional circulation needs.” Carson Creek Basin Park Community Association 2708 Sweetgum Drive Southport, MD 21660</td>
<td>Add action item with Board approval. Incorporate language in appropriate strategies</td>
</tr>
<tr>
<td>Northwest Seaport Alliance/Port of Seattle</td>
<td>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.”</td>
<td>Make edits and add action item with Board approval. Incorporate language in appropriate strategies</td>
</tr>
<tr>
<td>Northwest Seaport Alliance/Port of Seattle</td>
<td>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.” Carson Creek Basin Park Community Association 2708 Sweetgum Drive Southport, MD 21660</td>
<td>Add action item with Board approval. Incorporate language in appropriate strategies</td>
</tr>
<tr>
<td>Northwest Seaport Alliance/Port of Seattle</td>
<td>Include action item to “Support the examination of demand management tools such as tolling to prioritize freight movement.” Carson Creek Basin Park Community Association 2708 Sweetgum Drive Southport, MD 21660</td>
<td>Add action item with Board approval. Incorporate language in appropriate strategies</td>
</tr>
<tr>
<td>Northwest Seaport Alliance/Port of Seattle</td>
<td>Include action item to “Concentrate industrial business activity within Manufacturing and Industrial Centers regionwide and in appropriate industrially zoned areas” Carson Creek Basin Park Community Association 2708 Sweetgum Drive Southport, MD 21660</td>
<td>Add action item with Board approval. Incorporate language in appropriate strategies</td>
</tr>
</tbody>
</table>
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 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