



# Green Economic Development Strategy

Community & Economic Development  
City Council  
June 13, 2023  
ITEM #



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## Overview



- Approximately 4 in 10 Seattle metro area families with children not economically self-sufficient (pre-Covid)
- Tacoma's evolving industry mix is not generating family-sustaining jobs
- Growing demand for green products and emerging technologies is an opportunity to change our economy in support of our community and climate action goals
- Tacoma is one of the first Cities in the nation to adopt a Green Economy Strategy

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## Methodology & Definitions

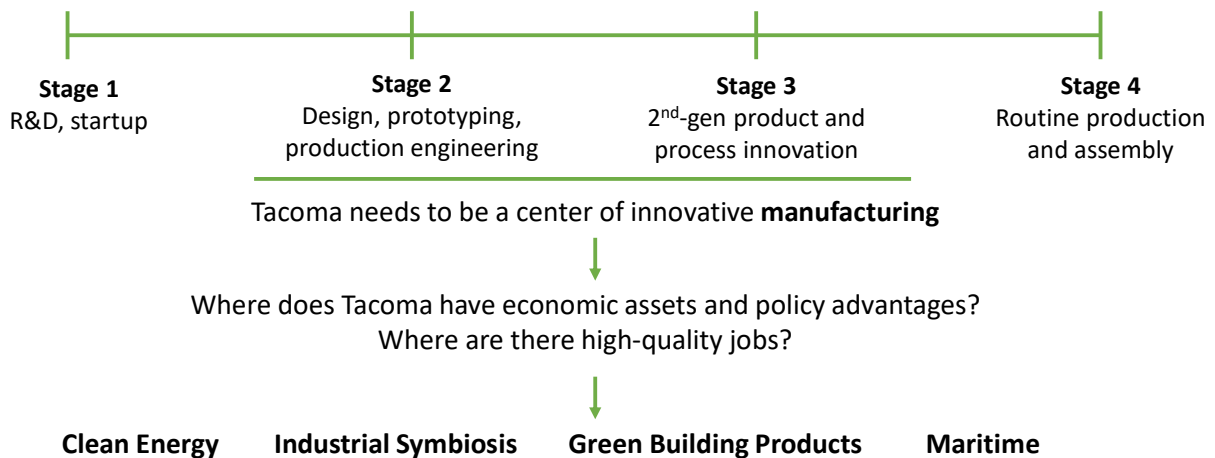
- **What is Tacoma's competitive position?**  
(Analysis of 15 peer cities)
- **Who is doing green work? What high-quality green jobs are growing?** (Analysis of Pierce County workforce)
- **How can Tacoma grow traded-sector jobs that bring new revenue to the city?**
- **How does Tacoma need to organize to sustain and secure catalytic funding?**
- **Participation from broad-based advisory committee, local practitioners and national experts**



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## Tacoma's Sector Opportunities



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# Strategy

## GREEN ECONOMY HUB

Purposeful cross-sector convener **locally**, proactive connector **nationally**

| <i>Evolving Existing Businesses</i>   | <i>Developing Green Economy Skills</i>   | <i>Creating New Green Industries</i>   |
|---|--|--|
| <p><b>INNOVATE</b><br/>Accelerate the greening of mid-sized firms in key industries</p> <p><b>RETOOL</b><br/>Help small contractors prepare to respond to regional green demand</p> | <p><b>UPSKILL</b><br/>Create inclusive green apprenticeships and scale adoption in mid-sized firms</p> <p><b>NETWORK</b><br/>Develop a hyper-connected corps of sustainability professionals</p> | <p><b>DEPLOY</b><br/>Make Tacoma a real-world testbed for green technologies and services</p> <p><b>ATTRACT</b><br/>Leverage logistics strengths &amp; policy to attract circular economy business</p> |

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# Green Economy Hub

Collaboration is the key to strategy success – including securing catalytic investment.

The Hub will be a broad-based working group including diverse stakeholders from industry, government, institutions, workforce, philanthropy, environmental and more.

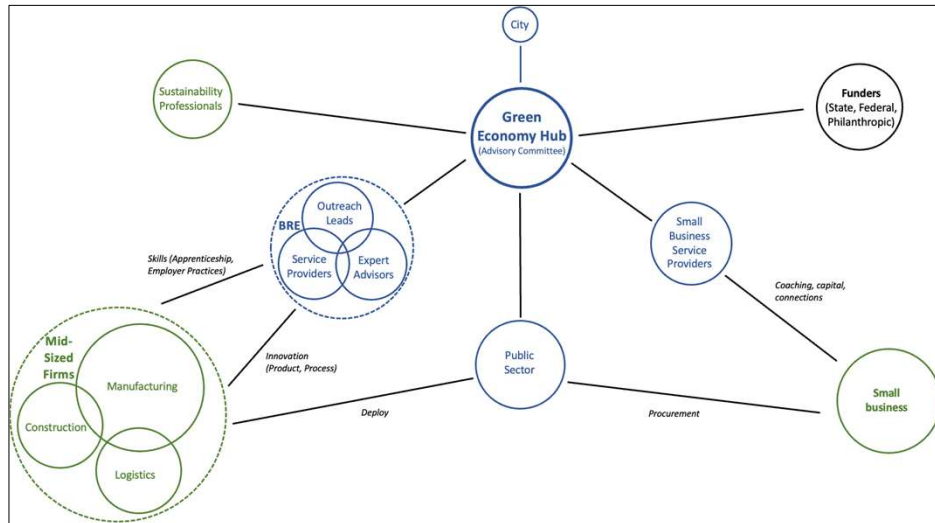
*We thank our Advisory Committee, the basis for the Hub:*

|  |  |
|--|--|
| Steve Atkinson, Tacoma Long-range Planning | Sarah Bonds, Economic Development Board      |
| Frank Boykin, MIC & MBDA                   | Michael Catsi, Tacoma Public Utilities       |
| Katie Condit, Workforce Central            | Kristi Lynett, Tacoma Environmental Services |
| Steve Nicholas, NWSA/Port of Tacoma        | Andrew Strobel, Puyallup Tribe of Indians    |
| Brian Young, WA Department of Commerce     |  |

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## The Green Economy Hub



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## Next Steps/Recommendation

- On April 11, 2023 the Economic Development Committee recommended that the City Council adopt the Tacoma Green Economic Development Strategy
- The Strategy was discussed at the June 6, 2023 study session
- Outreach has been conducted with various groups including labor, environmental groups, anchor institutions and the Manufacturing Industrial Council
- Staff recommends the Council adopt the Resolution

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