Green Economy Strategy

Community & Economic Development
City Council Economic Development Committee
April 11, 2023
ITEM # 4

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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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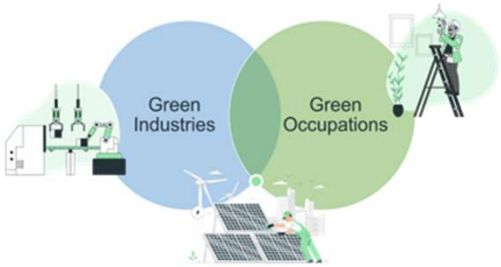
Methodology & Definitions

- **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

Stage 1
R&D, startup

Stage 2
Design, prototyping, production engineering

Stage 3
2nd-gen product and process innovation

Stage 4
Routine production and assembly

Tacoma needs to be a center of innovative **manufacturing**

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Where does Tacoma have economic assets and policy advantages?
Where are there high-quality jobs?

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Clean Energy **Industrial Symbiosis** **Green Building Products** **Maritime**

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Strategy

GREEN ECONOMY HUB
Purposeful cross-sector convener **locally**, proactive connector **nationally**

Evolving Existing Businesses

INNOVATE
Accelerate the greening of mid-sized firms in key industries

RETOOL
Help small contractors prepare to respond to regional green demand

Developing Green Economy Skills

UPSKILL
Create inclusive green apprenticeships and scale adoption in mid-sized firms

NETWORK
Develop a hyper-connected corps of sustainability professionals

Creating New Green Industries

DEPLOY
Make Tacoma a real-world testbed for green technologies and services

ATTRACT
Leverage logistics strengths & policy to attract circular economy business

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

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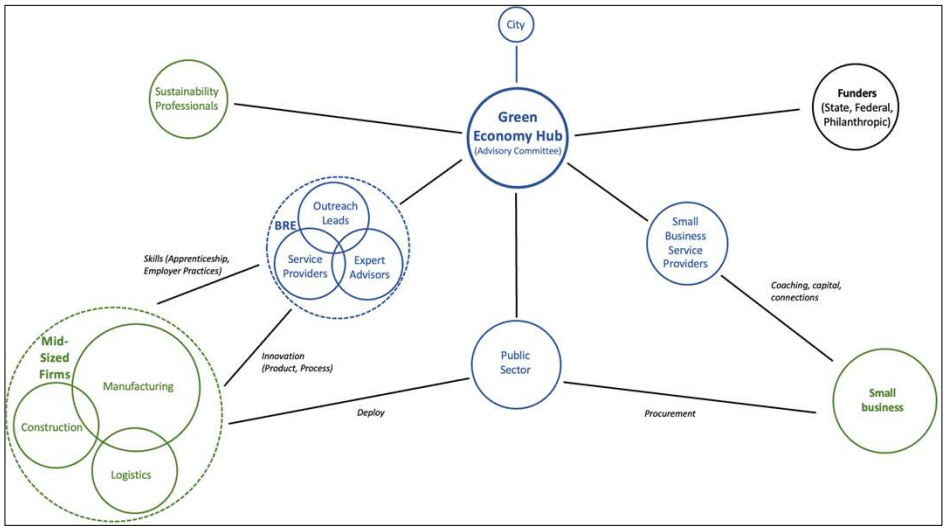
The Green Economy Hub



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Next Steps/Recommendation

- Staff recommends the Economic Development Committee forward the Green Economy Strategy to the City Council for adoption.
  - Prioritize these efforts in CED's workplan and budget
  - Bolster City efforts to obtain other government and philanthropic funding to support outcomes

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