



TO: Elizabeth Pauli, City Manager
FROM: Pat Beard, Business Development Manager, Community and Economic Development Jeff Robinson, Director, Community and Economic Development
COPY: City Council and City Clerk
SUBJECT: Request for Resolution Adopting the Tacoma Green Economic Development Strategy.
DATE: 6/13/2023

SUMMARY & PURPOSE:

The Community and Economic Development Department is requesting approval of a resolution adopting the Tacoma Green Economic Development Strategy. The Strategy provides specific actions to support the transition of existing local businesses and the recruitment of new businesses in producing more environmentally friendly, i.e. “greener” products, to learn and implement greener production processes, to capture climate-related procurement opportunities, and to support Tacoma residents in acquiring workforce skills needed to acquire family wage jobs in a greening economy.

BACKGROUND:

The City Council approved funding for a Green Economy Study as part of its allocation of 2022 American Rescue Plan Act funds. In the course of the initial study, staff learned that only four in ten (10) Seattle Metropolitan area families had a family-sustaining income prior to the Covid 19 pandemic. Staff determined to use the study findings to develop a Strategy with specific actions to prioritize in support of businesses and Tacoma’s workforce. The fundamental premise behind the strategy is that due to consumer demand from households, businesses and a variety of sectors including manufacturing and construction, government policy actions to combat climate change, and federal and state funding opportunities, business practices and products are going to become more green, which we call the “greening economy”. The strategy seeks to leverage the unique current policy and funding opportunities to benefit Tacoma by bolstering traded sector jobs that bring revenue into the city and to prepare workers to do these types of jobs. The Strategy is primarily focused on manufacturing in four key industry sectors: clean energy, industrial symbiosis, green building products, and maritime.

COMMUNITY ENGAGEMENT/ (CUSTOMER RESEARCH):

Tacoma’s Green Economic Development Strategy was prepared in consultation with an Advisory Committee made up of representatives with a diverse array of perspectives, as well as one on one interviews and group engagements with environmental action groups, manufacturers, climate and workforce experts, policy makers and economic development organizations. Participating on the Green Economy Advisory Committee were: Tacoma Long Range Planning, the Manufacturing Industrial Council for Tacoma-Pierce County, Tacoma Office of Environment Policy and Sustainability, Port of Tacoma/Northwest Seaport Alliance, Puyallup Tribe of Indians, Workforce Central, the Economic Development Board for Tacoma-Pierce County, the Minority Business Development Agency, Tacoma Public Utilities, and Washington State Department of Commerce. Stakeholder outreach was conducted with the Tideflats Subarea Work Group, Communities for a Healthy Bay, The Port of Tacoma, the Tacoma-



Pierce County Chamber of Commerce, Pierce County Central Labor Council: AFL-CIO, Tacoma’s Office of Strategy, and a variety of subject matter experts. Continuing outreach during the spring and summer will include education partners including Tacoma Public Schools, additional labor leaders, Tacoma Anchor Institutions, Washington Department of Commerce and other groups to be identified.

2025 STRATEGIC PRIORITIES:

- **Equity and Accessibility:** *Equity Index Score:* High Opportunity
The Strategy will be implemented City-wide with an intentional focus on increasing family wage job opportunities and green economy procurement opportunities for individuals and businesses traditionally left out of new market opportunities.

Economy/Workforce: *Equity Index Score:* High Opportunity
Increase the availability of industry-specific education programs to support identified growth sectors.

Livability: *Equity Index Score:* High Opportunity
The Strategy seeks to leverage government policy and consumer demand to increase the number and types of family wage jobs in Tacoma.

STAFF RECOMMENDATION:

The recommendation is to:

- Adopt the Tacoma Green Economic Development Strategy

ALTERNATIVES:

Alternatives.

Alternative	Positive Impacts	Negative Impacts
1. Do not adopt the Strategy.	None identified.	Decrease Tacoma’s ability to secure funding in support of implementing the Strategy.
2.		
3.		

EVALUATIONS AND FOLLOW UP:

The City will report to the City Council’s Economic Development Committee annually regarding progress on specific metrics identified in the Green Economic Development Strategy Action Plan.

FISCAL IMPACT:

None. The City Council allocated funding for the Strategy in 2022 and approved a staff position to assist in implementation in the current biennial budget.

ATTACHMENTS:

Tacoma Green Economic Development Strategy