



Green Economic Development Strategy

Community & Economic Development
City Council Study Session

June 6, 2023

ITEM #





Overview

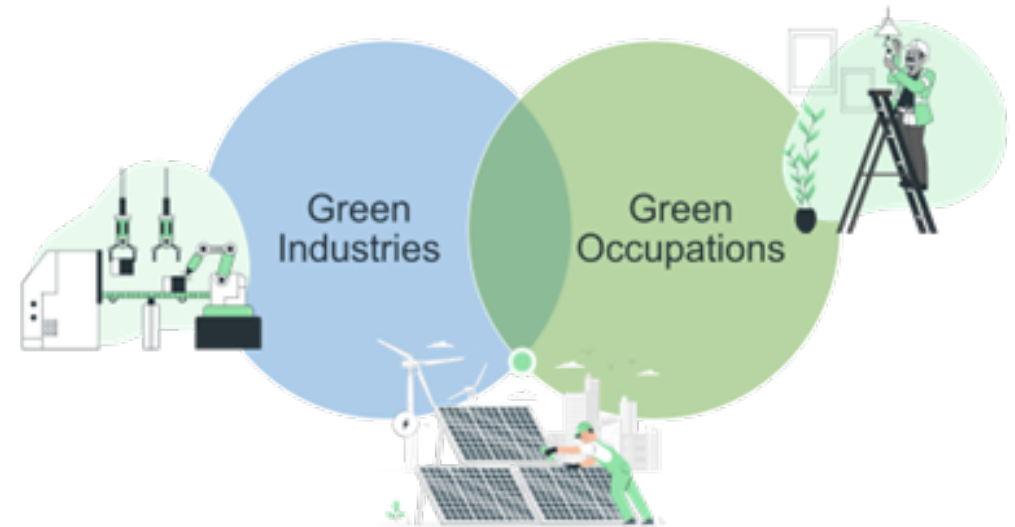


- Approximately 4 in 10 Seattle metro area families with children not economically self-sufficient (pre-Covid)
- Tacoma's evolving industry mix is not generating family-sustaining jobs
- Growing demand for green products and emerging technologies is an opportunity to change our economy in support of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

Methodology & Definitions

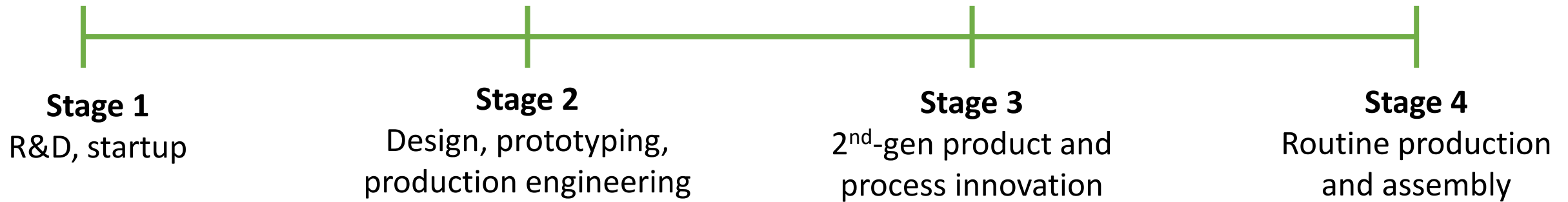


- **What is Tacoma's competitive position?**
(Analysis of 15 peer cities)
- **Who is doing green work? What high-quality green jobs are growing?** (Analysis of Pierce County workforce)
- **How can Tacoma grow traded-sector jobs that bring new revenue to the city?**
- **How does Tacoma need to organize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





Tacoma's Sector Opportunities



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



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



Clean Energy

Industrial Symbiosis

Green Building Products

Maritime

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



Green Economy Hub



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

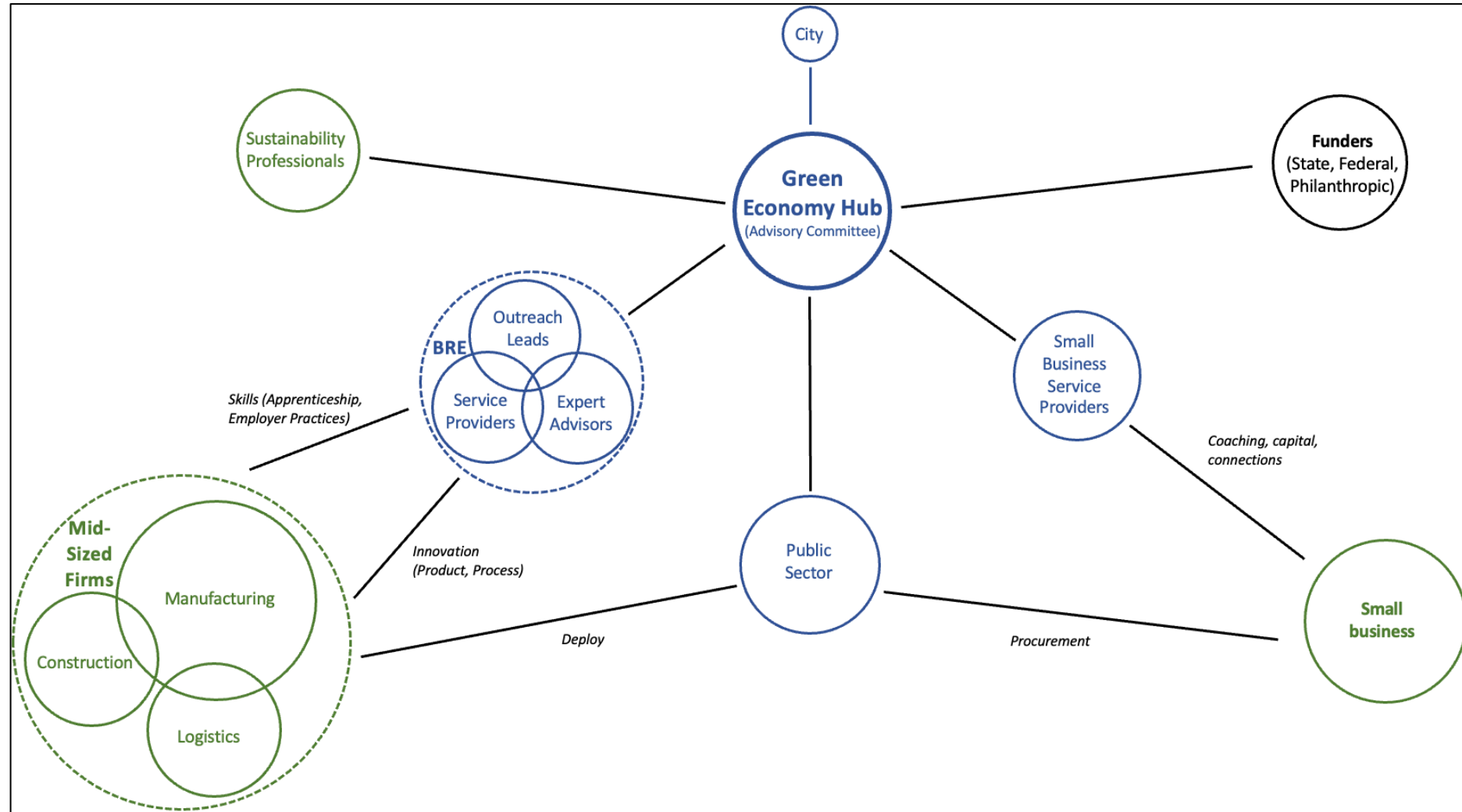
The Hub will be a broad-based working group including diverse stakeholders from industry, government, institutions, workforce, philanthropy, environmental and more.

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

The Green Economy Hub





Next Steps/Recommendation



- On April 11, 2023 the Economic Development Committee recommended that the City Council adopt the Tacoma Green Economic Development Strategy
- Staff will recommend that the City Council adopt the Strategy at its meeting on June 13, 2023
 - 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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