



City of Seattle  
Edward B. Murray, Mayor

Office of Economic Development  
Stephen H. Johnson, Director

## Memorandum

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**Date:** September 18, 2014

**To:** Councilmember Sally Clark  
Councilmember Tom Rasmussen  
Councilmember Kshama Sawant  
Councilmember Mike O'Brien

**CC:** Jesse Gilliam, Legislative Assistant to Councilmember Clark  
Brian Surratt, Mayor's Office of Policy and Innovation

**From:** Steve Johnson, Office of Economic Development

**Subject:** Office of Economic Development Director's Report

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### **Social Mobility and the Promise of Pre-Baccalaureate Health Care Careers**

["Part of the Solution: Pre-Baccalaureate Healthcare Workers in a Time of Health System Change"](#) is a recent study published by the Brookings Institute that quantifies and qualifies the role of health care career pathways in supporting social mobility and improving health care outcomes.

Their specific findings include:

- Workers with less than a bachelor's degree in the 10 largest pre-baccalaureate healthcare occupations account for nearly half (49 percent) of the total healthcare workforce in the nation's 100 largest metropolitan areas.
- Educational attainment varies considerably among workers in pre-baccalaureate healthcare occupations, and earnings largely track education.
- Pre-baccalaureate healthcare workers in the 10 largest pre-baccalaureate healthcare occupations are racially and ethnically diverse and overwhelmingly female.
- The number of jobs held by pre-baccalaureate workers in the 10 largest pre-baccalaureate healthcare occupations increased at a faster rate than jobs held by similarly educated workers overall, but the largest growth was among lower-paying pre-baccalaureate healthcare occupations.
- Only registered nurses experienced real earnings growth between 2000 and 2009-11 among pre-baccalaureate healthcare occupations.
- The size and nature of the pre-baccalaureate healthcare workforce varies by region, reflecting demographics and healthcare industry mix. Below are summary level occupational data for the top ten pre-baccalaureate occupations in the Seattle-Bellevue-Tacoma Metropolitan Statistical Area:
  - 57,518 workers (ranked 18<sup>th</sup> out of the nation's top 100 MSAs)
  - 43.1% of all metro area health care workers (ranked 93<sup>rd</sup> out of the top 100 MSAs)
  - 3.4% of all metro area workers (ranked 86<sup>th</sup> out of the top 100 MSAs)
  - 5.6% of all pre-BA metro area workers (ranked 80<sup>th</sup> out of the top 100 MSAs)

## Investing in Businesses

Seattle Investment Fund Update – On Sept 2<sup>nd</sup>, the Seattle Investment Fund (SIF) Investment Committee and Advisory Board reviewed the following projects and their community impact and voted to move them forward with underwriting: The Innovation Center at Pacific Tower, NeighborCare’s Meridian Center for Health, and Washington Hall. Investment proposals for each project will be presented at a subsequent meeting for a final approval for allocation of NMTCs. The group also voted in Deputy Mayor Kate Joncas and Councilmember Sally Clark as the Investment Committee’s Chair and Vice Chair, respectively. Thanks to Councilmember Clark for her participation on the Investment Committee.

Columbia City Traffic Safety Update – OED staff attended the Columbia City Business Association monthly meeting on Tuesday, September 2<sup>nd</sup>. The community organized a “cross walk-in” on Friday, September 5<sup>th</sup>. The event promoted traffic safety on the corner of Rainier Ave. S and S Ferdinand St. by having a group of people cross the street when the pedestrian crosswalk signal approves. The event elevated concerns about traffic safety partially in response to the recent automobile crash into a business at that street corner. The Business Association is scheduled to meet with SDOT on September 17<sup>th</sup> and will propose immediate action, such as reduced speed limits, red light cameras, left turn limitations, and pedestrian-friendly traffic light timing.

Access Seattle Hub Team Reaches Out in Capitol Hill – The Access Seattle Construction Hub Coordination team (a collaboration of SDOT and OED) is placing posters in gathering places and going door to door with flyers in Capitol Hill. The goal is to raise awareness of opportunities for residents and businesses owners to provide feedback on construction impacts, at biweekly community construction coordination meetings held at the Comet Tavern on 10th and Pike. This is an attempt to ensure that communication about the various construction impacts reaches a broader audience. Access Seattle will also email PDFs of the flyer and poster to the Capitol Hill Chamber of Commerce; Capitol Hill Community Council; and other organizations potentially able to assist with distribution and notification.

Access Seattle Leads Effort to Provide Parking Mitigation in the West Seattle Junction – Access Seattle has led an effort to mitigate parking losses in the West Seattle Junction due to construction projects located at 4203 SW Alaska St (Andersen Construction) and 4724 California Ave SW (Compass General Construction). Both Andersen Construction and Compass General Construction have agreed to help fund a free parking program intended to aid their business neighbors. Customers of participating businesses will be able to park free of charge, for up to three hours, in Jefferson Square’s underground parking garage. Customers must use Diamond Parking’s CallToPark service to take advantage of the program. Elliott Bay Brewery, Wallflower Custom Framing and Talarico’s Pizzeria are launching the program on September 3<sup>rd</sup> and plan to support the program through the completion of both construction projects in January of 2015.



*How it works:* Customers of participating businesses will park in the Jefferson Square underground garage on 42nd Street. Immediately after parking, customers will bring their license plate number to business staff that will pay for 1-3 hours of free parking. Customers will be responsible for staying within the specified time or can add time, at their own expense, using calltopark.com. The West Seattle Junction Association will be sending the news release associated with the program this week.

Business Expansion and Retention Partnership Program – As part of OED’s efforts to expand opportunities and support to business associations, we have drafted a partnership and referral plan focusing on streamlining neighborhood business needs by giving business associations and chambers the leadership and tools that add value to their organizations. 16 chambers are in the partnership, and seven new chamber meetings are scheduled in the next two weeks.

Identifying Environmental Incentives for Large Manufacturer on Duwamish – By using our contact management database and working with Seattle City Light, OED identified opportunities, such as heat recovery upgrades, that could be coupled with OED’s Energy Efficiency Lending Program.

Environmental Services to Small Businesses – Staff from OED’s Business Expansion and Retention Team and the *Only in Seattle* Team are meeting to review outreach and communication plans with the Public Works Business Service team. This effort will aid in reaching more businesses with service offerings from the City.

### **Investing in Seattle’s Economic Strengths**

Only in Seattle Application Using Web Grants – The *Only in Seattle* initiative will begin using an online grant application and management system used by DON and DoIT for the Request for Application process this fall. The information requested will be similar to prior years but the application has been streamlined and scaled back to make it easier for districts to complete and minimize challenges with this transition. The online system will facilitate the application management and review time, which requires coordination with several City departments and external partners, and builds on the established infrastructure at the City. We hope that using this common platform will help communities in applying for the myriad grants at the City.

Only in Seattle Peer Network Gathering – On Thursday, August 14<sup>th</sup> *Only in Seattle* hosted the third Peer Network Gathering in 2014 at Kusina Filipina – a Filipino restaurant in Beacon Hill. *Only in Seattle* invited business district leaders to participate in a conversation about emerging priorities in their business district. The event was well attended with over 15 commercial revitalization leaders from 10 different neighborhoods discussing major issues such as transportation, event coordination, property development, collaboration and communication across peers and more.

Ballard BIA Petitions – The Ballard Partnership, an *Only in Seattle* funded group of business district stakeholders organizing a district action plan, has finalized its BIA petition and is taking it to proposed ratepayers in early September. Over the past several years, the Ballard Partnership has pulled together businesses, property owners, residents and nonprofits to develop a shared vision and a better approach for delivering an economic agenda in the neighborhood. They hope by establishing a new BIA in Ballard, they can launch and fund the work going forward. They hope to bring signed petitions to the City this fall and get on the Council’s calendar for early 2015.

South Park – In 2013 King County awarded \$150,000 to OED to benefit the South Park business district through a physical improvement project. After a year of discussion with the merchants, King County, and City, agreement was reached in February 2014 to select an artist to work with the community and develop identifier and/or wayfinding artwork to help identify the 14<sup>th</sup> Avenue business district. Diane Hansen and Jennifer Weddermann are the artist team selected in April through a competitive process. The artists presented final design concept on August 20<sup>th</sup> that was approved by the review committee. The artwork includes a large fish sculpture that will be placed on 14<sup>th</sup> Ave S and Dallas, serving as a unique and iconic landmark welcoming visitors to South Park’s commercial corridor and will reflect the history, character, and diversity of the community. The merchants like the idea of having something that will grab attention and be an identifier for the neighborhood to bring people to South Park (and visit the businesses!). Construction will start this fall and the art work will be installed by the end of the year.

Film Report – 259 film permit applications have been submitted and/or processed to date in 2014. Eight total permits were issued for shoot dates between August 29 and September 5, including four for commercial and/or corporate work, hiring over 65 local cast and crew. The filming season is remaining busy in Seattle through September, with crews working on commercial projects for Subaru, Levis, AARP, Microsoft, and other clients this week and next.

The Man In The High Castle – Amazon Studios is in Seattle producing the television series pilot for 'The Man In The High Castle', a story based on an award winning Philip K. Dick science fiction novel. The synopsis imagines a Nazi Germany and Japanese-occupied America in the early 1960's. With a multimillion dollar budget, 'The Man In The High Castle' is hiring hundreds of local union-wage cast and crew, contracting dozens of local vendors, and is the largest production Seattle has hosted in over a decade. The production reflects the caliber of film and television story-telling and the high wage film work the City has been cultivating. The pilot will shoot September 22 through October 22 in multiple neighborhoods including the Chinatown International District, Pioneer Square, Downtown, and SODO. The subject matter and size of the production are expected to be impactful, and the Office of Film + Music is working with City and community stakeholders throughout the process.

'Film in Washington' at the HollyShorts Festival in Los Angeles – Office of Film + Music Director Kate Becker was a panelist on the 8/17, 'Film in Washington' panel at the 10th annual HollyShorts Festival at the TCL Chinese Theater in Los Angeles. The goal of this panel was to talk with national producers about the benefits of filming in Washington and compel them to come produce their films here. Other panelists, all of whom were from Seattle, included Peter Barnes (owner of post-production house Clatter & Din), Hope Moonrise (actor), Ben Andrews (actor and filmmaker) and Ted Leonhardt (creative consultant). While the producers were disappointed at Seattle's lack of film incentives, they were intrigued with our collective enthusiasm about filming in Seattle and the benefits we highlighted about filming here. Key producers from LA and Vancouver, BC, spent several hours talking with the group about bringing work to Seattle.

Special Events Report – 424 Special Event Permit applications have been received and are in process, with 346 of the events having now occurred. Special Events upcoming in September include NEPO 5K Don't Run (9/6), Art Walk Rainier Beach (9/6), Night Market and Moon Festival (9/13), Fiestas Patrias (9/13), West Seattle Car Show (9/14), and more. For a complete list of permitted Special Events please visit the [Special Events Calendar](#).

Pioneer Square Hosts NFL Kickoff Concert – Prior to the Seahawks' 36-16 season-opening win over Green Bay on September 4<sup>th</sup>, the NFL hosted three events kicking off the 2014 NFL season: the [NFL Seahawks Kickoff 5K Run](#) (Monday 9/1), the [NFL Kickoff Village](#) (Wednesday and Thursday 9/3-9/4), and the free to the public [NFL Kickoff Concert](#) (Thursday 9/4) in the CenturyLink North Lot just prior to the game. The Special Events Office worked closely with the NFL, the Special Event Committee, regional transit and security agencies, and the Pioneer Square and Chinatown-ID neighborhoods to coordinate the events since the Seahawks' February Superbowl win. OED's Karl Stickel was present at the EOC, which was activated for the event. The three days of events attracted an estimated 30,000 attendees without incident.

Red Bull Soapbox Derby Recap – The Pioneer Square neighborhood hosted Red Bull's Soap Box Derby Sunday, August 24<sup>th</sup>. The Special Events Office worked closely with Red Bull, the Special Events Committee, Pioneer Square Alliance, and Chinatown International District Business Improvement Area, and regional security and transit agencies to coordinate the event since late 2013. The course traveled down Yesler Way from 6<sup>th</sup> Ave to 2<sup>nd</sup> Ave with over 35 soapbox contestants. The free event was open to the public and attracted an estimated 20,000-30,000 spectators.

Hempfest Debrief and Information Gathering – The 2014 Seattle Hempfest event was held Friday, August 15th through Sunday, August 17th in Seattle's Myrtle Edwards Park and the Port of Seattle's Centennial Park. City departments, impacted neighbors and businesses, and non-City partners and stakeholders were asked to gather more information on impact, staffing, and resource costs brought by management of the event. Event organizers were also required to increase clean up, pedestrian safety, and attendee queuing assistance outside the Park. For the first time, an occupancy estimate for the Parks was established by the Fire Marshal's Office, and an attendee count was performed at the event. In addition, traffic counting and aerial photography were performed to assess traffic and pedestrian impact of the event outside the Parks. The Special Events Office has requested all information and after-action reports be submitted by September 15th to be part of three debrief meetings with City departments, event organizers, and impacted stakeholders slated for late September.

Pianos In The Parks – Pianos In The Parks was a very successful public/private partnership that brought art pianos to the people in 20 local parks (15 City, 5 County) from July 17-August 17. Underwritten completely by Laird Norton Wealth Management, this effort was very well received by community participants and we have received an extraordinary amount of positive feedback. Laird Norton Wealth Management was so impressed with the community engagement that they have indicated their interest in doing another campaign involving music and the parks next summer. Both the Seattle Parks Dept. and the Office of Film + Music were very involved in the Pianos in the Parks partnership.

Meeting with Rep. Adam Smith Office – Thank you to Shauna Larsen of OIR for facilitating a meeting between Debra Entenman, Rep. Smith's Deputy District Director, and OED staff. Three areas of common interest were neighborhood commercial district development in Southeast and Central Seattle, workforce development particularly related to formerly incarcerated men of color (Career Bridge), and the use of EB-5 visas for public good.

Capitol Hill Commercial District Development – OED staff joined Councilmember Clark for a briefing from the team leading the planning for neighborhood commercial development on Capitol Hill funded by an *Only in Seattle* grant. Key issues on their agenda include increasing daytime commercial activities, strengthening unique and home grown retail, improving the attractiveness of the streetscape, addressing public safety and mental health issues, and improving the delivery of large special events. The group includes developer and property owner Mike Malone, Karen Schwartz of Sugarpill, Jerry Everhard of Neumos, and representatives of Capitol Hill Housing, GSBA, and the Seattle Community Colleges. OED's next major step is to facilitate connections between the leadership group developing the plan and the relevant individual city departments.

### **Investing in Workers**

Port of Seattle's Workforce Development Planning – OED and Seattle College District staff were invited to provide input to the Port of Seattle's new Workforce Development Training Plan. The Training Plan will result in a request for proposals from the Port in the months ahead. Our discussion focused on how the Port's efforts can be coordinated with other workforce development initiatives, such as Pathways to Careers, the ongoing collaboration among the Seattle Colleges, the City of Seattle, and employers in key industry sectors. The Brookings Institute study on health care pathways underscores the opportunity provided by the plans to make the PacMed building into a center of excellence integrating health care delivery with career advancement for working adults. Strategic partners include the Seattle Colleges, SEIU's Northwest Training Partnership, major employers, and public partners like the State of Washington and the City of Seattle.

Start to Finish: Education Master Plan for the Seattle Colleges – OED staff facilitated a briefing on the proposed Education Master Plan for the Seattle Colleges that will undergo a final review by their Board this fall. The plan includes many new practices and programs designed to increase completion for the 50,000 students they serve annually, more than half of whom are students of color. The plan has been influenced by the City in several areas, including professional and technical programs and accelerating advancement into and through credit bearing programs for limited English Speakers. Thank you to Brian Surratt of the OPI, Aaliyah Gupta of the Office of Immigrant and Refugee Affairs, and Jeanette Blanford of the Office of Education for attending and contributing to the briefing.