

Seattle Jobs Plan

By the Numbers

Percentage of Seattleites unemployed at the start of this year: 10%
Number of total regional job losses from 2008 to 2009: 125,000

Jobs supported by Seattle's manufacturing and maritime businesses: 90,000

Workers in the Seattle's healthcare and life science cluster: 90,000

Jobs supported by Seattle's music, game, film and software industries: 45,000

Taxable sales generated by Seattle's restaurant/food/beverage/retail/hospitality industry: \$2.3 billion

Seattle Public School graduates who are **prepared for postsecondary education**¹: 10%

Postsecondary students enrolled in community colleges: 33%

Seattle Community College District students lacking basic English or math skills: 60%

City's investment to leverage private, philanthropic and nonprofit workforce resources: \$2 million

Our goal for the percentage increase of low-income job seekers completing at least one year of postsecondary education: 200%

Our goal for the percentage of Seattle high school graduates ready to succeed in postsecondary education: 100%

Amount leveraged by the **Community Power Works** Initiative from the **\$26 million** federal retrofit grant: \$140 million

Green jobs our energy efficiency funding will create: 2,000

Amount \$300 billion energy efficiency sector is expected to grow by 2030: \$700 billion

Grant awarded to Seattle Public Schools for energy efficiency retrofit projects: \$3.8 million

New Electric Vehicle Charging Stations to be deployed in the Central Puget Sound and Olympia Areas: 1,200

New business financing the City will distribute over the next 18 months: \$50 million

Individual financing loans available for new entrepreneur start-ups, expansion and operations: \$20,000 to \$100,000

Individual financing loans available to established businesses for expansion and operations: \$50,000 to \$2 million

Tax exempt stimulus bonds available for large commercial projects in low-income communities: \$19 million

New Market Tax Credits available for commercial and real estate projects in low-income communities: \$40 million

New jobs that will be created or retained through our financing programs: 750

Businesses the City will contact to learn about how to support their growth: 700

Businesses the City will help with obtaining incentives, financing, site location and/or strategic business advice: 250

Business services provided to each participating convenience/corner stores for increasing access to healthy foods: \$50,000

City investment targeted to **strengthen neighborhood commercial districts**: \$1 million per year

Businesses featured in a new citywide **"Only in Seattle"** marketing campaign: 20

Seattle households wanting more **telecommunications options**²: 70%

Jobs created from implementation of the City's municipal fiber business plan: 2,450

Jobs created from Seattle Net, a wireless public safety broadband network: 1,070

Jobs created by Seattle City Light's conservation initiatives: 1,000

City's investment in **capital projects**: \$700 million

Direct jobs supported by City's capital improvement projects: 2,500

SEATTLE JOBS PLAN

A strategy for next generation economic development to help create a sustainable economy with shared prosperity. It is a framework of policies, programs and investments to create quality jobs, protect the environment and ensure that taxpayers get true value from the City of Seattle's public investments.



"I believe in Seattle's future. We live in one of the smartest and most creative cities in the world. But times are tough out there, and we need new priorities and investments."

Seattle Mayor Mike McGinn



1. The Seattle Public Schools: Identifying Early Warning Indicators and Tipping Points to Prevent Dropouts, Northwest Decision Resources (October 27, 2009)

2. Residential Survey Results for the City of Seattle, CCG Consulting (May 2, 2002)

August 24, 2010

www.seattle.gov/jobsplan

www.seattle.gov/mayor

www.seattle.gov/economicdevelopment

www.growseattle.com

Investing in Seattle's Residents, Youth and Young Adults

All of our residents deserve an opportunity to achieve their full potential and share in our region's prosperity. We will start with focused efforts to create new jobs, bolster our most challenged businesses and communities, and increase the skills of our youth and low-income residents.

- **Community Power Works (CPW) Initiative** - We are leveraging a \$26 million federal energy efficiency grant towards rapidly increasing new building retrofits and simultaneously increasing new weatherization jobs.
- **Micro and Small Business Support** - We are creating new financing for loans between \$20,000 and \$100,000 for new entrepreneur start-ups, business expansion and operations. We are investing \$300,000 in

targeted minority and immigrant business support to improve access to needed credit and expert advice.

- **Prepare Our Workforce** - We will improve the alignment between the investments we already make in our children and adult workforce to the education and training needed to secure good-paying jobs available now and in the future. Specifically, we will commit up to \$2 million of existing investments in the Seattle Jobs Initiative to align with commitments from partners in business, philanthropy, and education to double the number of low-income job-seekers who complete at least one year of postsecondary education or training that results in a living wage job with opportunities for career advancement to achieve this goal.

Investing in Seattle's Entrepreneurs

The City can play an important role in fostering a business climate and environment where all businesses can thrive. We will connect businesses to resources that will help them expand and remove unnecessary hurdles that inhibit their success.

- **Improve Customer Service** - We will launch www.growseattle.com, our new business web portal for new and existing businesses to access needed City services and programs. The web portal, combined with our new Business Advocacy Team, are available now to assist you.
- **Increase Business Financing** - The City and its lending partners have developed several new financing programs to increase access to credit for Seattle-based companies, and will distribute \$50 million over the next 12-18 months, particularly targeting disadvantaged communities, and small businesses.

The financing will fund equipment purchases, energy efficiency improvements, working capital, and even development projects. Visit www.growseattle.com for more details.

- **Active Business Retention** - Engage at least 700 businesses in our key industry sectors to listen to the challenges they face and provide tangible solutions that support the expansion of at least 250 of them.
- **Interim Uses in a Down Economy** - We are looking at regulatory barriers, adaptive reuse, and interim uses of properties to encourage neighborhood vitality and provide incentives for business and job growth. These efforts include activation of vacant lots, creation of a vibrant street food scene, relaxation of requirements for ground level retail where it does not make sense, and support for urban farming.

Counting What Matters

We will stay focused and make necessary course corrections by measuring and reporting on our progress. The City will benchmark and report to the public semi-annually on five key economic indicators:

- Business income
- Job growth
- Business start-ups and closures
- Performance of our K-12 and postsecondary education systems
- Distribution of income

Meeting the Future

For us to meet the future, government must shift from managing growth to being a proactive partner fighting for new jobs, shared prosperity and sustainable economic development. We all need to work hard to build on our strengths. We can't be afraid to stand up to the status quo and tackle our weaknesses head-on. We have to be willing to do things differently - to take real risks and explore new ideas.

This is what it means to take the harder path. It isn't easy, but it is what it will take for us to exert meaningful control over our future and build a solid foundation for coming generations. It's what it will take to improve our schools so that all of our kids are prepared to step up. It's what it will take to make sure our limited resources are invested strategically to build the next generation infrastructure.

Guiding Principles

These three principles will guide all our decisions as we rebuild our economy:

Shared Prosperity: The source of our strength in the United States has been the breadth and depth of our middle class, along with the promise that any one of us can achieve and reach our full potential based on talent and hard work. But the ladder to achievement no longer seems open to everyone. Government at all levels has a responsibility to make sure everyone has an equal opportunity to work his or her way toward a better life.

Environmental Sustainability: The economic choices we are making right now are not sustainable. We talk big and we set ambitious goals, but too often our actions are inconsistent with what we know has to be done starting now. It can seem daunting but we must change course for the sake of future generations. That means being clear-eyed about whether our actions meet the scale of our environmental challenges, or make them worse, and being determined enough to act on that knowledge.

Effective, Open Government: In the good times, we expanded programs and services in ways that are not sustainable anymore. We have to prioritize, make difficult cuts and re-focus on providing outstanding core services. We will also have to approach our challenges with a can-do attitude, listening to the public, and leveraging creative and affordable solutions. We can't simply throw money at problems, or decide that government knows what's best. Government has a fundamental responsibility to look out for the interests of the people it serves. That means listening, making the extra effort to walk in their shoes, and having the guts to stand up and fight for them.

Investing in Seattle's Economic Strengths

Seattle possesses rich concentrations of knowledge and experience in key economic sectors that provide a strong foundation for economic recovery. We will take stock of our existing economic strengths and nurture them where possible to encourage further diversification.

- **Key Business Sector Agendas** - We will call together industry, government and community leaders to identify actionable steps that we will pursue together to support growth compatible with our environmental and social goals. Over the next year, we will convene and develop action agendas for Manufacturing & Maritime Industries; Healthcare & Life Sciences; Content Technology; Energy Efficiency; and the Retail, Food and Hospitality industries that anchor our center city. Immediate actions include: (1) targeting our business retention and expansion efforts on these industries; (2) funding energy efficiency improvements in our major hospitals; (3)

supporting the reauthorization of state film incentives to support the growing cluster of arts, entertainment and technology industries; and (4) partnering with the Puget Sound Regional Council and the Governor's Clean Energy Leadership Council to position our region as a leader in the export of innovative energy efficiency goods and services

- **Strengthen Neighborhood Business Districts** - We will target \$1 million annually to strengthen our neighborhood business districts. The funds will invest in community-driven streetscape improvements, marketing campaigns, public safety initiatives, redevelopment of blighted properties, and strengthening of neighborhood business district organizations.

Investing in Smart Infrastructure

Smart infrastructure investments can create jobs while laying a physical foundation for the future that is socially and environmentally sustainable. Over the next four years, the City will be investing heavily in new capital projects and in maintaining existing capital assets, with the 2010 Adopted Capital Improvement Program totaling over \$700 million supporting over 2,500 direct jobs annually in the public and private sector and at least as many indirect and induced jobs. Key projects include:

- **Build a Broadband Fiber Network** - We are working to create a citywide broadband network that will reach every resident and business in the city, as recommended by a 2004 City Taskforce studying this issue.
- **Major Capacity Investments** - We are committed to making major transportation investments that build for the future and provide effective options to get around Seattle and the region. That includes prioritizing and making tough choices about critical capacity projects and looking for opportunities to expand light rail and high capacity transit.

- **Walk, Bike Ride and Transportation Options** - We are targeting our investments so that walking, biking and riding transit are easy, affordable and convenient choices.
- **Quality Utility Infrastructure** - We are investing nearly \$400 million over the next two years in capital projects, that will improve the quality and reliability of the utilities and drinking water for residents and business, while creating jobs.
- **Fire Station Replacement** - We are investing over \$40 million over the next two years to ensure these critical facilities can withstand seismic events, creating local construction jobs, and investing in the City's ability to protect life and property in emergencies.

