Today’s Agenda

Welcome

• Engagement Update
  – Virtual Participation Guidelines
  – Introductions
  – Process Reminder + Recent Input

• Citywide COVID-19 Impacts & Response
  – Impacts of COVID-19 & recovery on the future of the maritime & industrial sectors?

• Neighborhood Breakouts
  – Impacts of COVID-19 & recovery on neighborhood top issues

• Roundtable
  – What comes next?

• Summary & Wrap-up
Welcome

Sally Clark  •  Brian Surratt  •  Nicole Grant
Co-Chairs
Welcome

Sam Assefa
Director
Seattle Office of Planning & Community Development
Mayor Durkan’s Principles

A. Using the power of local workers and companies to chart a blueprint for the future.

B. Strengthening and growing Seattle’s industrial and maritime sectors.

C. Promoting equitable access to living-wage jobs through an inclusive economy and ladders of economic opportunity.

D. Improving the movement of people and goods to and within industrial zones and increase safety for all travel modes.

E. Aligning Seattle’s industrial and maritime strategy with key climate and environmental protection goals.

F. Developing a proactive land use policy agenda that harnesses growth and economic opportunities to ensure innovation and industrial jobs are a robust part of our future economy.
Mayor Durkan’s Principles

A. Using the power of **local workers** and **companies** to chart a blueprint for the future + **restorative economics** + **economic and racial inequities**

B. Strengthen and grow Seattle’s **industrial and maritime sectors** + **excluded communities**

C. Promote **equitable access** to **living-wage jobs** through an **inclusive economy** and **ladders** of economic opportunity + **high-quality jobs** + **entrepreneurship** + **Black, Indigenous, and People of Color**

D. Improve the **movement of people and goods** to and within industrial zones and increase **safety** for all travel modes

E. Align Seattle’s industrial and maritime strategy with key **climate** and **environmental protection** goals

F. Developing a **proactive land use policy** agenda that harnesses growth and economic opportunities to ensure **innovation** and **industrial jobs** are a robust part of our future economy + **emerging industries & diverse entrepreneurship**
A. Use the power of **local workers** and **companies** to chart a blueprint for the future using the principles of **restorative economics** to support the cultural, economic, and political power of communities most impacted by **economic and racial inequities**
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Citywide Advisory Group

Sally Clark, co-chair
University of Washington
Nicole Grant, co-chair
MLK Labor
Brian Surratt, co-chair
Alexandria
Alex Hudson
Transportation Choices Coalition
Barbara Nabors-Glass
Seattle Goodwill
Chad See
Freezer Longline Coalition
Charley Royer
Public Facilities District
Commissioner
Stephanie Bowman
Port of Seattle
Abel Pacheco
Sound Transit
Dave Gering
Manufacturing Industrial Council of Seattle
Councilmember Dan Strauss
Seattle City Council
Erin Adams
Seattle Made
Erin Goodman
SODO Business Improvement Area
Fred Mendoza
Public Stadium Authority
Fred Rivera
Seattle Mariners
Greg Smith
Urban Visions
Johan Hellman
BNSF
John Persak
International Longshore and Warehouse Union
Jordan Royer
Pacific Merchant Shipping Association
Marie Kurose
Workforce Development Council of Seattle-King County
Mike Stewart
Ballard Alliance
Business Improvement Area
Peter Nitze
Nitze-Stagen
Rick Kolpa
Prologis
Robb Stack
Stack Industrial Properties
Sam Farrazaino
Georgetown Safety Task Force/Georgetown Strong
Terri Mast
Inlandboatman’s Union
## Neighborhood Groups

<table>
<thead>
<tr>
<th>Georgetown &amp; South Park</th>
<th>SODO</th>
<th>Interbay</th>
<th>Ballard</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roger Bialous, Georgetown Brewing</td>
<td>Kristal Fiser, <em>UPS</em></td>
<td>Ginny Gilder, <em>Seattle Storm</em></td>
<td>Brad Benson, <em>Stoup Brewing</em></td>
</tr>
</tbody>
</table>
Industrial & Maritime Strategy Planning Process

7 Citywide Advisory Group Meetings

1. TODAY
   Kick-Off

2. MID-DEC
   Principles

3. EARLY FEB
   Policy Alternatives

4. LATE MAR
   Draft Policies

5. LATE APR
   Recommend Policies & EIS Alternatives

6. EARLY JUN
   Refine EIS Alternatives

7. MID-JULY
   Recommend Policies & EIS Alternatives

To Mayor

OUTREACH
Principles/Top Issues

OUTREACH
Policy Alternatives

OUTREACH
Draft Policies

OUTREACH
Governance & Overall

OUTREACH
Final Draft

To Mayor & Council

OUTREACH
From Mayor
Industrial & Maritime Strategy Planning Process

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OUTREACH
Policy Alternatives

Draft Policies

Econ. Impact Analysis

Governance & Overall

Final Draft

from Mayor

To Mayor & Council

To Mayor
SEATTLE INDUSTRIAL LANDS STRATEGY - PROCESS TIMELINE

- Citywide Group Meetings
  - Purpose + Process
  - Principles
  - Policy Alternatives
  - Draft Policies
  - Policy Recommendations & EIS Alternatives
  - Refine EIS Alternatives
  - Consensus Preferred Alternatives w/ Viewpoints

- Neighborhood Group Meetings
  - Kick-off
  - Top Issues
  - Local Vision
  - Policy Options & High-Level Actions
  - Recommendations
  - Final Draft

- Deliverables
  - Baseline Data Analysis
  - Industry Cluster Analysis
  - Land Use Scenario Analysis
  - Economic Impact Analysis
  - Mayoral Briefing
  - Council Briefing

- BDS
  - Project Website
  - Targeted Engagement & Feedback
  - Public Meeting Feedback
  - 12/20/19
# Procedures

<table>
<thead>
<tr>
<th>Ground Rules</th>
<th>Responsibilities</th>
<th>Working Consensus</th>
</tr>
</thead>
</table>
| **Everyone's voice** counts  
- Take turns  
- Each perspective is valid  
- Listen respectfully  
- Questions are okay  
**Forward movement**  
**Positive recommendations** | **Participate** regularly & on-time  
**Positive** communication  
**Represent your perspective**  
**Acknowledge any conflicts of interest** | **Everyone** gets their say  
**Recommendations you can “live with”**  
If we must vote: 80% = consensus (in attendance) |

- **Leverage resources & information**  
- **Advocate** for recommendations  
- **Institutional knowledge**  
- **Conduit** of information
## Virtual Meetings in the Age of COVID-19

<table>
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<tr>
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<th>Norms &amp; Guidelines</th>
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<tr>
<td>• Participate with <strong>grace &amp; humor</strong>. People are juggling different demands. Children; pets; partners.</td>
<td>• <strong>Mute</strong> your audio when you are not speaking.</td>
</tr>
<tr>
<td>• <strong>Ask for (and accept) help</strong> from BDS team members. We want this to work for everyone.</td>
<td>• Be <strong>explicit</strong> and <strong>animated</strong> about non-verbal communication. Nodding; thumbs up; hand-raising.</td>
</tr>
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<td>• Embrace the moment and technology <strong>Keep your camera turned on!</strong> This makes a huge difference in nonverbal communication &amp; facilitation.</td>
<td>• Minimize <strong>distractions</strong> and <strong>be present</strong> by putting away phones, closing unrelated work, closing the door, etc.</td>
</tr>
<tr>
<td></td>
<td>• Improve clarity by speaking <strong>deliberately</strong>, using <strong>good lighting</strong> (behind your camera!), testing <strong>audio equipment</strong>.</td>
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Today’s Meeting Structure

Everyone gets to be heard, but that requires discipline
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• Facilitator will call on each Advisory Group member in a consistent order
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• Facilitator will pose provocative **questions** and give you a minute to think
• Facilitator will call on each Advisory Group member in a consistent order
• When it’s your turn, you will have 45 seconds to **PRESent**:
  • **Point**: What’s your idea?
  • **Reason**: Why it matters
  • **Example**: How might it work?
  • **Summary**: Wrap-up
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- During open discussion, “raise your hand” directly by waving or using the Zoom function.
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*We will not conduct Q&A via the “chat” function.*
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Impacts of COVID-19 & Recovery

• **Impacts:**
  From your perspective, how do you expect COVID-19 & recovery to change the future of the maritime & industrial sectors in Seattle?

• **Format:**
  • You have 45 seconds to PRESent:
    • **Point:** What’s your idea?
    • **Reason:** Why it matters
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Neighborhood Top Issues

Georgetown & South Park

Interbay

SODO

Ballard
Neighborhood Issues

What are the top issues facing the industrial and maritime industries in your neighborhood …

- Georgetown & South Park …
- Interbay …
- Ballard …
- SODO …
Neighborhood Issues

**Georgetown & South Park ...**
- Affordable workforce housing
- Pathways for training into industrial jobs
- Environmental equity + pollution mitigation

**SODO ...**
- Public safety as a jobs issue
- Transit access within SODO
- Improve cargo movement (Ballard ↔ SODO ↔ Kent)
- Pedestrian safety

**Interbay ...**
- Protection of land with water adjacency for industrial use
- Clarify intention for area north of Dravus St.
- Sound Transit alignment
- Incubate and support small maker businesses

**Ballard ...**
- Industry friendly Sound Transit alignment
- Manage conflicts arising from growth pressure (RVs and tent camping)
- Protect zoning within MIC
- Apprenticeship programs for worker pipeline
Neighborhood Vision Elements: In 20 years…

What are the priority elements of our desired future for the Industrial and Maritime sectors in …

Georgetown & South Park …

Interbay …

Ballard …

SODO …
Neighborhood Vision Elements: In 20 years…

Georgetown & South Park …
- Dense
- **Sustainable** industrial economy
- **Diverse** and skilled workforce
- Living locally
- Healthy environment

SODO …
- Thriving **manufacturing, maritime, logistics**
- Protected **working waterfront**
- Intentional **transition** between worker housing and production jobs
- Connected by **Transit**

Interbay …
- Maritime and industrial **innovation**
- **Modernized working waterfront**
- Dynamic **inland** areas: ecosystem of maritime and industrial jobs **coexist** with housing and services for workers

Ballard …
- **Celebration of the value** and **heritage** of industrial and maritime work
- Diversifying **mix** of maritime and production businesses **complement** and **sustain** each other
Impacts on Neighborhood Issues

• **Impacts:**
  What are the impacts of COVID-19 on each neighborhood’s top issues and visions?

• **Format:**
  • You have 45 seconds to PRESent:
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What’s Next

• **Next Steps:**
  Please share one thought on how the maritime and industrial strategy effort might proceed?

• **Format:**
  You have 45 seconds to PRESent:
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Next Meetings

Citywide Advisory Group & Neighborhood Groups

TBD