



# Seattle Industrial & Maritime Strategy

## COVID Recovery Discussion

June 10, 2020

# 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**



# Mayor Durkan's Principles

- 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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- Neighborhood Breakouts

- Impacts of COVID-19 & recovery on neighborhood top issues

- Roundtable

- What comes next?

- Summary & Wrap-up



# 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*



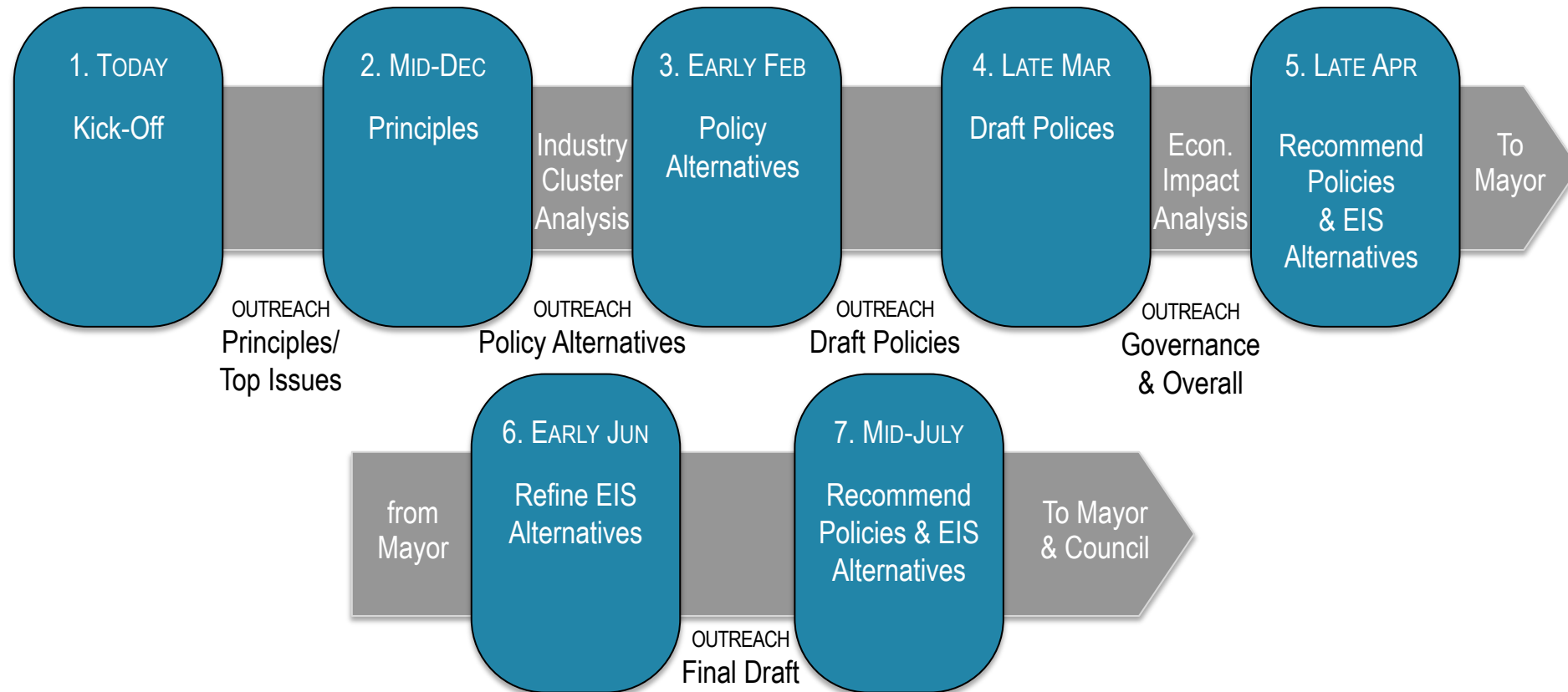
# Neighborhood Groups

Georgetown & South Park	SODO	Interbay	Ballard
<p>Clint Berquist, <i>Georgetown Community Council</i></p> <p>Roger Bialous, <i>Georgetown Brewing</i></p> <p>Johnny Bianchi, <i>Industrial Space Seattle</i></p> <p>Sam Farrazaino, <i>Equinox Studios</i></p> <p>Jon Holden, <i>Machinists Union 751</i></p> <p>Kevin Kelly, <i>Recology</i></p> <p>Paulina Lopez, <i>Duwamish River Cleanup Coalition</i></p> <p>Veronica Wade, <i>South Seattle College</i></p> <p>Elena Lamont, <i>Pioneer Human Services</i></p> <p>Maria Ramirez, <i>Duwamish Valley Housing Coalition</i></p>	<p>Henry Liebman, <i>American Life</i></p> <p>Kristal Fiser, <i>UPS</i></p> <p>Erin Goodman, <i>SODO BIA</i></p> <p>Lisa Howard, <i>Pioneer Square BIA</i></p> <p>Ron Judd, <i>WSDOT</i></p> <p>Brian Mannelly, <i>SSA Marine</i></p> <p>Fred Mendoza, <i>Public Stadium Authority</i></p> <p>Mark Miller, <i>Macmillian-Piper</i></p> <p>John Persak, <i>International Longshore &amp; Warehouse Union</i></p> <p>Fred Rivera, <i>Seattle Mariners</i></p> <p>Maiko Winkler Chin, <i>Seattle Chinatown Int'l District PDA</i></p> <p>Alex Cooley, <i>Solstice</i></p> <p>Charles Royer, <i>Public Facilities District</i></p>	<p>Daniel Martin, <i>Seattle Pacific University</i></p> <p>Ginny Gilder, <i>Seattle Storm</i></p> <p>Nathan Hartman, <i>Kerf Design</i></p> <p>Johan Hellman, <i>BNSF Railway</i></p> <p>Brian Lloyd, <i>Beacon Development Group</i></p> <p>Terri Mast, <i>Inland Boatman's Union</i></p> <p>Mike Murphy, <i>Holy Mountain Brewing Company</i></p> <p>Richard Lazaro, <i>Expedia</i></p> <p>Chad See, <i>Freezer Longline Coalition</i></p> <p>Charlie Costanzo, <i>American Waterways Operators</i></p>	<p>Warren Aakervik, <i>Ballard Oil</i></p> <p>Brad Benson, <i>Stoup Brewing</i></p> <p>Suzie Burke, <i>Fremont Dock Company</i></p> <p>Tom Friedman, <i>Ballard District Council</i></p> <p>Haley Keller, <i>Peddler Brewing</i></p> <p>Eugene Wasserman, <i>North Seattle Industrial Association</i></p> <p>Eric Nelson, <i>Nordic Heritage Museum</i></p> <p>Mike Stewart, <i>Ballard Alliance</i></p> <p>Shaunie Wheeler, <i>Teamsters Joint Council</i></p> <p>Daniel Blanchard, <i>Seattle Colleges</i></p>



# Industrial & Maritime Strategy Planning Process

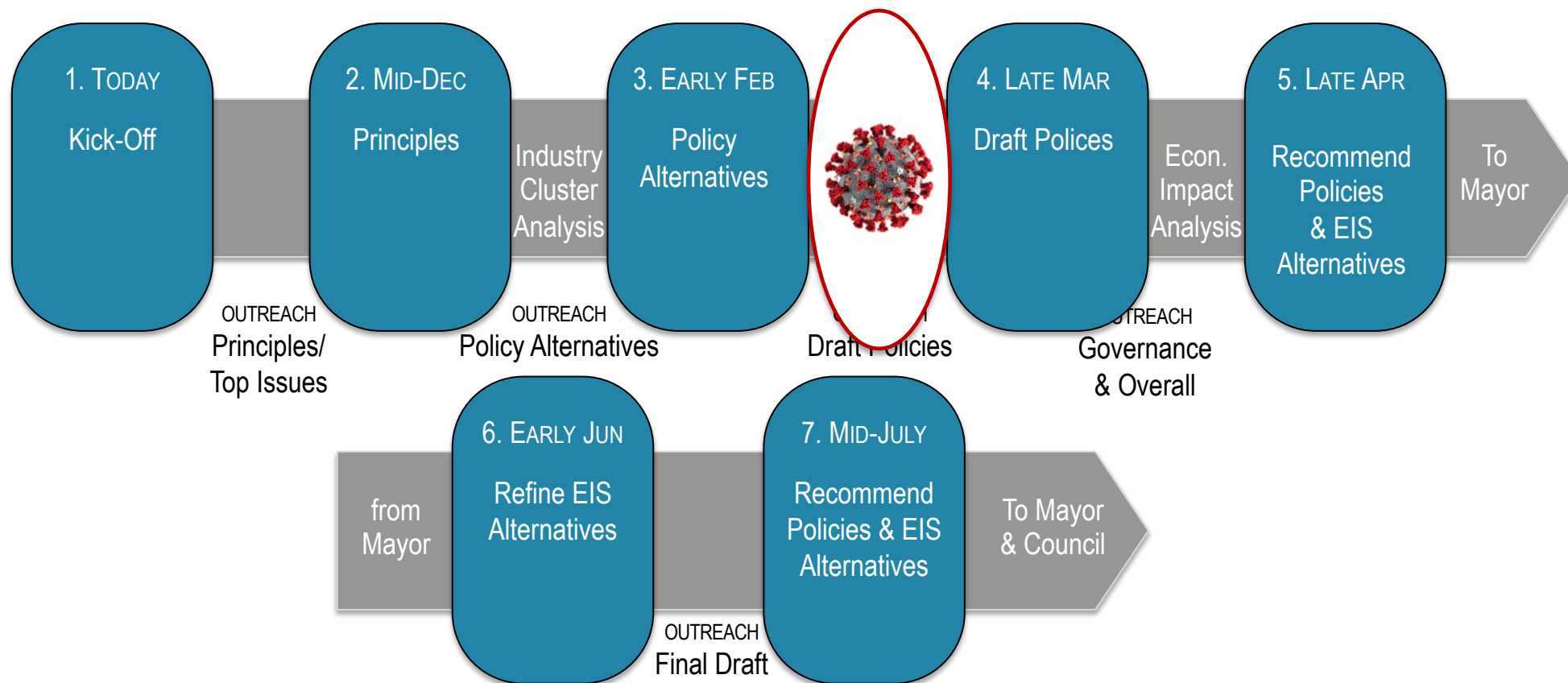
## 7 Citywide Advisory Group Meetings





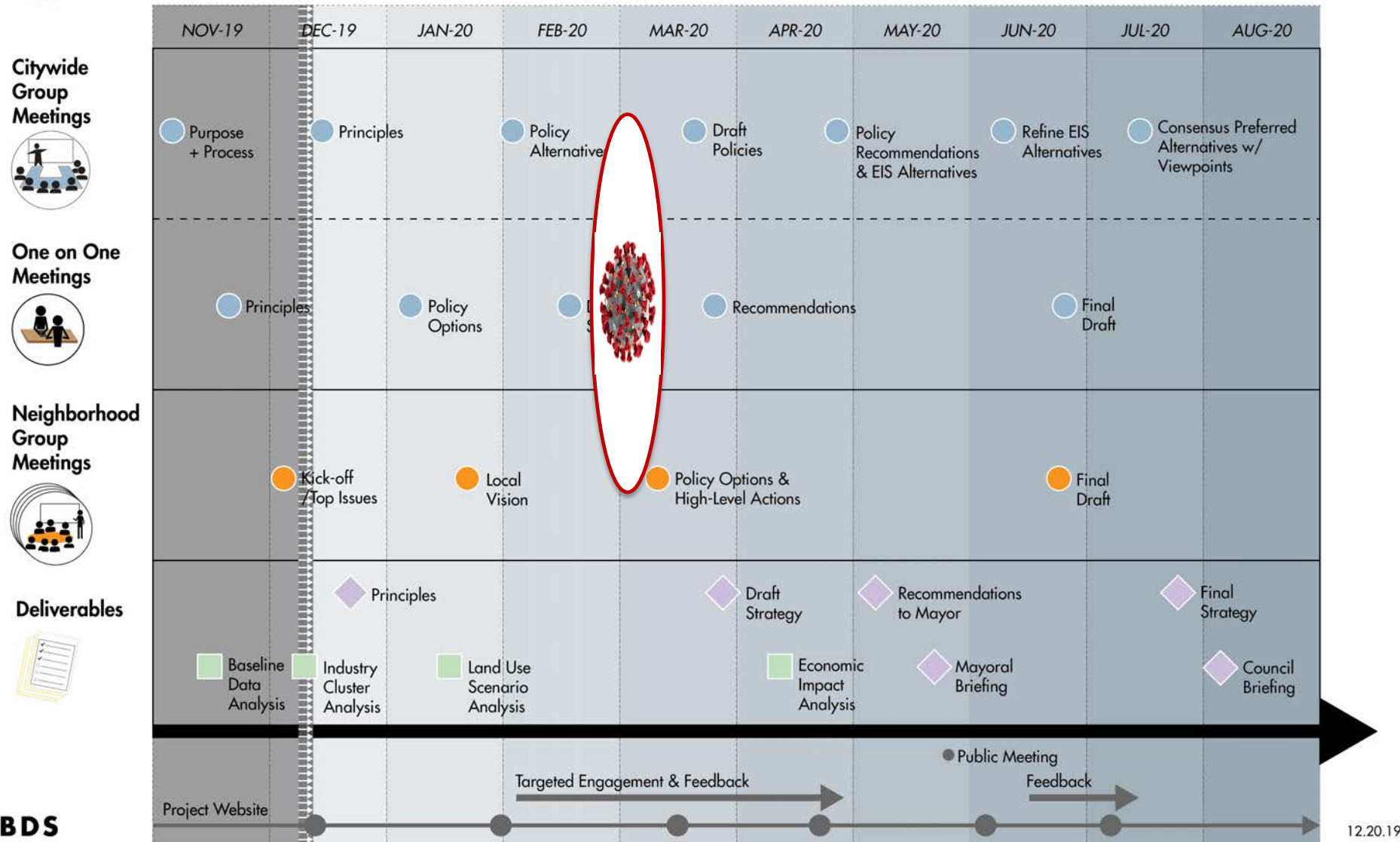
# Industrial & Maritime Strategy Planning Process

## 7 Citywide Advisory Group Meetings





# SEATTLE INDUSTRIAL LANDS STRATEGY - PROCESS TIMELINE



# Procedures

Ground Rules	Responsibilities		Working Consensus
<ul style="list-style-type: none"> <li>• <b>Everyone's voice</b> counts               <ul style="list-style-type: none"> <li>– Take turns</li> <li>– Each perspective is valid</li> <li>– Listen respectfully</li> <li>– Questions are okay</li> </ul> </li> <li>• <b>Forward movement</b></li> <li>• <b>Positive recommendations</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Participate</b> regularly &amp; on-time</li> <li>• <b>Positive</b> communication</li> <li>• Represent your <b>perspective</b></li> <li>• <b>Acknowledge any conflicts</b> of interest</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Leverage resources</b> &amp; information</li> <li>• <b>Advocate</b> for recommendations</li> <li>• Institutional <b>knowledge</b></li> <li>• <b>Conduit</b> of information</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Everyone</b> gets their say</li> <li>• Recommendations you can <b>"live with"</b></li> <li>• If we must vote: <b>80% = consensus</b> (in attendance)</li> </ul>



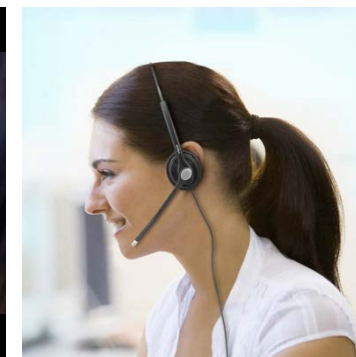
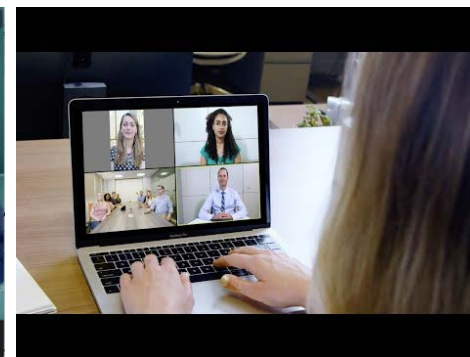
# Virtual Meetings in the Age of COVID-19

## Expectations

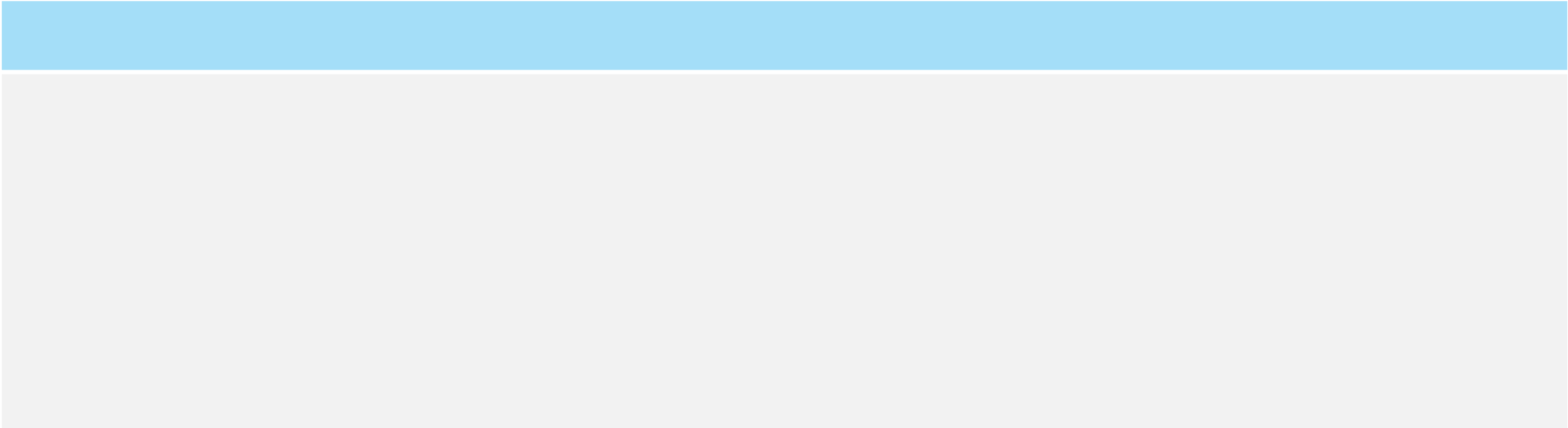
- Participate with **grace & humor**. People are juggling different demands. Children; pets; partners.
- **Ask for (and accept) help** from BDS team members. We want this to work for everyone.
- Embrace the moment and technology  
**Keep your camera turned on!** This makes a huge difference in nonverbal communication & facilitation.

## Norms & Guidelines

- **Mute** your audio when you are not speaking.
- Be **explicit** and **animated** about **non-verbal communication**. Nodding; thumbs up; hand-raising.
- Minimize **distractions** and **be present** by putting away phones, closing unrelated work, closing the door, etc.
- Improve clarity by speaking **deliberately**, using **good lighting** (behind your camera!), testing **audio equipment**.



# Today's Meeting Structure



Offer one promising activity that a reimagined place management organization could do for Oakland? ¶

**Group Brainstorm:**

- How do we regulate/coordinate excess customer capacity to distribute it across the whole district?
- Support our partners: listening to what is coming out of the Oakland Taskforce: coordinator of activities
- Soft landing spaces and amenities for innovation companies in Oakland?
- Connect customers, employees, and students with businesses in Oakland going?
- Find commonalities amongst institutional changes, help chart a coordinated path forward?
- OIBD could be a collector and disseminator of information from institutions and the new patterns in the workforce?
- OIBD to work with the city on expanded pedestrian right of ways to allow for adequate social distancing along Fifth and Forbes as activity increases when we move from Red to Yellow?

**Place Management Organization of the Future:**

- Move toward innovation district to the right direction!
- Drive diversity of people and places to become a complete district?
- In five years, OIBD will be looked at the primary stakeholder/leader for Oakland?
- As an innovation district, Oakland will have to address the digital divide?
- Major driver of what Oakland will look like in the next five years?
- OIBD needs to continue to be the glue that keeps all the stakeholders coordinated?
- Amenity development and placemaking (i.e. zoning standardization)?
- Strong voice for small retail business?
- Guidance to visitors for navigating all the diverse resources?
- Help the district stay adaptable!

**Discussion Themes:**

- Convener of many sectors and disciplines
- Voice: Understanding the needs of diverse sectors?
- Leader: Creative organizer to guide response to change?
- Catalyst for real-time information!



# Today's Meeting Structure

Everyone gets to be heard, but that requires discipline



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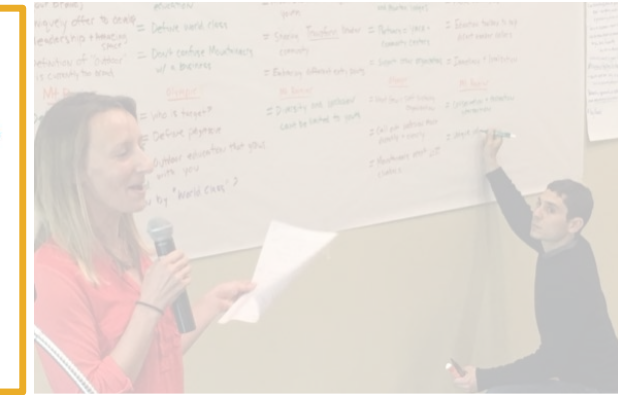
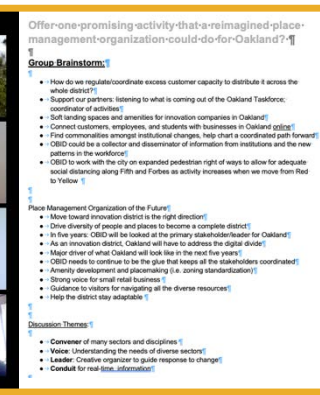
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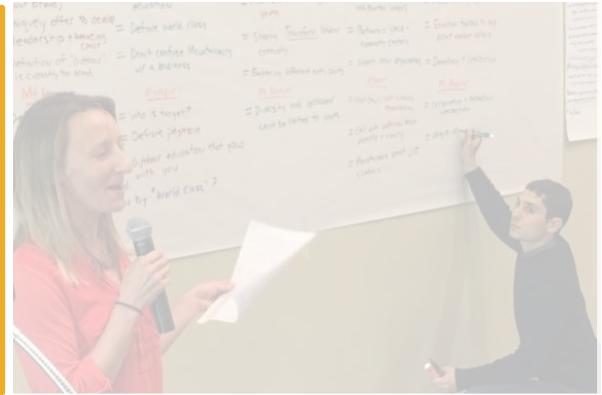
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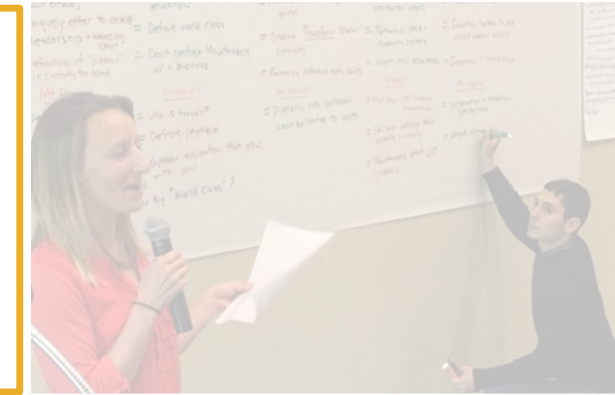
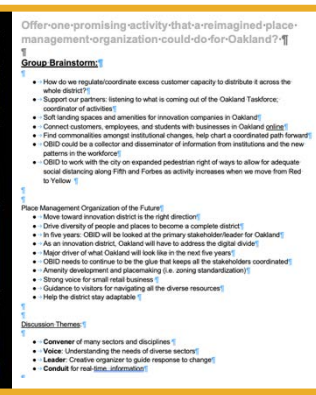




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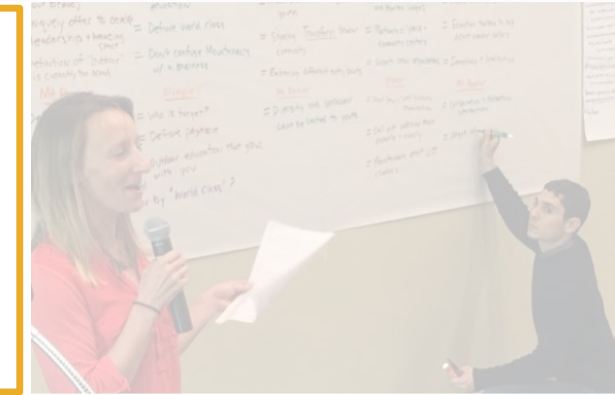
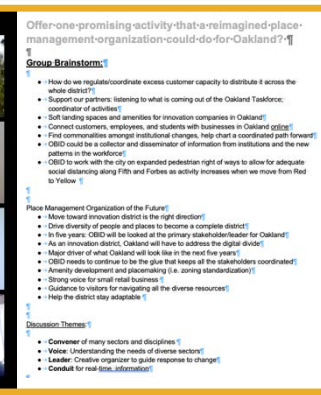
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  - **P**oint: What's your idea?
  - **R**eason: Why it matters
  - **E**xample: How might it work?
  - **S**ummary: Wrap-up



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We will not conduct Q&A via the "chat" function.



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  - Process Reminder + Recent Input

## Citywide COVID-19 Impacts & Response

- Impacts of COVID-19 & recovery on the future of the maritime & industrial sectors?
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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:**

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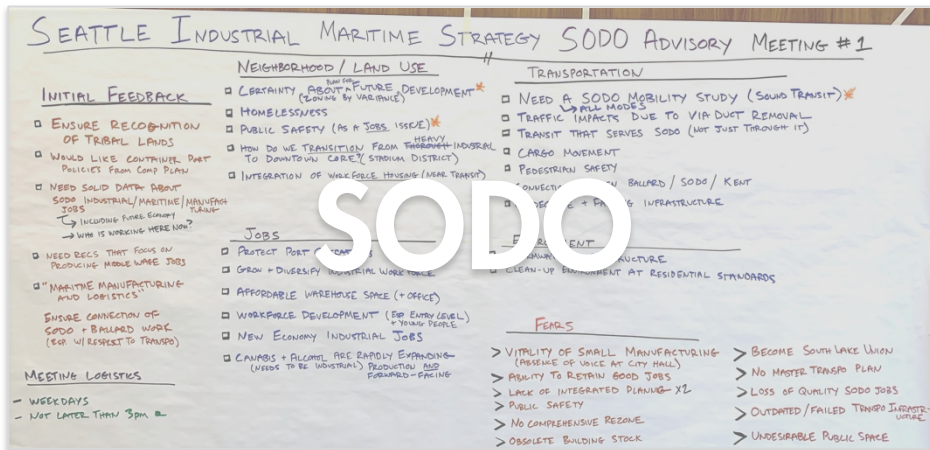
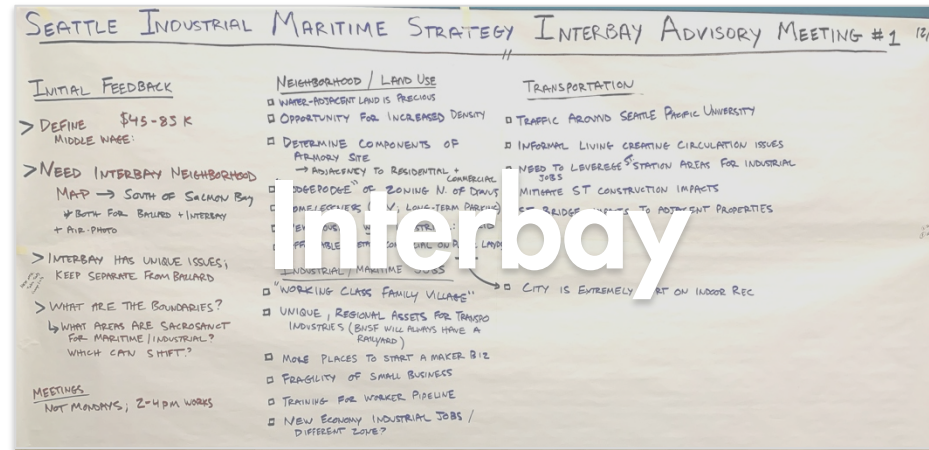
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## Neighborhood Breakouts

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# Neighborhood Top Issues



# 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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**Summary & Wrap-up**





Next Meetings

**Citywide Advisory Group  
& Neighborhood Groups**

**T B D**