



Planning and Economic Development Committee Agenda SPECIAL MEETING

July 05, 2023
4:00 pm–5:00 pm
Hybrid Meeting

This meeting will be conducted in a hybrid format with in-person and remote options for public participation. The meeting will be broadcast on SeaTV Government Access Comcast Channel 21 and live streamed on the City’s website <https://seatacwa.gov/seatvlive> and click the “live” channel 1 grey box.

A quorum of the Council may be present.

Committee Members: Councilmember Mohammed Egal, Chair
Councilmember Peter Kwon
Mayor Jake Simpson

Staff Coordinator: Evan Maxim, CED Director

ITEM	TOPIC	PROCESS	WHO	TIME
1	Call to Order		Chair	4:00
2	<p>PUBLIC COMMENTS: The committee will hear in-person public comments and is also providing remote oral and written public comment opportunities. All comments shall be respectful in tone and content. Providing written comments and registering for oral comments must be done by 2:00 pm the day of the meeting. Registration is required for remote comments and encouraged for in-person comments. Any requests to speak or provide written public comments which are not submitted following the instructions provided or by the deadline will not be included as part of the record.</p> <ul style="list-style-type: none"> • Instructions for registering to providing oral public comments are located at the following link: Registration for Oral Public Comments - Council Committees and Citizen Advisory Committees • Submit email/text public comments to pedpubliccomment@seatacwa.gov. The comment will be mentioned by name and subject and then placed in the committee handout packet posted to the website. 		Chair	4:00 (5 min)
3	CRF2023-004: Workforce Development and Job Training	Informational Briefing	Evan Maxim	4:05 (30 min)
4	Adjourn		Chair	4:35



MEMORANDUM COMMUNITY & ECONOMIC DEVELOPMENT

Date: 7/5/2023
To: Planning & Economic Development (PED) Committee
From: Evan Maxim, Community & Economic Development Director
Subject: CRF2023-04: Workforce Development

Overview

On May 9, 2023, the City Council referred CRF2023-04, which is related to Workforce Development, to the PED Committee. Staff are seeking additional guidance on the appropriate policy considerations from the PED committee before starting work on the budget amendment in late 2023.

The PED committee reviewed CRF2023-04 and the initial staff proposed approach at the June 2023 PED committee meeting. There was strong consensus by the PED that all remaining ARPA funds should be allocated to Workforce Development. There was also consensus that additional refinement of the project approach was appropriate considering past challenges providing workforce development training. Finally, the PED committee discussed which portion of the SeaTac community should benefit from the proposed program.

ARPA funding

ARPA funding must be appropriated by the end of 2024; this can be done through either a budget amendment in 2023 / 2024 or a budget decision card for the 2025/2026 biennial budget. At the June 2023 PED committee meeting there was a preference for staff to bring forward a budget amendment in late 2023 to allow this program to commence in 2024.

Presently, there is insufficient staff capacity to start the needs assessment and develop the project scope and approach. CED has recently hired a Senior Economic Development Strategist and anticipates filling the Human Services Manager position will be filled by September or October of 2023, which will allow for this project to begin in late of 2023.

Once a contract is, or set of contracts are, in place to fund CBOs providing workforce development training, it is possible that an additional Temporary / Limited Term Employee will be needed to provide additional staff capacity for contract monitoring and management. Staff will evaluate the need for additional resources during project scope development.

Development of Project Approach

As noted in the response to CRF2023-04 (attached), staff initially recommend retaining a consultant to perform a needs assessment to inform the project scope and approach. The needs assessment is intended to confirm where the City should focus its workforce development efforts and aid in developing the best approach to partnering with community-based organizations (CBOs) to support increased ARPA funding. Engagement with partner CBOs will be part of the needs assessment and project scoping, to inform the project approach (e.g., multiple CBO partners or single partner) and to allow CBOs to plan for and develop sufficient capacity to increase workforce development.

Following discussion on June 22, the PED committee provided consensus guidance that staff should work with the consultant preparing the Human Services Strategic plan to determine the best strategy to partner with CBOs to provide workforce training and development.

Community Served

CRF2023-04 indicates that the program is intended to serve young adults that are earning up to 250% of the federal poverty level, or less. For illustrative purposes, please see the following chart:

	Federal Poverty Level	250% of Federal Poverty Level
Individual	\$14,580	\$36,450
3-person family/household	\$24,860	\$62,150
5-person family/household	\$35,140	\$87,850

2023 US Federal Poverty Guidelines: ASPE, US Dept. of HHS

In the June PED committee meeting, the committee discussed whether the workforce development program described in CRF2023-04 should be focused on recent highschool graduates, like the ANEW program, or should focus on slightly older young adults of an age to have small children. The committee also discussed possible re-training of immigrant members of the community that had a professional background from another country but were not able to get a comparable job in the United States. For example, a physician from another country is required to complete (at a minimum) a residency program before becoming a doctor in the United States.

Staff is seeking additional clarification from the PED committee on which community the proposed workforce development program should serve.

Budget Significance

Staff anticipates a budget amendment in late 2023 to allocate the remaining ARPA funds to Workforce Development.

Packet Materials

- This memo
- CRF2023-04: Workforce Development



COUNCIL REQUEST FORM (CRF)

Tracking Number (Executive Asst. to assign): 2023-04

Revision date: 12/8/2020 LKE 3:07 PM

CITY COUNCILMEMBER TO COMPLETE

Please click on the "Click here to enter text". This opens the text boxes which expand as you type.

- **Date of Request:** 04/01/2023
- **Desired Response Date:** 05/30/2023
Is this issue time sensitive; are there other timing factors to consider?
- **Title of Request:** Grant to support SeaTac residents -Workforce Development and Job Training – ARPA/CLFR Funds
- **Requestor:** Councilmembers Senayet Negusse and Mohamed Egal

Click on one:

- Policy **Operations**

Choose one:

- Action (click one):** Proclamation Motion Resolution Ordinance
 Research
 Information
 Other (describe)

- **Issue**
A clear concise description of the issue(s) that need/s) to be addressed.
 Click here to enter text. *The COVID-19 pandemic has had a significant impact on the workforce in the City of SeaTac, particularly on young adults and those who were already struggling to access higher paying jobs. This grant program aims to address these challenges by providing workforce development and training opportunities including:*
 1. Recruiting young adults with 250% Federal Poverty Level applicants, conducting initial assessments, orientation, and program placements,
 2. Enrolling applicants to short time job training program with purpose of obtaining family supporting job skills and technical certificate upon on completion date agreements plan.
 3. Partnering with employers, technical colleges, community-based agencies and cities around the South King County area to further and foster a successful SeaTac residents workforce development and training program.
 4. *The program will also include paid training to ensure that participants have the means to support themselves while they learn new skills.*

Background

Please detail all necessary information essential to the understanding of the problem statement and request.

Proposing \$2.5M to increase greater access to higher paying and skilled jobs. The objectives of this grant program are as follows:

1. Community Based Agency to work with the local community college in attaining technical, and family supporting wage skills for SeaTac residents.
2. To provide job training opportunities to youth, young adults and all who have been impacted by COVID-19 in the City of SeaTac.
3. To create greater access to higher-paying jobs in the City of SeaTac.
4. To provide paid training to ensure that participants have the means to support themselves while they learn new skills.
5. To support the local economy by providing trained and skilled workers to businesses in the City of SeaTac.

Request

What is being requested to assist in addressing the issue described? What specific scope of work would you like the City staff to address?

A 2.5M grant program to non-profits, grassroots organizations, businesses, providers, etc. for the purposes of providing greater access and direct services to SeaTac residents and businesses.

The grant program will consist of the following components:

1. **Job Training and Workforce Development:** This component will provide funding for job training and workforce development programs that are specifically designed for young adults and those who have been impacted by COVID-19. The programs will focus on providing participants with the skills and knowledge they need to access higher-paying jobs in the City of SeaTac.
2. **Paid Training:** This component will provide funding for paid training opportunities that will allow participants to earn a wage while they learn new skills. The paid training opportunities will be provided in partnership with local businesses and will be designed to provide participants with hands-on experience in their chosen field.
3. **Job Placement Services:** This component will provide funding for job placement services that will help participants find employment once they have completed their training. The services will include resume building, interview coaching, and job matching services.
4. **Program Administration:** This component will provide funding for program administration and oversight, including program management, reporting, and evaluation.

Connection

How is the work connected to a current or upcoming decision before the City Council?

This proposal supports the goals outlined in the comprehensive plan and addresses needs identified by businesses and residents. This is also in line with the recently discussed and reviewed item, "SeaTac in-home childcare initiative." We should continue to support programs that provide direct benefit to residents and the local economy.

The expected outcomes of this grant program are as follows:

1. Increased access to higher-paying jobs for youth, young adults and all who have been impacted by COVID-19 in the City of SeaTac.
2. Increased skills and knowledge among participants in the City of SeaTac.
3. Increased workforce readiness and employability among participants in the City of SeaTac.
4. Increased economic growth in the City of SeaTac as a result of a skilled and trained workforce.

The proposed budget for this grant program is \$1.5 million. The breakdown of the budget is as follows:

1. Job Training and Workforce Development: \$500,000
2. Paid Training: \$500,000
3. Job Placement Services: \$200,000
4. Program Administration: \$300,000, possibly also addition of a temporary SeaTac position to support this work.

■ **Relationship to City Business or Proposed City Business/Services**

Describe how this will enhance what is already offered and/or what it will provide that is not currently available.

Why is this the City's issue to address?

This grant program will provide much-needed job training and workforce development opportunities for youth, young adults and all who have been impacted by COVID-19 in the City of SeaTac. The program will create greater access to higher-paying jobs in the City of SeaTac and provide paid training to ensure that participants have the means to support themselves while they learn new skills. The program will also support the local economy by providing trained and skilled workers to businesses in the City of SeaTac

■ **Connection to Comprehensive Plan**

Choose all that apply.

- Introduction/Framework (community engagement)
- Land Use
- Housing & Human Services
- Transportation
- Capital Facilities
- Utilities
- Community Design
- Economic Vitality
- Environment
- Parks, Recreation & Open Space
- None Applicable

■ **Describe specifically how this request is connected to the Comprehensive Plan categories you checked above.**

Click here to enter text.

■ **Connection to Citywide Goals**

Choose one or more below

Promote Our Neighborhoods

Develop Urban Villages around light rail stations that promote programs and activities and maintain single-family neighborhoods to create a sense of place.

Build Effective & Accountable Government

Increase community trust through better community engagement, collaboration, and transparency.

Create & Preserve Housing

Ensure access for all to adequate, safe, and affordable housing, and basic human services.

Expand Green & Public Spaces

Enhance the community by maintaining and improving parks and community spaces.

Increase Connectivity & Safety

Create a more cohesive city by investing in infrastructure and leveraging partnerships to promote pedestrian

mobility, public safety, and access to public transit.

None Applicable

■ **Explain how this request fits the City Goals checked above.**

Click here to enter text.

■ **Options - describe proposed options for moving the idea or issue forward for the body to consider.**

Click here to enter text.

■ **Supporting Documentation - are there documents that support your request or that should be considered?**

Click here to enter text.

Email this form to the Executive Assistant

The Executive Assistant will email acknowledgement of receipt and begin the process with the City Manager who is responsible for assigning the Council Request to the appropriate staff.

COUNCIL REQUEST WORK FLOW (staff to complete)

STEP 1 Acknowledgement and Staff Assignment

ACTION: Executive Assistant

- Enter CRF on the status report
- Assign a tracking number: 2023-04
- Save CRF to TEAMS
- Email receipt of CRF to requestor
- Email CRF to the City Manager for department head(s) assignment

ACTION: City Manager

Enter date received: 04/10/2023

Enter Department Head(s) assigned and due date: CED 04/28/2023

Email CRF to assigned Department Head(s); copy Executive Assistant; copy Deputy City Manager for PW, PCPS, and CED

STEP 2 Preliminary Response

ACTION: Department Head(s) – Complete each line in this section

Enter estimated time needed to complete the request (in hours):	1,400 hours
<ul style="list-style-type: none"> • Budget amendment for needs assessment & scope development: • Management of needs assessment & scope development by consultant: • Development of project approach and coordination with CBO partners: 	40 hours 160 hours 100 hours
<ul style="list-style-type: none"> • Council approval of ARPA funds, RFQ, contracting: • Contract oversight, monitoring & reporting for two years: 	200 hours 1,000 hours

Enter estimated completion date based on current workload:

- **Needs assessment & scope development:** **Q1 2024**
- **Contract approval for proposed project:** **Q3/Q4 2024 (to be confirmed)**

What is the estimated budget impact/cost?

- **Needs assessment and scope development:** \$45,000 (approximate)
- **Temporary / Limited Term Employee:** To be determined.
- **Program funding for workforce development:** To be determined.

Department Head(s) Comments (*optional*):

Staff recommends confirmation of the need for workforce development through a needs assessment which would inform a refinement of the project scope and approach. The needs assessment will confirm where the City should focus its workforce development efforts and aid in developing the best approach to partnering with community-based organizations (CBOs) to support increased ARPA funding. Engagement with partner CBOs will be part of the needs assessment and project scoping, to inform the project approach (e.g. multiple CBO partners or single partner) and to allow CBOs to plan for and develop sufficient capacity to increase workforce development.

ARPA funding must be appropriated by the end of 2024, consequently the needs assessment and subsequent contract development will be initiated in 2023, with a target completion in mid-2024, to inform either a budget amendment in 2024 or a budget decision card for the 2025/2026 biennial budget. Presently, there is insufficient staff capacity to start the needs assessment and develop the project scope and approach. CED anticipates that the Senior Economic Development Strategist and the Human Services Manager positions will be filled by Q3 of 2023, which will allow for this project to begin in late Q3 or early Q4 of 2023.

Following contract approval, staff will monitor CBO contracts to ensure performance and make any necessary adjustments. It is possible that an additional Temporary / Limited Term Employee will be needed to provide additional staff capacity for contract monitoring and management. Staff will evaluate the need for additional resources during the needs assessment and project scoping development.

Email CRF to City Manager by due date; copy Deputy City Manager for PW, PCPS, and CED

STEP 3 Review and Category Assignment

ACTION: City Manager

Review Department Head preliminary response/estimates and select a box below in accordance with the Council Administrative Procedures:

- Minor Less than one hour
 - Minor but Council referral/approval requested due to nature of request
 - Significant More than one hour, but less than three hours
 - Significant but Council referral/approval requested due to nature of request
 - Major More than three hours (Council referral/approval required)
- City Manager request for referral to PED at the 5/9/23 RCM.

Email CRF to the Executive Assistant

STEP 4 Routing Based on Category

ACTION: Executive Assistant

X Email the updated CRF to City Council

Choose one box below:

Minor and Significant

Email CRF to Department Head(s) to complete the final response in Step 6 – skip Step 5. Copy the City Manager.

OR

Major and (Minor/Significant to Council due to nature of request) – Council referral to Committee or Approval to proceed

Provide City Manager with CRF for next Council Meeting for referral/approval

STEP 5 Following Council Action at RCM

ACTION: Executive Assistant

Check the Council Actions posted by the City Clerk following a RCM

If Major and (Minor/Significant to Council due to nature of request) – Council referral to Committee or Approval to proceed. Choose an option below:

A. If Council APPROVED referral to Committee or Approval to Proceed:

Enter Council approval date: 5/9/23

Enter Committee referral: PED

Email responding Department Head(s); copy Deputy City Manager for PW, PCPS, and CED

X Update Status Report

Email updated CRF form to City Council

B. If Council did NOT approve referral to Committee or Approval to Proceed:

Mark as closed on status report

Move to closed folder

Email the Department Head(s) assigned; copy Deputy City Manager for PW, PCPS, and CED

Email updated CRF form to City Council

STOP HERE. Steps 6 and 7 are not relevant.

Rarely, referral to a Council Committee is not the appropriate action, but approval or denial is requested due to nature of the request. Choose an option below:

A. If Council did approve staff to proceed:

Update the CRF form

Update the status report

Email CRF to Department Head(s) to complete the final response in Step 6. Copy the City Manager; copy Deputy City Manager for PW, PCPS, and CED

Email updated CRF form to City Council

B. If Council did NOT approve CRF:

Update the CRF form

Update the status report (mark item closed)

Move CRF form to the closed folder

Email updated CRF form to City Council

Step 6 Assigned Department Head(s) Provide Response

FINAL RESPONSE SECTION - Minor and Significant OR Major Approval to Proceed

ACTION: Department Head

Enter response date: [Click here to enter text.](#)

Enter actual staff time spent: [Click here to enter text.](#)

Insert response here (**expandable field**) or as an attachment.

Email updated CRF to Executive Assistant

Step 7 Review and Routing of Final Response

ACTION: Executive Assistant

Email CRF with final response to City Manager for review; copy Deputy City Manager for PW, PCPS, and CED

ACTION: City Manager

If response is satisfactory, email Executive Assistant to email CRF to City Council and close.

OR

If response requires editing, email back to Department Head(s) for edits, copy Executive Assistant, copy Deputy City Manager for PW, PCPS, and CED. Once response edited satisfactorily, email Executive Assistant to email CRF to City Council and close.

ACTION: Executive Assistant

Email updated CRF to City Council

Update the status report

Move the CRF to the closed folder

Executive Assistant to send CRF status report to Council monthly.