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Innovation is in our nature.



**A Collaborative Approach to  
Sustaining, Growing and  
Improving Jobs and the Economy**  
*In Washington State's Maritime Sector*



National Working Waterfront & Waterways Symposium  
November 17, 2015



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National Working Waterfront & Waterways Symposium  
November 17, 2015

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**MARITIME**  
It's a great life

  
**Sea Grant**  
Washington



## Department of Commerce Mission

*“Grow and Improve Jobs in Washington State...*

*Thriving Communities, a Prosperous Economy, and Sustainable Infrastructure”*



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# Governor Inslee's Priorities & the Sector Lead Program

Cluster driven economic development  
Liaison between industry and state  
Policy advisor in respective sectors

## Key Industries:

- **Maritime!**
- Clean technology
- Agriculture
- Information and communication technology
- Military
- Aerospace
- Life sciences



# What is the “Maritime Sector”?



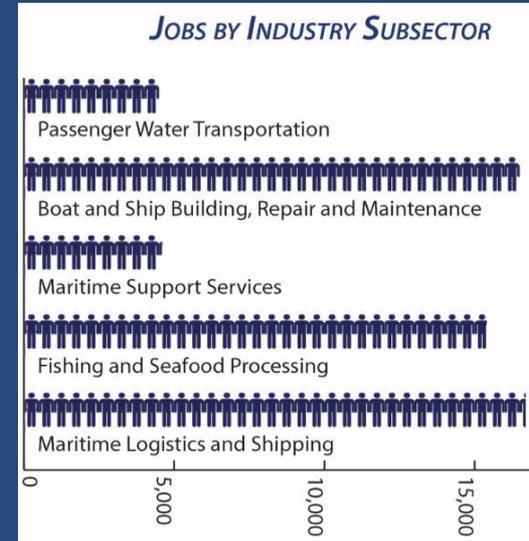
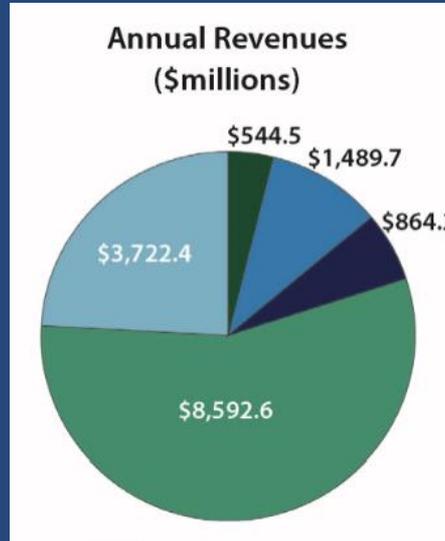
## A Complex, Segmented Industry

- Commercial Fishing
- Recreational Boating/sport fishing
- Cargo Handling (ports, shipping lines, tug and barge, agents, etc.)
- Shipyards and Boat Yards
- Passenger Vessel services
- Military/Government (USN, USCG, NOAA)
- Marine technology
- Numerous and diverse support businesses

**Yet, Highly Interdependent**



# Why should people care?



Industry-wide, revenues have grown **6.4%** per year on average with the largest growth rate in Maritime Logistics and Shipping, at a robust **10.2%**.

2013 Economic Impact Study, Community Attributes



# Unprecedented Collaboration and Engagement



**A lot going on in the past year!**

- **Legislative Joint Task Force on Maritime and Manufacturing**
- **Washington Maritime Federation**
- **Washington Maritime Workforce**
- **Alaska & Puget Sound Summit**
- **Ongoing Research and Studies**



# Priorities—Cross-cutting Issues



- Need to raise awareness of the industry and tell the story more effectively
- Education and Training—a big demand for trained workers across all segments
- Balancing environmental, land use, tax policies with job impacts
- Need for transportation and infrastructure investment



# Looking Forward



## Specific areas of opportunity

- North Pacific Fishing fleet recapitalization
- Dedicated Maritime Workforce Development Funding
- Environmental Responsibility – Dedicated MOTCA Funds
- Regulatory and Permitting Alignment to support maritime infrastructure





# Department of Commerce

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## For more information

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Governor's Maritime Industry Sector Lead  
State of Washington

November 17, 2015



# WASHINGTON MARITIME FEDERATION

[www.maritimefederation.com](http://www.maritimefederation.com)



# WASHINGTON MARITIME FEDERATION

*A Coordinated Voice for Maritime Progress*

*Maritime Organizations - Ports - Business - Labor  
Workforce Development - Economic Development Organizations*

**Coordination** - A resource and conduit for information on a thriving, resilient and sustainable maritime industry in Washington State

**Awareness** - Create awareness among the public, key stakeholders and constituencies of the importance of Washington's maritime industry

**Advocacy** - Engage and communicate the policy and investment priorities of Washington's maritime industry



## WASHINGTON MARITIME FEDERATION

*The Washington Maritime Federation is an association of associations, comprised of maritime organizations and business organizations who have come together to support the industry...*

[Learn More](#)

*The Washington Maritime Federation is an association of associations, comprised of maritime organizations and business organizations who have come together to support the industry. The maritime industry is diverse with subsectors in shipbuilding, fishing, water transportation, logistics and shipping and more. There are good organizations supporting these subsectors but no overarching entity supporting the industry as a whole. This new association of associations also includes general business organizations such as chambers and economic development councils.*



WASHINGTON MARITIME FEDERATION  
A Coordinated Voice for Maritime Progress

Washington Maritime Federation

# Action Alert

**Washington Maritime Federation members must stand up for working ports and maritime jobs in Washington State**

Letters to the Editor

## Special-interest groups are given unfair priority over maritime industry

Originally published June 30, 2015 at 5:17 pm | Updated June 30, 2015 at 5:18 pm

By Letters editor



The Seattle Times' recent Editorial "Give maritime industry a fair hearing on Shell's oil-rig lease" [Opinion, June 28] is appreciated by the Washington Maritime Federation, which represents maritime businesses and the men and women of the working waterfront.

The controversy surrounding the Port of Seattle's lease with Foss Maritime has revealed a troubling reality about how city officials view one of the most important industries in the region — maritime.

We agree it is insulting that the hearing examiner believes the people who earn their living on the waterfront have no standing to be "interveners" in Foss' appeal of the city's permit denial, while granting that standing to environmental groups.

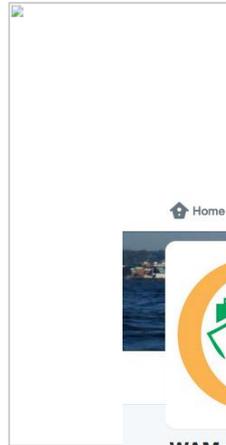
The city's latest attack sends yet another chilling signal that special-interest groups, regardless of standing, will continue to take priority over maritime jobs that meet or exceed safety, security and environmental standards. This precedent can only empower special-interest groups that want to see maritime activity curtailed.

As the maritime industry continues to pump \$30 billion into our state's economy each year, we are working intentionally on providing family-wage jobs, modeling low-impact, sustainable design and maintaining good relationships with our partners and neighbors. We are still open for business, despite what the City of Seattle and much of the media optics seem to imply.

Thank you for the coverage and balanced perspective.

**Joshua Berger, Bainbridge Island, Washington**  
Maritime Federation coordinator

Letters editor: [letters@seattletimes.com](mailto:letters@seattletimes.com).



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**WAMaritimeFederation** @WA\_Maritime · 6h  
The task force shows great commitment to #WA\_Maritime from our state's leaders and we are making great strides.

**Gael Tarleton** @GaelTarleton  
Exciting times. WA Maritime and Manufacturing task force kicks off in Bremerton tomorrow! @TheRostrum seattletimes.com/education-lab/... #HigherEd

### Most Read Sto



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Seat fires man



So what happens now with Seahawks' Kam Chancellor?



## WASHINGTON'S MARITIME SECTOR is a global leader in sustainability.

*As new opportunities emerge, it is important that the sector remains well coordinated in the adoption of industry-leading voluntary standards, best practices and emerging technologies to help build a more sustainable future.*

[Learn More](#)

### Examples of the BLUE economy:





# MARITIME BLUE

## Workforce and models

The nonprofit, **Sound Experience** operates the historic Schooner *Adventuress* as Puget Sound's Environmental Tall Ship. Built in 1913, the tall ship is a platform for environmental education, maritime training and is a model for emerging technology and sustainable practices through its **Living Ship Initiative**. Up to 10,000 people cross her decks annually engaged in public outreach and educational programming.



[www.soundexp.org](http://www.soundexp.org)

The **Skagit Valley College Marine Technology Program** highlights clean technology and best management practices in its innovative marine technology program. Partnering with other colleges in the state, students can earn accreditation in HVAC, composites, propulsion, electrical systems and more while ensuring that sustainability in the industry is held to a high standard. Skagit Valley College plays a critical role as we train the next generation of the maritime workforce.



[www.skagit.edu](http://www.skagit.edu)



# WASHINGTON MARITIME FEDERATION

*A Coordinated Voice for Maritime Progress*

## *2016 Policy and Investment Strategy* *Regional - State - Federal*

### **Workforce Development, Education and Training**

Dedicated Maritime Specific Funding Mechanisms

### **Economic Development Opportunities**

Modernizing the North Pacific Fishing Fleet

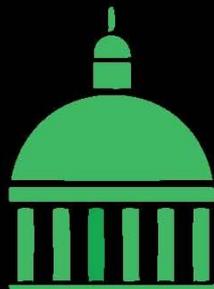
B&O Tax Reduction & Clean Tech Incentives

### **Environmental Responsibility**

Dedication MOTCA Funds for Mitigation of Infrastructure

### **Transportation and Infrastructure**

Support for regional and local projects



# MARITIME DAY IN OLYMPIA

## January 20, 2015

Join Together at the Capital to  
Unite the Voice of the Maritime Industry

Come support the priorities set by leading maritime industry  
organizations and employers across the state.

### HOSTED BY THE WASHINGTON MARITIME FEDERATION

- |          |  |
|----------|--|
| 8:00 am  | Breakfast Meeting, GA Building                                       |
| 9:00 am  | Meetings with Elected Officials,<br>Legislative Building and Offices |
| 12:00 pm | Luncheon, GA Building  |
| 1:30 pm  | Meetings with Elected Officials,<br>Legislative Building and Offices |
| 5:00 pm  | Closing Reception<br>Olympia Yacht Club                              |

Visit [www.maritimefederation.com](http://www.maritimefederation.com) to register



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[www.maritimefederation.com](http://www.maritimefederation.com)

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206-321-8693

# Washington Maritime Reception

Welcoming the National Conference of State Legislatures



**Engage with industry leaders and elected officials highlighting the economic impact, resilience and sustainability of Washington's maritime sector.**

As one of the key industries in the state, Washington's maritime sector accounts for \$30 billion of annual economic impact and nearly 150,000 living-wage jobs. With continued opportunities for growth, we have the structure in place to ensure continued support and coordination of industry priorities.

## Reception and Program on the Waterfront

Tuesday August 4th, 2015

4:30 pm to 6:30 pm

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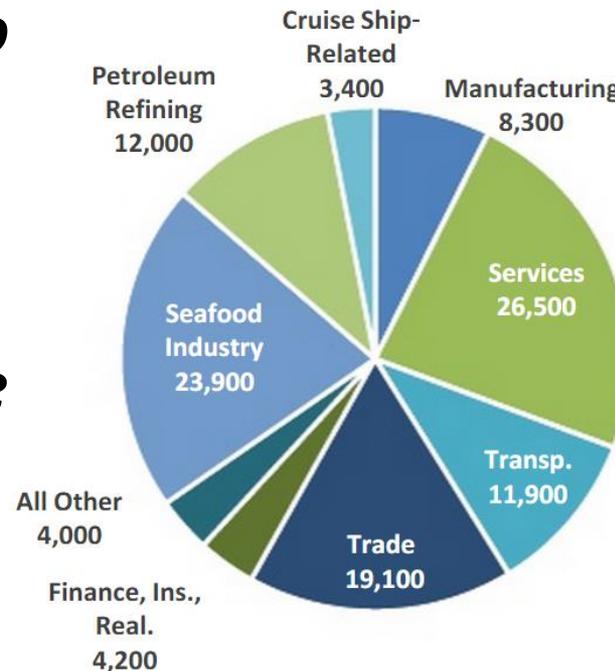
seattle metropolitan chamber of commerce



MANUFACTURING INDUSTRIAL COUNCIL



Alaska-Related Jobs in Puget Sound, By Sector, 2013



***“The time is now to strengthen our relationship and prepare for the demands of the 21st century economy”.***



WASHINGTON MARITIME FEDERATION  
*A Coordinated Voice for Maritime Progress*

## Get Involved - Keep Updated - Become a Member

Policy, Communications and Events Committees

Monthly Newsletter and News Distribution

Data Studies and Maritime Resources

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206-321-8693 - *[info@maritimefederation.com](mailto:info@maritimefederation.com)*

# Center of Excellence for Marine Manufacturing & Technology

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National Working Waterfronts & Waterways Symposium  
November 17, 2015  
Tampa, Florida



# CENTER OF EXCELLENCE: CORE EXPECTATIONS

## **Economic Development Focus:**

*Serve as partners with various state and local agencies, regional, national, and global organizations to support economic vitality and competitiveness in Washington's driver industries.*

## **Industry Sector Strategy Focus:**

*Collaboratively build, expand and leverage industry, labor and community and technical college partnerships to support and promote responsive, rigorous, and relevant workforce education and training.*

## **Education, Innovation and Efficiency Focus:**

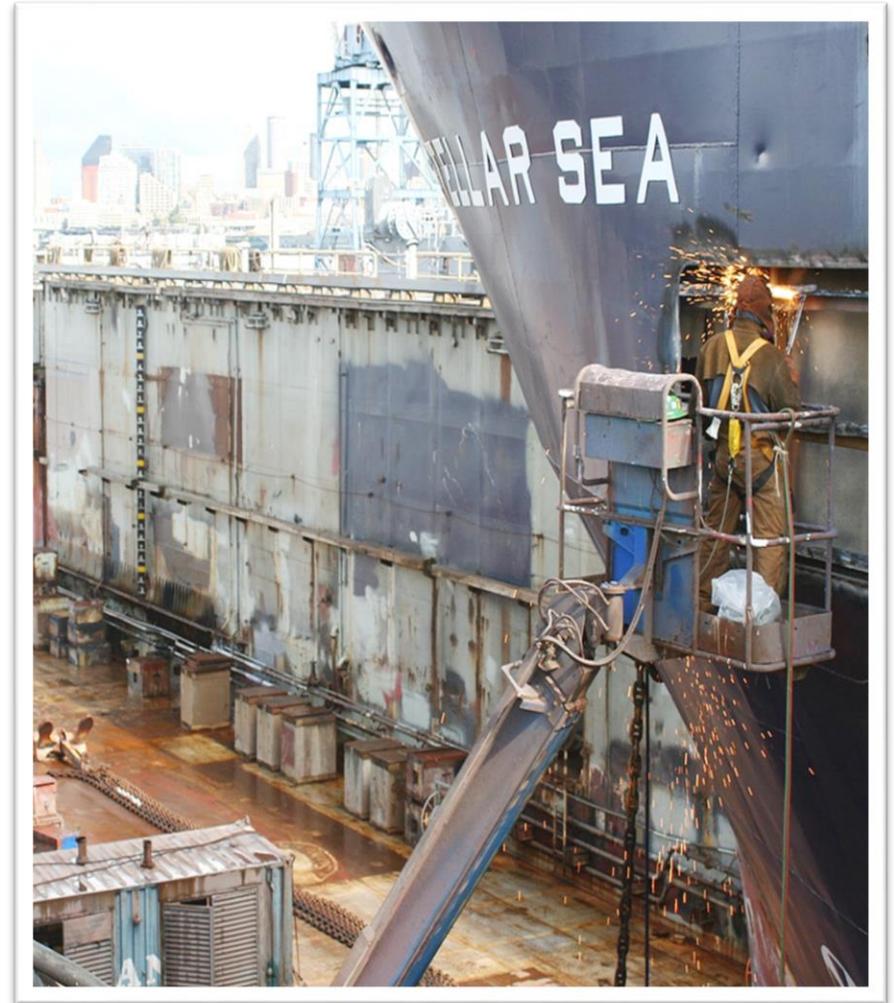
*Leverage resources and educational partnerships to create efficiencies and support development of curriculum and innovative delivery of educational strategies to build a diverse and competitive workforce.*

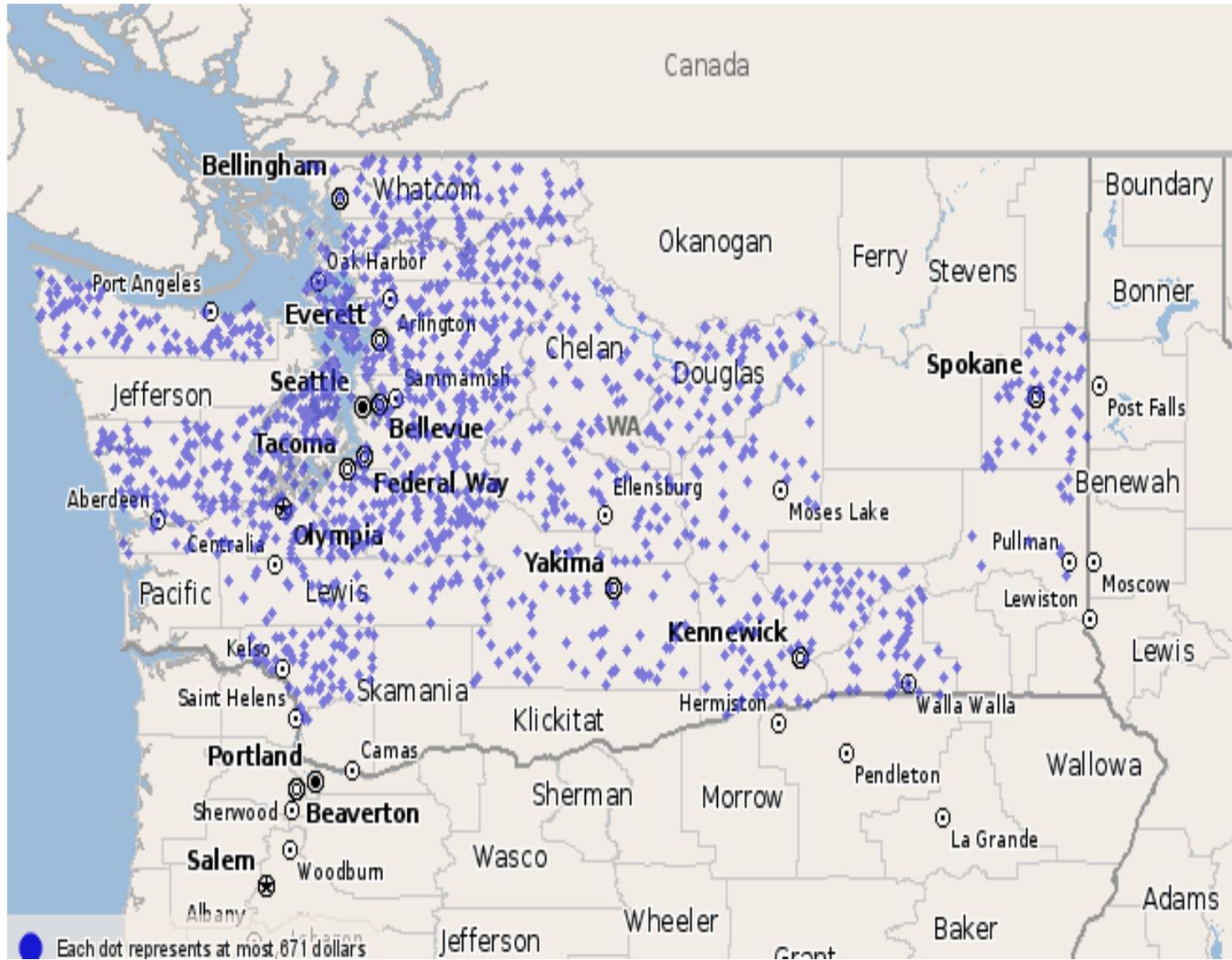
## **Workforce Supply/Demand Focus:**

*Research, analyze and disseminate information related to training capacity, skill gaps, trends, and best practices within each industry sector to support a viable new and incumbent workforce.*

# Two Projects

- Industry Sector Strategy Focus
  - Washington Maritime
  - Sea Grant Pilot
- Workforce Supply/Demand Focus
  - 2015 Washington State Maritime Workforce Survey





# 2015 Washington State Maritime Workforce Survey

- Purpose of the survey is to:
  - Measure current and projected demand for identified occupations and competencies
  - Learn about how benefits (including: health & retirement plans) impact employee recruitment and retention
  - Learn about how employers access training programs
  - Measure industry attitudes toward technology issues, sustainability, credentialing, and emerging opportunities
- Survey conducted every two years with Washington State University, Social & Economic Sciences Research Center
  - Launch and collect data
  - Dataset: 350+ employers
- Survey developed with direct input by industry
- 25 occupations
- Cross skills: competencies

# Maritime Workforce Survey

## High Demand Occupations

- Marine Electrician
- Welder - aluminum
- HVAC Technician
- Engineer
- Electronics Technician
- Propulsion systems

## Factors:Workforce

- Arctic shipping lanes
- Fisheries
- Aging workforce
- Technology
  - Electric and hybrid
  - LNG
- Sustainability
- Educational capacity

# Washington Maritime



*Washington Maritime is a consortium of community and technical colleges, industry and professional associations whose purpose is to provide access to training, better serve the industry and position Washington State as an international leader in marine and maritime education*

# Washington Maritime: Background

- Originally, an initiative of the Center of Excellence, Seattle Central Community College to address:
  - Systemic inefficiencies: widely distributed industry, few public programs and an historic aversion to collaboration
  - Capacity issues
- Formed to bring together public, private and nonprofit education and training providers to better serve and support the industry:
  - Leverage resources
  - Build capacity
    - Training resources
    - Instructor development
  - Approach training for students and incumbent employees strategically
- A consortium of maritime educators, industry, economic and workforce development organizations, labor, K12, and industry associations

# August 2014 Washington Maritime Retreat

Industry, workforce and economic development, education, industry associations and labor.

## Key strategies:

- Concentrated and leveraged support for maritime workforce development
- Greater connections with industry
- Expand training capacity to address key needs
- Curriculum enhancement and development
- Marketing and outreach



# Washington Sea Grant: Workforce Pilot Project

- Most significant outcome of August 2014 Washington Maritime retreat
- Pilot to support the maritime workforce in Washington State
- Two-year pilot supporting projects focused on:
  - Maritime career awareness
  - Curriculum and program development
  - Maritime pathways
  - Recruitment and retention of the maritime workforce
- Funding to support maritime workforce initiatives pilot: \$220,000
- Project exemplifies: commitment to the industry and education through leadership and collaboration

# Thank you!

Ann Avary

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# Maritime Workforce Initiative

Penny Dalton

National Working Waterways and  
Waterfronts Symposium

November 17, 2015



# WSG and Maritime Workforce Development

- Sea Grant role and approach
- Pilot program
- Results and next steps

# Washington State Priority

- Maritime important employment sector – 57,700 jobs, annual payroll of +\$4 billion
- Great pay – \$71,000 vs \$52,000 in other sectors
- Strong interest by diverse maritime interests – shipbuilding to seafood production to government agencies to marine logistics and shipping
- Kay and Troy

# Fit with WSG Goals

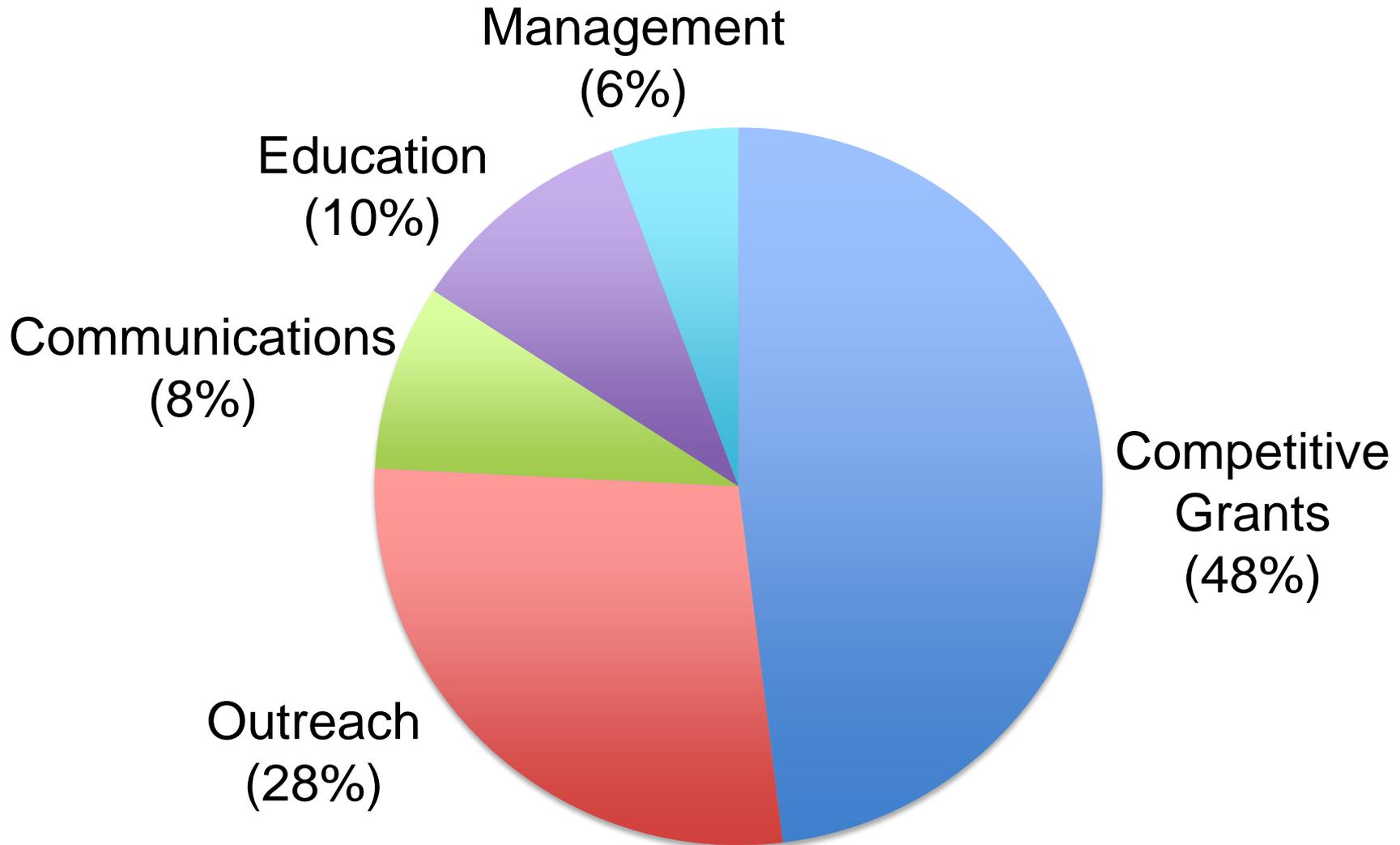
**Healthy coastal ecosystems** –habitat and resource conservation, understanding environmental stressors

**Sustainable fisheries and aquaculture** –science for management, technical assistance

**Resilient communities and economies** – hazard preparation, economic and environmental tools

**Ocean literacy and workforce capacity** – education for students of all ages, strengthened public understanding, workforce training

# Fit with WSG Program



# Training and Education Programs

## NOAA SCIENCE CAMP



# Competitive Project Grant Approach?

- \$50-110 K annually for two years plus match
- Short-term capacity building vs longer term operational support
- Traditional focus on scientific research but increasingly diverse range of projects
- Flexibility to tailor projects using innovative approaches and engaging range of partners
- Request for proposals scheduled for 2015 for projects beginning February 2016

# Maritime Workforce Pilot RFP

- Investment of \$220 K in federal funds with required match over two years to support 1-3 projects
- Projects to address challenges identified by WA Maritime Roundtable coalition (education and training providers, industry representatives)
- Project focus on one of four priorities:
  - Increased awareness of maritime occupations
  - Clear pathways to maritime workforce
  - Curriculum and program development, teacher training
  - Maritime worker recruitment, retention

# Timeline for Maritime Pilot Projects

<b>February – March</b>	7 preliminary proposals submitted (\$800 K request), reviewed, with 5 encouraged
<b>May – July</b>	5 full proposals submitted (\$650 K request); peer reviews with investigator rebuttals
<b>August</b>	Scientific and Technical Review Panel
<b>September</b>	Advisory Committee review
<b>October</b>	Discussion with potential co-funders; 2 proposals selected for funding (\$245 K)
<b>November</b>	Project plans and budgets being finalized for NOAA submission
<b>February 2016</b>	Projects start

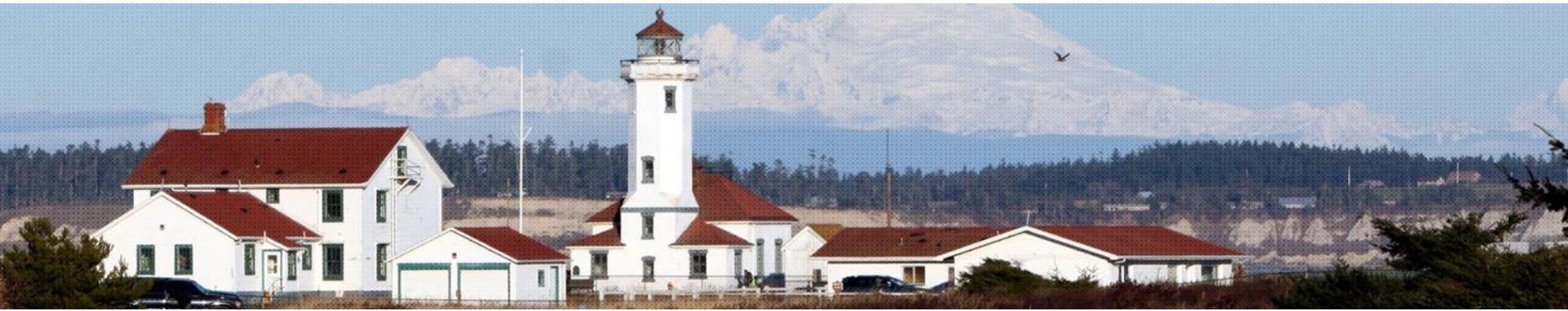
# Basis for Project Selection

1. **Project contribution:** Applicability to WSG priorities, societal relevance, capacity building
2. **Technical/scientific merit:** Technical soundness, innovation of approach, appropriate methods, clear project goals and objectives
3. **Engagement plan:** Involvement of potential users and strategy for outreach and application of results
4. **Qualifications of applicants:** Necessary project team education, experience, training, facilities, support
5. **Project Costs:** Realistic budget commensurate with project needs and time-frame

# Maritime Discovery Schools Initiative:

## Port Townsend School District

- Cohesive, place-based education model to combat aging workforce and dropping student enrollment, performance
- K-12+ curriculum rooted in town history, environment, economy, culture
- Numerous partners – NW Maritime Center, PT Marine Science Center, NW School of Wooden Boatbuilding, etc.
- Grant funds support curriculum development, summer training, industry collaboration sessions



# Experience Maritime Project:

A hands on introduction to careers and pathways in  
the maritime industry  
Seattle Maritime Academy

- Development of one-week short course offered 8 times each summer for 2 years
- Project will enroll 240 students and up to 16 teachers or counselors
- Curriculum to introduce students to diverse topics including maritime career pathways and shipboard operations
- Experience underway, direct industry engagement, available for other communities' use



# Lessons Learned and Next Steps

- No shortage of good project ideas relevant to local and state maritime workforce needs
- Grant-funded projects seem to offer cost-effective option to build capacity
- Combined RFP for research/workforce capacity was difficult to administer and led to some confusion
- Limited direct industry involvement and engagement of underserved groups like veterans are areas to look at
- Next steps – explore workforce-focused RFP options, possible partnerships to increase available funding



# Thank You!

## Questions?