

Economic & Workforce Recovery Task Force

UPDATES

Updated as of January 2021

Business Restart & Response: Build confidence among businesses, employees and consumers as the economy restarts and recovers. These strategies would provide direct support to businesses with Personal Protective Equipment (PPE) supplies, training for how to effectively use PPE to keep employees and consumers' safe, and a health and safety certification program to instill consumer confidence.

Strategies & Descriptions	Cost (Estimated/Actual)	Status Update	Next Steps	Status
<p>PPE for Business Program A program that will provide PPE supplies to local businesses to support the economic restart and support a healthy workplace for employees and customers.</p>	<p>Round 1: \$630,000 (PPE kits for 2,500 businesses) Round 2: \$129,000</p>	<p>Status:</p> <ul style="list-style-type: none"> Completed 	Closed	Completed
<p>Small Business PPE Retrofit Grant Program A grant program for small businesses to retrofit their establishments to comply with health and safety guidelines.</p>	Funding through CARES R3 grants	<p>Status:</p> <ul style="list-style-type: none"> Completed. Project was support by the R3 small business grant program to support PPE purchasing, retrofitting, and PPE training. 	Closed	Completed
<p>PPE Training for Business & Employees A training program focused on how to use PPE to keep businesses and workplaces healthy and safe.</p>	Referred to community partners	<p>Status:</p> <ul style="list-style-type: none"> Completed. Training provided by Impact Washington and Association of Washington Businesses 	Closed	Completed
<p>Business Health and Safety Certification A health and safety certification program that will instill confidence in employees and customers that the business is a healthy and safe environment. Program would be done in coordination with Snohomish County Metro Health.</p>	N/A	<p>Status:</p> <ul style="list-style-type: none"> Closed 	Closed	Closed

Workforce Training & Recovery: The COVID-19 pandemic has caused enormous displacement and disruption for many workers in Snohomish County. These strategies are designed to help displaced workers (laid-off or furloughed) with temporary job opportunities or to obtain the training and skill enhancement to start career pathways in high-demand occupations.

Strategy & Descriptions	Cost (Estimated/Actual)	Status Update	Next Steps	Status
<p>Outdoor Restoration Corps A program to support dislocated workers and provide needed trail maintenance to county-parks to allow people to enjoy the great outdoors. Snohomish County trail restoration program includes rehabilitation enhancement and construction for hiking, equestrian and mountain biking trails. Program would hire 10 dislocated workers for 3 to 4 months. Includes tools, equipment, transportation and supplies.</p>	N/A	<p>Status:</p> <ul style="list-style-type: none"> Project and funds moved to Career Resiliency. 	Closed	Closed
<p>Target Industry Workforce Retraining Programs Work with companies within Snohomish County's targeted industries to understand future workforce training needs. Develop training programs to support worker retraining and hiring.</p>	<ul style="list-style-type: none"> Transferable Skills Analysis-Phase 1: \$36,000 Aerospace Training Program: \$2.5M FWA Strategic Planning: \$5,000 	<p>Status:</p> <ul style="list-style-type: none"> Transferable Skills Analysis: Phase 1 of the analysis has been completed. Aerospace Employment Recovery & Training Program: Completed. Grants to awarded to 11 aerospace companies totaling \$2.5 M. Future Workforce Alliance strategic planning: Board strategic planning completed. 	Closed	Completed

Communication & Marketing Recovery: Businesses, employees and consumers expressed the need for strategies to promote the County's small businesses and tourism industry through marketing campaigns, establish a one-stop-shop of information that provides them with guidelines for restart and recovery, and engage the County's State Legislators with information about the recovery and requests for additional support. (See also Tourism under Sector Resiliency strategies)

Strategy & Descriptions	Cost (Estimated/Actual)	Status Update	Next Steps	Status
<p>Buy SnoCo Campaign</p> <p>A program for local communities, chambers of commerce, and downtown associations to develop marketing plans to encourage consumers to buy from their local businesses to repair and rebuild communities.</p>	\$250,000	<p>Status:</p> <ul style="list-style-type: none"> The Buy SnoCo Campaign project is transferred to Local Business Resiliency (Support SnoCo) 	Closed	Closed
<p>Tourism Marketing</p> <p>A local/regional tourism marketing campaign to attract local and support a responsible approach to tourism recovery.</p>	\$250,000	<p>Status:</p> <ul style="list-style-type: none"> The Tourism Marketing project is transferred to Local Business Resiliency (Support SnoCo) 	Closed	Closed
<p>State Legislatures Engagement to Support Economic Recovery</p> <p>Engage and connect with State legislators and aids through the Team Snohomish website and social media channels to update them on the County's recovery. Provide briefings and updates about economic and workforce recovery.</p>	N/A	<p>Status:</p> <ul style="list-style-type: none"> Ongoing dialogue with state/federal legislatures to support recovery. Career Crossing included in the County's State Legislative Agenda. 	State Legislature briefing on January 2021	In Progress

Community Recovery & Rebuilding: Address the need to support businesses and workers well into recovery, support arts and cultural organizations that play a critical role in building and maintaining community, make investments job-creation strategies, and supporting the County's most vulnerable populations.

Strategy & Descriptions	Cost (Estimated/Actual)	Status Update	Next Steps	Status
<p>Business & Supply Chain Recruitment</p> <p>Target local company supply chains for business attraction to create jobs and increase supply chain resiliency.</p>	No CARES funding provided	<p>Status:</p> <ul style="list-style-type: none"> Work to be carried out by Economic Alliance Snohomish County as part of their 2021 contract with Snohomish County. 	Monitor and support as needed.	In Progress
<p>PPP Loan Forgiveness Outreach</p> <p>Develop a marketing and communication plan for how small businesses can have their Payroll Protection Program loan forgiven.</p>	No CARES funding provided	<p>Status:</p> <ul style="list-style-type: none"> PPP and financial support seminars and one-on-one training sessions are being conducted by Business Impact NW and the Small Business Development Center (SBDC). 	Provide outreach and marketing support to seminars.	In Progress
<p>"Main Street" Rules & Regulations Streamlining</p> <p>Relax sidewalk and parking regulations to allow businesses to do café seating or shopping on sidewalks and streets.</p>	No CARES funding provided	<p>Status:</p> <ul style="list-style-type: none"> Cities throughout Snohomish County have been implementing programs to use public spaces to enhance social distancing to support small businesses. 	Monitor and share best practices.	In Progress
<p>Small Business Support Network</p> <p>Create support programs to small businesses as they re-open or adapt to changes as a result of COVID-19.</p>	<ul style="list-style-type: none"> Project ReInvent supported by Economic Resiliency Planning for the Future. 	<p>Status:</p> <ul style="list-style-type: none"> Northwest Innovation Research Center (NWIRC) is partnering with Workforce Snohomish and the Office of Economic Recovery & Resiliency to implement Project ReInvent. The project supports dislocated workers to remain engaged in the workforce by supporting and mentoring small businesses and startups to adapt to a changing economy. 	Continue to support by helping to match dislocated workers to opportunities.	In Progress
<p>F3 Aerospace Grants</p> <p>Additional funds to support the existing grant program to support aerospace companies and their workers.</p>	\$2,000,000	<p>Status:</p> <ul style="list-style-type: none"> Completed 	Completed	Completed

Tele-Health <i>Invest in tele-health options with medical and mental health programs targeted toward vulnerable and unsheltered communities.</i>	N/A	Status: <ul style="list-style-type: none"> Administered by Department of Human Services. Department of Human Services is also providing support to the YMCA and Boys and Girls Clubs. 	Monitor and provide support to Human Services	In Progress
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Small Business Resiliency: Initiatives to foster greater resiliency among small businesses, local main streets and communities, as well as minority businesses who have been most impacted by the pandemic.

Strategy & Descriptions	Cost (Estimated/Actual)	Status Update	Next Steps	Status
Economic Resiliency Planning for the Future <i>An economic development strategy and project implementation plan for economic resiliency that is tailored for each Snohomish County district that cities, towns and local jurisdictions can immediately use to address the challenges faced by downtowns and main streets, local businesses and workers as a result of the current COVID-19 pandemic.</i>	\$500,000	Status: <ul style="list-style-type: none"> Project completed. Projects implemented: <ul style="list-style-type: none"> Provided support to local communities, chambers and libraries for small-business marketing campaigns, advanced manufacturing recovery and resiliency building, and online training for BIPOC in tech careers. Supported dislocated workers by engagement with startup companies (Project ReInvent), a job website (SnoCo Work) to find new careers, and training programs (Sno-Isle Libraries) to transition into high-demand technology careers. 	Completed	Completed
Small Business Equity & Resiliency <i>A Women- and BIPOC-owned action plan supports ongoing programs and initiatives and implements based on identifying the strengths and gaps in Snohomish County's small business service delivery and address areas for equity, inclusion and opportunity.</i>	\$500,000	Status: <ul style="list-style-type: none"> Project completed. 	Completed	Completed
Business Resiliency Partnership <i>A platform with information to support businesses, promote best practice sharing through email newsletters, webinars, and talent identification to fill needed positions in partnership with regional and state efforts.</i>	\$500,000	Status: <ul style="list-style-type: none"> Project completed. 	Q1 2021	Completed
R3 Small Business Grants <i>Additional funds to support existing grant program for employee retention and PPE purchasing.</i>	\$3,500,000	Status: <ul style="list-style-type: none"> Completed 	Completed	Completed

Career Resiliency: Support workers who have been laid-off or furloughed due to the pandemic and provide them with opportunities to upskill for new careers in high-demand occupations and growing industries throughout Snohomish County and the Puget Sound region.

Strategy & Descriptions	Cost (Estimated/Actual)	Status Update	Next Steps	Status
Skill-Up! <i>Skill development programs for laid-off or furloughed workers to acquire the skills to enter high demand occupations that will support career and business resiliency.</i>	\$2,000,000	Status: <ul style="list-style-type: none"> Completed 	Completed	Completed

<p>Tech Training Academy</p> <p><i>Targeted training programs for Snohomish County displaced workers over 18 years of age targeting women, veterans, and people of color for training or apprenticeship. Training will focus on high demand software programming skills for high wage job placement support with small, medium and large technology firms.</i></p>	\$1,000,000	<p>Status:</p> <ul style="list-style-type: none"> Project completed. 	Q1 2021	Completed
<p>Sector Resiliency: Strengthen sectors and make them more resilient to future shocks through strengthening supply chains, introducing innovation, marketing, and promotion.</p>				
Strategy & Descriptions	Cost (Estimated/Actual)	Status Update	Next Steps	Status
<p>Telecommuting Strategy & Broadband/5G Deployment</p> <p><i>Develop and implement a broadband strategy to help students and employees work and school from home. Deploy broadband or 5G technology to underserved areas of the County. A consultant could be hired to determine the extent of need in areas of the County without broadband access and develop preliminary costs.</i></p>	No CARES funding provided	<p>Status:</p> <ul style="list-style-type: none"> Monitor Ziplly's expansion and support as needed. 	Monitor	In Progress
<p>Food Supply Resiliency</p> <p><i>Invest in three key pieces infrastructure to maintain a healthy agriculture and food supply sector to include processing/ aggregation/ distribution, commercial kitchen, year-round indoor farmers markets and food hubs county-wide. Consider piloting a project at McCollum Park to validate the concept for county-wide implementation.</i></p>	<p>Project estimate: \$6M; \$2.5M requested from State Legislature</p> <p>No CARES funding provided</p>	<p>Snohomish County Food and Farming Center</p> <p>Status:</p> <ul style="list-style-type: none"> Included in the County's State Legislative agenda. The anticipated ask currently is \$2.5 million which we anticipate would complete the remodel of the Cougar Auditorium into the new Processing, Aggregation and Distribution portion of the project. This will include the equipment needed which will be identified by the ag community who will be using the center. A structural assessment will be performed in mid-February which will give us more detailed information on the cost of remodel for each building. 	Brief State Legislators as needed.	In Progress
<p>Snohomish County Aerospace Resiliency Plan</p> <p><i>The Snohomish County Aerospace Resiliency provided business solutions, training, certification and business matchmaking to preserve aerospace businesses and jobs to promote the economic resiliency of Snohomish County aerospace companies due to the economic impacts of COVID-19.</i></p>	\$500,0000	<p>Status:</p> <ul style="list-style-type: none"> Project completed. 	Q1 2021	Completed
<p>5G Food Resiliency</p> <p><i>A virtual and physical space(s) to bring 5G wireless technology to areas of the County where access is limited. The testbed(s) will provide agricultural businesses with a platform for innovation, academic research, and industry collaboration to support food resiliency.</i></p>	\$1,000,000	<p>Status:</p> <ul style="list-style-type: none"> Project completed. 	Q1 2021	Completed
<p>Local Business Resiliency Promotion</p> <p><i>Snohomish County was first-in the country for COVID-19. This strategy undertakes promotion and marketing initiatives to support Snohomish County small businesses and steps taken by businesses to ensure a safe experience.</i></p>	\$2,000,000 (Includes \$500,000 from Buy SnoCo Campaign and Tourism Marketing)	<p>Status:</p> <ul style="list-style-type: none"> Project completed. 	<ul style="list-style-type: none"> Memorandum of Agreement signed with EASC to maintain. Q1 2021 	Completed

