

# Burien Economic Development Action Plan

September 7, 2023

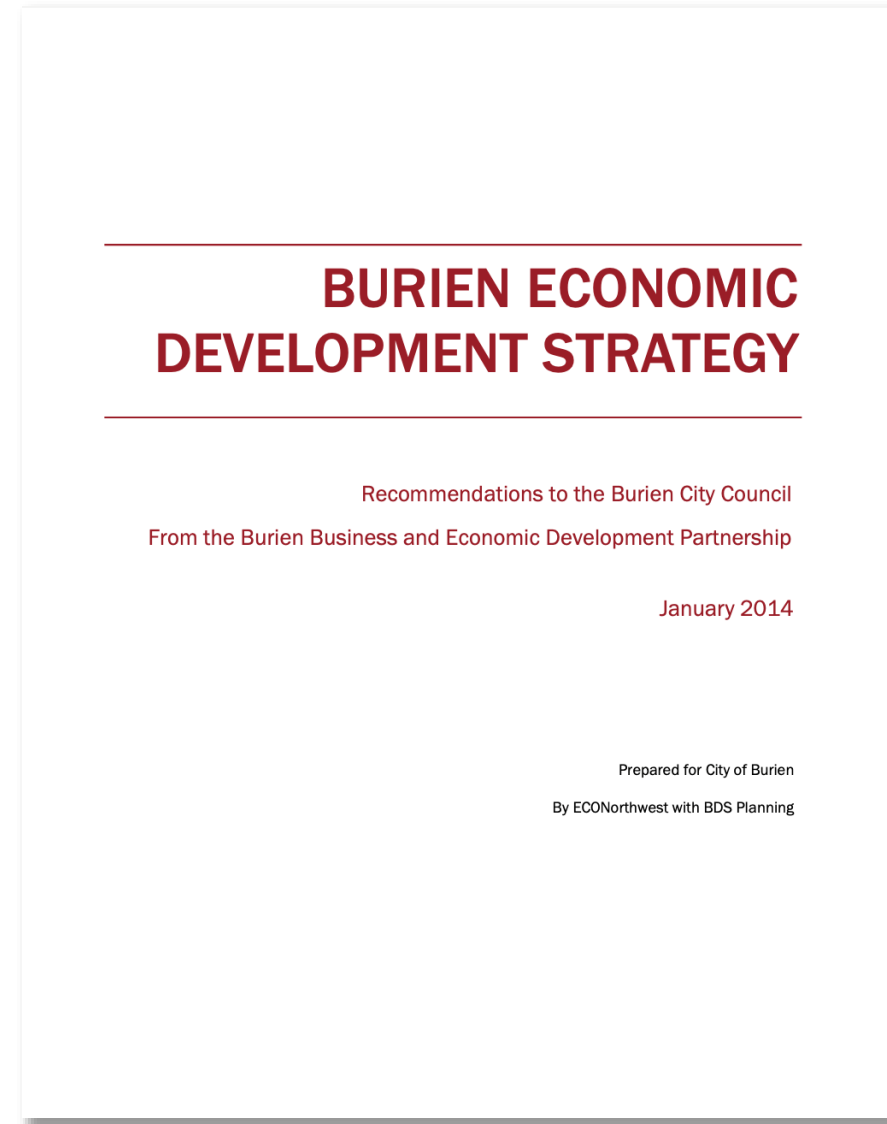
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- Introduction:
  - What is the Action Plan?
  - Timeline for Connecting with BEDP
- Initial Findings:
  - Review key trends
  - Discussion of opportunities
- Progress Since 2014:
  - Highlight key successes
  - Understand What's still needed

# Introduction

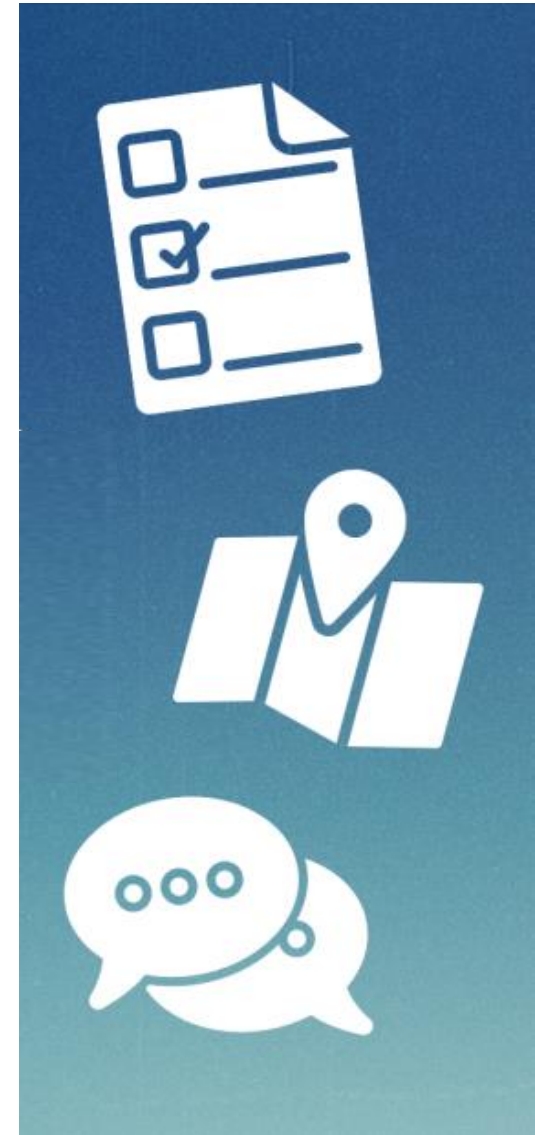
# Why does Burien need an Economic Development Action Plan Update?

- **Burien's economic priorities have shifted since 2014.**
- The 2024 plan update should:
  - Prioritize equitable outcomes and entrepreneurship
  - Account for newfound locational flexibility post-pandemic
  - Respond to critical regional trends and infrastructure investments



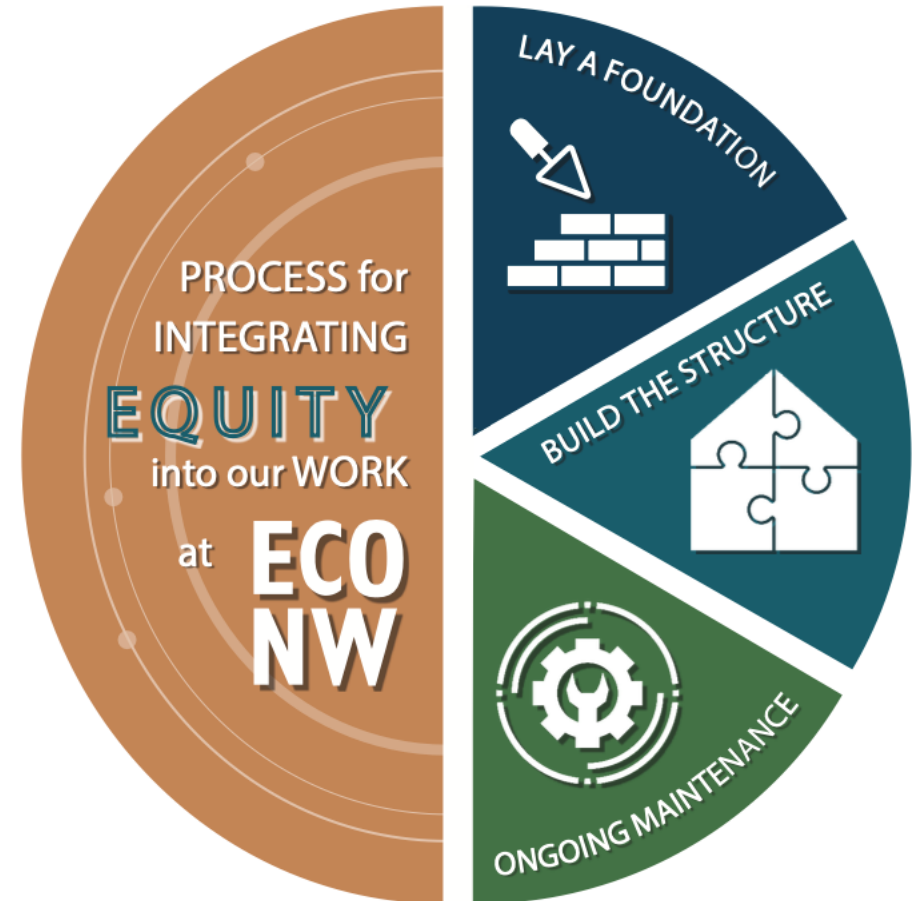
# Where does this plan fit with other work happening in Burien?

- This plan will serve as a **clear, action-oriented roadmap** for the City to implement alongside corridor, district-level, and citywide planning.
- Economic development is intertwined with transportation, land use, parks and open space, and more.
- **Equitable economic development strategies** will expand opportunities for communities facing higher barriers to economic prosperity



# What is our approach to creating an equitable action plan for Burien?

- Understand Burien's current community, disparities, and gaps in economic opportunities
- Implement equitable best practices for engagement
  - Compensation
  - Language inclusion
  - Bring back results
- Identify and vet strategies to create equitable outcomes in Burien



# Next Steps: Community Engagement

Task	SEP				OCT				NOV				DEC				JAN				FEB							
Engagement Round 1: Understanding Current Conditions					Stakeholder Interviews		Workshop/Focus Groups Round #1																					
Engagement Round 2: Prioritize Strategies													Workshop Round #2															

## Stakeholder Interviews

- Gather input on economic development priorities
- Vet findings of initial analysis
- Provide context from different local and regional perspectives

## Workshops/Focus Group #1

- Understand existing conditions and experiences in Burien
- Vet findings of initial analysis
- Identify key needs to be addressed

## Workshops/Focus Group #2

- Develop criteria for actions and strategies
- Prioritize/refine actions
- Identify implementation steps

# Next Steps: Project Deliverables

Task	SEP				OCT				NOV				DEC				JAN				FEB							
Engagement Round 1: Understanding Current Conditions				Draft Context Brief			Interviews/ Workshop					Final Context Brief																
Engagement Round 2: Prioritize Strategies													Workshop								Draft Action Plan							Final Action Plan

## Current Conditions Brief

- Summary of demographic & economic trends
- Review of 2014 plan implementation
- Set the stage for developing actions
- Incorporate first round of engagement

## Burien Economic Development Action Plan

- Outline goals, strategies, and specific actions, projects, and programs
- Implementation guide for actions
- Recommendations for phasing, partnerships, and priorities



# Next Steps: Engagement with BEDP

Task	SEP				OCT				NOV				DEC				JAN				FEB										
Engagement Round 1: Understanding Current Conditions	BEDP #1			Draft Context Brief				Interviews/ Workshop				Final Context Brief																			

**BEDP #1**

- Intro to project
- Discuss opportunities and needs
- Discuss desired outcomes

**BEDP #2**

- Share first workshop findings
- Review list of actions
- Identify additional actions

**BEDP #3**

- Review second workshop findings
- Refine list of actions
- Discuss prioritization

**BEDP #3**

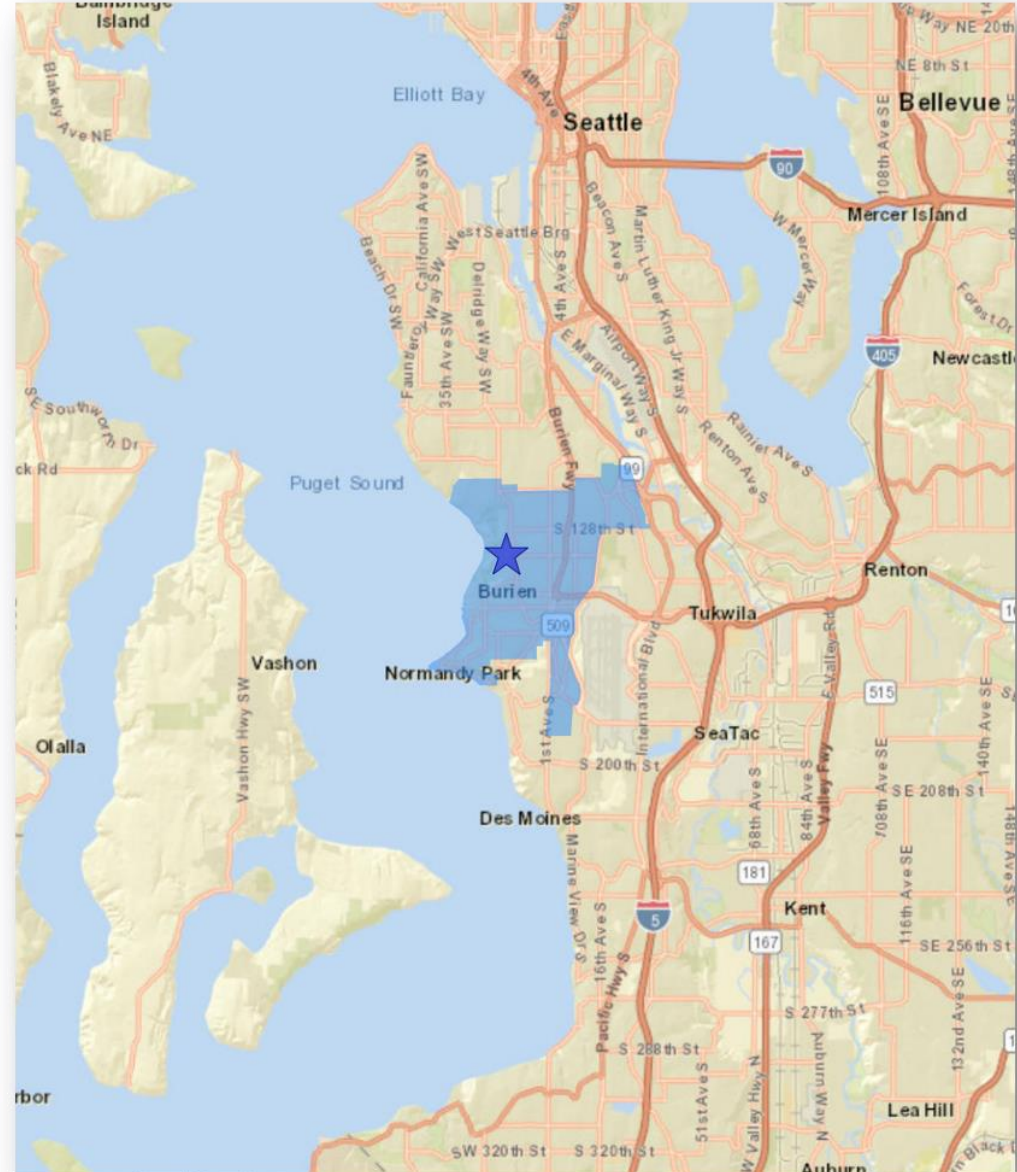
- Present final plan
- Discuss any final comments
- Carrying actions forward

# Initial Findings: Implications of Burien's Economic and Demographic Trends

# Burien Has Strong Locational Advantages to Leverage.

**Burien should continue seeking ways to leverage its position within the region and access to major transportation routes.**

*Burien is located just south of Seattle, to the west of I-5 along the Puget Sound. Burien offers quick access to employment centers in the region and wider markets through the Seattle-Tacoma International Airport.*

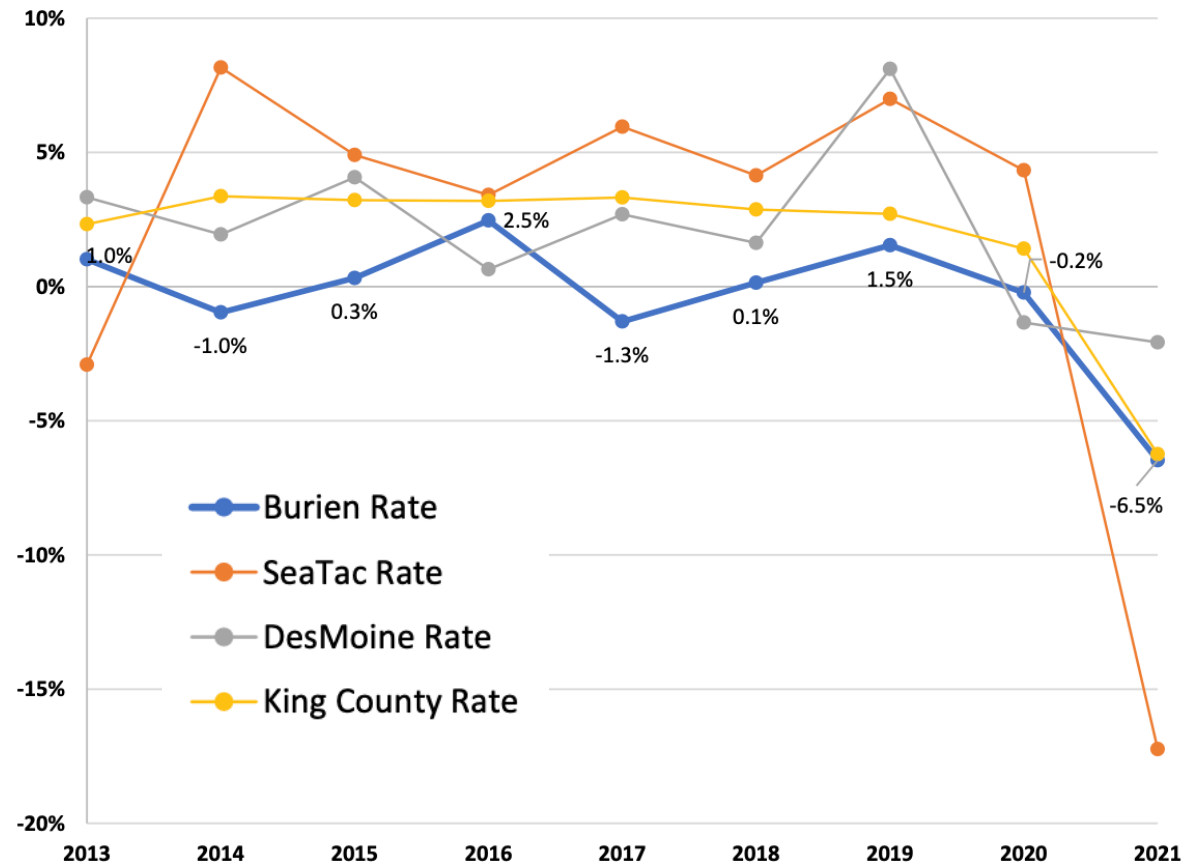


# Burien Saw Negative Employment Growth in 2021 Consistent with King County Overall.

**Economic development should consider how Burien can continue recovering from the pandemic and attracting employment opportunities.**

*Burien saw generally steady employment in the past decade but saw a post-pandemic downturn in 2021 at about the same rate as King County.*

Historical Employment Growth Rate Comparison, Burien 2013-2021



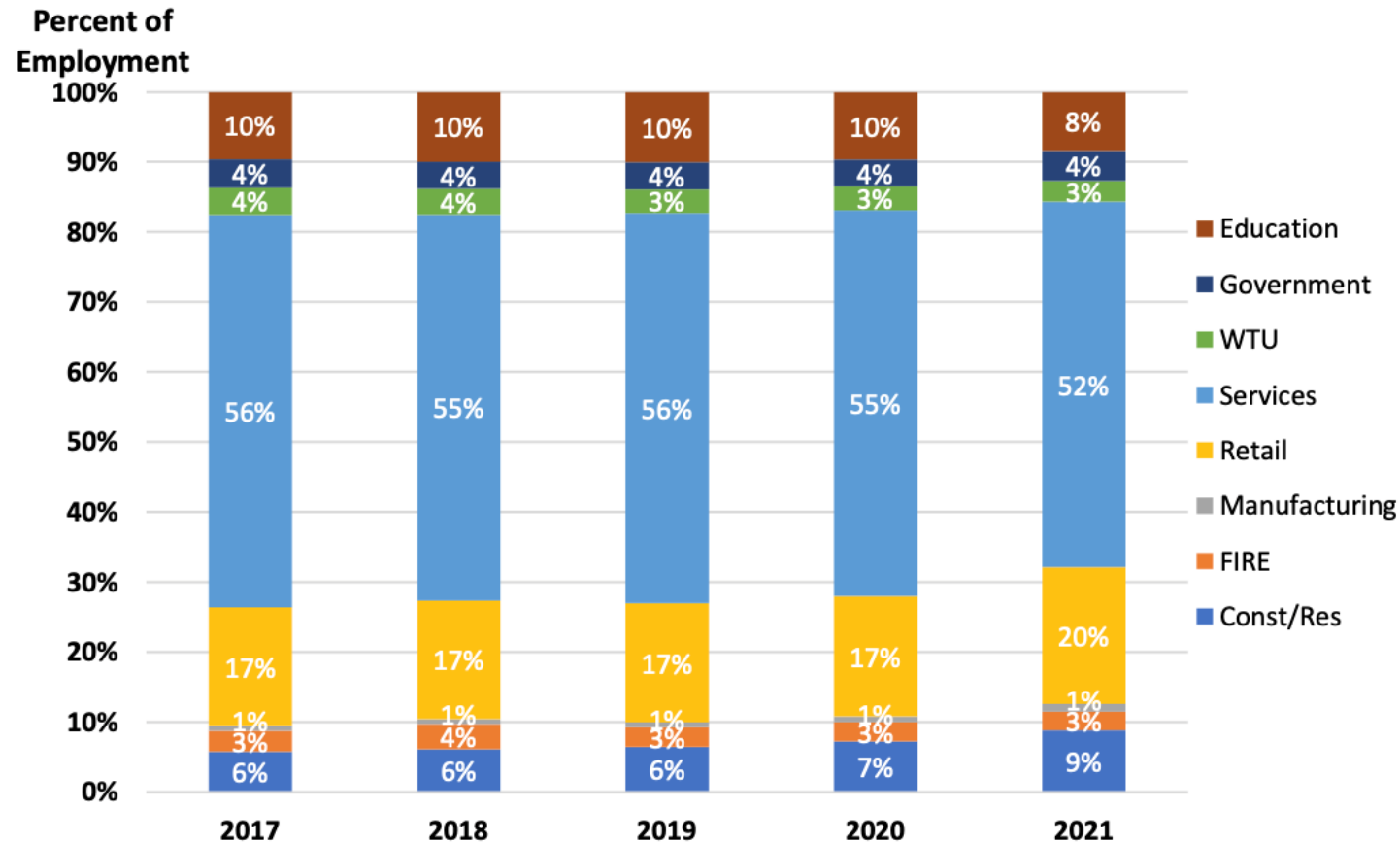
Source: Heartland 2022 Analysis of ACS Estimates

# Retail and Services Make Up Nearly 75% of Employment in Burien.

**The 2024 plan update should cover adapting retail and services to post-pandemic trends as well as diversifying Burien's economic sectors.**

*Retail and services were the largest industries in Burien in the past five years but saw a drop in 2021 likely directly related to pandemic-driven layoffs and closures.*

Covered Employment Percentage, Burien 2017-2021



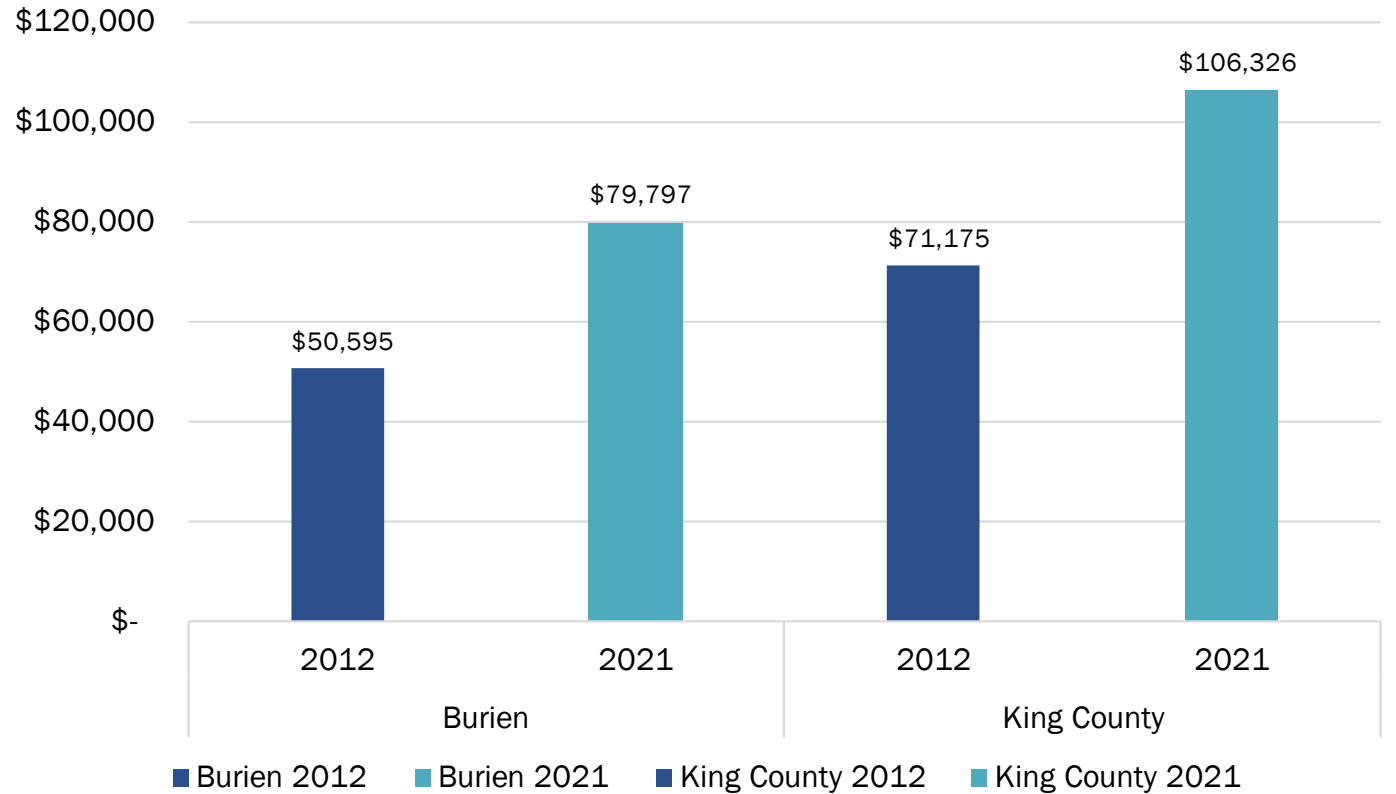
Source: Heartland 2022 Analysis of ACS Estimates

# Burien's Median Household Income is only 75% of the County's Average.

**Economic development should seek to increase resident's access to opportunities in the region and attract higher-wage jobs to Burien.**

*Burien's median income has grown 57% in the past decade. However, median income in Burien remains lower than King County overall.*

Median Household Income, Burien and King County, 2012 and 2021



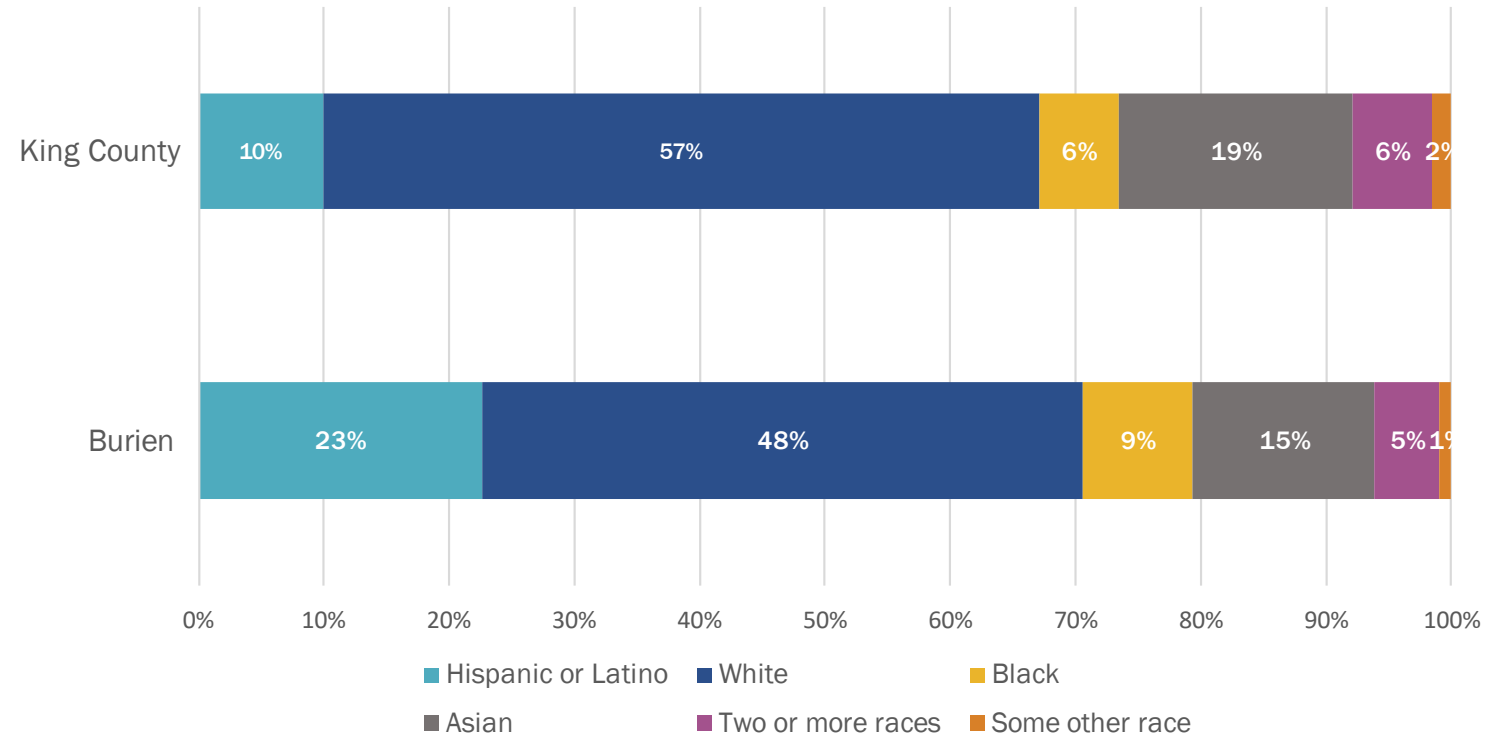
Source: ACS 5-Year Estimates

# Burien Has Over Double the Share of Latino Residents Compared with King County.

**Culturally appropriate engagement and representation of Latino businesses will be critical for developing equitable economic development actions.**

*Nearly a quarter of Burien's population is Hispanic or Latino and over half of the overall population of Burien are people of color.*

Population by Race and Ethnicity, Burien and King County, 2021



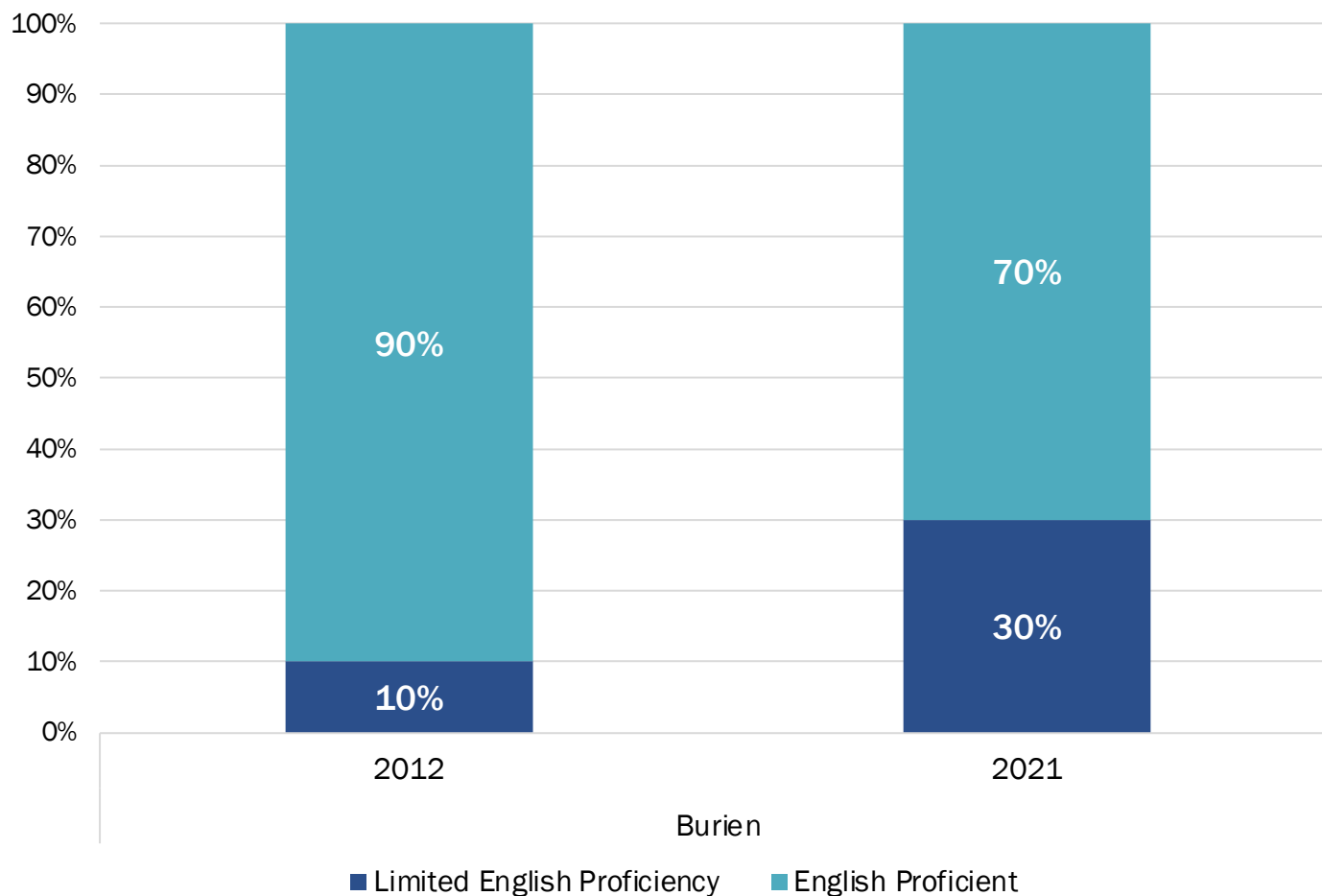
Source: ACS 5-Year Estimates

# Burien's Population with Limited English Proficiency Is Growing.

**Both engagement activities and strategies in the Economic Development Action Plan should address the importance of language access.**

*Burien's population with limited English proficiency (LEP) has tripled in the past decade. Nearly a third of residents in 2021 had limited proficiency.*

Share of LEP Households, Burien, 2012 and 2021



Source: ACS 5-Year Estimates

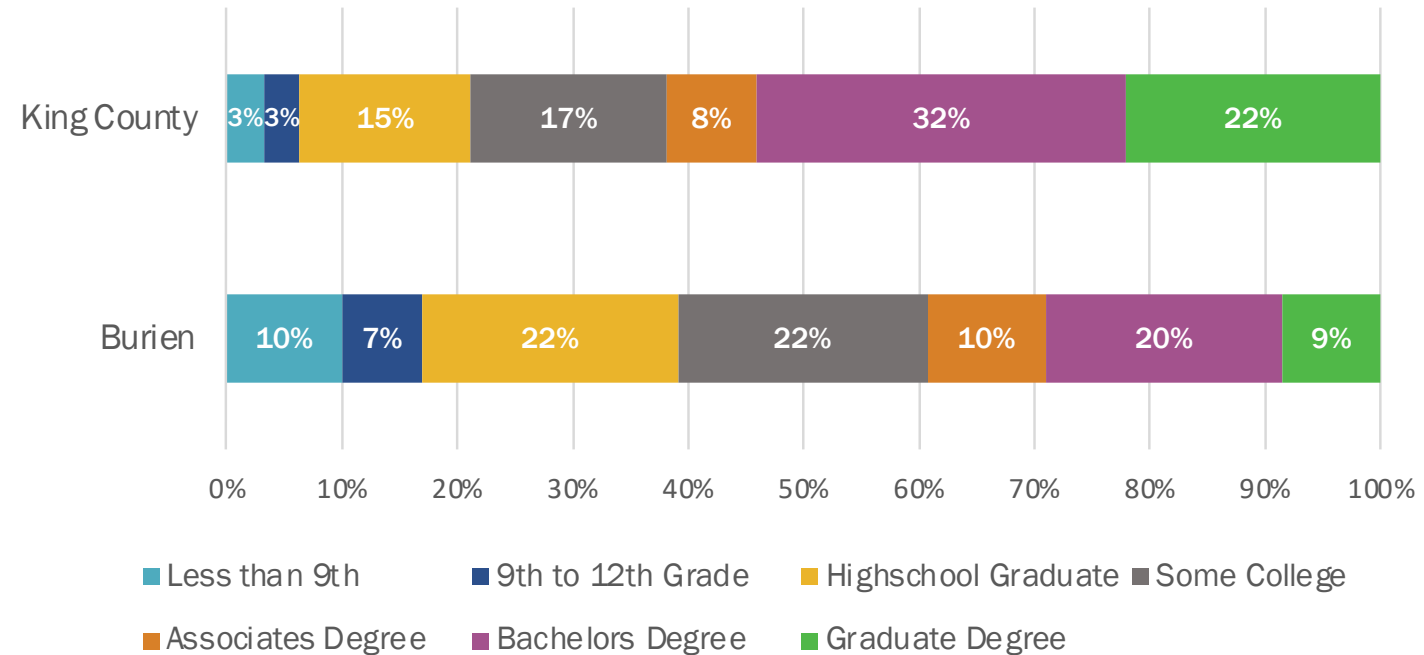


# Burien Has Fewer Residents with Bachelor's or Graduate Degrees than King County.

**Access to education, workforce training, and partnerships with educational institutions will likely be important considerations for building economic opportunities.**

*Burien has a higher share of residents with high school degrees or lower, while over half of King County's population over 25 overall holds at least a bachelor's degree.*

Educational Attainment for Population 25 and Over, Burien and King County, 2021



Source: ACS 5-Year Estimates

- Continue leveraging Burien's strategic location near major transportation hubs and the airport
- Pursue development of tourism through hotels, attractions
- Increase access to living-wage employment opportunities
- Support entrepreneurship in the community
- Develop culturally-appropriate economic development programs
- Enhance quality of life amenities

**Discussion: What other opportunities are on the horizon for Burien?**

# Progress on 2014 Plan Actions

# Reviewing the 2014 Action Plan

**Vision from 2014 Plan:** Burien should be “a vibrant and creative community, where residents embrace diversity, celebrate arts and culture, promote vitality, and treasure the environment.”

## Economic Development Strategies

<b>Business Services</b>	<ol style="list-style-type: none"><li>1) Describe business attributes and impacts that support the vision.</li><li>2) Evaluate and make explicit policy decisions about incentives.</li></ol>
<b>Funding and Resources</b>	<ol style="list-style-type: none"><li>1) Evaluate and help create business improvement districts.</li><li>2) Assist in finding funding for business development.</li></ol>
<b>Communication and Coordination</b>	<ol style="list-style-type: none"><li>1) Develop a marketing and branding plan.</li><li>2) Form partnerships, communicate, and coordinate.</li><li>3) Reach out to districts of the City.</li></ol>
<b>International City</b>	<ol style="list-style-type: none"><li>1) Develop sister-city relationships.</li><li>2) Create relationships at the state level and with other partners.</li><li>3) Identify and evaluate ways to exploit Burien’s proximity to the Port or Airport.</li><li>4) Help develop a program for international tourism.</li></ol>

# Key Successes from the 2014 Plan



Economic Development Specialist position created



Building connections with GSP and Soundside Alliance



Tuned up permitting processes



Targeted tourism advertising



Buildable Lands Inventory & Housing Action Plan



Corridor and district planning in Ambaum, Boulevard Park



ChooseBurien.com created as marketing & business attraction tool



Downtown Mobility Study

**Discussion: Are there any other key successes since 2014?**

# Other Plans: Progress Toward 2014 Plan

- Other plans released to date have included initiatives relevant to the 2014 plan, such as...
  - Providing **small business support** (financial and technical)
  - **Marketing** the city to hotel, business, and housing developers
  - Providing **zoning and development incentives** such as fee waivers, reduced design requirements, etc.
  - Expanding **hotel and travel** offerings for those coming from the SeaTac airport
  - **Increasing the customer base** via housing development in transit-connected neighborhoods

**Discussion: Are there other initiatives or economic development actions we should know about?**

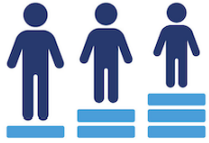
# What's Still Needed?



Clear priorities and key actions



Infrastructure: 509, H Line



Equitable and culturally inclusive economic development



Business collaboration and funding



Quality of life amenities



Tourist accommodations and attractions; creative industries



Entrepreneurship opportunities



Land & water & sewer to support new development

**Discussion: What else is still missing that should be addressed?**

- What would make the 2024 Economic Development Action Plan Update useful for your work/organization?
- What would be ideal outcomes for the 2024 Economic Development Action Plan Update?
- How can we better align with regional economic development efforts?