

# AEROSPACE CONVERGENCE ZONE

## 2019-23 Operations/Business Plan

### **Mission**

The Aerospace Convergence Zone (IPZ) will create synergy between industry, research, commercialization and workforce development to ensure the continued global prominence of Snohomish County's aerospace industry and the prosperity of its residents.

### **Goals**

The IPZ will advocate for the continued global aerospace prominence of Snohomish County by insuring that the industry has the support necessary to continue its' growth and technological innovation. We will do this by:

- Facilitating the continued development of a broadly-defined "infrastructure": skilled workforce, educational assets, transportation networks for people and products, positive business climate, appropriate land-use policies and quality of place.
- Promoting the importance and economic impact of aerospace and marketing the industry locally, regionally, nationally and internationally
- Supporting incumbent supply-chain companies in their efforts to maintain and/or grow their capacities
- Based on a supply-chain gap analysis, recruiting supply-chain companies from outside the area while looking for collaboration opportunities with incumbent supply-chain companies
- Collaborating with other aerospace communities across Washington to support a statewide development effort

### **Leadership**

The success of the IPZ is based on a collaborative effort among community stakeholders. Economic Alliance Snohomish County (EASC) is the Administrator of the Zone. The collaboration will initially be led by the following, which have the appropriate industry and IPZ history to apply to the effort:

- Patrick Pierce – President/CEO, EASC
- Matt Smith – Director/Industry Development, EASC; IPZ Administrator
- Erin Monroe, President/CEO, Workforce Snohomish

Named partners in the IPZ include the:

- Aerospace Futures Alliance of Washington (AFA)
- Edmonds Community College
- Everett Community College
- University of Washington Bothell (UWB)
- Washington State University Everett (WSU)
- Workforce Snohomish

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### Strategies

1. Facilitate and engage in efforts to integrate all education/training providers to present a “one-stop” seamless approach for the present and future workforce
2. Support the Snohomish STEM network in collaboration with K-12, higher education and industry
3. Advocate for State transportation funding to maintain and expand roadways, railways and waterways for the efficient movement of people and freight
4. Protect current industrial real estate zoning and encourage development of land and buildings to prepare for future demand. Market the Cascade Innovation Center (CIC) as an area for concentrated development of the aerospace supply chain
5. Market the region through regular participation in domestic and international trade shows. Maintain current recruitment efforts and outreach efforts for business retention and expansion (BRE)
6. Continue industry advisory committee activities (EASC’s Aerospace in Action)
7. Undertake efforts to build a brand in Snohomish County around the Aerospace Convergence Zone name.

### Work Plan

#### 1. Workforce

IPZ partners will undertake the following activity consistent with the strategies identified above. The IPZ will market these resources through its recruitment and retention/expansion efforts.

- Development of the Snohomish County STEM Network will be furthered by providing staff support through an Executive Director housed at EASC. The Network will work to enhance technical education at the elementary and high schools resulting in stronger connections between K-12, higher education and industry. The Network will encourage engagement by industry with education.
- Pending approval, Edmonds Community College will develop a new Bachelor of Applied Science degree in Advanced Manufacturing and Materials Engineering Technology (AMMET); expected to start in Fall 2021. Two additional IT-related BAS degrees are anticipated; IT Applications Development, and Robotics and AI. Their contract training and incumbent worker training will be enhanced.
- Everett Community College will continue its’ support of IPZ efforts by operating and expanding the Advanced Manufacturing Training and Education Center. They will be opportunistic in developing new programs. Examples are the recent additions of commercial painting and avionics to their Aviation Maintenance Program.
- The University of Washington Bothell will continue to emphasize mechanical and electrical engineering and physics undergraduate degrees in their School of STEM. The IPZ will advocate for additional campus facilities as proposed, such as the \$79 Million investment confirmed by the 2109 WA Legislature for a new academic building, shared with Cascade Community College, opening in Fall 2022. The IPZ will facilitate their efforts to connect with aerospace companies to solicit internship opportunities as well as placement of graduates.

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- Washington State University Everett built a new, state-of-the-art STEM academic building which will allow the campus to increase the number of students pursuing mechanical, software and electrical engineering and data analytics undergraduate degrees. WSU has also acquired property with state funds for significant campus expansion. As with the UW Bothell, the IPZ will facilitate their efforts to connect with aerospace companies to solicit internship opportunities as well as placement of graduates.

Performance Metrics – On-going programs and expanded programs from the referenced partners

### **2. Infrastructure**

The Snohomish County Committee for Improved Transportation (SCCIT), staffed by IPZ partner EASC, will advocate for increased transportation funding at all levels for projects which support aerospace operations. Projects have been identified on federal (I-5, I-405), state (SR 522, SR-526, SR-9) and local roadways. The completion of light rail with Sound Transit 2 (Seattle north to Lynnwood) and commencement of ST3 (Lynnwood to Everett) are priorities to reduce car traffic and therefore congestion. The alignment of ST3 will pass both the Snohomish County Airport – Paine Field and Boeing Everett. The former will give travelers an option for airport access and the later may provide a commute option to the aerospace workforce; Boeing and the supply chain.

Performance Metrics – County or State funding of new transportation projects  
Approval of ST3 route alignment serving Paine Field

### **3. Industrial Property**

There is limited land for new industrial/ commercial development and limited building availability in Everett and north Snohomish County. After a multi-year effort with IPZ support, the Cascade Industrial Center (including Marysville and Arlington) was designated by the Puget Sound Regional Council. The IPZ will work with land owners, real estate developers and municipal authorities to assess infrastructure needs for the CIC and to market the CIC to companies in the aerospace cluster for both recruitment and expansion of existing firms. The IPZ will also engage with municipalities and utilities to remove regulatory and other impediments to development.

Performance Metrics – New-to-market developed industrial real estate &/or buildings

### **4. Trade Shows**

The IPZ, through EASC and its education partners, will continue its historical participation in aerospace trade shows; Farnborough (England) and Paris (France) and others that may develop during this period. We will also participate in domestic trade shows, including the Aerospace and Defense Supplier Summit (ADSS) and the Pacific Northwest Aerospace Alliance annual conference. An expansion of this activity will be participation in shows with industries tied to aerospace; composites and robotics.

Performance Metrics – Attendance at referenced shows

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**5. Marketing**

Everett and Snohomish County are recognized worldwide by the aerospace industry as the home of all Boeing twin-aisle aircraft. This is beneficial but does not adequately recognize the global nature of our aerospace supply chain, many of which are doing business with other airframe manufacturers. Further, while Washington promotes the State as the aerospace capital of North America, there is no recognition of the prominent role that the IPZ plays in making that statement a reality. The IPZ will undertake a long-term effort to create an identity for its' aerospace industry dominance as the Aerospace Convergence Zone. This will include inclusion of the name in EASC marketing materials and at aerospace events (trade shows) and use of the name by IPZ partners in their industry-specific activities.

Performance Metrics - Create a branding strategy and recognized identity for the IPZ

**6. Recruitment and Expansion**

All IPZ partners will continue their efforts to interact with aerospace firms located in the IPZ. EASC will take the lead in indentifying firms with expansion projects, coordinating the involvement of partners as needed. EASC, as administrator, will maintain its current board position on the Aerospace Futures Alliance (AFA). The IPZ will take a prominent role in promoting Snohomish County as the home for future Boeing aircraft programs.

Performance Metrics – Successful recruitment and expansion projects for aerospace firms

**FINANCIAL**

The IPZ anticipates no revenue-generating activities. Any expenses incurred will be borne by IPZ partners.