



Southeast Washington Economic
Development Association
and the
Palouse Regional Transportation
Planning Organization

2013 Combined Annual Report

for
Asotin, Columbia, Garfield, and
Whitman Counties

Southeast Washington Economic Development Association and The Palouse Regional Transportation Organization

2013 Annual Report

Partnership Overview

The Southeast Washington Economic Development Association (SEWEDA) was incorporated in 1985 in Idaho as the Clearwater Economic Development Association, an association of four Washington State Counties with five Idaho State Counties. After separating into two Federal Economic Development Districts in 1993, the Washington District was renamed the Palouse Economic Development Council.

The Palouse Economic Development Council (PEDC) subsequently added four Managing Director positions in fulfillment of Governor Booth Gardner's creation of a network of associate economic development organizations (or ADOs) throughout the State. The PEDC name was changed to SEWEDA in 2008 to more accurately describe the organization's place and role in the Southeast Region of Washington State.

In 1991, the Palouse Regional Transportation Planning Organization (PRTPO) was formed by the Commissioners of Asotin, Columbia and Garfield Counties with the PEDC designated as the lead planning agency. In 2003, Whitman County was added to the Palouse RTPO after changes were made to the structure of the planning regions in Eastern Washington. To date, the four Counties of each District remain Whitman, Asotin, Garfield, and Columbia for both SEWEDA and for the PRTPO.

SEWEDA currently receives funding from three sources - the Washington State Department of Commerce (WSDOC), the US Economic Development Administration (EDA), and membership dues from local public and private sources. The PRTPO derives its funds from programs within the Washington State Department of Transportation.

The Southeast Washington Economic Development Association

The Southeast Washington Economic Development Association is governed by a Board of Directors made up of representatives from the public and private sectors within the four counties served by the association. The Board manages the association's business through a committee structure, and through staff guided by an Executive Director. The association serves a dual role in that it is a Federal Economic Development District as defined by the US Economic Development Administration, and continues its role as the Associate Development Organization in the four Southeastern Counties for the State of Washington's local economic development programs administered through the Department of Commerce, in partnership with the County Commissions of each of the four Counties.

The regional services provided by SEWEDA are provided through the Executive Director, with implementation provided by the Managing Directors, one located within each County of the District. The Managing Directors act as the association's local points of contact, tying the delivery of services to the communities and businesses in each County with the appropriate State and local resources.

Each SEWEDA County Managing Director's salary and operating budget is funded primarily by a grant from the Washington State Department of Commerce to SEWEDA as each County's Associate Development Organization (ADO).



SEWEDA's mission is:

“To initiate and implement economic development planning, and market and promote the region in such a way as to foster and create new jobs, new investment and new development that enhance economic vitality and quality of life while protecting the unique character and quality of our culture and environment.”

2013
SEWEDA Board of Directors

As of 12/31/13

Officers	Francis Benjamin, Pullman City Council Janet Danley, Walla Walla Community College Dwight Robanske, Columbia County Commissioner Brian Shinn, Asotin County Commissioner Dan Boone, Port of Whitman County Craig George, Mayor, City of Dayton	President Vice President Secretary Treasurer Ports Rep. Past President
Columbia County	Craig George, Mayor, City of Dayton Dwight Robanske, Columbia County Commissioner Bill Clemens, Pacific Power & Light Richard Hendrickson, Columbia County Planning Director	
Asotin County	Jim Martin, City of Clarkston Janet Danley, Walla Walla Community College Brian Shinn, Asotin County Commissioner	
Garfield County	Wynne McCabe, Garfield County Commissioner Donna Hunt, Pomeroy City Councilwoman Mike Tatko, Avista Utilities	
Whitman County	Michael J. Gordon, Private Sector Dean Kinzer, Whitman County Commissioner Tom Johnson, Private Sector Francis Benjamin, Pullman City Council	
Ports (Ex-Officio)	Wanda Keefer, Manager, Port of Clarkston Lora Brazell, Manager, Port of Garfield Dan Boone, Commissioner, Port of Whitman County Jennie Dickinson, Port of Columbia	

The Palouse Regional Transportation Planning Organization

The PRTPO Policy Board (Board of Directors) consists of equal representation of each of the four counties. The Policy Board is made up of representatives of the major governmental entities within the counties, the public transportation districts, and representatives from the Washington State Transportation Department Regional offices. The PRTPO spans two WSDOT Districts – the South Central and Eastern Districts.

The Policy Board has one committee to assist and direct the business of the organization. The Technical Advisory Committee guides transportation planning within the region under the auspices of the Board.

Transportation planning is facilitated by the Executive Director of the PRTPO, and is funded by planning and project grants from the Washington State Department of Transportation.

The PRTPO works closely and aligns plans with the Lewis – Clark Metropolitan Planning Organization (LCVMPO), a bi-state urban planning organization, for Asotin County planning activities.

SEWEDA is designated as the lead planning agency by the Palouse RTPO and so manages the administrative duties on behalf of the RTPO.



2013

Palouse RTPO Board of Directors

As of 12/31/13

Officers	Francis Benjamin, Pullman City Council Dwight Robanske, Columbia County Commissioner Grant Morgan, Garfield County Engineer Brian Shinn, Asotin County Commissioner	President Vice-President Secretary Treasurer
Asotin County	Kim Gates, Asotin County PTBA Wanda Keefer, Port of Clarkston Jim Bridges, Asotin County Engineer Jim Martin, City of Clarkston Brian Shinn, Asotin County Commissioner	
Columbia County	Stephanie Guettinger, Columbia County Transportation Jennie Dickinson, Port of Columbia Dwight Robanske, Columbia County Commissioner Drew Woods, Columbia County Engineer Craig George, Mayor, City of Dayton	
Garfield County	Jan Zorb, Garfield County Transportation Lora Brazell, Port of Garfield Wynne McCabe, Garfield County Commissioner Grant Morgan, Garfield County Engineer	
Whitman County	Karl Johanson, COAST Rod Thornton, Pullman Transit Dean Kinzer, Whitman County Commissioner Dan Boone, Port of Whitman County Commissioner Carl Thompson, City of Colfax Kevin Gardes, City of Pullman	
WSDOT	Don Whitehouse, South Central Region Keith Metcalf, Eastern Region Charlene Kay, Eastern Region Paul Gonseth, South Central Region	

2013 Staff for SEWEDA and the Palouse RTPO

Staff for the Palouse RTPO and for SEWEDA are shared between the two organizations through the positions of Executive Director, bookkeeper, and for administrative support activities. The County Managing Directors are employees of SEWEDA for economic development activities within each respective County. The employees for 2013:

<u>SEWEDA</u>	
Executive Director	Marshall Doak
Administrative Assistant	Dawn Smith
Managing Directors	
Asotin County	Mike
Thomason	
Columbia County	Brad
McMasters	
Garfield County	Alesia Ruchert
Whitman County	Robin Ohlgren

<u>PRTPO</u>	
Executive Director	Marshall Doak
Bookkeeper	
and	
Administrative Assistant	Dawn Smith

The 2013 Year in Review

The calendar year 2013 was busy, with the following results achieved by each organization:

Palouse Regional Transportation Planning Organization:

The principal product delivered this past year was the ‘Data Collection and Analysis Project’ for Walking Plans for the Safe Routes to Schools program. This study collated information for the school districts within the RTPO region, identifying specific upgrades suggested to improve the safety for school children along the most-frequented routes to travel to and from the schools. The study will be used to build evidence of need and the use of the planning process to determine priority projects for implementation over time. The study was completed in June, and can be accessed through:

<http://www.seweda.org/2012/wp-content/uploads/2013/09/SouthEast-Washington-School-Walk-Study.pdf>

Work has started on the Human Services Transportation Coordination Plan, a plan rewritten each four years to assess the needs of the public transportation providers and constituents within the region to make sure that the services needed are able to be provided.

The fall’s major accomplishment was the RTPO Board making recommendations on projects for WSDOT to obligate funds through the Transportation Alternatives Program (TAP). Funds were available for obligation for a four-year period, so a total of \$341,264 was allocated by the Board. Individual recipients are:

- 1) City of Pullman \$ 151,996 for the Grand Avenue Pedestrian project;
- 2) Columbia County \$ 125,000 for the Eckler Mt. Snowpark; and
- 3) City of Uniontown \$ 64,268 (tentative) for a sidewalk extension along SR195.

These projects will be engineered through the winter, and should be constructed between the summers of 2014 and 2016.

The Southeast Washington Economic Development Association:

In 2013, the new Comprehensive Economic Development Strategy (CEDS) was developed, with new sections regarding the Region's Economic Clusters and integrating the Strategy with the State's Economic Development policies and plans, as offered through the Washington State Economic Development Commission. This major project is undertaken once each five years, with annual updates made yearly in between Strategy rewrites. The product is a great resource for groups that wish to write grants and need definitive information on the region's economy. The document is easily sourced through our website at:

<http://www.seweda.org/2012/wp-content/uploads/2013/07/2013-CEDS-FINAL.pdf>

SEWEDA was involved in a statewide effort to quantify the value of investments in economic development, and to review the appropriate measures to use when making value judgments. The report from the Economic Development Commission's proviso committee will be made available in January 2014.

Regional projects include substantial support to the Palouse Knowledge Corridor's (PKC) 'Be the Entrepreneur' Bootcamp, scheduled to take place in June of 2014. Much of the work we do involves working with other groups throughout the region, and the support to the PKC has placed SEWEDA at the heart of a collaborative effort to bring a defining program to life within the region that could build to be a sustainable headline program.

Other initiatives we were involved with:

- The completion of the 'BEST' program – a series of classes within the communities of Pomeroy, Dayton, and Connell in conjunction with the Benton-Franklin Council of Governments to develop business skills within the small businesses within these communities. This was funded through, and supported by, the USDA Rural Development and the Port of Columbia.
- Continued support and participation with Walla Walla Community College / Avista Center for Entrepreneurship on the WWCC campus in Clarkston. Support included having seats on the program advisory committee, and committing to teaching several classes as a guest lecturer for the first cohort in 2014.
- Continued support to the Port of Columbia's Blue Mountain Station through our Columbia County Managing Director. Support included active recruitment of candidate firms to lease production space from the Port.
- Continued support to the AMN as an organization dedicated to assisting rural manufacturers.

- Support to retail business entrepreneurship in Pomeroy.
- Cluster development project for the Lewis-Clark medical community for the purposes of recruiting new physicians to the area. The dire economic conditions faced by rural health-care hospitals could prove to be a very difficult issue for rural areas to address over the upcoming decade.
- Whitman County ended 2013 with a new Managing Director. Robin Ohlgren came to SEWEDA from the Latah County EDC in the fall, and immediately went to work on behalf of the Whitman County residents through renewing the Mayor's Roundtable and engaging in specific business projects.
- In the private sector, several other projects we worked on include:
 - Recruitment efforts to land a carbon-fiber plant in Asotin County;
 - Assistance to a large potential employer in Columbia County, resource-based;
 - Arranging meetings geared to financing a large industrial employer in Whitman County;
 - Working with other interested parties in forming a Venture Capital Fund within the region to invest in new ventures;
 - Ongoing support to small businesses within each of the four Counties SEWEDA serves.

Program Support

Major public sources of income for SEWEDA and the PRTPO, and brief program descriptions are included for reference and program clarity. These organizations provide the basis that local partnerships and memberships are built from.

US Department of Commerce Economic Development Administration (EDA)

SEWEDA contracts with the EDA to provide economic development services in the South East Washington region as a Federal Economic Development District. Through this contract, a Comprehensive Economic Development Strategy (CEDS) is developed for the region, and updated annually between complete rewrites of the region's strategy every five years. Through the strategy formation and through services, public and private organizations are able to access Federal resources to develop their programs and to address important community needs. In 2013, the five-year rewrite of the CEDS was completed. Public meetings were announced and held throughout the SEWEDA District to complete the process of rewriting the strategy, and will be reviewed in early 2014 for updates and submission to the EDA in May of the upcoming year.

State of Washington Associate Development Organization (ADO)

SEWEDA manages the State contracts for the four counties for local economic development activities as an Associate Development Organization. Four key business development areas are identified in the contract that provide the basis for developing metrics to evaluate the services, being:

1. Marketing and recruitment activities.
2. Business retention and expansion activities.
3. Business assistance.
4. Readiness and capacity building.

Individual programs are written for each County, and the accomplishments achieved through the year are reported back to the State and Legislature.

Washington State Department of Transportation

The Washington State Department of Transportation provides pass through funding to the Palouse Regional Transportation Planning Organization to coordinate regional transportation planning, assist in the preparation of the State Transportation Improvement Plan (STIP), and to execute planning projects within the Palouse RTPO for benefit to the region. The

Palouse RTPO coordinates planning closely with the Lewis-Clark Valley Metropolitan Planning Organization, a Federal Transportation Planning Organization for the Lewiston-Clarkston metropolitan area. For the Palouse RTPO, SEWEDA is designated as the lead planning organization, providing administrative services to the Palouse RTPO.

Local and Private Member Support

The following organizations and public agencies were critical to the success of SEWEDA and the Palouse RTPO in 2013:

Avista Utilities	Pacific Power	Mc Gregor Company
Sterling Savings	Puget Sound Energy	Columbia REA
City of Asotin	City of Clarkston	City of Colfax
City of Dayton	City of Pomeroy	City of Pullman
Asotin County	Columbia County	Garfield County
Whitman County	Port of Clarkston	Port of Columbia
Port of Garfield	Port of Whitman County	Walla Walla Community College

Regional Business Activity Highlights 2013

<p><u>Recruitment Activities</u></p> <p>263 Business contacts initiated</p> <p>10 New clients interested in SE WA</p> <p>3 Collaborative Recruitment Activities</p> <p>7 Site Selector / Trade Show Events</p>	<p><u>Business Retention and Expansion Activities</u></p> <p>62 Outreach interactions</p> <p>21 Local assistance cases</p> <p>32 Businesses referred for assistance</p>
<p><u>Business Start-Up Assistance</u></p> <p>15 Start-ups requesting assistance</p> <p>16 Workshops</p> <p>41 Referrals to Resources</p>	<p><u>Readiness and Capacity/Asset Building</u></p> <p>104 Engagements with other organizations</p> <p>26 Community forums sponsored</p> <p>11 Collaborations to build capacity</p>

Selected 2013 Economic Development Projects

Regional Economic Development Planning Efforts

In 2013, the five-year CEDS rewrite was completed for the SEWEDA region through a mix of public meetings and individual updates provided by governmental entities, health and library districts, and educational institutions. The previous full regional CEDS was completed in 2008, and the 2013 document revision was completed in April. Four annual updates will be completed before the next rewrite in 2018.

Transportation planning is a key component of the CEDS process. A detailed Palouse Regional Transportation Plan (RTP) is completed as mandated in the Washington State Growth Management Act and RCW 47.80, and is integrated within the CEDS.

The Human Services Transportation Coordination Plan was updated in 2012 for the RTPO, and a new plan will be written in 2014.

Copies and access to all plans are available off of the web and at the SEWEDA/PRTPO office.

Snake River Boat Builders Export Program

Beginning in the spring of 2010 and throughout 2013, SEWEDA has collaborated with several economic development organizations in the Lewis Clark Valley to facilitate the export of products produced by Snake River boat builders to Germany and other European Union countries. Boat building is a major part of the manufacturing base within Asotin County, and SEWEDA has consistently taken a role in supporting this critical industry.

SEWEDA has been a major financial contributor to the program and a lead solicitor for Valley-wide contributions to match public grant monies for program development.

The Export Program was founded upon a \$50,000 grant received from the USDA by the Clearwater Economic Development Association (CEDA), a Federal Economic Development District in Idaho bordering SEWEDA to the East, and program support from the Northwest Intermountain Manufacturers Association (NIMA). A second grant of \$100,000 was received from the Washington State Community Economic Revitalization Board (CERB) and is administered by the Port of Clarkston. SEWEDA continued to make substantial contributions in support of further development of the marketing capability of the local manufacturers throughout 2012.

South East Washington Wind Farm Projects

SEWEDA continued active support of the build-out of wind power generating projects in 2012, as has been the case for the last several years since wind generation projects came to South East Washington.

In 2009, SEWEDA contracted a study by ENTRIX, Inc. on the “Economic Impacts of Wind Energy Projects in Southeast Washington.” The ENTRIX study evaluated the economic, fiscal, and social effects of the Hopkins Ridge, Marengo I, and Marengo II wind energy projects near Dayton in Columbia County. In 2011 and 2012, SEWEDA worked in partnership with the Port of Walla Walla and Walla Walla Community College’s Wind Technician program to sponsor a USDA Rural Business Enterprise Grant to have NW Seed look at the direct contracting opportunities for rural businesses in areas affected by wind projects. This ‘Business Opportunities in Wind Energy’ study was completed in 2012.

In 2012, SEWEDA worked closely with First Wind, the owner/operating company that developed the Palouse Wind Farm in Whitman County, hosting a ‘contractor’s open house’ to educate local contractors regarding the opportunities available to contract with First Wind to build the project. This latest SE Washington project was placed on-line just before the close of 2012. With the completion of this project, South East Washington now boasts having over one-fourth of the renewable wind energy generating capacity for the State. Three of the four SEWEDA counties now have major wind farm installations.

SEWEDA staff has supported the various wind energy projects in a variety of ways, including public oral and written testimony, hosting public gatherings on wind energy, providing tours for elected officials, interfacing with local vendors and interested contractors, and providing economic impact data.

In 2013, announcement was made of a sale of assets to Portland Natural Gas for the development of a new, large scale wind project in Columbia County alongside the existing Marengo I project. The major portions of the build will occur in 2014.

BEST RBEG

SEWEDA teamed with the Benton-Franklin Council of Governments and the Port of Columbia to develop and deliver a series of small-business education seminars to local businesses within the towns of Connell, Dayton, and Pomeroy. Topics include ‘How to Start a Business in Washington’, business accounting, Quickbooks, marketing, retailing, Value-added Agriculture, and using social media for a small business. Classes started in the late fall and will continue through the spring of 2013 in each of the three towns. The USDA Rural Development program funded the series, along with the Port of Columbia.

Additional Major Areas of Emphasis in 2013

- Co-sponsors with Avista for the Whitman County Mayors/elected officials roundtable. This forum is gaining recognition as an excellent venue to increase interdependence and cooperation between governments for advancing common goals.
- Continued active participation and support of the Palouse Knowledge Corridor, an important collaboration across State lines to enhance regional cooperation in economic development, promote a common branding of the area, and transfer the intellectual property achievements from the public to the private sector for commercialization.
- Continued active support and leadership in the economic development steering committee within Columbia County, a county-wide collaborative dedicated to integrating the CEDS planning process with community asset building
- Board member and active supporter of the American Manufacturers Network non-profit organization. This organization works with Idaho, North East Oregon, and South East Washington manufacturers to procure contracts with Federal Agencies, thus providing the business retention and expansion activities critical to the success of this vital industry.

Transportation Planning 2013 Project Highlights

The Human Services (Transit) Transportation Coordination Plan (HSTCP)

The PRTPO continues to work with the transit providers within the PRTPO's four county region to maintain a comprehensive up-to-date Human Services Transportation Plan to allow for the efficient use of resources in support of the needs for mobility of persons through public transit means. The plan provides the basis for funding applications, for defining the transportation needs of elderly, persons with disabilities, and economically-disadvantaged individuals and groups.

Specific initiatives for system improvements are developed from the HSTCP. Improvements include the ability to augment service within and between transit providers, both within the PRTPO, and through linkages with other regional and state transit providers within the transit system.

Five transit service providers continue to offer public transportation services in the four counties: Public Transportation Benefit Area (Asotin County), Columbia County Transit, Garfield County Transportation, Pullman Transit, and COAST.

In 2014, the HSTCP will be re-written, with the inclusion of Lewiston Transit from the Lewis-Clark Metropolitan Planning Organization.

Data Collection and Analysis Project

The Palouse RTPO undertook a project in 2012 to assemble the base data necessary to support complete walking plans for each school in the four counties served by the RTPO. Alta Planning + Design of Portland, Oregon was selected as contractor to the RTPO for the study. This study was completed in June.

Staff – Memberships on Boards of Directors and Committees

Executive Director – Marshall Doak

Member, MPO/RTPO/WSDOT Transportation Coordinating Committee
Member, Washington Association of Economic Development Districts
Board Member, Washington Economic Development Association (WEDA)
Walla Walla Community College Wind Technology Program Advisory Committee
Member, Walla Walla Community College Workforce Advisory Committee
Member, Snake River Boat Builders Export Program Steering Committee
Board Member, American Manufacturing Network Inc.
Member, Inland Northwest Economic Alliance Advisory Board
Member, LCVMPPO TAC Committee

Asotin County Managing Director – Alesia Ruchert

Member, Lewis-Clark Valley Chamber of Commerce Board
Member, Heart of Clarkston Committee
Member, Legislative Committee
Member, Community Development Committee, City of Clarkston
Member, Snake River Boat Builders Export Program Steering Committee

Garfield County Managing Director – Alesia Ruchert

Member, Garfield County Fair Market Sale Committee
Member, Pony Punchers Rodeo Committee
Member, Pomeroy Chamber of Commerce Board of Directors
Chairperson, Chamber of Commerce Community Education Committee
Member, Walla Walla Community College Wind Technology Program Advisory Committee
Member, Community Planning Task Force Business and Services Committee

Whitman County Managing Director – Robin Ohlgren

Co-Chairman, Whitman County Mayor’s Roundtable Committee
Co-chairperson, Palouse Knowledge Corridor
Member, Whitman County Scenic By-Ways Committee
Chair, Latah County Arts Commission
Member, Pullman Chamber of Commerce Legislative Committee
Member, Pullman Chamber of Commerce
Member, Colfax Chamber of Commerce

Columbia County Managing Director – Brad McMasters

Director, Dayton Chamber of Commerce
Member, Dayton Downtown Task Force
Chairperson, Economic Development Steering Committee
Member, Walla Walla Community Council

Recent SEWEDA and Palouse RTPO Publications

Palouse Regional Transportation Planning Organization:

- 2013 Data Collection and Analysis Project for Safe Routes to Schools
- 2012 HSTCP Update Report
- 2010 Human Services Transportation Plan
- 2010 Palouse Regional Transportation Plan
- 2009 Palouse Transportation Funding Guide
- 2007 Palouse Regional Freight Study.

Southeast Washington Economic Development Association:

- 2013 Comprehensive Economic Development Strategy
- GPRA Report, completed annually
- 2012 Comprehensive Economic Development Strategy Update
- 2012 ‘BOWiE’ Wind Energy Report
- 2009 - 2011 Videos for Asotin, Columbia, Garfield, and Whitman Counties
- 2010 Garfield County Business and Services Committee Final Report
-