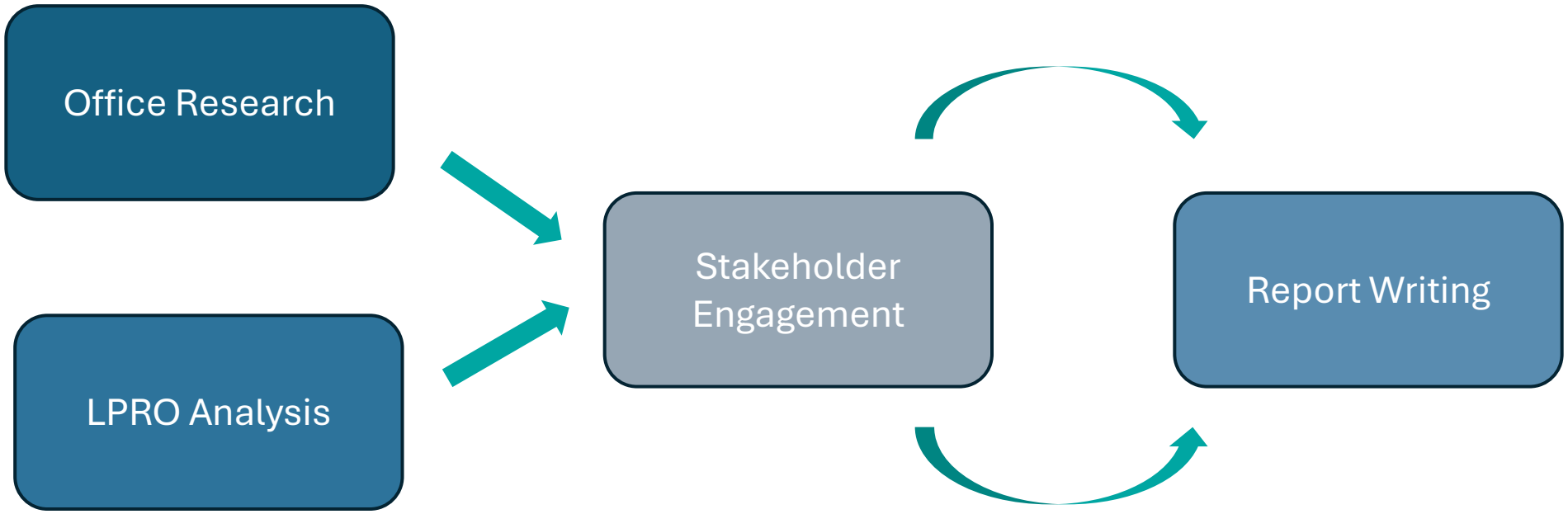
HB 3410 Outcomes Review

Courtesy: Port of Newport

Outcomes Review Process

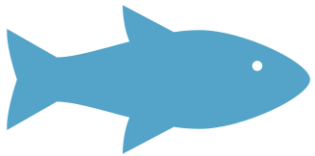


Motivation for HB 3410 Blue Economy Investments

Greying workforce

27% of jobs held by those 55+

Increase local consumption of Oregon-caught fish



Capture more value from each fish sold

Legislative Allocations

$1.19 million General Funds to Oregon Coast Visitors Association (OCVA) to support business development

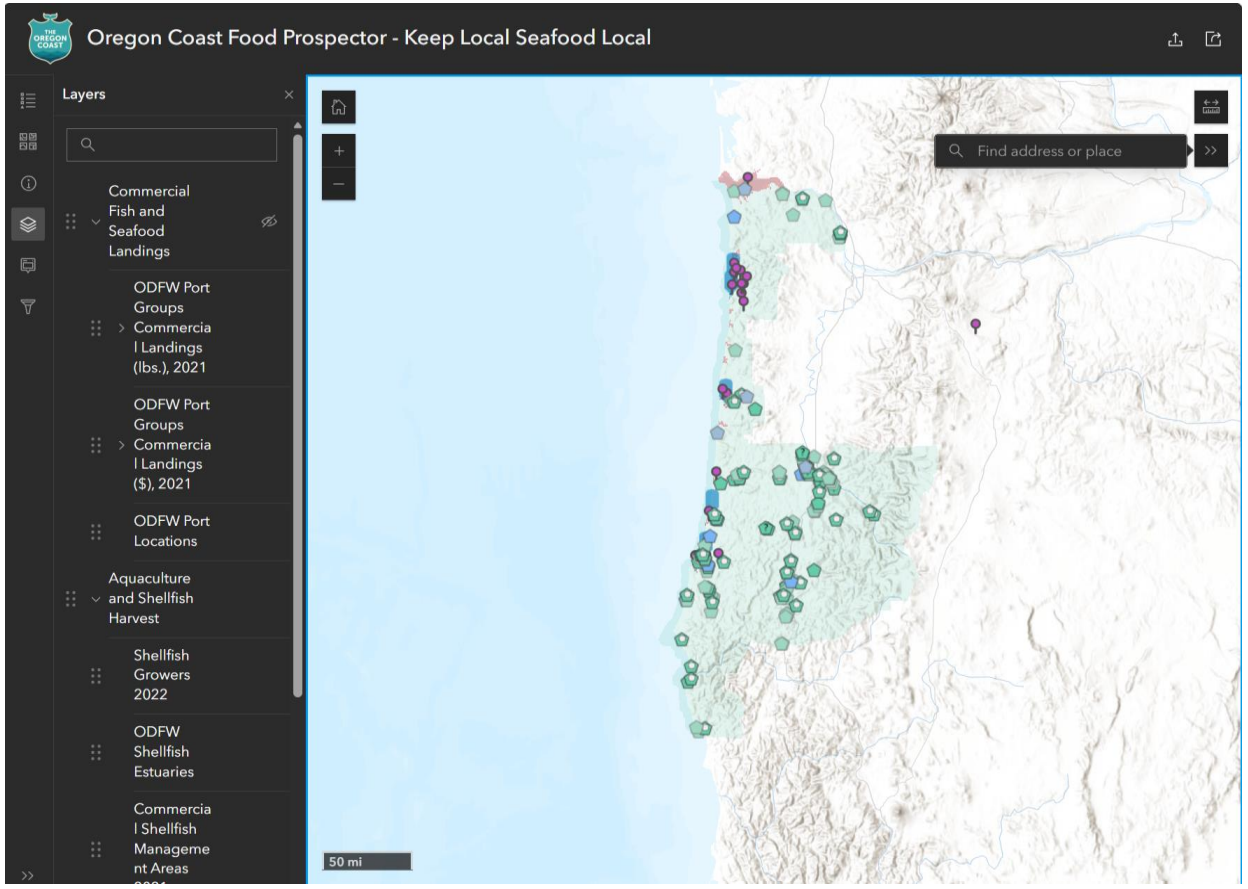
$2 million General Funds to Higher Education Coordinating Committee (HECC) for workforce development

OCVA Implementation

GIS Tool ($190,000)

Food Systems Infrastructure ($700,000)

Technical Business Assistance ($300,000)



Oregon Coast Food Prospector GIS Tool

OCVA Results

>175 producers and entrepreneurs assisted

GIS mapping tool is functional

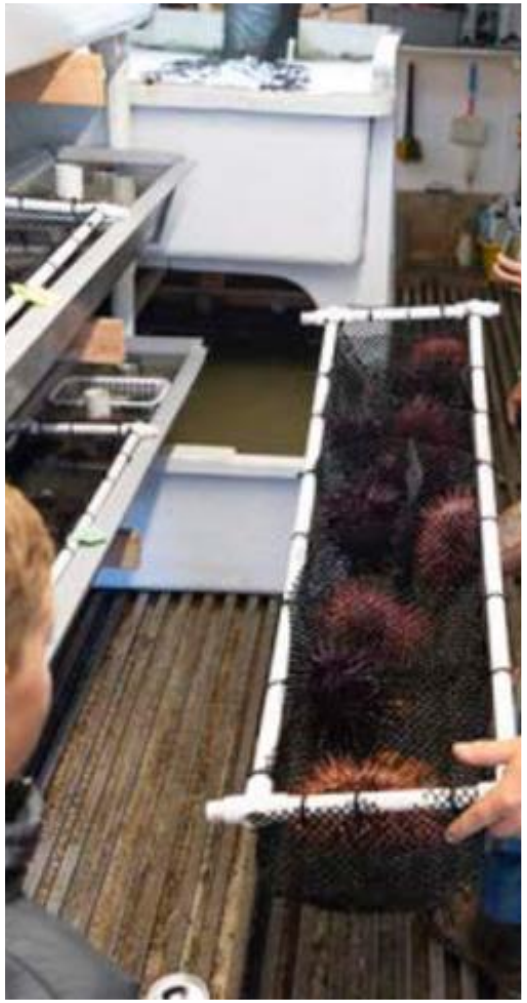
- Identified sustaining costs
- Ongoing marketing will broaden functionality and enhance value over time

Food system infrastructure investments

- Increased seafood processing and storage capacity for coastal businesses
- Developed seaweed cultivation and purple urchin ranching facility
- Piloted Mobile Processing Unit

Business technical assistance

- Product & formula development, ingredient sourcing, and scale-up assistance
- Financial modeling
- Started Coastal Culinary Academy



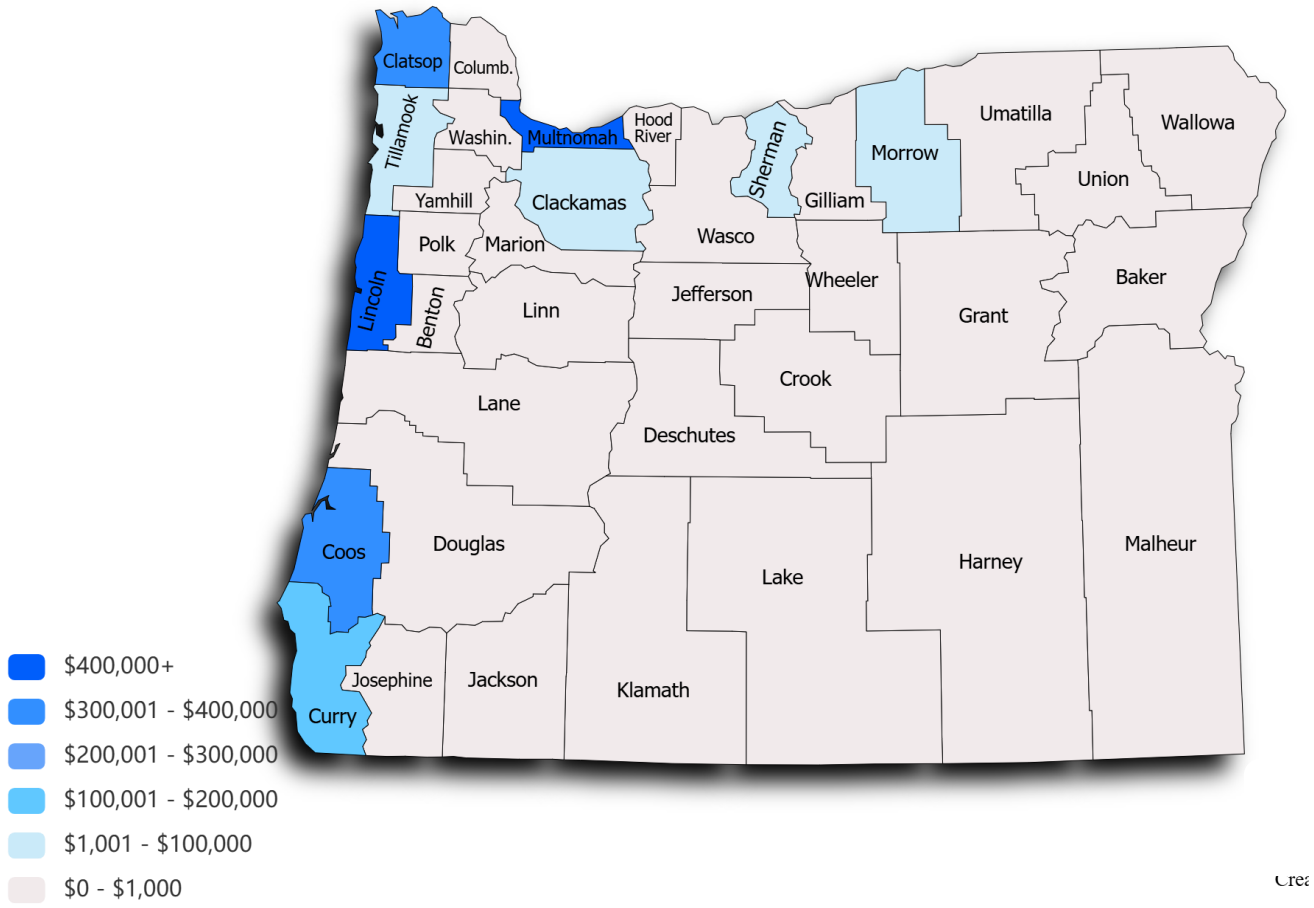
HECC Implementation

50/50

ratio of maritime jobs to all county jobs

total number of maritime jobs in the state

HECC Maritime Workforce Grant Allocation by County



HECC Results

More than **1,026 individuals with 215 industry-recognized certifications** completed.

- High School Seafood Processing Trainings
- Maritime Welding Training
- Diesel Mechanic Training
- Wrap-around support for participants

Courtesy: Port of Toledo

Blue Economy Best Practices

- Data-driven GIS systems
- Funding for regional food system aggregation and processing
- Investing in aquaculture
- Establishing a Blue Economy Task Force

We have just scratched the surface

Workforce Development Best Practices

- ✓ Expand access to high-demand credentials
- Supporting workforce mobility
- Evaluating return on investment
- ✓ Strategically targeting workforce development funding

Improvements to be made

Key Takeaways

01

Continue investing in foundational Blue Economy Infrastructure

02

Develop consistent reporting requirements for workforce investments

03

Dual focus on workforce and infrastructure funding

04

Identify Blue Economy as key industry sector for workforce development