

Education

Master of Public Management, Carnegie Mellon University, H. John Heinz School of Public Policy and Management

B.A. International Studies University of Wisconsin - Madison

Years in Industry: 12

Years at ECO: 1

Certifications:

Project Management Professional (PMP)

LEED Green Associate

Areas of Expertise:

Real Estate Investment Equitable TOD

Public Finance

Value Capture

Economic Development

Increment Financing

Development and Redevelopment Economics

Infrastructure Funding and Funding

Urban Renewal

Small Business Development

Community Benefits Agreements

BIPOC/Women-Owned Business Support

Business District Support

Brownfield Development

Kryn Sausedo, Sr. Project Manager

With over ten years of managing economic development projects in the public sector, Kryn has in-depth knowledge of the unique challenges facing municipalities and the creative approaches that can be utilized to overcome funding gaps and regulatory barriers. He has worked with large brownfield redevelopments, business district revitalization, innovation-sector clusters, multi-family developments, and TOD strategies. In particular, he has utilized various increment-financed structures and partnered with public agencies and foundation partners to close project gaps. In recent years he has also applied these creative deal structures to community benefits agreements and workforce development plans.

The economic landscape in 2020 presented a series of severe challenges for small businesses, and Kryn helped oversee programs that worked with businesses, particularly women and BIPOC-owned enterprises, to pivot and adapt to the new business climate.

REPRESENTATIVE PROJECTS

Kryn is currently or has served as a Project Manager on the following projects:

- **Ashland Economic Diversification Study - Ashland, OR (2021-Ongoing).** In response to multiple disruptions to their local economy in the past five years via wild fires and the pandemic, the Ashland Chamber of Commerce secured funds to explore how their local economy could be more resilient. This study included in-depth economic analysis, dozens of stakeholder calls, site visits and hundreds of survey results. The final plan includes both pragmatic recommendations along with bolder opportunities to gradually expand certain sectors to create a more balanced local economy.

- **Better Red Station Area Planning, TriMet—Portland, OR (Ongoing).** The overarching purpose of the **Better Red Station Area Planning** project is to stimulate catalytic projects that will shape growth on the MAX Red Line extending from the Portland International Airport through Downtown Portland to the City of Hillsboro. These projects will build on TriMet's long tradition of Transit-Oriented Development (TOD), with a focus on equitable development outcomes. ECONorthwest is leading a team to complete a range of station area planning projects for prioritized MAX Red Line stations, in partnership with TriMet. These projects range from joint development feasibility analysis and massing studies to development barriers and community gap analyses.
- **Hill Master Plan Update - Pittsburgh, PA (2022).** An expansive, traditionally African-American neighborhood in Pittsburgh engaged ECONorthwest to undertake a large update to the neighborhood's master plan. While the focus was on traditional areas such as housing and business district development, a strong equity lens was applied to the project, weaving a multitude of wealth-generation opportunities into the plan's strategies.
- **COVID-19 Recovery Plan-Statewide, OR (2021-2022).** The Oregon Business Development Department ("Business Oregon" or "Department"), with support from the United States Economic Development Administration (EDA), solicited assistance for a COVID-19 economic recovery plan that provides a roadmap to guides Business Oregon's efforts in contributing to statewide economic recovery. This included an in-depth analysis of the regions, industries, and workforce most affected by COVID-19 and strategies for urban and rural communities to return to a more equitable and resilient economy. Best practices from across the country were woven into the plan and recommendations for how existing state programs could be best leveraged were developed.
- **WA Business Competitiveness Study—Statewide, WA (2021-2022).** Working closely with the Lieutenant Governor's Office, this project took an expansive review of the state economy and how successful it was in generating quality jobs and growing businesses of every size. Engagement included dozens of stakeholder conversations, many focus groups of diverse groups throughout the state, and a robust online survey. The study included sector-specific SWOT analyses and an indepth review of appropriate metrics to gauge success in an equitable economy. The results spanned workforce housing, upskilling and small business development. The study is supporting a variety of state legislative efforts.

- **Tillamook County ARPA Grant Selection - Tillamook, Oregon (2021-2022).** In receipt of millions of flexible federal funds, the County of Tillamook requested assistance reviewing recent engagement efforts to highlight community needs. The team then built the infrastructure to solicit funding applications from both public and community partners and undertake review of those applications. The client was then able to equitably make funding decisions that both addressed immediate needs as well as long-term investments.

Pre ECONorthwest Experience

- **Get Online, Grow Online E-Commerce Program—Pittsburgh, PA (2021).** To help small businesses adjust to pandemic restrictions, this program was developed to assist neighborhood-serving businesses to shift to online marketing and sales. This program served over a hundred businesses, with a majority being BIPOC and women-owned businesses.
- **Penn Plaza Community Benefits Agreement—Pittsburgh, PA (2019-2020).** A nine-acre site that became the focal point in the discussion around development and displacement, this project resulted in a \$10M borrowing in which 50% of the funds went to park and affordable housing.
- **Harvard-Beatty Street Infrastructure and Affordable Housing—Pittsburgh, PA (2018-2020).** Partnered with an affordable housing developer to add 47 residential units to the abandoned surface parking lot. Reviewed project budgets for both sites and was part of a combined project design and review committee—managed the public process of adding two new full-depth streets to unlock the site.
- **East Liberty TRID—Pittsburgh, PA (2015-2020).** Helped create and manage Pennsylvania’s only Transit Revitalization Investment District. This TOD project leveraged over \$250M in private investment to rebuild a bus-rapid transit station, add surrounding public infrastructure, and fill the funding gap on affordable housing projects.
- **Beechview Business District Implementation—Pittsburgh, PA (2013-2020).** Partnered Managed site disposition process on multiple development projects. The process included underwriting of pro formas to assure project viability. Partnered with community groups, elected officials, and developers to execute a gradual business district revival. Projects included business façade improvements, strategic demolitions, mixed-use development, public art, and the development of a Latinx-focused co-working space.

- **Hazelwood-Almono TIF District—Pittsburgh, PA (2015-2019).** This \$80M redevelopment area and TIF district have helped a 178-acre former steel mill site to transform into an advanced manufacturing hub with over 260k in flex-industrial space. Participation included a review of public and private investments onto the site. Assistance with TIF requirements and state grants was ongoing over many years.
- **Bakery Square 2.0—Pittsburgh, PA (2011-2019).** Secured federal funding and oversaw public infrastructure improvements that unlocked vacant public sites allowing the development of over 400,000 sf of office space for Google and Phillips in the urban core of Pittsburgh.
- **East Liberty TOD and Busway Station Improvements—Pittsburgh, PA (2014-2017).** Partnered with the transit authority, community partners, and TOD developer to complete public infrastructure improvements. The private development included New Markets Tax Credits and various public funding tools. A review of project pro formas in the underwriting of increment-financing tools was required. Projects included the addition of structured parking under new streets and alongside 360-unit TOD development.
- **Redevelopment Plan Certification—Pittsburgh, PA (2015-2016).** The execution of three redevelopment area certifications in very distinct neighborhoods of Pittsburgh, this project included an in-depth review of existing conditions to confirm the need for additional resources to help solicit direct investment into specific projects.
- **Lower Hill Reinvestment Fund—Pittsburgh, PA (2015).** Working on behalf of the public property owners, developed an innovative public funding mechanism to build a dedicated funding stream to address projects identified within a community benefits agreement. Similar to a TIF, this fund created a property tax abatement layered with a payment-in-lieu-of-tax mandate.