

COMMISSION AGENDA

Item No: 2A

Meeting: 1/20/17

DATE: January 10, 2017
TO: Port Commission
FROM: John Wolfe, Chief Executive Officer
Sponsor: Erin Galeno, Chief Financial Officer
SUBJECT: Study Session: Port of Tacoma Strategic Plan Study Session

A. BRIEFING REQUESTED

The purpose of this memo is to provide an update on the progress and next steps for the update to the Port of Tacoma Strategic Plan, including the purpose of the study session.

B. BACKGROUND

In 2012, the Port of Tacoma underwent a comprehensive strategic review process, which resulted in the development of the Port's Strategic Plan. Extensive community outreach, which included stakeholder interviews, direct mail postcards, online surveys, two community open house events and presentations to multiple community organizations, was conducted during the development and publishing of the Strategic Plan.

The formation of The Northwest Seaport Alliance has generated the need for the Port of Tacoma to reengage the community and other stakeholders for the purpose of updating its Strategic Plan.

A [Request for Proposals/Qualifications](#) for consulting services was released August 19, 2016, providing four weeks for responses (due September 16, 2016). The request was posted through the Port of Tacoma website and shared with planning firms across the state through the American Planning Association. We received a number of interest inquiries and clarification questions, and all responses were made public to ensure an open and transparent process.

A total of 12 proposals were evaluated and two firms advanced to the final interview stage of the assessment. Berk Consulting was selected, and the contract has been signed by the CEO, as it was within his delegated authority.

An internal kickoff meeting occurred December 16, 2016.

C. PROJECT DESCRIPTION AND SCHEDULE

Since the initial scoping session on December 16, 2016, Berk Consulting has reached out to Port of Tacoma Commissioners and CEO to prepare for a study session to discuss a high-level timeline and project scope.

Phase I: Public Engagement

Task 1: Interviews and Scoping

Phase II: Strategic Plan Review

Task 2: Project Management, Coordination and Communication

Task 3: Strategic Situation Assessment

Task 4: Design and Facilitate Community Outreach Meetings and Task Force Meetings

Task 5: Strategic Options and Strategic Plan Outline

Task 6: Design a Commission Retreat

Phase III: Approval Process

Task 7: Staff and Additional Stakeholder Open House

Task 8: Final Strategic Plan Layout/Design and Implementation Matrix

Task 9: Anticipated Commission Adoption

This project is currently in Phase I, which involves multiple forms of outreach by the consultant to adequately scope and develop the draft timeline for the completion of the project. This study session will be an important opportunity to engage the Commission and the public in the scoping process. Future outreach will be developed and communicated after the completion of this session.

D. FINANCIAL SUMMARY

Estimated Cost of Project

The total project cost, including all stages, will not exceed \$150,000, which was included in the 2017 operating budget.

E. ECONOMIC INVESTMENT/JOB CREATION

The selected firm is a Northwest-based company.

F. ENVIRONMENTAL IMPACTS/REVIEW

N/A

G. NEXT STEPS

Develop recommended scope of work and timeline for the completion of the Strategic Plan update.