

General Business

Strategic Plan Outreach Update

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A Strategic Plan Open House Flashback



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PORT NEWS

February 1, 2012

Port of Tacoma seeks input on draft strategic plan

Pierce County citizens and Port of Tacoma business partners and customers are encouraged to attend an open house to review and comment on the Port's draft strategic plan.

The Port, a key catalyst for the local and state economy, is developing a strategic plan to guide the organization in its next chapter of economic growth and business success. The plan will guide actions over the next three to five years.

Drafts will be presented for public feedback at two open houses, with introductory comments at 5 p.m.:

- **Monday, Feb. 13, 4:30 - 6:30 p.m.** in Room 104 of The Fabulich Center, 3600 Port of Tacoma Rd., Tacoma
- **Wednesday, Feb. 15, 4:30 - 6:30 p.m.** at the McGavick Student & Conference Center at Clover Park Technical College, 4500 Steilacoom Blvd. SW, Lakewood

The draft also will be available [online](#) next week for review and comments.

Public input will help shape the final strategic plan to be adopted in March by Port commissioners.

To receive updates, subscribe to the Port's strategic planning [email list](#).

About the Port of Tacoma

The Port of Tacoma is an economic engine for South Puget Sound, with more than 43,000 family-wage jobs in Pierce County and 113,000 jobs across Washington state connected to Port activities. A major gateway to Asia and Alaska, the Port of Tacoma is among the largest container ports in North America. The Port is also a major center for bulk, breakbulk and project/heavy-lift cargoes, as well as automobiles and trucks.

[Disclaimer + Privacy Policy](#)

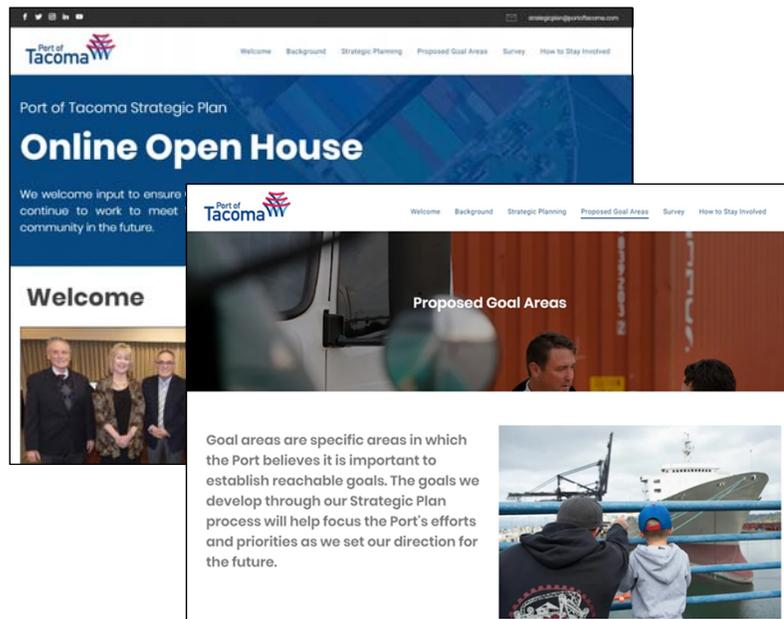
Online Open House Overview



Live July 8 – Dec. 2020

Highlights:

- Background and history of the Port of Tacoma
- Overview of Washington ports and powers
- Strategic planning process and project timeline
- Proposed goal areas
- Online survey
- Resources for how to stay involved



www.portoftacoma.com/openhouse

Extensive Email Outreach: 4,200+

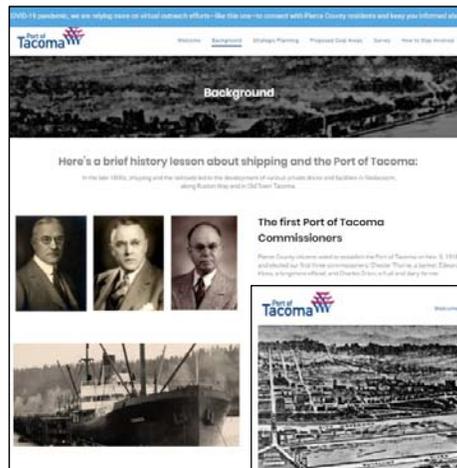


- Citizens
- Civic Groups
- Chambers of Commerce
- Customers
- Elected officials
- Environmental groups
- Puyallup Tribe
- Schools/Universities
- Labor
- Tideflats businesses

The Port of Tacoma – Then and Now



- History of the Port of Tacoma, including the first commissioners and major milestones over the last 100 years – How the Port has evolved into the 21st century
- Overview of ports and powers – How ports can provide economic opportunities and public benefits



Strategic Planning and Proposed Goal Areas



- Overview of the strategic planning process, importance to the Port and commitment to the people of Pierce County
- Strategic Plan timeline, opportunities for public involvement and major milestones
- Proposed goal areas and specific examples:
 - Real estate
 - Cargo support
 - Infrastructure
 - Open space and public access
 - Environment
 - Economic development

The screenshot shows the Port of Tacoma website. At the top, there is a navigation menu with links for 'Welcome', 'Background', 'Strategic Planning', 'Proposed Goal Areas', 'Survey', and 'How to Stay Involved'. The main content area is titled 'Proposed Goal Areas' and features a large image of a man in a meeting. Below this, a text block explains that goal areas are specific areas where the Port believes it is important to establish reachable goals. To the right of this text is an image of a large cargo ship at a dock. Below the main text is a smaller section titled 'Strategic Planning' which includes a paragraph about the process and a 'Learn More' button. To the left of this section is an image of a mountain landscape.

Strategic Planning and Proposed Goal Areas



Survey questions are designed to:

- Encourage site visitors to participate in the conversation and think critically about the Port's priorities for the future
- Rank importance of priorities, while understanding port powers and limitation of resources
- Ask open-ended questions to make sure the Port doesn't miss anything when developing the strategic plan goals

Online Open House – Feedback Update

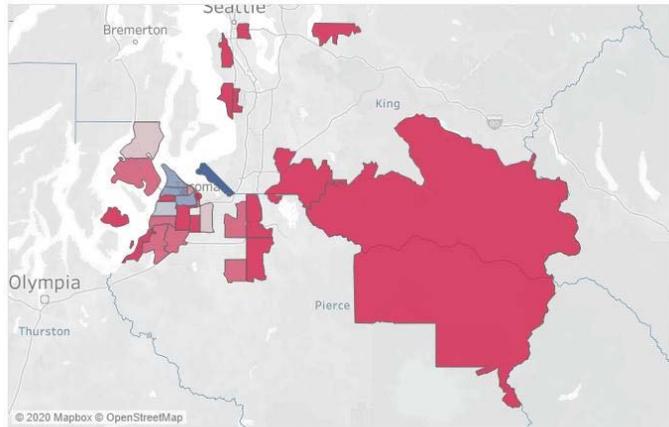


Port of Tacoma's Online Open House Survey insights

71
Total Responses

100%
Completion Rate

8m:34s
Average Time Spent



As of July 13, 2020 Respondents 1 8

Online Open House – Feedback Update



Q2: Respondents want to see economic, environmental and competitive excellence

What do you think will be the Port of Tacoma's most important role for Pierce County for the next five years?

- Climate mitigation and environmental stewardship
- Job retention and creation
- Economic recovery
- Racial justice
- Improving rail and truck cargo routes
- Growing international trade opportunities
- Incentivizing shippers to dock at the Port
- Standing against unethically sourced goods

“Family-wage jobs that improve the environment and connect with more people in Pierce County.”

“Growing trade and establishing the Port of Tacoma as the most versatile and responsive port on the West Coast.”

“Committing to net zero energy emissions and investing profits into habitat improvement for marine wildlife.”

Online Open House – Feedback Update



Q3: Respondents favor investments in revenue-producing projects

There are many ways the Port can use the tax levy money (\$20 million in 2019) paid by Pierce County residents. (Please rank your top 5 choices)

Rank	Response	Score
1	Invest/reinvest in revenue-producing projects	5.61
1 (tie)	Help cover costs of addressing current Port environmental liabilities	5.61
2	Restore the natural environment by creating more habitat mitigation	5.55
3	Support economic redevelopment programs throughout Pierce County	5.26
4	Cover the operating costs of the Port	4.97
5	Build and improve road and rail infrastructure beyond our current real estate boundaries	4.80
	Reduce debt	4.03
	Build parks and open spaces in the community	3.57

Online Open House – Feedback Update



Q4: Respondents want the Port to invest in communities, workers, and the environment

Is there a different use of the tax levy money (not listed in Question 3) you would recommend? If not, you can skip this question.

- Hire environment specialists to monitor pollution
- Repair environmental damage
- Security measures for anti-terrorism and human trafficking
- Marketing Port's economic and environmental efforts
- Reduce crime in neighboring communities
- Youth learning programs

"Sponsor internal foci around diversity, equity, and inclusion."

"Investing in infrastructure to support renewable energy-based shipping."

"Supporting workforce development and job skills training for Port-related occupations."

Online Open House – Feedback Update



Q5: Respondents prioritize jobs, environmental clean up and workforce training

Ports play many different roles in different communities. Which of these priorities do you think best help the Port serve the residents of Pierce County? (Please rank your top 5 choices)

Rank	Response	Score
1	Create jobs	8.98
2	Clean up environmentally contaminated property	7.82
3	Provide support for workforce training	7.00
4	Recruit businesses to Pierce County	6.64
5	Provide direct grants to other governmental units in Pierce County to support economic development	5.71
	Develop parks and open space	5.61
	Build and improve infrastructure throughout Pierce County	5.46
	Build non-cargo transportation facilities (e.g. marinas, boat launches)	4.66
	Make more land available for industrial development (e.g. Frederickson Industrial Center)	4.61
	Provide operating funds to support economic development entities in the county (e.g. chambers of commerce, economic development boards)	4.33

Online Open House – Feedback Update



Q6: Respondents also want to see just and sustainable investments into the local community

Is there a different way the Port can help Pierce County residents (not listed in Question 5) you would recommend? If not, you can skip this question.

- Listen to the concerns of tribes
- Ensure a diverse workforce
- Develop truly affordable housing
- Internships and student exposure port jobs
- Prepare the port to withstand rising sea levels
- Keep jobs in Pierce County
- Educate communities
- Sustainable development of infrastructure
- Apprenticeship programs for skilled labor jobs

“Develop infrastructure for renewable energy logistic chains, including water and ground shipping services.”

“Enforce developers create truly affordable housing in at least 20-25% of units in new developments.”

“Support Tribal residents more... it is their land.”

Online Open House – Feedback Update



Q7: Respondents have many ideas to improve the Port's operations and greater community

Do you have any other comments or ideas the Port of Tacoma's Strategic Plan team should consider in the strategic planning process? Please note them here:

"Social justice as well as climate change mitigation and resilience need to be goals by themselves as well as built into all strategies."

"Include a more active citizen input component in your planning process. The Port's reputation for providing information to citizen's in a timely manner isn't good."

"Drastically increase port tree canopy."

"Ensure the public knows the Port is here to stay and that it is different from the NWSA."

"Enhance automation of the Port and eliminate the long truck waiting times."

"Diversify - do not rely so heavily on container cargo, invite small business, construction, manufacturing, etc."

Online Open House – Feedback Update



Q8: How did you find out about the Port of Tacoma's Strategic Plan effort?

Method	Count
Word of mouth	10
Social media	15
Email	16
Ad	2
Website	4
Employee	2
Event	3

Port of Tacoma website



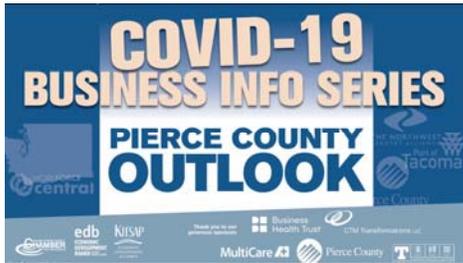
- Real estate
- Environment
- Community
- Contact us
- Employment
- Planning
- Contracts
- Shipping
- News
- About
- Meetings
- Q



Your success is our priority

The ports of Tacoma and Seattle have formed **The Northwest Seaport Alliance** to jointly manage marine cargo operations to strengthen the Puget Sound gateway. Our strategic location in the northwest corner of the U.S. and focus on efficiency, reliability and customer service help make us the easiest and best place for moving your cargo.

Speakers Bureau



Social Media



- Facebook
- Twitter
- LinkedIn

How to Stay in Touch



Visit our Online Open House:

- www.portoftacoma.com/openhouse

Visit our website:

- www.portoftacoma.com/about/strategic-plan

Email us:

- strategicplan@portoftacoma.com

Attend Port Commission meetings online:

- portal.veconnect.us/p/portoftacoma

Call us:

- 253-888-4810

The screenshot shows the Port of Tacoma website's '2020 Strategic Plan' page. The page features a navigation menu at the top with links for Real estate, Environment, Community, Employment, Planning, Contracts, Shipping, News, About, Meetings, and Contact us. A red banner at the top left reads 'Updates on COVID-19 response' with a 'Real alerts' button. The main content area is titled '2020 Strategic Plan' and includes a sub-header 'The Port of Tacoma is updating our Strategic Plan to review and discuss our priorities and goals to guide the Port's future success.' Below this is a large image of a harbor. The page also contains sections for 'Community engagement', 'Email Sign-up', and 'Downloads'.

Community Engagement Opportunities



Timeline



Internal Outreach--Intranet



The Port has experienced tremendous change since it last adopted its Strategic Plan in 2012. In light of the creation of the NWSA the time has come for the Port of Tacoma to clarify its role in the community with a new Strategic Plan.

ANNOUNCEMENTS

Here is the [link](#) to our **Strategic Plan Survey**. The survey is *anonymous* and should only take you about 10 to 15 minutes to complete. The survey will be open through close of business on **April 24, 2020**.

WORKSHOP PRESENTATION: If you want to take another look at the PowerPoint slides used in the workshop, you can find a PDF of them [here](#) or you can review them below.



After you have reviewed the Staff Workshop slides please click below to take the survey.

<https://www.surveymonkey.com/r/88MHMVR>



Staff Survey

Internal Newsletters and Meetings



Connections Port of Tacoma
May-June 2020

**Reaching out and listening
Community outreach is next focus of Strategic Plan work**

THE DRIVE TO THRIVE: In each of the three Port strategic planning virtual workshops held in April, employees and commissioners were asked to share their ideas on how the Port can best help Pierce County thrive. This "word cloud" shows the combined responses that more than 70 people gave. The larger the word or phrase appears, the more "votes" it got. Participant feedback clearly put "jobs" in the lead position.

The virtual workshops held in April for employees and Port commissioners were a key first step in our work to develop a new Strategic Plan for the Port of Tacoma.

More than 70 people participated in one of the three workshops and more than 100 employees shared their ideas via the online Strategic Plan survey.

Port's Strategic Plan and give their ideas and feedback:

1. Port website: The public can learn more about the plan on the Strategic Plan page on our website. The page features the latest information about our Strategic Plan work.
2. Strategic Plan Hotlines: People can share their comments and
3. Strategic Plan Hotlines: People can share their comments and
4. Commission meetings: The Port Commission will get an update
5. Commission meetings: The Port Commission will get an update

develop a virtual open house that will be available on our website in July. The open house will remain "open" for a few months. During that time, visitors will have the opportunity to learn more about the Port's Strategic Plan and share their feedback and ideas about it.



Internal Employee Outreach--PNN



Check out our Strategic Plan Online Open House

www.portoftacoma/openhouse

Welcome



On behalf of my fellow Commissioners Kristin Ang, Deanna Keller, Dick Marzano and Don Meyer, I want to welcome you to the Port of Tacoma's Strategic Plan Open House.

One of the key duties for our Port Commission is to determine the strategic direction for the Port of Tacoma. To help us do that most effectively, we are updating our Strategic Plan to ensure we have a strong game plan to help ensure the Port's future success.

We have built this website to keep citizens informed about our Strategic Plan work and to offer citizens opportunities to have their voices heard as we move through this process.

We want to hear from you about how the Port of Tacoma can prioritize our goals and potential opportunities and best align our efforts with the needs and values of the people who live, work and play in Pierce County. You can have your voice heard by taking the brief survey that's on this site.

The feedback you provide throughout this Strategic Plan process will provide valuable information that will help the Port Commission and staff complete this work.

The Port's executive director is Eric Johnson. He will be responsible for working with the Commission and Port staff to implement the Strategic Plan on a day-to-day basis.

We look forward to your thoughts and suggestions about the Port of Tacoma and our future.

John McCarthy
President, Port of Tacoma Commission



Comments or questions?



Online Open House – Website Stats



Online Open House (July 8-13)

- **Total page views: 757**
- Breakdown by location:
 - Tacoma: 43%
 - Seattle: 23%
 - Vancouver, WA: 12%
 - Puyallup: 4%
 - Other: 18%

