

COMMISSION AGENDA

Item No: 4C

Meeting: 03/16/17

DATE: March 6, 2017
TO: Port Commission
FROM: John Wolfe, Chief Executive Officer
Sponsor: Louis P Cooper, Jr.
Project Managers: Louis P Cooper, Jr. and Nick Demerice
SUBJECT: Corporate Social Responsibility (CSR) Program Update

A. BRIEFING REQUESTED

There is no action requested; this is an update on the progress of the Corporate Social Responsibility Program to date.

B. BACKGROUND:

The Port of Tacoma's 2012-2022 Strategic Plan sets forth a comprehensive framework for advancing the Port's business priorities. The plan includes six goals that provide specific direction and achievement targets. Goal 6, "Strengthen the Port's Community Connections", features implementation of a cohesive Corporate Social Responsibility (CSR) Program. The proposed elements for a Port CSR program have been developed by a cross-departmental committee. The committee members have adopted the following statement as a foundation for the program:

MISSION STATEMENT:

"The Port of Tacoma is committed to improving the economic, environmental and social quality of life in the region through its Corporate Social Responsibility Program. The Port's community leadership will be intentionally conveyed through the actions of this program."

The Port of Tacoma has an important role in the greater Pierce County community. The Port Commissioners and staff understand the nature of our shared success within this broader community. The CSR program allows the Port to invest in its values of making Pierce County a wonderful place to work and live.

Understanding the wider impact of doing business can help the Port be more innovative resulting in a more competitive advantage while ensuring the success of the region.

There are four Key Elements to the Port's Corporate and Social Responsibility Program which we will highlight in today's update:

1. Implementation of a Diversity Initiative at the Port, which includes:
 - Jobs outreach
 - Student exposure to the maritime industry
 - Skilled trades' development in conjunction with Port Maintenance
 - Establishment of employee resource groups (ERGs)

2. Development of an Employee Community Engagement Program:
 - Execution of a leadership development team with event ambassadors
 - Launching a community sponsorship platform
 - Connecting with community non-profits in Pierce County
 - Connecting with veterans, women and ethnic organizations in Pierce County
 - Creating a Port employee opportunity engagement calendar
 - Implementing CSR tracking software to monitor and report on Port employee engagement
 - Sponsorships to local community groups
 - Draft press releases and quarterly newsletters for internal/external distribution
 - Development of web pages for the CSR program on Port of Tacoma's internal and external web sites
3. Small and Emerging Business Program
 - Continue to develop and enhance training curriculum in conjunction with Clover Park Technical College
 - Identify tools to help program data and tracking
 - Facilitate matchmaking between small and emerging business enterprises and large contractors doing business at the Port
4. Sustainability Practices
 - Update CSR Environmental Stewardship components to align with current Port of Tacoma Strategic Business Plan Goals
 - Update the 2018 Business Plan Goal 5 Initiatives to include specific tasks in support of CSR Environmental Stewardship components
 - Include funding in the 2018 budget supporting specific tasks introduced into the 2018 Business Plan update

C. TIMEFRAME/PROJECT SCHEDULE

There is currently a three-year look ahead which specifically calls out activities and a phased-in approach year-by-year.

D. FINANCIAL SUMMARY

The financial impact to date is \$10,000, and this is currently housed in the External Affairs budget. It will be utilized for CSR sponsorships and related projects.