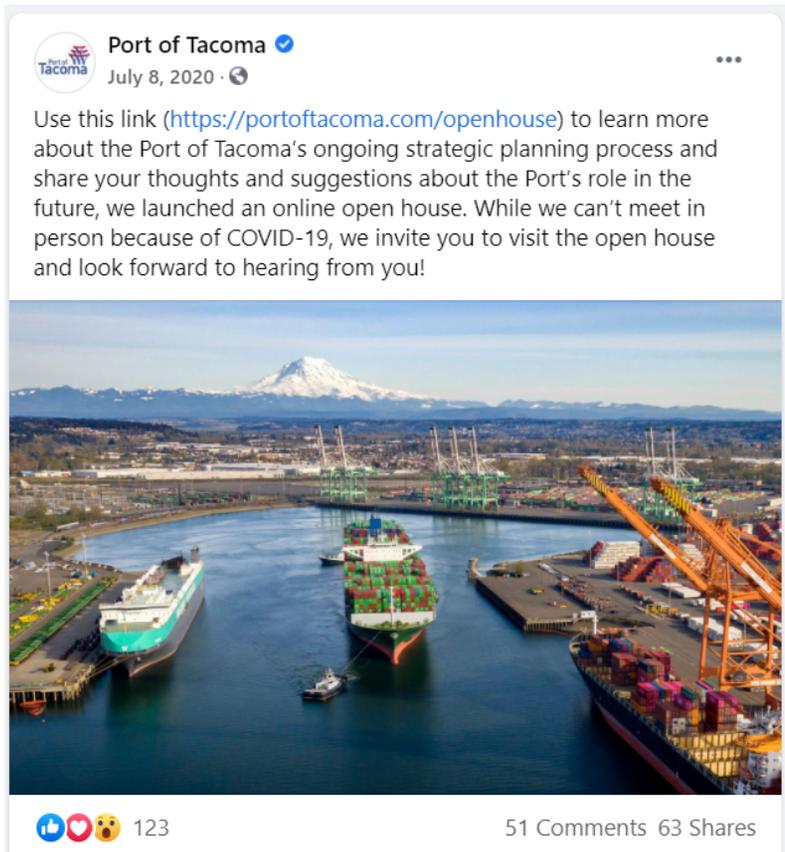


Strategic Plan: Community Outreach and Engagement Work



January 12, 2021

Community Outreach and Engagement Work



1. Overview of this work
2. **WHO** we heard from
3. **WHAT** we are hearing
4. **HOW** we are integrating this input into the Strategic Plan

4 Ways to Engage in Our Strategic Plan



1. Visit Our Online Open House
www.portoftacoma.com/openhouse



The Commissioners virtually welcome you to our Online Strategic Plan Open House where you will learn about the Port's history and statutory authority.

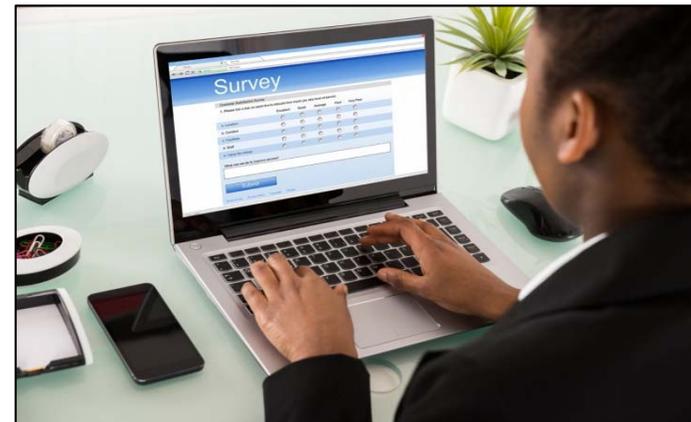
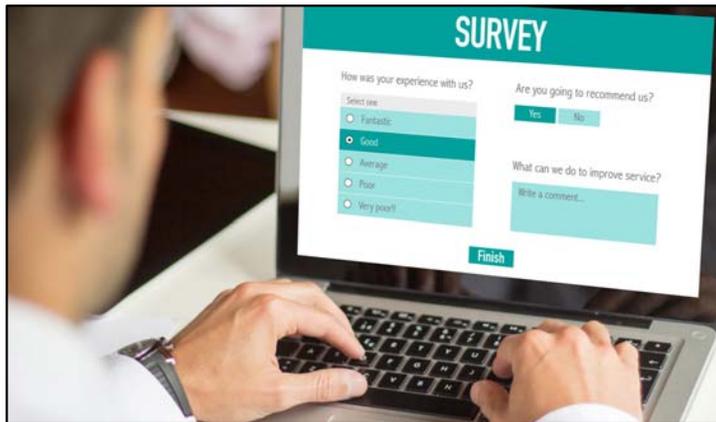
4 Ways to Engage in Our Strategic Plan



2. Take Our Online Survey

Answer a series of questions, such as:

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



4 Ways to Engage in Our Strategic Plan



3. Give Us a Call



253-888-4810

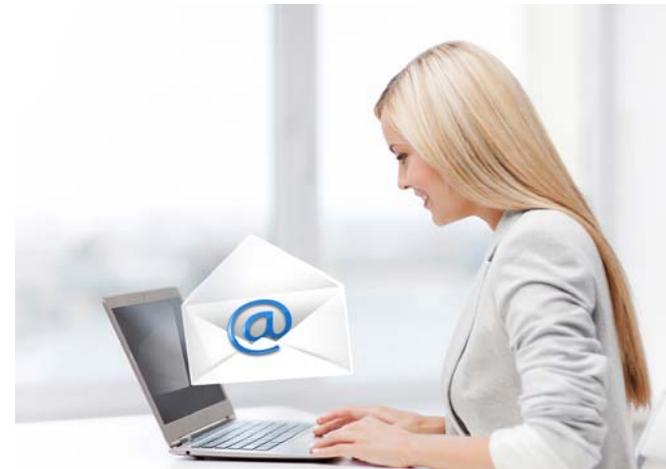


4 Ways to Engage in Our Strategic Plan



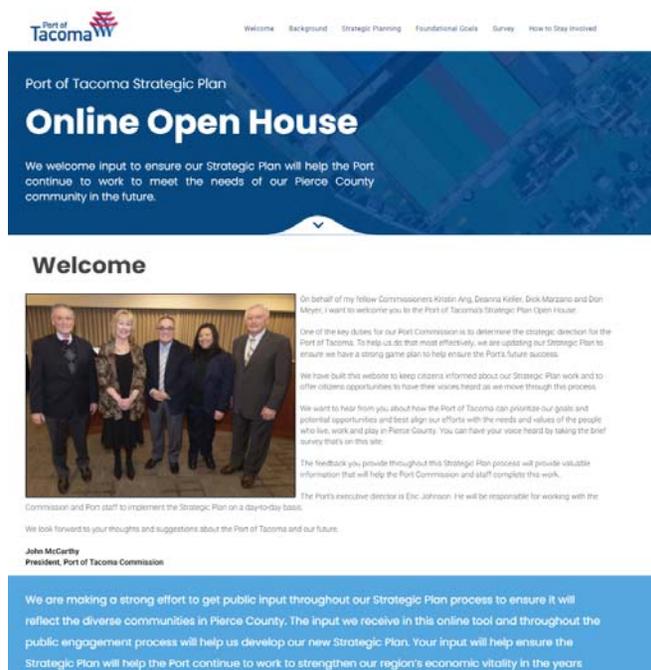
4. Send Us an Email

Strategicplan@portoftacoma.com



Community Engagement

By the numbers

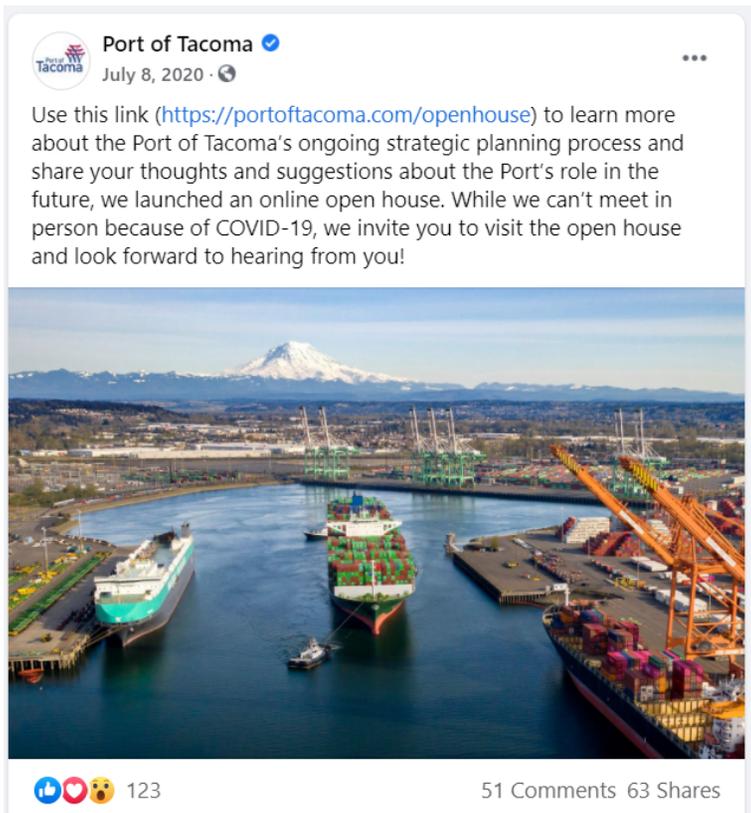


- **Online open house***
 - **3,823** site visitors
 - **5,156** page views
- **Online open house survey**
 - **444** responses
- **Port Commissioners and key stakeholders**
 - **41** one-on-one interviews
- **Commission public meetings**
 - **10** combined study sessions and regular meetings

*Metrics as of 12/22/20

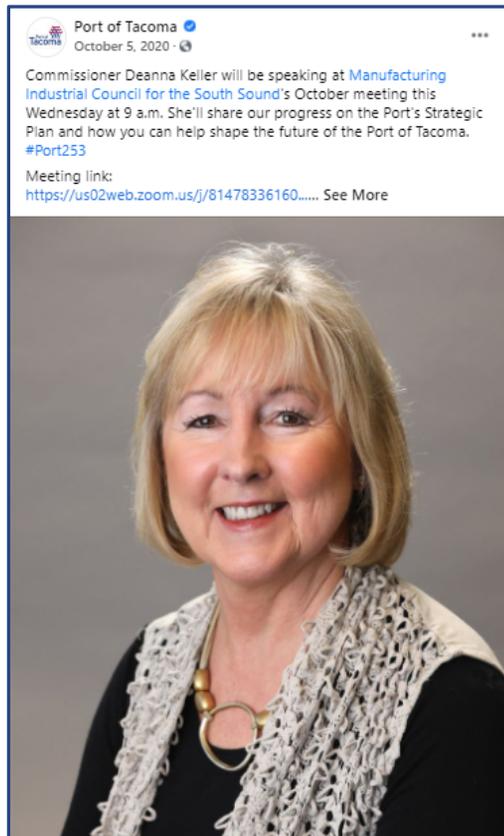
Community Engagement

By the numbers

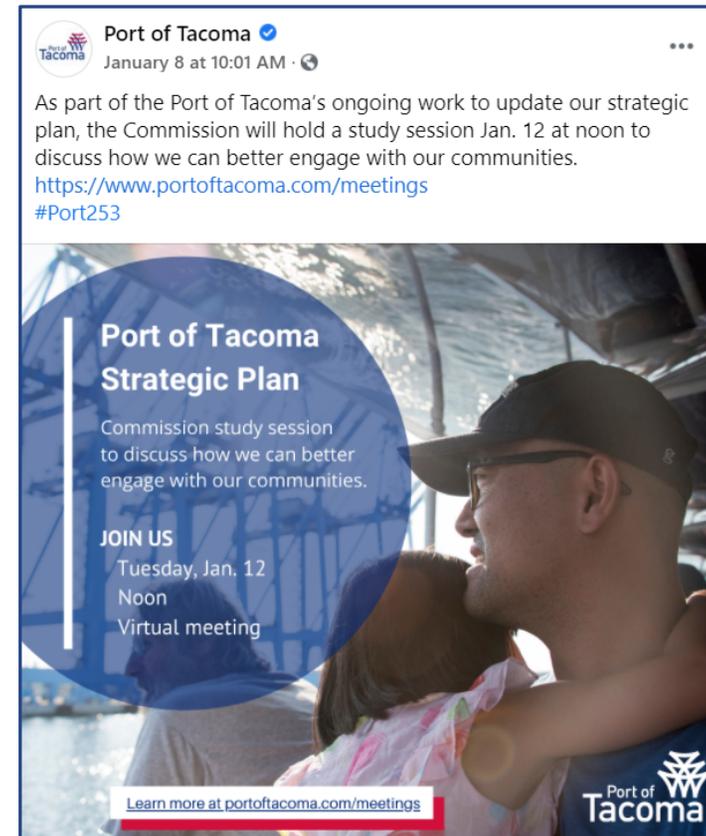


- **Community and stakeholder meetings**
 - 50 attended by commissioners or staff
- **Internal all-staff meetings**
 - 8 with average virtual attendance of about 120
- **Direct emails**
 - 24,000 about the online survey
 - 7,600 of our e-newsletter, Pierside
- **Social media posts**
 - 13 to Facebook
 - 11 to Twitter

Samples of Facebook Posts



Oct. 7: MIC meeting

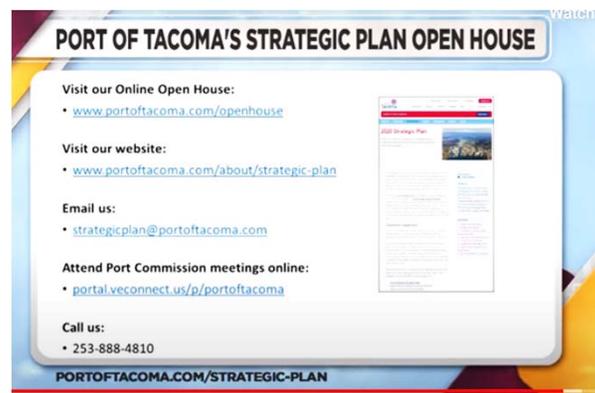


Jan. 12: Commission study session

Public Speaking Engagements



TV Tacoma's CityLine

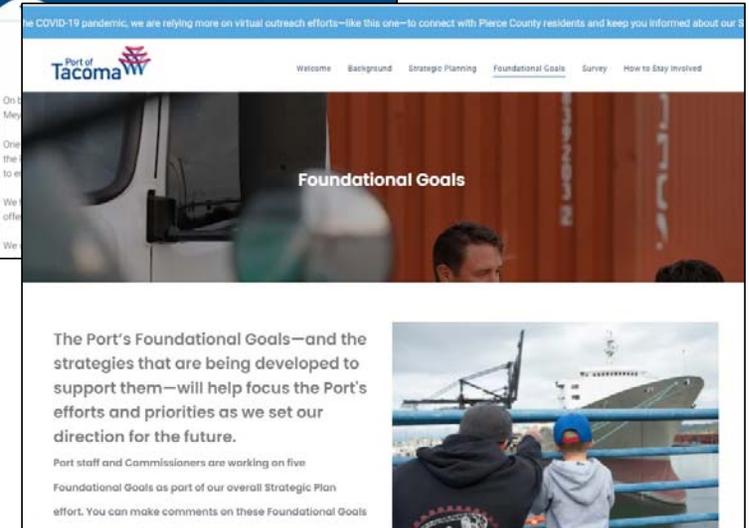


Online Open House Overview

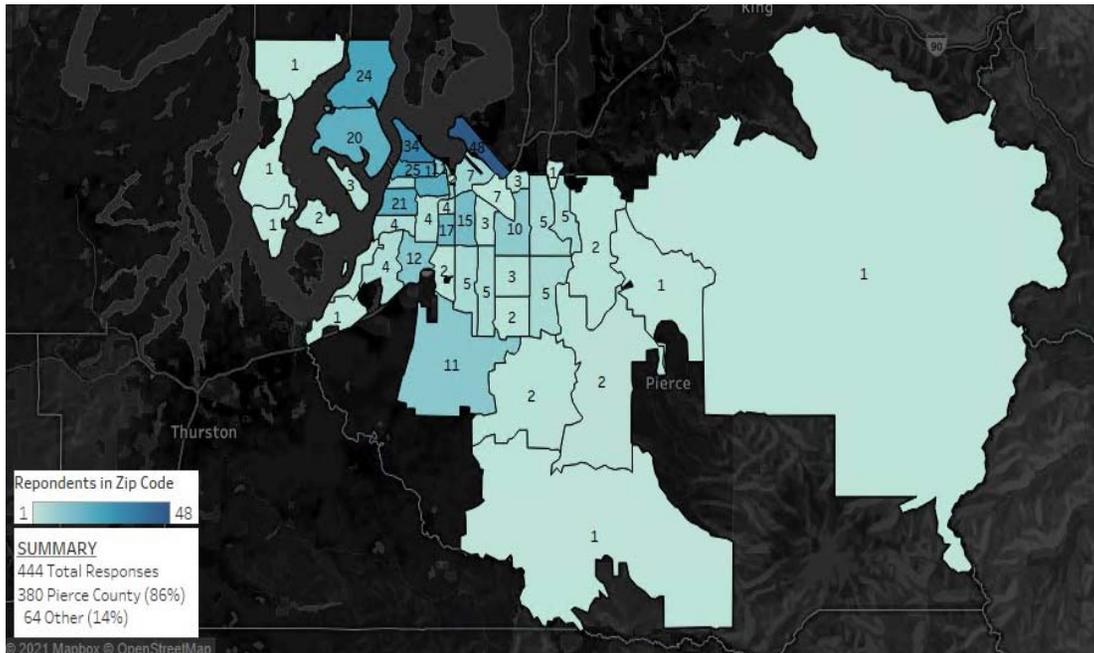


Highlights:

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



Online Open House Survey Insights



444 responses*

380: Pierce County
86%

64: Other

* As of January 7, 2021

Online Open House

Survey Insights



Respondents want to see economic and competitive excellence, with a major emphasis on ***environmental sustainability***.

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 creation and livable wages**
- **Improving regional infrastructure**
- **Improving operations for capacity growth**

Online Open House

Verbatim survey comments



“Help create green jobs. Clean up the port. Stop pollution. Be a leader and advocate for green energy.”

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

“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.”

Online Open House

Survey Insights



Respondents favor investments in revenue-producing projects.

Rank the top five ways the Port can use the tax levy money (\$20 million in 2019) paid by Pierce County residents.

Rank	Response	Score
1	Invest/reinvest in revenue-producing projects	5.94
2	Build and improve road and rail infrastructure beyond our current real estate boundaries	5.71
3	Support economic redevelopment programs throughout Pierce County	5.38
4	Help cover costs of addressing current Port environmental liabilities	5.32
5	Cover the operating costs of the Port	4.67

Online Open House

Survey Insights



Respondents favor investments in revenue-producing projects.

Rank the top five ways the Port can use the tax levy money (\$20 million in 2019) paid by Pierce County residents.

***Top First Picks**

1. Revenue-producing projects
2. Build and improve infrastructure
3. Restore the natural environment

*Top First Picks show the responses that were ranked 1st most frequently

Online Open House

Survey Insights



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

Is there a different use of the tax levy money you would recommend?

- **Invest in green energy and electric vehicles**
- **Invest in local community businesses**
- **Improve the workforce environment**
- **Better technology to eliminate drugs and human trafficking**

Online Open House

Verbatim survey comments



“Investing in infrastructure to support renewable energy-based shipping.”

“Invest in diversifying your portfolio of leased lands to clean businesses—and away from businesses that pose a threat to the health & safety of the community.”

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

“Yes! Lowering the cost of the bridge toll for residents who reside in Gig Harbor.”

Online Open House

Survey Insights



Respondents prioritize jobs, environmental clean up, and workforce training for their community.

Rank the top five ways the Port can best serve the residents of Pierce County.

Rank	Response	Score
1	Create jobs	8.79
2	Clean up environmentally contaminated property	7.31
3	Provide support for workforce training	6.97
4	Recruit businesses to Pierce County	6.51
5	Build and improve infrastructure throughout Pierce County	5.96

Online Open House

Survey Insights



Respondents prioritize jobs, environmental clean up, and workforce training for their community.

Rank the top five ways the Port can best serve the residents of Pierce County.

***Top First Picks**

1. Create jobs
2. Clean up environmentally contaminated property
3. Build and improve infrastructure throughout Pierce County

*Top First Picks show the responses that were ranked 1st most frequently

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 you would recommend?

- Listen to the concerns of tribes
- Ensure a diverse workforce
- Leader in clean energy operations
- Improve air quality and Puget Sound pollution
- Prepare the port to withstand rising sea levels
- Keep jobs in Pierce County

Online Open House

Verbatim survey comments



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

“Support DEI initiatives county-wide.”

“Keep improving port traffic infrastructure. With specific awareness to bottlenecks and eliminating any gridlock.”

“Reduce air and water pollution in the port, put new and improved noise abatement projects and practices in place in the port.”

Online Open House

Verbatim survey comments



Respondents have many other ideas and opinions on improving the Port's operations and community.

What other ideas should the Port of Tacoma's Strategic Plan consider?

"The Port of Tacoma will not survive sea-level rise without critical planning now. Get on it."

"Encourage local educational institutions to focus on training/learning to meet demand related employment opportunities."

"Drastically increase port tree canopy."

Online Open House

Verbatim survey comments (continued)



What other ideas should the Port of Tacoma's Strategic Plan consider?

“It would be great if Tacoma could somehow become a port of departure for cruise ships; bringing increased tourism to the area.”

“People over profit every single day.”

“Restoration of the natural habitat should be paramount in decision making while respecting the Sovereignty of the Puyallup Tribe!”

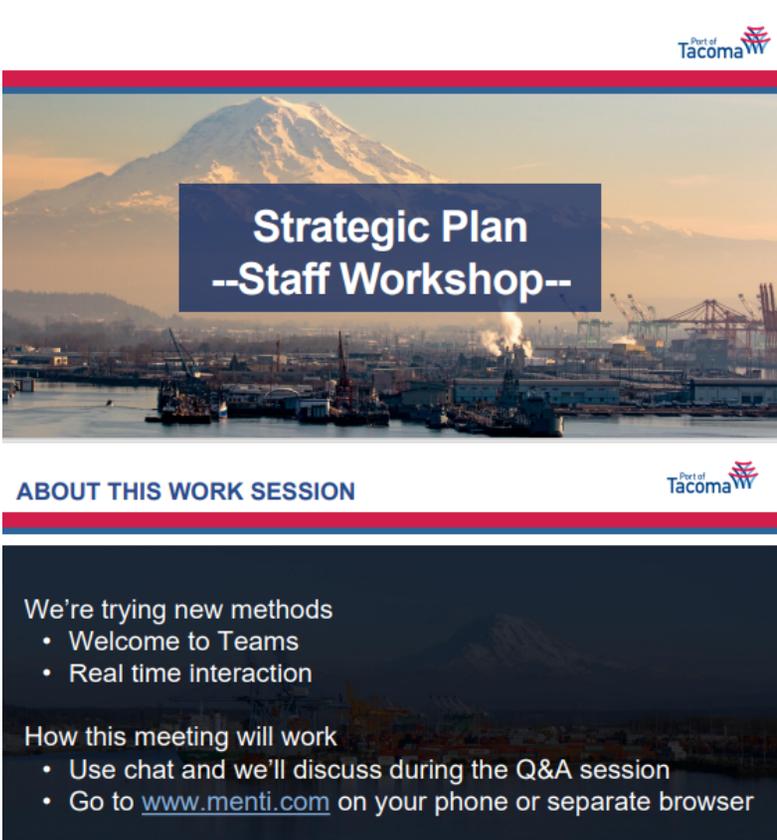
“Recruit business and manufacturing of green energy practices, solar power up the entire port!”

What key words do you think should be in the Port's new mission statement?

Top Key Words

1. Economic development
2. Community
3. Environment
4. Sustainable

Staff Workshop



The slide features a background image of a port with a large snow-capped mountain in the distance. A dark blue box in the center contains the text 'Strategic Plan --Staff Workshop--'. The slide is framed by red and blue horizontal bars at the top and bottom, with the Port of Tacoma logo in the top right and bottom right corners.

**Strategic Plan
--Staff Workshop--**

ABOUT THIS WORK SESSION

We're trying new methods

- Welcome to Teams
- Real time interaction

How this meeting will work

- Use chat and we'll discuss during the Q&A session
- Go to www.menti.com on your phone or separate browser

On April 8 and 9, more than 70 Port staff members and Commissioners attended one of three virtual workshops on the Port's Strategic Plan.

The Mission Statement

- Focuses on economic development and environmental stewardship

Values

- Reflect internal input from Commissioners and staff such as emphasizing transparency; safety and innovation; diversity, inclusion, and equity; partnerships; and recognizing staff professionalism

Foundational Goals

- Addition of Transportation Advocacy
- Emphasis on focused community engagement
- Environmental stewardship with a near-term focus in and around the Tideflats
- Economic development efforts revolve around supporting family-wage jobs

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 commission meetings online:

- portal.veconnect.us/p/portoftacoma

Call us:

- 253-383-5841

A screenshot of the Port of Tacoma website's '2020 Strategic Plan' page. The page features a navigation bar with links for Real estate, Environment, Community, Contact us, Employment, Planning, Contracts, Shipping, News, About, Meetings, and Q. A red banner at the top reads 'Updates on COVID-19 response' with a 'Read details' button. The main content area is titled '2020 Strategic Plan' and includes an aerial photograph of the port. The text describes the process of updating the strategic plan and provides contact information for the strategic plan team. A 'Community engagement' section discusses the importance of public input. A 'Downloads' section lists various reports and plans. An 'Email Signup' section encourages visitors to receive updates. The page also includes a 'Sign up for Strategic Plan email updates' link and a list of related documents.

Upcoming Key Dates



February 18

Preliminary Draft Strategic Plan available for comment

March 18

Commission consideration of the Final Draft Port of Tacoma Strategic Plan

April 14

Commission consideration of the Port of Tacoma Strategic Plan for adoption