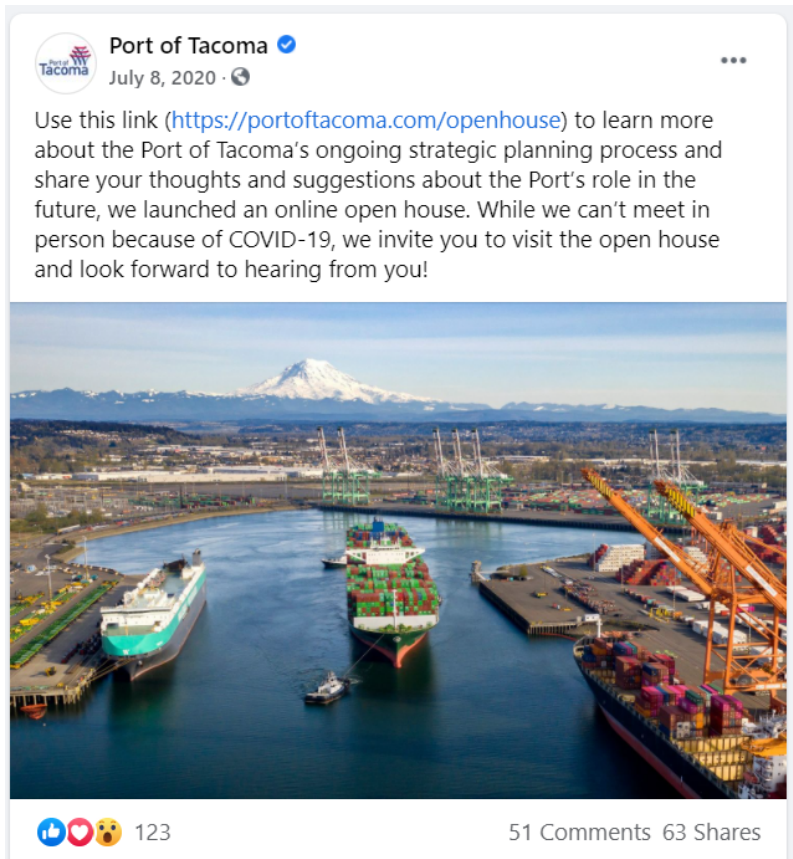


# Strategic Plan: Community Outreach and Engagement Work



*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](http://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.**

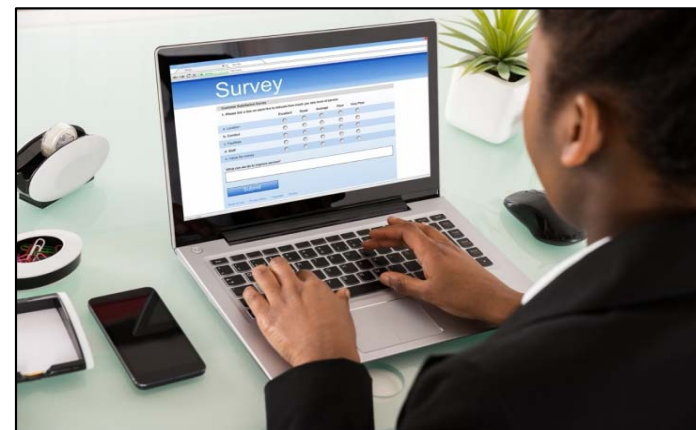
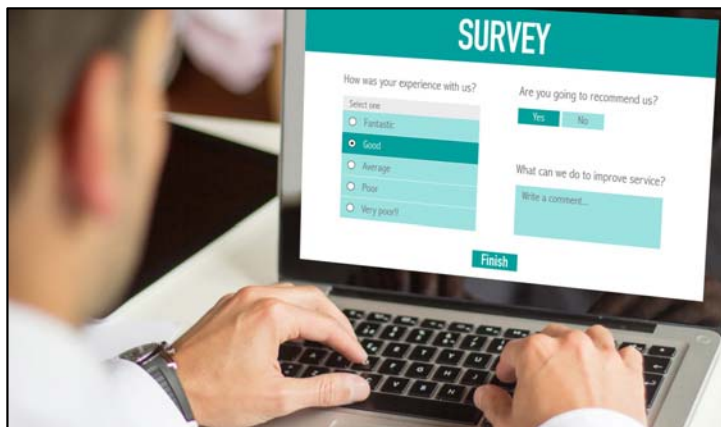
# 4 Ways to Engage in Our Strategic Plan



## 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



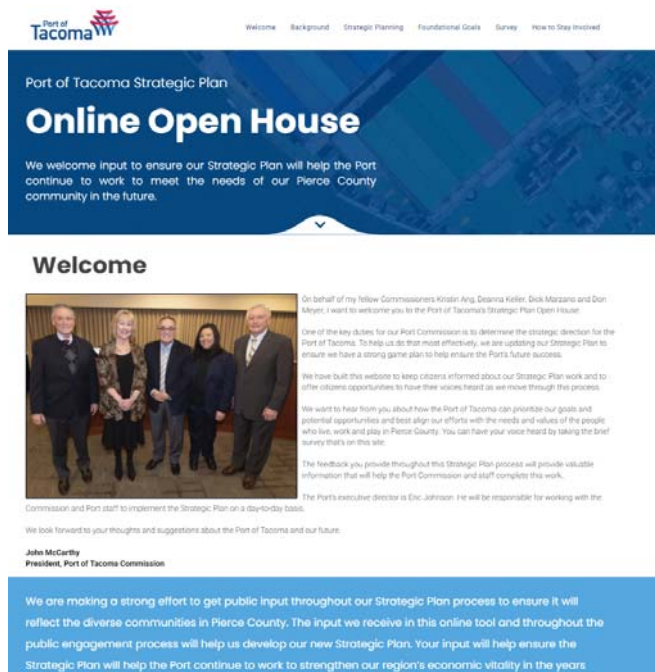
### 4. Send Us an Email

**[Strategicplan@portoftacoma.com](mailto:Strategicplan@portoftacoma.com)**



# Community Engagement

## By the numbers

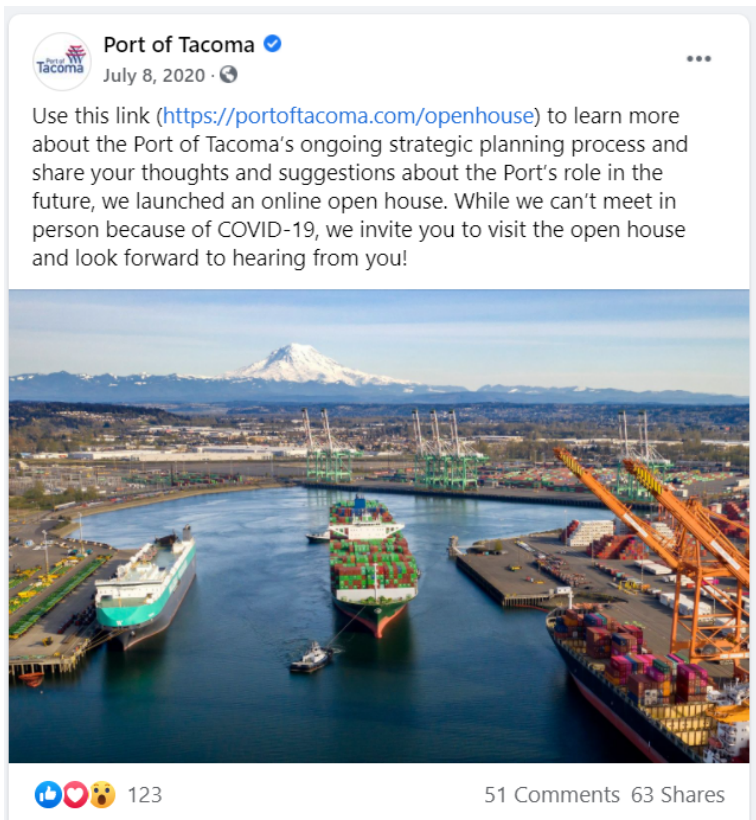


- **Online open house\***
  - 3,823 site visitors
  - 5,156 page views
- **Online open house survey**
  - 444 responses
- **Port Commissioners and key stakeholders**
  - 41 one-on-one interviews
- **Commission public meetings**
  - 10 combined study sessions and regular meetings

\*Metrics as of 12/22/20

# Community Engagement

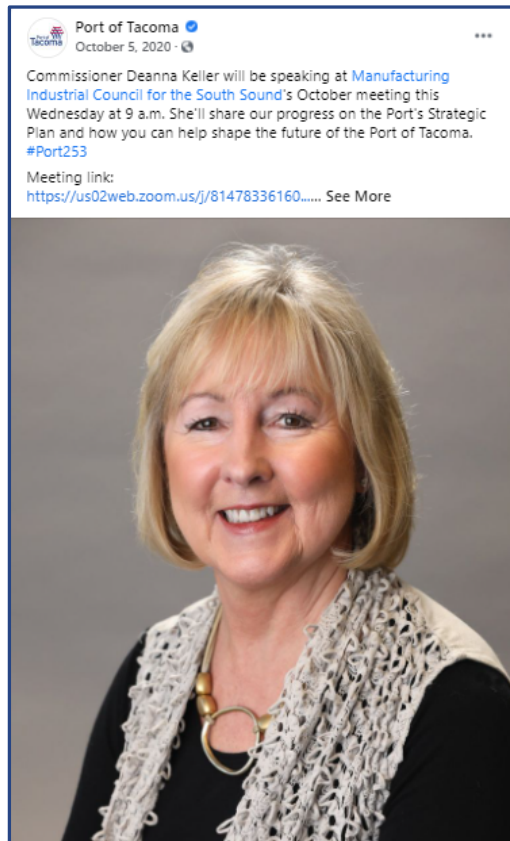
## By the numbers



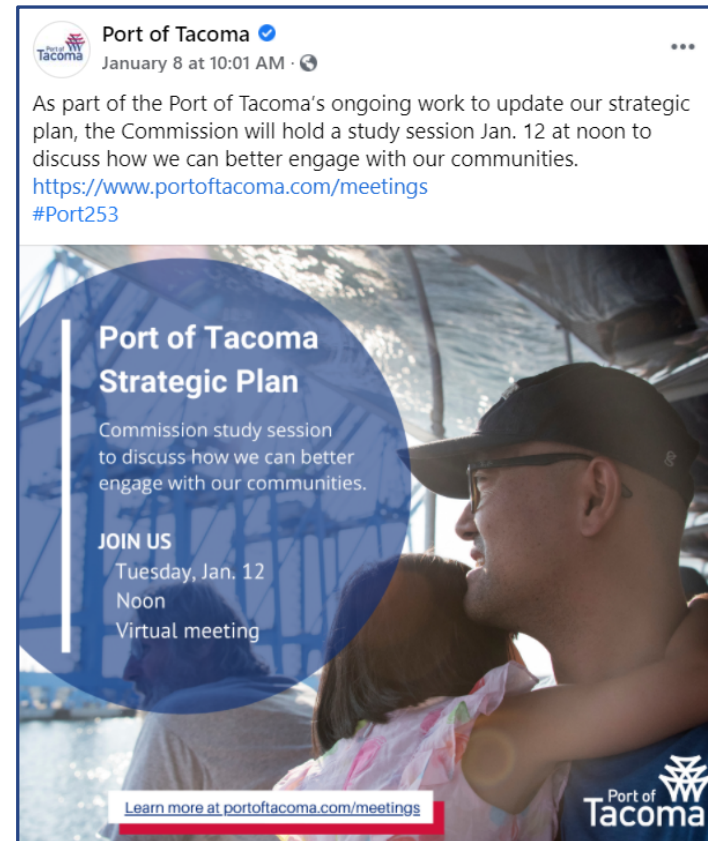
- **Community and stakeholder meetings**
  - 50 attended by commissioners or staff
- **Internal all-staff meetings**
  - 8 with average virtual attendance of about 120
- **Direct emails**
  - 24,000 about the online survey
  - 7,600 of our e-newsletter, Pierside
- **Social media posts**
  - 13 to Facebook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



# Samples of Facebook Posts



**Oct. 7: MIC meeting**

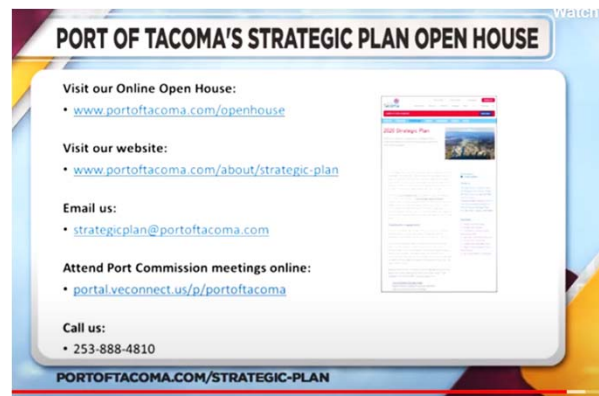


**Jan. 12: Commission study session**

# Public Speaking Engagements



# TV Tacoma's CityLine



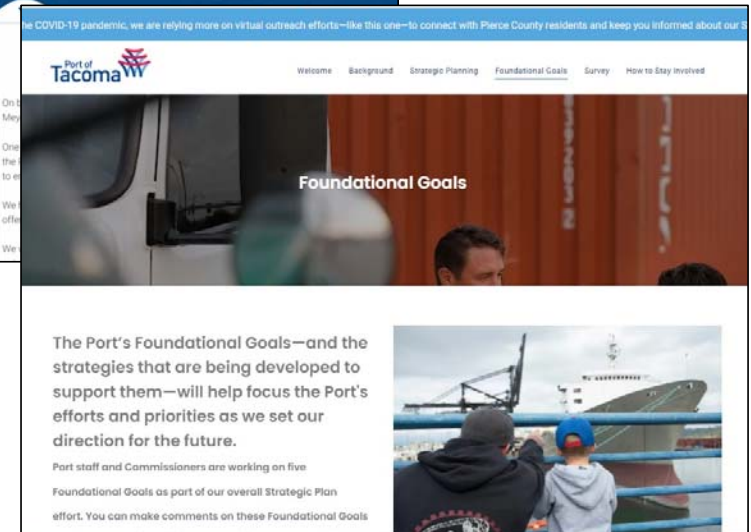
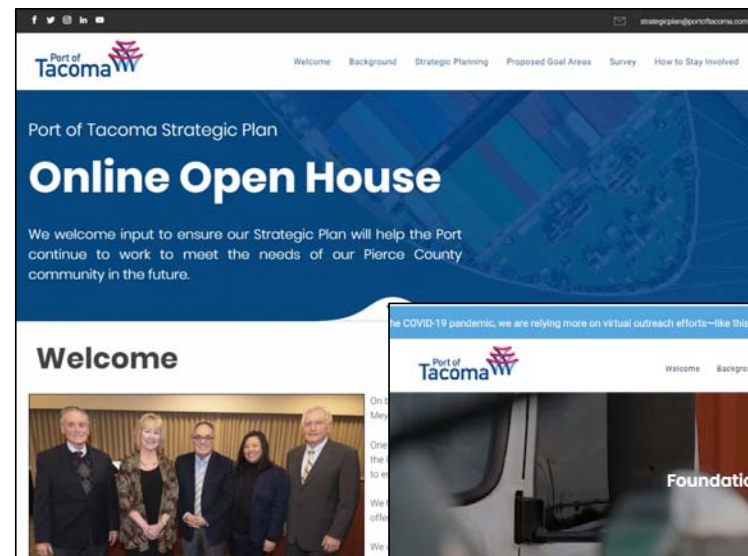


# Online Open House Overview



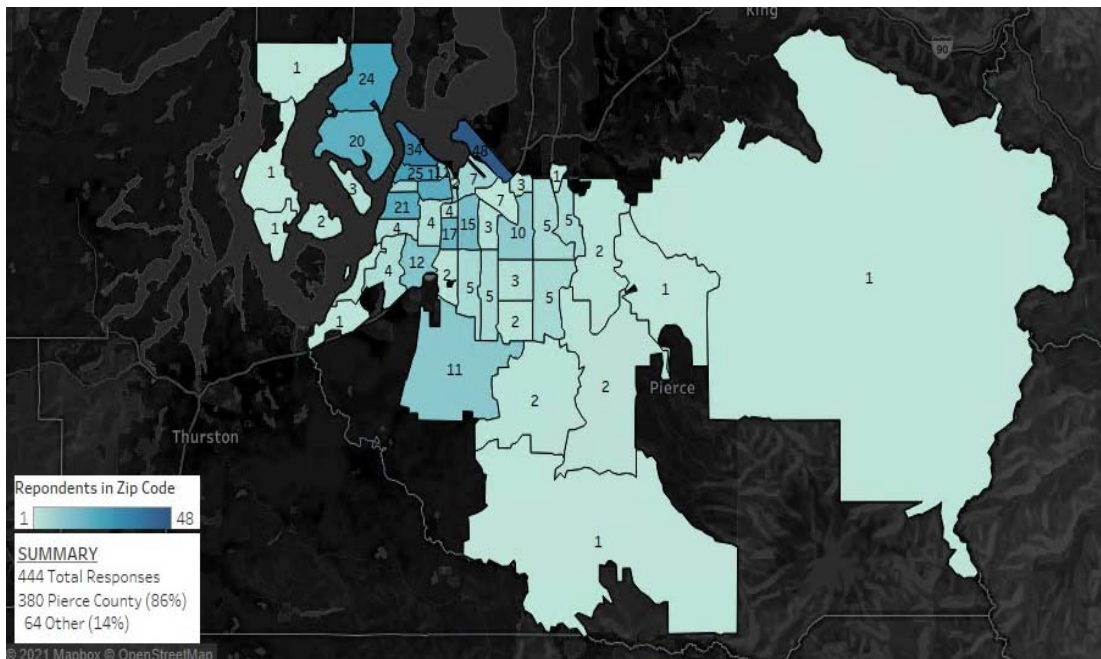
## Highlights:

- **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

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 1<sup>st</sup> 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



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 1<sup>st</sup> 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!"**

# Staff Survey



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



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 ships and a large snow-capped mountain in the distance. A dark blue rectangular box is centered over the image with the text 'Strategic Plan --Staff Workshop--' in white. The Port of Tacoma logo is in the top right corner. Below the image, the text 'ABOUT THIS WORK SESSION' is followed by a bulleted list of topics and a section titled 'How this meeting will work' with another bulleted list of instructions.

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](https://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.

# Staff Workshop



## Question 1: How can the Port help Pierce County thrive?



# Staff Workshop



## Question 2: What role should the Port play in the future?



# Integrating Input



## **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](http://www.portoftacoma.com/openhouse)

Visit our website

- [www.portoftacoma.com/about/strategic-plan](http://www.portoftacoma.com/about/strategic-plan)

Email us:

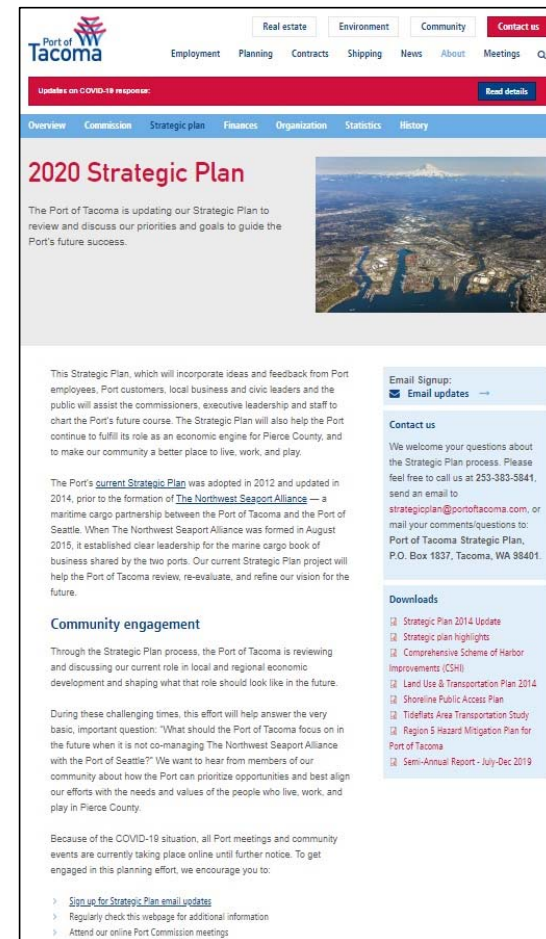
- [strategicplan@portoftacoma.com](mailto:strategicplan@portoftacoma.com)

Attend commission meetings online:

- [portal.veconnect.us/p/portoftacoma](http://portal.veconnect.us/p/portoftacoma)

Call us:

- 253-383-5841





# 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