

Port of Tacoma Strategic Plan | December 2020 Status Update

Upcoming Key Dates

Jan 12	Community Connections Foundational Goal and Strategies
Jan 18 - Feb 2	Maul Foster Alongi <i>feedback loop</i> interviews with Commissioners and community leaders
Jan 21	Commission consideration of \$49,700 additional budget for a total project cost of \$341,600
Feb 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

Note: **Bold date** indicates a Port Commission meeting

Outreach and Engagement

- Online¹ open house visits = **3,764** site visitors and **5,092** pageviews
- Online open house survey responses = **444**
- Interviews with Port Commissioners and key stakeholders = **41**
- Commission public meetings = **10**
- Community and stakeholder meetings attended by commissioners or staff = **50**
- Internal all-staff meetings with average attendance of 120+ = **8**
- Email about the online survey was sent to = **24,000**
- Email of our newsletter, *Pierside*, was sent to = **7,600**
- Social media posts = **24**²

¹ The Strategic Plan website was launched in July 2020, the Foundational Goals were added to the Online Open House site December 1, 2020.

² Social media posts were 13 on Facebook plus 11 on Twitter between May and December.

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DRAFT Foundational Goals and Strategies

GOALS	Transportation Advocacy (TA) Promote transportation infrastructure vital to the region, maritime industry, and economy.	Environmental Stewardship (ES) Adopt operating practices and performance standards that meet or exceed regulatory obligations, proactively pursue environmental enhancement efforts, and advance environmental sustainability.	Organizational Success (OS) Create and sustain a transparent culture prioritizing the Port's fiduciary role as trustee of public assets.	Economic Vitality (EV) Advance living-wage job creation and business development opportunities in Pierce County.	Community Connections (CC)³ Engage and advance relationships with the Pierce County community in a timely, accessible, and inclusive way.
STRATEGIES	TA 1 Develop criteria and policies to guide decision-making for Port transportation advocacy efforts and to prioritize infrastructure investments. TA 2 Develop and maintain an understanding of regional transportation projects that support port-related mobility. TA 3 Advocate for the transportation infrastructure and system management needs of Port-related businesses in the Tideflats and Pierce County. TA 4 Support completion of the Port of Tacoma Road and Interstate 5 interchange improvements and the State Route 167 Gateway Project.	ES 1 Remediate contaminated Port properties in a manner that ensures protection of human health and the environment while enabling economic development. ES 2 Invest in projects that improve the quality of stormwater runoff from Port properties, embody best practices, and empower our tenants to comply with complex permits. ES 3 Create wetland opportunities and improve fish habitat independent of regulatory obligation. ES 4 Reduce the air and climate pollution generated by Port and tenant activities.	OS 1 Provide continued solid Port fiduciary performance. OS 2 Protect the public's investment in all Port assets. OS 3 Plan, design, and construct a new Port staff workspace. OS 4 Encourage interim discourse but maintain alignment within the organization on final Port governance, policies, and priorities. OS 5 Ensure that the Strategic Plan becomes the day-to-day roadmap for Port Commission and Port staff decisions and actions.	EV 1 Strategically acquire and develop real estate to support marine trade activity. EV 2 Invest in assets and innovation that supports living-wage job creation throughout Pierce County. EV 3 Develop and support land use and infrastructure policies that protect the port ecosystem and promote a robust employment base. EV 4 Partner with regional organizations to facilitate career development and business growth in Pierce County.	CC 1 Strengthen, build, and maintain relationships with a wide variety of public, community, and business stakeholders through direct engagement. CC 2 Strengthen, build and maintain strategic relationships with federal, state and local governments, and with the Puyallup Tribe of Indians. CC 3 Develop and implement a comprehensive communication plan to increase community awareness, understanding, and support for the Port's mission and activities.

³ Community Connections Foundational Goal and Strategies will be considered by the Port Commission on January 12, 2021.