

# Vision2050



P O R T O F O L Y M P I A

Community Review Phase

March 29, 2019

# Phases



# Public Engagement Opportunities

- » Website/Online Survey
- » Request a Conversation
- » Interviews
- » Port Booth at Community Events
- » Intercept Survey
- » Community/Interest Conversations
- » Media/Social Media
- » Port Tours



# Community Engagement by the #s

Attendance at events	100,000
Social media impressions	20,000
Presentations, conversations and tours	3,000
Interviews	40
Outreach team participants	40
Surveys completed	+/-1,700
Inputs received	+/-10,000

# Focus Areas Teams

1. Business Development, Infrastructure and Real Estate
2. Sustainability, Administration, Communications and Engagement
3. Marine Terminal, Waterfront and Community Assets

# Community Review Survey

- » 10 Goals / 60 Proposed Actions
- » Actions converted to “key words” for community review
- » Public to select action priorities + submit other feedback
- » \$250 Visa gift card incentive

<https://www.surveygizmo.com/s3/4892694/Vision-2050-Community-Survey>

# Business Development, Infrastructure + Real Estate

## Countywide Economic Development and Real Estate Framework

Leverage the Port's unique statutory authority to catalyze economic opportunities in partnership with jurisdictions and economic development organizations.

- » Grow avionics, real estate, tourism, food processing, ag, manufacturing
- » Create a business + economic development plan with defined priorities
- » Participate in workforce training partnerships
- » Create and support small and emerging businesses
- » Support and invest in regional economic development activities
- » Leverage local and State partnerships to maximize levy authority
- » Support sustainable agriculture activities
- » Evaluate and pursue green-energy production alternatives

# Business Development, Infrastructure + Real Estate

## **Non-Trade Marine Terminal Functions**

Explore the potential for the Marine Terminal to serve as a cruise ship destination and key node in the regional commuter network.

- » Participate in state-led ferry service studies and analysis
- » Explore the potential for offering or hosting water-taxi service
- » Attract cruises and work with partners to maximize visitor experience



# Business Development, Infrastructure + Real Estate

## **Airport Functions**

Maximize the economic and community value of the Olympia Regional Airport in accordance with FFA Master Plan regulations.

- » Research regional airport best practices strategies
- » Coordinate with partners on development opportunities in Tumwater
- » Track feasibility for adding regional air commuter service
- » Evaluate options for tourist, freight and private charter service
- » Explore making airport an aeronautical research, manufacturing hub
- » Support non-air-dependent manufacturing at airport properties

# Sustainability, Administration, Communications + Engagement

## **Environmental Sustainability**

Emphasize sustainability in all planning and actions and provide regular updates to the community.

- » Sustain legacy pollution clean-up projects in Budd Bay
- » Advocate for state investment in Puget Sound water quality efforts
- » Distribute and provide updates on Sustainability Plan progress
- » Maintain participation in 3rd party sustainability certification programs
- » Complete Sea Level Rise Response Plan with City of Olympia, LOTT
- » Incorporate environment and remediation in cost-benefit analysis

# Sustainability, Administration, Communications + Engagement

## Administration

Improve the Port's ability to make decisions and resolve issues with focus on achieving its objectives and mission and implement Vision 2050 recommendations to become an innovative economic development leader.

- » Evaluate and implement governance structure improvements
- » Explore viability of expanding to five Port Commissioners
- » Strengthen communication and trust between Commission and staff
- » Be transparent in budget planning and align actions with 2050 goals
- » Implement Vision 2050 action priorities
- » Update Port planning documents to align with Vision 2050 goals

# Sustainability, Administration, Communications + Engagement

## Funding and Finance

Develop a long-term finance strategy that supports the Port's mission and responsibility to generate sustainable economic and community development.

- » Tie tax levy to economic strategies that serve full port district
- » Pursue funding scenarios that earn public support
- » Develop long-term funding to support family-wage job creation

# Sustainability, Administration, Communications + Engagement

## **Communications, Engagement and Partnerships**

Build community partnerships and broaden and expand communication and public participation strategies.

- » Conduct cost-benefit and public involvement for major decisions
- » Communicate community benefits of Port activities
- » Provide clear, unified messages about Port investments and decisions
- » Broaden information and engagement to include the entire district
- » Ensure public participation evolves with techniques and technology
- » Create annual events and assets inventory to increase access and use
- » Expand Port partnerships with other community organizations
- » Develop a Recreation, Open-Space and Placemaking Strategy

# Marine Terminal, Waterfront + Community Assets

## Marine Terminal

Preserve and enhance Thurston County's working waterfront and connection to global trade by diversifying Marine Terminal operations, improving communication and securing community support.

- » Expand information and education about Port's role in our community
- » Communicate community benefits of marine terminal operations
- » Preserve and provide education about Port's safe and legal cargo policy
- » Pursue value-added manufacturing opportunities at marine terminal
- » Complete master plan and permitting for future marine terminal uses
- » Develop military/humanitarian cargo strategies
- » Establish interlocal agreement to coordinate cargo handling logistics
- » Make physical layout more welcoming around marine terminal
- » Provide information about Port tenants and related benefits or impacts

# Marine Terminal, Waterfront + Community Assets

## Marina and Boatworks

Make investments and improvements that ensure Swantown Marina and Boatworks remains a premier and priority destination for visitors and tenants alike.

- » Add amenities and access to water along port peninsula
- » Improve and better-market Swantown Marina and Boatworks
- » Attract a larger share of regional boat-based spending
- » Enhance connection between Swantown and core downtown area

# Marine Terminal, Waterfront + Community Assets

## Destination Waterfront

Turn the Port Peninsula into a premier destination by adding attractions, increasing accessibility and maintaining a clean and safe environment.

- » Establish task force to develop waterfront destination opportunities
- » Attract another anchor tenant to port peninsula
- » Add amenities to Port Plaza and Market District
- » Complete market study for potential sight-seeing boat tours
- » Create waterfront destination and event dates guide
- » Work with City of Olympia to create more welcoming downtown
- » Work with City of Olympia on parking and access strategies downtown



# Questions

# Other Community Review Engagement

- » Updated Website
- » Request a Conversation
- » Eblasts
- » Council Briefings
- » Bubble Card Survey
- » Community Open House – May 8
- » Commission Consideration: July-August