



Community Review Survey

**SUMMARY REPORT:
1,048 RESPONSES**

JUNE 17, 2019

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

Action		Percent	Count
Expand information and education about Port's role in our community		44.3%	271
Communicate community benefits of marine terminal operations		35.3%	216
Preserve and explain the Port's cargo policy and federal requirements		18.0%	110
Pursue value-added manufacturing opportunities at marine terminal		38.6%	236
Complete master plan and permitting for future marine terminal uses		44.0%	269
Develop military/humanitarian cargo strategies		24.7%	151
Establish interlocal agreement to coordinate cargo handling logistics		18.3%	112
Make physical layout more welcoming around marine terminal		41.3%	253
Provide information about Port tenants and related benefits or impacts		34.3%	210

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

Action		Percent	Count
Add amenities and access to water along port peninsula	 A horizontal bar chart for the first row. The bar is divided into two segments: a purple segment representing 69.4% and a grey segment representing the remaining 30.6%.	69.4%	415
Improve and better-market Swantown Marina and Boatworks	 A horizontal bar chart for the second row. The bar is divided into two segments: a blue segment representing 31.8% and a grey segment representing the remaining 68.2%.	31.8%	190
Attract a larger share of regional boat-based spending	 A horizontal bar chart for the third row. The bar is divided into two segments: a green segment representing 31.1% and a grey segment representing the remaining 68.9%.	31.1%	186
Enhance connection between Swantown and core downtown area	 A horizontal bar chart for the fourth row. The bar is divided into two segments: an orange segment representing 64.7% and a grey segment representing the remaining 35.3%.	64.7%	387

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

Action		Percent	Count
Establish task force to develop waterfront destination opportunities		42.1%	261
Attract another anchor tenant to port peninsula		29.5%	183
Add amenities to Port Plaza and Market District		52.7%	327
Complete market study for potential sight-seeing boat tours		28.7%	178
Create waterfront destination and event dates guide		40.6%	252
Work with City of Olympia to create more welcoming downtown		70.6%	438
Work with City of Olympia on parking and access strategies downtown		48.7%	302

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

Action		Percent	Count
Grow avionics, real estate, tourism, food processing, ag, manufacturing		37.8%	236
Create a business + economic development plan with defined priorities		43.4%	271
Participate in workforce training partnerships		30.6%	191
Create and support small and emerging businesses		57.1%	357
Support and invest in regional economic development activities		39.0%	244
Leverage local and State partnerships to maximize levy authority		17.3%	108
Support sustainable agriculture activities		50.7%	317
Evaluate and pursue green-energy production alternatives		60.5%	378

Goal: Explore the potential for the Port to serve as a cruise ship destination and key node in the regional commuter network.

Action		Percent	Count
Participate in state-led ferry service studies and analysis		66.5%	364
Explore the potential for offering or hosting water-taxi service		62.9%	344
Attract cruises and work with partners to maximize visitor experience		48.6%	266

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

Action		Percent	Count
Research regional airport best practices strategies		37.8%	224
Coordinate with partners on development opportunities in Tumwater		37.5%	222
Track feasibility for adding regional air commuter service		55.4%	328
Evaluate options for tourist, freight and private charter service		45.1%	267
Explore making airport an aeronautical research, manufacturing hub		41.2%	244
Support non-air-dependent manufacturing at airport properties		33.1%	196

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

Action		Percent	Count
Sustain legacy pollution clean-up projects in Budd Bay		84.1%	520
Advocate for state investment in Puget Sound water quality efforts		71.5%	442
Distribute and provide updates on Sustainability Plan progress		30.9%	191
Maintain participation in 3rd party sustainability certification programs		31.2%	193
Study and implement key climate adaptation and mitigation actions		58.3%	360
Incorporate environment and remediation in cost-benefit analysis		56.3%	348

Goal: 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.

Action		Percent	Count
Evaluate and implement governance structure improvements		35.3%	211
Explore viability of expanding to five Port Commissioners		38.0%	227
Strengthen communication and trust between Commission and staff		48.3%	289
Be transparent in budget planning and align actions with 2050 goals		70.9%	424
Implement Vision 2050 action priorities		41.1%	246
Update Port planning documents to align with Vision 2050 goals		40.6%	243

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

Action		Percent	Count
Tie tax levy to economic development actions that, as a whole, benefit broader Port district		38.8%	228
Pursue funding scenarios that earn public support		64.1%	376
Develop long-term funding to support family-wage job creation		64.6%	379

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

Action		Percent	Count
Conduct cost-benefit and public involvement for major decisions		44.1%	267
Communicate community benefits of Port activities		45.7%	277
Provide clear, unified messages about Port investments and decisions		47.7%	289
Broaden information and engagement to include the entire district		29.9%	181
Ensure public participation evolves with techniques and technology		38.8%	235
Create annual events and assets inventory to increase access and use		29.4%	178
Expand Port partnerships with other community organizations		48.7%	295
Develop a Recreation, Open-Space and Placemaking Strategy		55.1%	334

economic sound development service
tax community terminal
olympia area support
work airport port money
clean water public people
downtown other marine
sea business activities

Action Prioritization Hierarchy:

- $> 50\%$ of Vote = Tier One
- 35-49% of Vote = Tier Two
- $< 35\%$ of Vote = Tier Three

Port Olympia 2050 Vision Statement

The Port is a trusted community institution that actively engages and communicates with the public it serves. It fulfills its primary role as Thurston County's economic engine by stimulating investment, fostering entrepreneurship, and facilitating transportation and commerce regionally and internationally. It is recognized as a cutting-edge leader in sustainable operations. It manages gathering places, recreational venues and other assets that enhance Thurston County's sense of place, and coordinates with partners to address challenges and opportunities.