

LEARNING ABOUT THE CONCERNS OF YOUR STAKEHOLDERS

JUNE 13, 2017

ED GALLIGAN

EXECUTIVE DIRECTOR

Learning About Our Stakeholders

- **Reactive**
 - After a decision has been made or an action has occurred
- **Proactive**
 - During the feasibility or contemplation period
 - Before the storm



Reactive

- **Monitoring Public Reaction**
 - Newspaper articles
 - Comment sections
 - Letter's to the Editor
 - Social media
- **Concern:**
 - The comfort factor of commenting from your couch
 - Trolling
 - Monday morning quarterback

OP-ED

DECEMBER 17, 2016 8:42 PM

CON: Shipping fracking sands is counter to local values



BY NATHANIEL JONES
Special to The Olympian



LOCAL

For Port of Olympia, controversial cargo and protests are part of doing business



BY ANDY HOBBS
ahobbs@theolympian.com



Olympia Stand added an event

December 14, 2016

EIGHT comrades were arrested and charged by the city of Olympia with "obstructing justice". Let's pack the courtroom to say THERE IS NO JUSTICE IN FRACKING! Please arrive at 12:45pm to get thru security by the 1:15 court time.

COURT ROOM 1
900 Plum St SE, Olympia, WA 98501



JAN 24 Court SUPPORT for City Arrestees
Tue 12:45 PM · Olympia Municipal Court · Olympia
75 people interested

Reactive Cont.

- **Direct Engagement**
 - People attending Commission Meetings
 - Public comment period.
 - Direct calls/emails to Commission or staff.

- **Concern:**
 - Not full reflection of true public opinion
 - Self selected commentary
 - One person can feel like a much larger issue
 - Advocates & Supporters don't want to attend meetings



Reactive Cont.

- **Elections**

- Washington State elects all Port Commissioners
- Port of Olympia 3 commissioners
- Traditionally has always had at least one “Buck the status quo” Commissioner



- **Concern:**

- If an issue rises to the degree that it impacts elections or draws out candidates you can be faced with a single issue candidate winning



NORTHWEST NEWS

JUNE 04, 2015 12:16 AM

Port of Olympia candidates steer clear of fracking questions



Reactive Cont.

- **Civil (and uncivil) Disobedience**
 - Protests, blockades, disruptive behavior at public meetings
 - 2004-2007 – Military Protests



Reactive Cont.

- **Civil (and uncivil) Disobedience**
 - Protests, blockades, disruptive behavior at public meetings
 - 2016 – Rail Blockade of Ceramic Proppant



Reactive Cont.

- **Concern:**
 - Origin or end use application of the cargo being handled
 - Port becoming outlet for other frustrations
 - Military Cargo= Anti War and Anti G.W.Bush Protests
 - Ceramic Proppant = DAPL, Standing Rock, US Energy Policy, Trump



Proactive

- **Focus on the majority**
 - Know your community
- **Be active and visible in your community**
 - Speakers Bureau
 - Give tours of facility
 - Sponsor and be at Community Events



Proactive Cont.

- **Develop opportunities for positive advocacy for your stakeholders**
 - Ask people to show up when we're on the defense
 - Asking advocates to show up during public comment is a lost cause – provide alternatives
 - Direct meetings between key stakeholders and decision makers



Proactive Cont.

- **Using Planning Processes as outreach**
 - Utilize citizen advisory committees
- **Have a clear message about the purpose, role, and value of your Port**
 - Communications Plan
 - [Port Video](#)

