



NEXT 100
WE PROVIDE VALUE. WE CREATE ECONOMIC OPPORTUNITIES

AAPA 2020 Communications Awards Submittal

Submitting Port: Port of Everett

Entry Classification: Overall Campaign

Entry Title: Next 100 Campaign

Descriptive Summary

In 2018, the Port of Everett celebrated its centennial year — its ‘first 100’ years as part of the community — seizing the opportunity to engage and educate Port District residents and key stakeholders on the history and economic value the Port has provided to its community and surrounding region in its first century of service. This effort spurred a lot of positive interest in Port operations, creating a more aware and energized community, while also setting the stage for the future. It was a spotlight that came at just the right time. The Port was entering a new era — its ‘next 100’ years — and was in the midst of planning for its future. The Port was preparing for a full public outreach process to update its Strategic Business Plan to create a new roadmap for the Port into its next decade. Building on the success of its ‘first 100’ centennial campaign, the Port team leveraged its active audience and created a spin-off campaign focused on the future vision of the Port branded as the “Next 100.” We gradually shifted the focus from our history to our future. We asked the community to “see the future with us” and help shape the Port’s next century of service. A comprehensive outreach campaign was used to educate stakeholders and solicit valuable feedback that would help inform the development of a new Strategic Plan. We produced informational materials and articles. We conducted strategic visioning discussions and exercises. We hosted public open houses, community presentations, public tours, and more. The culmination of the campaign resulted in a high-level of participation and positive feedback in the Port’s strategic planning process, and ultimately, development of a fully vetted, community supported Strategic Plan.



STRATEGIC PLAN | 2020
ADOPTED DECEMBER 10, 2019



NEXT 100

WE PROVIDE VALUE. WE CREATE ECONOMIC OPPORTUNITIES

SEA THE FUTURE WITH US

1. Communications Challenges/Opportunities

Last year was a year of major transition for the Port of Everett — a year of forward-thinking and strategic planning; a year focused on creating a new roadmap for the future vision of the Port. As the Port kicked-off 2019, it was closing the chapter on its centennial year — its ‘first 100’ years as part of the community. The Port spent 2018 engaging key stakeholder groups in a year-long celebration and reflection of its past century of service, while setting the stage for the future and bringing the value of the Port and the transitions currently underway at the waterfront to the forefront.

Like most ports, the Port of Everett’s history witnessed cycles of economic boom and bust, changes to perception over land use priorities, and shifts in industry trends. All the while, this history also highlighted the Port’s ability and proven track record to navigate changing tides while remaining a vital economic engine and job creator in our community and region. Fast forward to modern day, as the Port enters a new era — its ‘next 100’ years — it finds itself amid the most robust capital portfolio in its history. It’s moving forward with a multi-million-dollar capital improvement program to invest in key strategic initiatives to modernize and expand its Seaport facilities to prepare for the next generation of cargo and larger ships, create a new mixed-use community where people can live, work and play at the new 1.5 million square foot Waterfront Place development, re-invest in its aging marine infrastructure to support the marina of the future and build out its Riverside Business Park to create a light industrial and manufacturing job center.

While the Port was pushing forward with these critical projects it was also in the preliminary phases of updating its Strategic Plan, an agency document that ultimately guides how the Port fulfills its mission to the community through a set of defined business goals and objectives. The last comprehensive update to this Strategic Plan had been more than ten years prior, and much had changed

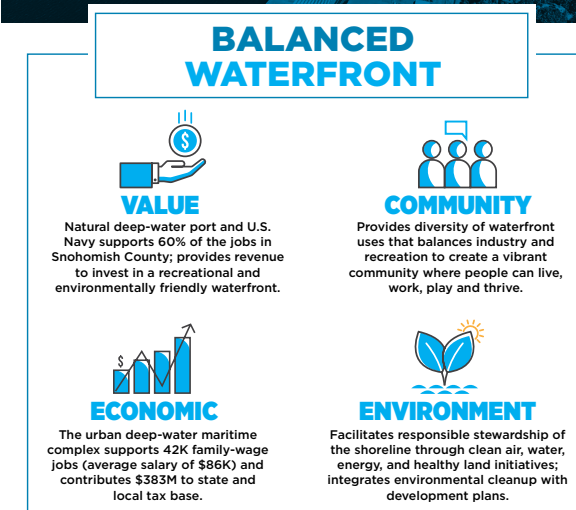
in the landscape of the Port since that time. Many of the projects in the previous Plan were now complete, nearing completion or currently underway as part of the Port’s capital program. The Port was also out of developable land, a key ingredient in the Port’s ability to create new economic opportunities and jobs. It was time to explore emerging opportunities and solidify the strategic direction of the Port into the future. It was time to rally our stakeholders and gather valuable feedback to inform development of the Plan.

Taking on an extensive public planning process is quite a heavy lift, but, the team knew providing opportunities to get up to speed on Port operations and initiatives, and a chance to provide feedback would be necessary. The input would result in a well-rounded, thoughtful plan that is community understood and supported. Toward the middle of the Port’s centennial year in 2018, our communications team was experiencing a lot of positive traction with its ‘first 100’ centennial campaign, an effort that ultimately earned the Port an [AAPA Communications ‘Award of Excellence’](#) last year. This groundwork had spurred a curious and renewed interest in the Port, and in turn, created a more aware, educated and engaged community. The Port saw this as an opportunity to leverage its current spotlight to begin this important engagement effort with our constituents. We would gradually shift the focus from the Port’s history to its future. We could start asking the community to “see the future with us” and help shape the Port’s ‘next 100’ years. This brought to life a nearly year and a half long, complementary spin-off campaign.

While the Port’s ‘First 100’ campaign was fun and nostalgic, the ‘Next 100’ campaign would require the community to dive deeper and think about change and strategic direction as it relates to the Port’s mission and their own future. The messaging switch provided the perfect bridge in communications and helped bring the project to the finish line by the end of 2019. A new Strategic Plan was born, and community feedback was extremely positive.

2. Complement to Overall Mission

The essence of the Port of Everett’s mission is to enhance maritime commerce, create quality jobs and support a healthy quality of life for Port District residents and businesses. The Port meets this mission through operation of its three lines of business — international shipping terminals, marina facilities and real estate development — and also, through its unwavering commitment to a vision of a balanced working waterfront that supports both industry and recreation to create a vibrant, livable community. Under this charter, the Port supports more than \$29 billion in annual exports, 35,000+ jobs in the region and contributes \$373 million to our state and local tax base.



A board for the Port’s open houses outlining the benefits of a balanced waterfront

Transparency and community engagement in Port activities is vital in fostering public understanding and support for the Port’s mission, and, in developing a sense of confidence in the Port’s ability to bring economic and quality of life opportunities to the Port District and region. Port activities tend to be complex and involve a myriad of business, government, tribal, labor force, environment and community interests. The Port recognizes that much of its success relies on consistent and meaningful outreach with its stakeholders so they can understand the “why” as well as the “what” the Port is doing, and the “how” it operates to meet its mission.



The Port’s ‘Next 100’ campaign was in direct support of the Port’s mission. It built upon the successes of its ‘First 100’ campaign, which effectively captured the attention of our constituents and reinstated the mission and value of the Port. This communications effort took our engaged citizens along on the next leg of the journey to develop a vision for the future of the Port that is consistent with the Port’s mission, initiatives and values. By having an educated community, the feedback provided during the ‘Next 100’ campaign had a better chance of being offered through the lens of the Port’s mission. And when ultimate decisions were to be made on the strategic direction of the Port, they were consistent with what our citizens already knew to be true about the Port. For this effort specifically, perspective was brought to the Port’s long-standing commitment to its mission throughout its history and into its future. It brought perspective to the Port’s capital projects underway in support of this mission, and why it is important to continue to provide and protect a balanced waterfront as we head into the future.

3. Planning & Programming Components

GOALS

The goals set for the Port’s ‘Next 100’ overall campaign were to:

- Build upon the nostalgia and sense of community pride developed during the Port’s preceding ‘First 100’ campaign
- Educate stakeholders about the Port’s mission and role as an economic development enterprise and job creator
- Enhance support for and visibility of the Port’s key strategic initiatives underway
- Keep hold of stakeholders’ attention as we shift focus from our past to our future
- Facilitate a high-level of participation in the Port’s strategic planning process/solicit valuable feedback on the community vision for the Port into the next century

OBJECTIVES

When our team set out to initiate the ‘Next 100’ campaign, we identified what success would look like. With our limited budget and staffing, we decided not to set the bar too high or focus too much on time intensive metrics tracking. The objectives we initially set for the campaign were to achieve the following:

- At least 15 local and/or regional media mentions
- At least 300 stakeholders participating in strategic visioning processes
- At least 100 feedback survey responses

AUDIENCES

The Port has many stakeholders, from Port District residents and marina slipholders to employees, the local business community and international shipping customers. Each group has their own form of engagement with and perception of the Port's mission and value, and all stakeholder input is valuable and needed to produce a quality Strategic Plan.

PRIMARY AUDIENCES:

Port District Residents/Community: The Port was created by a landslide vote of the citizens of Everett in 1918. Then, just like now, the community desired an entity to reclaim the waterfront from private industry, protect the interests of the residents, create family wage jobs and serve as a steward of the waterfront. It's important to the Port that this audience continues to see the Port as an economic enterprise that enhances commerce, creates jobs and provides value and quality of life in the community. This is the group of residents and taxpayers of the Port District, some of which are direct waterfront neighbors. Keeping them informed and receiving their feedback is on key issues and initiatives of the Port is key.

Business Community: The Port has worked tirelessly to create goodwill with our surrounding business community, which represent a diverse mix of organizations and missions. This group tends to be highly engaged and generally supportive of the Port and its operations. By informing the local business community on Port happenings, including projects and planning efforts, the Port can continue to maintain and build confidence in the Port's value. As we move into the future, understanding how we can better serve as a business partner is an important element of the Port's mission.

Seaport Customers: Since the formation of the Port, international trade has been a key part of the operating mix. Our international shipping terminals represent our largest business line, bringing in the bulk of our revenues. This is the one line of business that is in a constant state of change based on cargo demand and changing economic factors. Throughout the years, the Port has developed long-lasting trade relationships around the world and have worked with a variety of customers and logistics partners. In shipping, maintaining relationships is crucial and keeping infrastructure investments on par with industry needs is also key. Soliciting input from this industry in the formation of our strategic plan is critical to our success into the future. This campaign also provided a chance to showcase the Port's major Seaport modernization underway using the lens of looking to the future.



Employees: While the Port's operations support 35,000+ jobs, its employee base is lean with around 90-100 employees who support all Port operations. Our team is made up of very hard working and creative people who are passionate about what they do and the mission of the Port. They are the eyes and ears of the Port; the boots on the ground. Keeping this group informed and ensuring their input is considered in future planning provides for well thought out plans and projects.

Marina Slipholders: The Port operates the largest public marina on the West Coast with 2,300 slips. Our permanent moorage holders and visiting boaters are their own community at the Port with their own interests related to boating and waterfront amenities. Boater retention and growth is critical to keeping this business line profitable. Reaching the boating community to solicit feedback on the future vision of the Port is important not only to the Marina, but in support of the continued development of the entire destination waterfront.

Real Estate Tenants: The Port owns 3,300 acres of land with nearly 50 lease tenants and subtenants throughout its properties. This audience provides the many services and amenities that make our working and recreational waterfront thrive and these business owners are key advocates for the Port. It is critical that we keep this audience informed and engaged in Port operations. Seeking participation and feedback in the Port's strategic planning effort helps identify direction for growth and any improvements tenants would like to see to support their continued business success at the Port into the future.

SECONDARY AUDIENCES:

Political Leaders: The Port of Everett has various legislative priorities directly related to its mission and lines of business. Educating elected officials and other government representatives of the critical role the Port has played, and continues to play, at a local, regional and national level is crucial. Keeping this audience informed and engaged as it relates to their priorities helps the Port in gaining support on policy change, budget appropriations, competing for federal grant and loan programs, etc.

Waterfront Visitors/Tourists: Tourism, including day trips and overnight stays, drives economic vitality to the Port District by bringing people in, who in turn spend money and support waterfront jobs. Today, tourists are seeking experiences and culture in their trips. With future developments of the Port, it is important to gather feedback from this group as we continue to build out upland amenities and services at the destination waterfront.



4. Actions & Outputs

Building off the groundwork and momentum of the Port's centennial year, in mid-2018, the Port began introducing 'Next 100' into its messaging and branding. By 2019, the Port transitioned all external messaging to the future. Communications were geared toward the future benefit of the current projects underway, what was on the horizon for the future of the Port and encouraging participation and feedback as part of the Port's Strategic Planning process.

STRATEGIES

The strategies put in place for the Port's 'Next 100' campaign were to:

- Gradually transition messaging from the 'First 100' campaign to 'Next 100' campaign
- Tie all 2019 communications to the Port of Everett's 'Next 100' strategic plan outreach effort through a cohesive, year-long spin-off campaign
- Provide a continuous flow of branded content throughout the year using various mediums to expand reach and encourage participation in strategic planning

TACTICS

To put our strategies into action we put together a cohesive communications campaign that included various methods of outreach. We solicited feedback through print and on-line surveys. We sought input in-person at neighborhood and community meetings and on tours. We conducted strategic visioning discussions and exercises with the business community, employees and key stakeholder groups. We hosted public open houses to facilitate community involvement. The list goes on. Public input was a critical component to this campaign and to the Strategic Plan update. The project team identified multiple opportunities to solicit feedback from the public to inform the direction of the Plan, and to gain a better insight to the current public opinion of the Port, and its long-standing leadership in and value to the community and region. Here is an overview of the tactics we employed to carry out the campaign and solicit feedback.

Next 100 Logo & Brand: The Port developed a custom 'Next 100' logo and created the tag line "see the future with us" that was used as applicable in conjunction with the logo. In expansion of the logo and tagline, the team developed a 'Next 100' brand with its own look and feel. In the previous centennial campaign, the Port made use of historic photos and then/how comparison imagery.



Join Us For A Strategic Plan Update Open House!

✓ October 29, 2019

✓ 4 - 7 p.m.

✓ Port of Everett Blue Heron Room
1205 Craftsman Way, Everett, WA 98201

SEA THE FUTURE WITH US! The Port is updating its Strategic Plan, creating a new roadmap for its next decade of service. Join us for an open house to explore and provide feedback on the Draft Strategic Plan that incorporates input received during a nearly two-year stakeholder engagement process.

The Draft Strategic Plan:

- Reflects the values and character of our community;
- Promotes and protects a balanced waterfront
- Considers the needs of thousands of people who make their living through the Port;
- Emphasizes an ever-changing economic climate as well as local and international market opportunities; and
- Observes the highest levels of environmental stewardship and recreational access.



The 'Next 100' vibe needed a clean, next generation feel so you could visually see the brand transition and tone. We used powerful images that portrayed our mission and vision with a blue overlays, icons, clean lines and simple, bold fonts. We integrated branded collaterals throughout all communication touch points, and except for a few custom marketing projects, most of the branded pieces were items already planned as part of the Port's annual communications portfolio. This made it feel as though we were creating new content as part of this campaign without tapping into our limited budget or creating a lot of additional work. Here is a list of some of the branded content developed:

- Social media headers and graphics
- Open house informational boards
- Pop up banners
- PowerPoint templates
- Publication re-branding
- Advertisements (print/digital)
- Event invitations
- Strategic Planning fliers
- Port employee e-mail signature line

Print Publications: We used every opportunity we had to talk 'Next 100' and about the strategic planning effort underway to develop the future vision of the Port. We included articles and sought participation and/or feedback in various Port publications. Here are a few examples, including our bi-annual Port Side publication mailed to all Port District residents 2X/year; approximately 52,000 households, as well as our Port Report monthly newspaper publication in the local Herald Business Journal; 26,000 total distribution per issue.

- [Port Side Winter 2020](#)
- [Port Side Summer 2019](#)
- [Port Side Summer 2018](#)
- [Port Report October 2019](#)

Press Releases: We issued a couple press releases on the topic, as well as media advisories to intrigue reporters to talk about the future of Everett and to earn media mentions. Here are press release.

- <http://www.portofeverett.com/Home/Components/News/News/4752/263?npage=3>
- <http://www.portofeverett.com/Home/Components/News/News/4790/263?npage=2>
- <http://www.portofeverett.com/Home/Components/News/News/4688/263>
- <http://www.portofeverett.com/Home/Components/Calendar/Event/6314/17?npage=65&sortn=EDate&toggle=all&sortd=desc>

Advertisements: The Port utilized its typical print and digital advertising channels but switched out all branding to 'Next 100.' All 2019 advertisements were targeted to reach desired audiences and encourage open house attendance and feedback.

Website: The Port developed a website page and short link for the survey to live: www.portofeverett.com/next100.

Social Media: The Port utilized its regular social media channels to share Next 100 posts, videos and information on the strategic planning process. <https://www.facebook.com/watch/?v=1977272905911084>

Community Presentations: Our communications team makes a point to visit neighborhoods associations within its Port District, as well as various community and industry groups, including rotaries, chambers and boating clubs. We also speak or prepare for our executive team to speak at various industry conferences, trainings and events. We re-branded our PowerPoint template for 2019 to reflect the 'Next 100' branding, and any time we were out in the community presenting, our branding and messaging about the future was front and center. Talking points helped us in shift focus to the value of the Port into the future and encouraging participation in strategic planning.

Community & Business Tours: Annually, the Port hosts bus and harbor tours. These tours prove to be quite popular, and always book up. We usually have an overarching theme, so during 2019, the theme was of course 'Next 100' with the goal of showing folks the key strategic initiatives underway that will shape our future, and also, talk about what's next and encourage participation in strategic planning. We provided handouts and survey opportunities at these outreaches.

Survey: We developed a feedback survey that was published in the Port Side newsletter and sent to all households in the Port District, the form encouraged online submittal or any form of feedback. We also developed a paper surveys and had that available at all events, presentations, tours and strategic visioning opportunities.

Strategic Visioning Events: In 2018, during the Port's centennial year, staff held several public events to gather feedback from constituents to help inform the Strategic Plan update, the process, and desired outcomes. The Port continued to seek input throughout 2019 at various events and outreaches. Here is a summary of some of the key milestone events.

CENTENNIAL EVENTS, JULY 2018

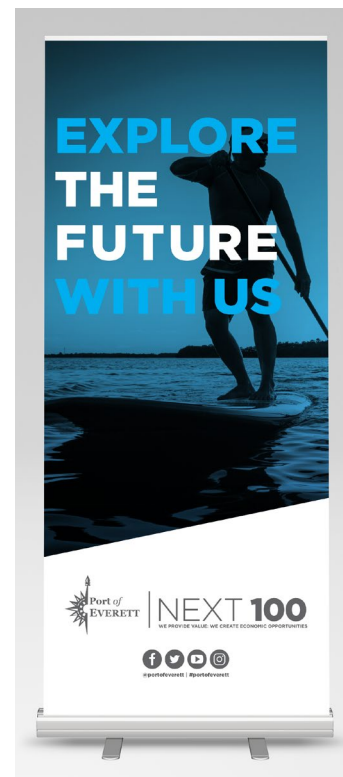
Annual Port Report: On July 12, 2018, the Port partnered with Economic Alliance Snohomish County to host its annual Port Report and Harbor Cruise, an event that engages the business community in Port happenings. The focus for the event was to highlight the Port's economic successes throughout its first 100 years, while setting the stage for the next 100 years. During the event, 150 attendees participated in a strategic visioning exercise with the help of Colibri Facilitation. Participants were divided into groups and given three discussion questions about the future vision of the Port.

1. What does the Port of Everett mean to you? (How often do you visit?)
2. Where and what should the Port focus its industrial growth on (i.e. supporting e-commerce, air cargo, logistics and distribution centers, inland port facilities)?
3. What types of industry jobs and/or cargoes would you like to see the Port support in the future?

Input received during the exercise was compiled into a graphic by Colibri Facilitation. The graphic would continue to be added to that week during other centennial outreach events.



Above: The cover of the Port's bi-annual Portside magazine



Left: Roll-up banners implemented various takes on visioning the future with us



Below: A print advertisement promoting our Next 100

Port of Everett Employee BBQ: On July 13, 2018, the Port's 100th birthday, the Port hosted its annual employee barbecue for all current and past employees and their families. Over 100 people attended the celebration. Colibri Facilitation set up the graphic developed during the Port Report event the evening prior and continued to add to it with input received during the barbecue. A survey with the three future-focused questions was sent to all Port staff following the barbecue for those that were not able to attend or didn't provide input during the event.

Centennial Community Celebration: On July 14, 2018, the day following the Port's 100th birthday, the Port hosted a day of fun celebrating its centennial with the community. The day kicked off with a pancake breakfast and first-ever Port Beat 5K Fun Run along the Port's waterfront trail system. Other events included a fully booked historic bus tour and a maritime parade at Boxcar Park. Throughout the day, the Port solicited feedback from the community on what it would like to see the Port look like in the next 100 years. Colibri Facilitation once again added to the graphic.

A few of the common themes include:

- Continue to support the aerospace industry in our county
- Maximize and expand our deep-water seaport
- Support economic development of the Arlington-Marysville Manufacturing Industrial Center
- Explore the potential for air cargo growth, warehousing and inland port facilities, specifically as it relates to rail
- Expand the export of products that support the agriculture and forest products industries
- Continue to focus on environmental stewardship and public access at the waterfront in our operations
- Complete the tourism destination of Waterfront Place and consider seaplanes

COMMISSION RETREAT, APRIL 24, 2019

On April 24, 2019, the Port of Everett Commission attended a retreat and discussed the current strategic framework and staff recommendations for updating the plan. The Commission discussed business strategy, resources necessary for implementing initiatives, and how to measure strategy effectiveness. To improve these areas the Commission directed staff on next steps for updating the mission statement, developing a suite of strategic initiatives, and analyzing both Port financial and staffing abilities as well as necessary external partnerships.

PUBLIC OPEN HOUSE, JUNE 20, 2019

On June 20, 2019, the public was invited to the Port of Everett to learn about and provide feedback on the Strategic Business Plan Update. Attendees were provided an overview factsheet upon their arrival, and then asked to learn about the Port of Everett at various information booths around the room, and before they leave, to participate in a sticky note activity to provide their feedback on a list of questions posed on boards. The setup remained all week, allowing for staff feedback.

- Approximately 200 attendees, made up of general community members, the business community, marina slip holders and real estate tenants
- 60+ comments were received at the public and staff open houses
- 14 comments were received online and through mailed forms



Attendees provide feedback and direction at the Annual Port Report



Attendees at the Annual Port Report Event



Open house attendees provided comments using sticky notes.



Attendees participate in the facilitated discussion the Annual Port Report Event



Colibri Facilitation developed a graphic representation from feedback collected during the Centennial Celebration events

PUBLIC OPEN HOUSE, OCTOBER 29, 2019

On October 29, 2019, the public was invited to the Port of Everett a final public open house on for the Strategic Plan. This time around, the Port had just issued the draft Plan for public comment and encouraged the community to review it and attend the open house to explore the future vision of the Port and provide any further feedback. The Open House featured booths covering various components of the Plan, as well as the Port's core business operations and strategic initiatives. Port leadership and staff were available to answer questions. Opportunities to submit feedback were available at the Open House, and the public comment period remain open thru November 15, 2019.

- Approximately 50 attendees, made up of general community members, the business community, marina slip holders and real estate tenants
- No official comments received, but a lot of positive feedback on the draft plan

STAFFING & IMPLEMENTATION

Our communications team is small, consisting of then two staff members under a director who was simultaneously tasked as Acting CEO. Both of our team members were out on paternity leave at alternating times during the campaign which created some unique challenges. We hired a consultant, Maul Foster & Alongi, to support strategic visioning exercises with the Port Commission, Port staff and the community, and to support media pitching. We had also hired Colibri Facilitation, who specializes in unique, large-scale facilitated experiences for organizations and their community, to host strategic visioning with various groups to eventually create in drawing format the vision of the Port.

5. Outcomes & Evaluation Methods

The culmination of the Port's 'Next 100' campaign resulted in a high-level of participation and positive feedback in the Port's strategic planning process, and ultimately, the development of a fully vetted, community supported Strategic Plan. We gauge success by way of participation, input received, media mentions and general community sentiment. Here is a summary of what we feel to be successful campaign outcomes.

COMMUNITY PARTICIPATION

Over the course of the community events, presentations, tours, etc. we feel that we were able to engage with well over 1,500 people in person on the 'Next 100' strategic planning effort. Whether they provided input or not, our efforts reached them, they showed up, they participated, and they had a chance to provide feedback if they desired.

COMMUNITY INPUT

As far as input goes, we felt that our efforts to engage a community that already had the groundwork of the Port's mission on their minds was very beneficial. Input seemed to be informed and on target with the overall vision of the Port. On a quantitative level, the number of actual survey responses and in person/write in comments appears a bit low, at around 75. However, this number, doesn't consider all of those that provided their survey feedback as part of the strategic visioning exercises, that in turn, ended up being part of the overall vision drawing and concept facilitated by Colibri Collaborations and Maul Foster & Alongi. When you consider that input, we see that participation in the visioning survey being in the 500's.



Community members had the opportunity to speak with Port employees and provide feedback

STRATEGIC PLAN

The ultimate end result of our 'Next 100' campaign was the final Strategic Plan. The 20-page document was unanimously approved and adopted by the Port Commission on December 10, 2019, officially setting the roadmap for the Port's next 10 years of service.

[CLICK HERE TO VIEW THE PORT OF EVERETT'S STRATEGIC PLAN 2020](#)



STRATEGIC PLAN | 2020

ADOPTED DECEMBER 10, 2019

The Strategic Plan incorporates input received during the nearly two-year stakeholder engagement process that kicked off in the Port's Centennial year in 2018. Community feedback was reviewed and incorporated into the final document. The result is a Strategic Plan that is community vetted, and that:

- Promotes and protects the balanced waterfront;
- Enables a successful waterfront that balances economic opportunity through a robust working waterfront of Port, Navy and other operations with a destination waterfront and appropriate public access;
- Observes the highest levels of environmental stewardship and appropriate recreational access to facilitate a livable, balanced destination the community is proud of;
- Builds a strong and competitive regional economy;
- Reflects the values and character of our community; and,
- Supports National Security and disaster resiliency.

SOCIAL MEDIA

We created multiple posts leading up to the campaign, and created Facebook Event pages.

Total Reach - 10,052 | Likes - 103 | Shares - 10

Facebook Event Responses - 336

EARNED MEDIA:

The Next 100 campaign resulted in media coverage throughout the year and into early 2020 by more than BLANK media, including our local newspaper and TV outlets, online journalists, radio stations and trade publications. We regularly fielded calls for interviews about the strategic plan and our major capital projects that we had tied to our media pitches.

- [KOMO News](#)
- [KIRO 7](#)
- [425 Business Journal](#)
- [Pacific Maritime Magazine](#)
- [American Journal of Transportation](#)
- [American Journal of Transportation](#)
- [Transport Weekly](#)
- [Shipping Gazette](#)
- [Sea News Turkey](#)
- [Railway Age](#)
- [Maritime Professionals Logistics](#)
- [Marine Link](#)
- [Hellenic Shipping News](#)
- [Bunker Port News](#)
- [Offshore Energy](#)
- [Dredging Today](#)
- [Vessel Finder](#)
- [Construction Equipment Guide](#)
- [My Everett News](#)
- [Everett Post](#)
- [Everett Herald](#)
- [The Registry](#)

Summary

The Port of Everett's 'Next 100' overall communications campaign proved to be a great success. Our team's long-standing commitment to open and continuous communication with stakeholders paid off. When we asked the community to put in the work and "see the future with us," they came because they wanted to, because they cared and generally understood the mission and value of the Port. We were able to build our credibility with the community and foster a sense of pride in the Port by our various stakeholders. The campaign resulted in higher-level of participation that we anticipated and proved to be a positive experience that provided the feedback necessary to inform the Port's future strategic direction.