

Port of **EVERETT**



Port of Everett Community Assessment Survey Results

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About the Port of Everett

- Created in 1918
- Governed by three elected Port Commissioners
- Owns and operates international shipping terminals
 - Handle 100 percent of the oversized aerospace parts for the 747, 767, & 777 airplanes
 - Home of the U.S.S. Abraham Lincoln
- Real estate division
- Operates the largest public marina on the West Coast



Why Did We Conduct the Poll?

- Last community assessment occurred in the late 1980s
- Started a communications department in 2005
- Surge in port activity “growing pains”
- New technologies – changing the way we communicate
- Declining advertising dollars reduced media coverage in the area
- Wanted to use this information to guide our communication planning efforts



Polling Techniques

- Hired a firm who specializes in community polls
- We worked with the firm to develop the polling questions
- They contacted 4,000 residents; completed 400 surveys
- Only telephone – but we required a certain percentage in each age range

Who Did We Contact?

City	
Everett	83%
Mukilteo	17%

Gender	
Female	53%
Male	47%

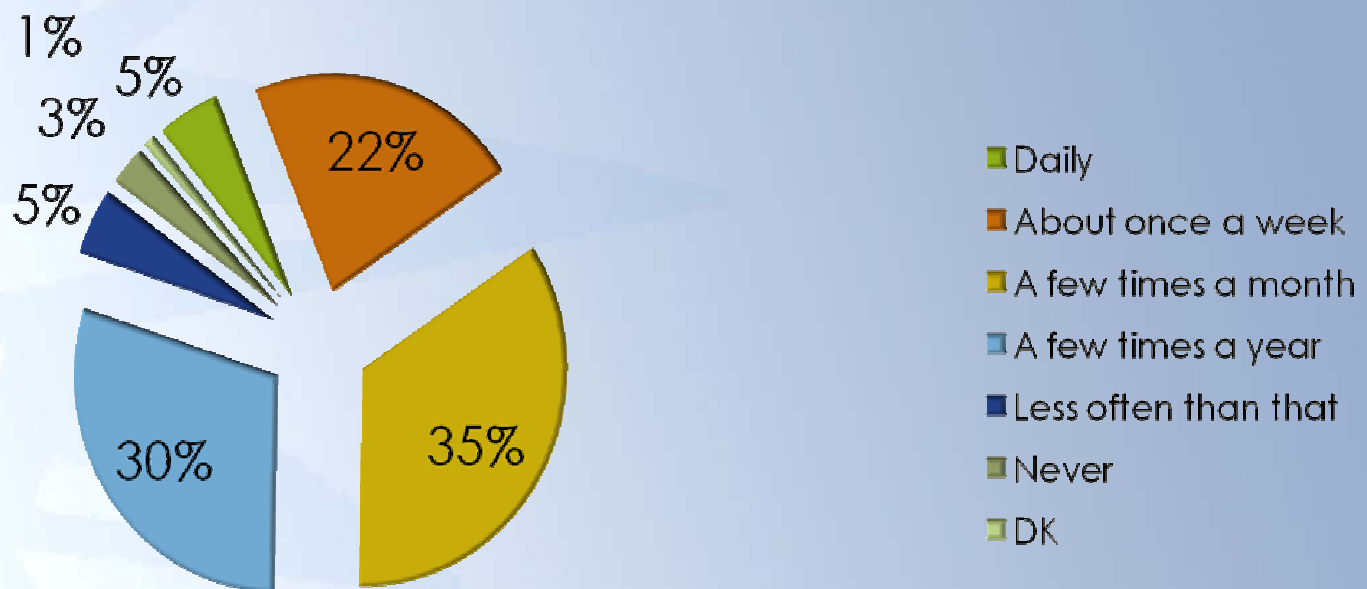
Age	
18 -34	12%
35-44	19%
45-59	36%
60+	32%

Goals of the Survey?

1. What does the community know about the Port?
2. Is the Port a community asset?
3. How do they get their information?
4. What is the community's perception of the Port of Everett?

62% of citizens hear information at least monthly

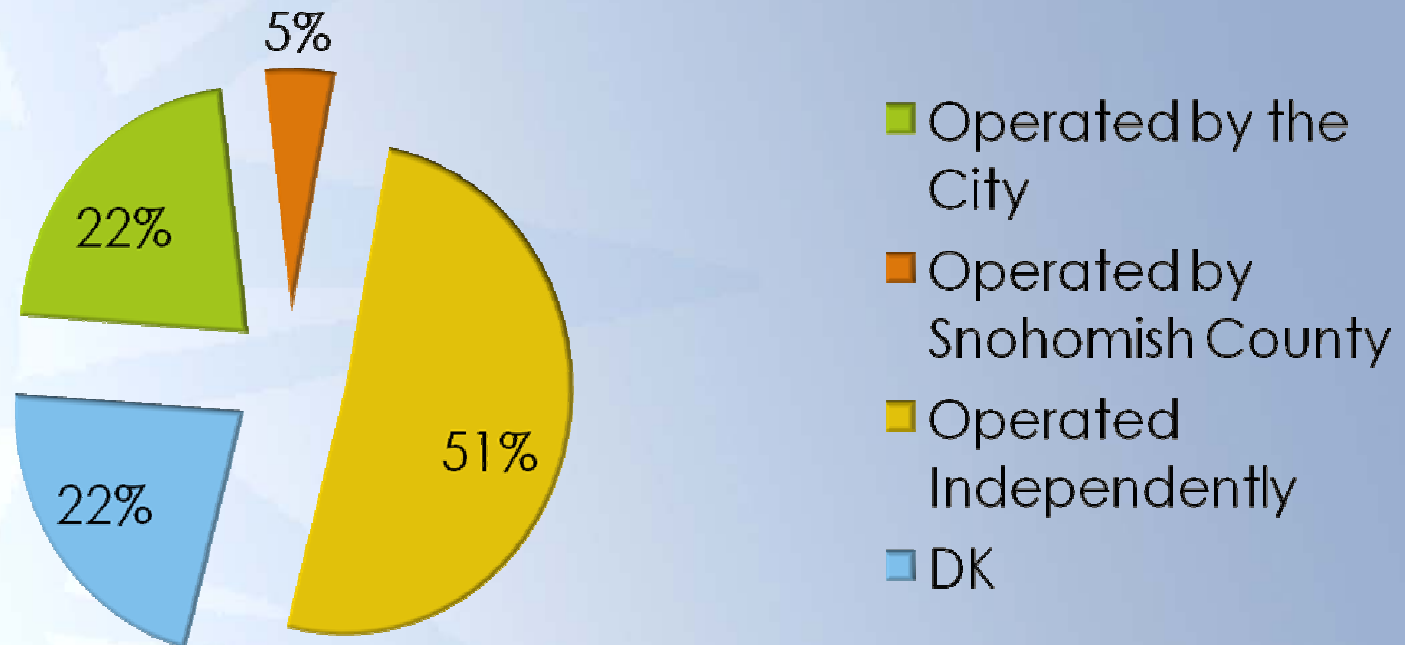
How Often Citizens Hear or Read About the Port



Q: Please tell me how often you hear or read something about the Port of Everett.

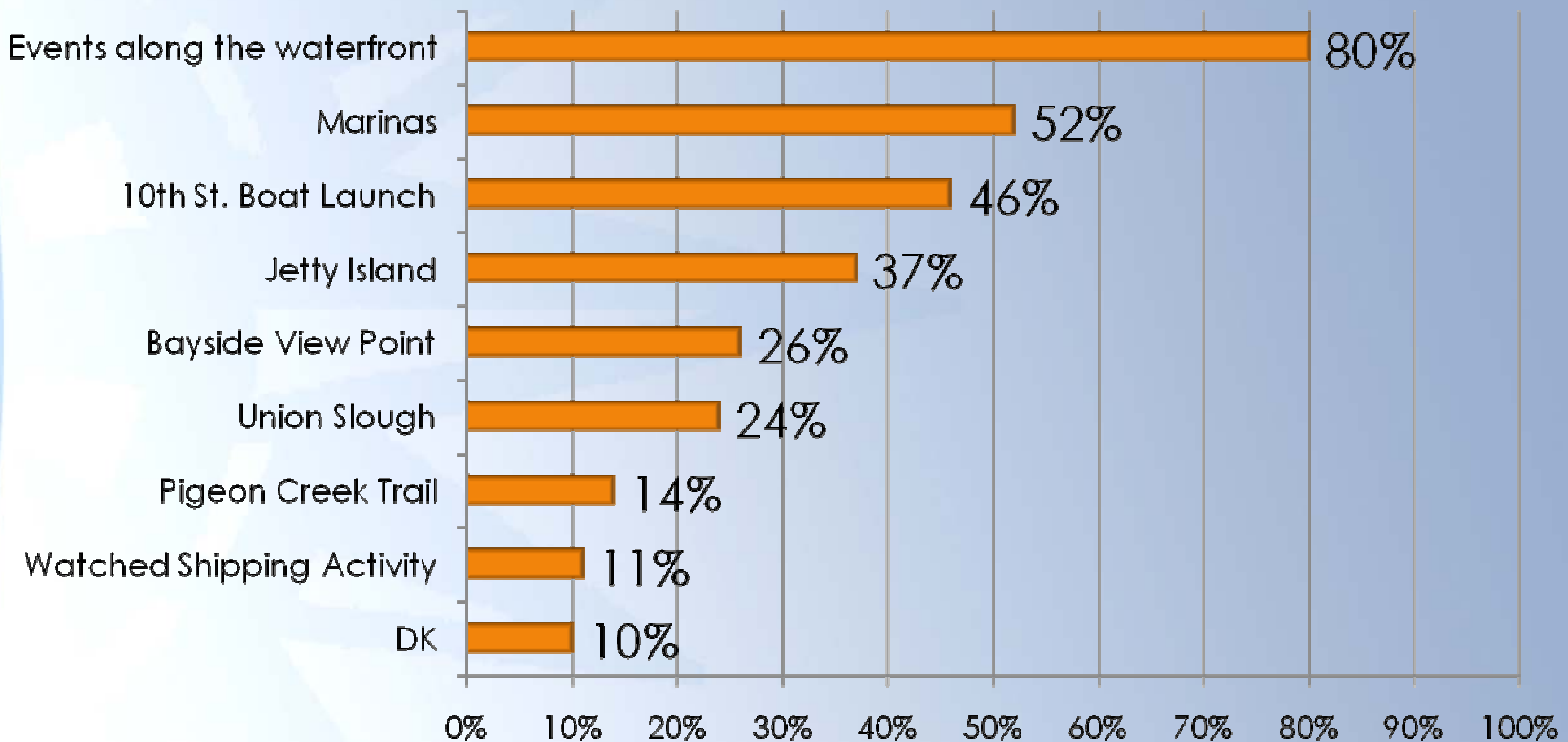
A slim majority of citizens (51%) know the Port is operated independent of the City and County

Who Operates the Port of Everett?



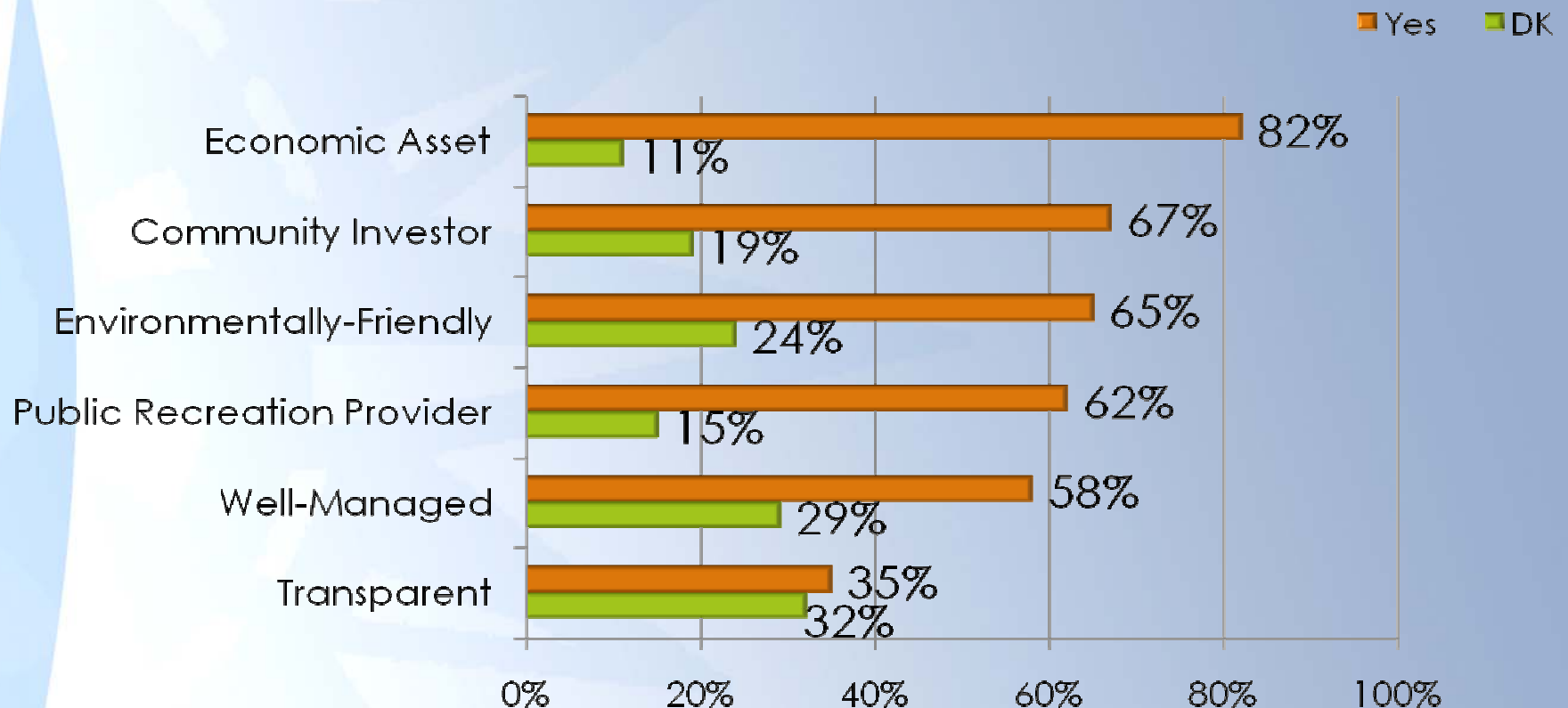
Q: Based on what you know, is the Port of Everett operated by the City of Everett, Snohomish County, or does the Port operate independently of the City of Everett and Snohomish County?

80% of citizens have been to events and restaurants along the waterfront and over 50% have been to at least one of the Port marinas.



Q: I'd like to know which of the following Port events or Port-owned places you've attended or visited in the last few years.

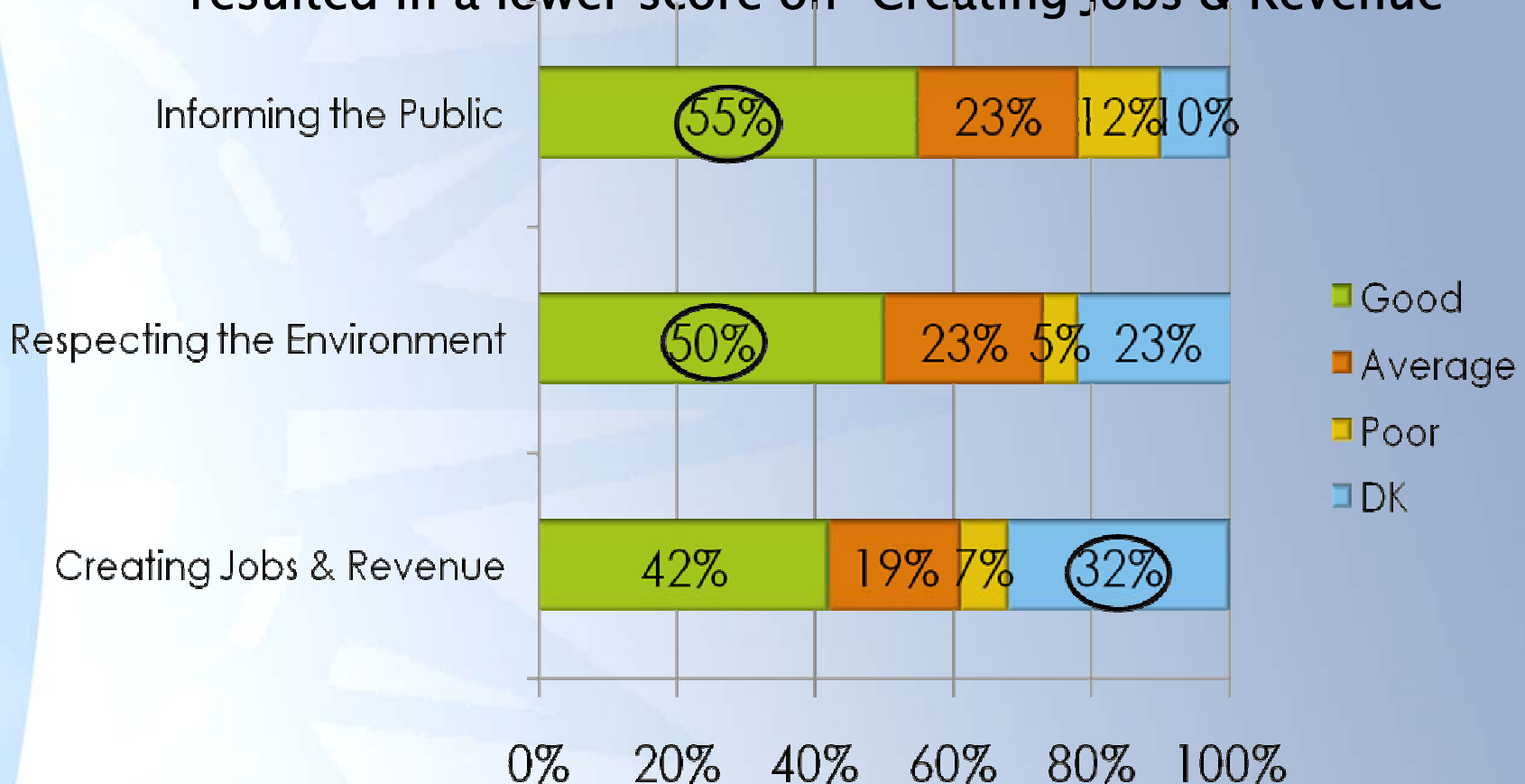
The Port is recognized as an economic asset by more than 4 out of 5 residents. However, just over one-third affirmatively describe the Port as transparent.



Q: Please tell me if you think these words describe the Port's reputation.

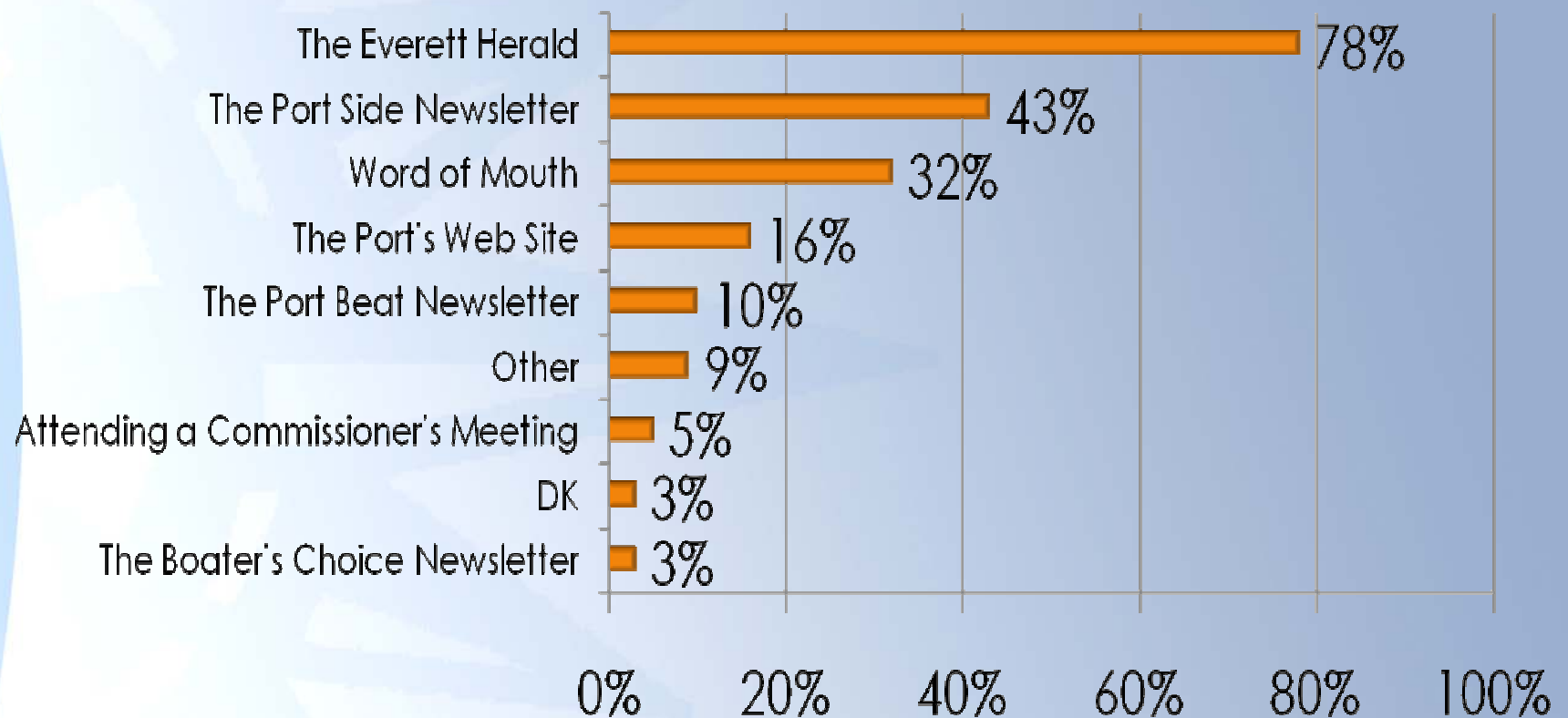
Port of EVERETT

At least 50% of the public thinks the Port is doing a good job informing the public and respecting the environment but lack of knowledge about the Port's role in job creation resulted in a lower score on "Creating Jobs & Revenue"



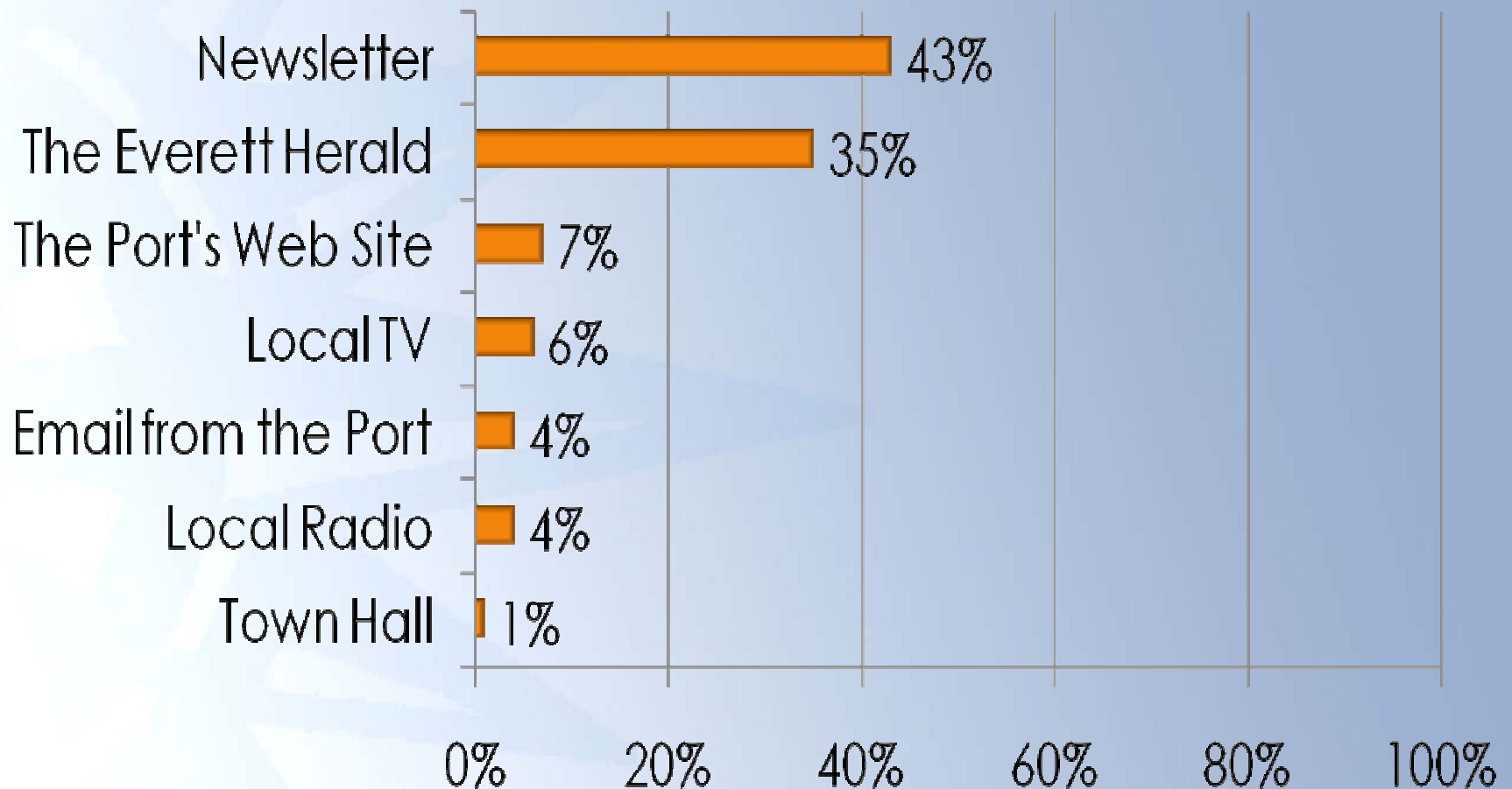
Q: Would you say the Port of Everett does a very good, good, average, poor, or very poor job _____?

Where Citizens Get Their Information About the Port



Q: Please identify which of these resources would be the top three places you would use to get information about the Port of Everett.

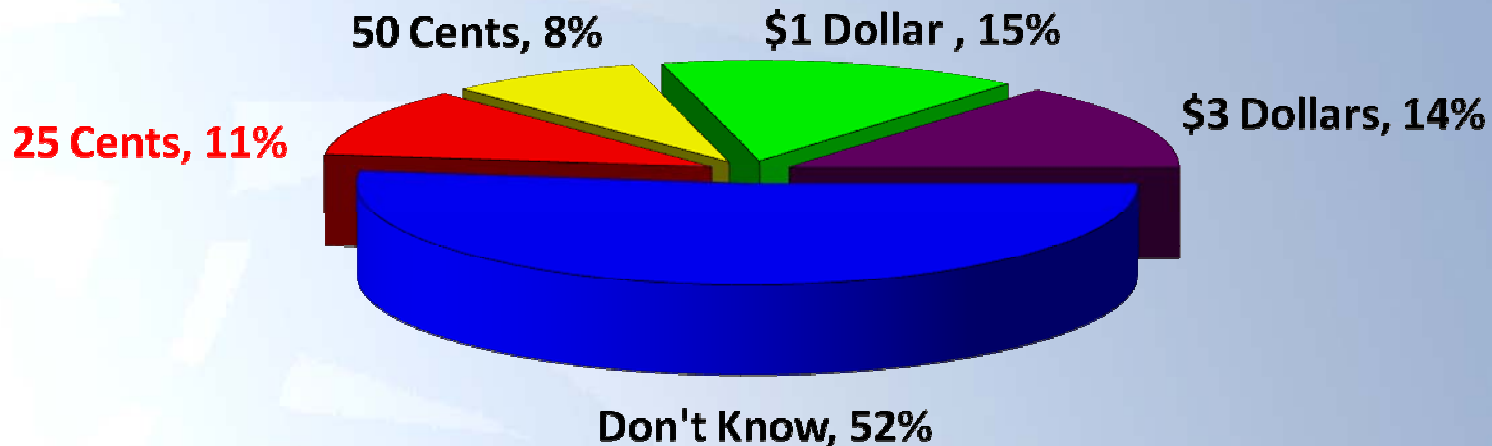
How Should the Port Communicate with You?



Q: What is the best way to get you information about the Port?

The majority of citizens (52%) don't know how much of their tax bill supports the Port, and 37% assume at least twice the correct amount; only 11% guessed about 25 cents

How Much Money Per \$1,000 AV Supports Port Operations?



Q: How much out of every \$1,000 in assessed home value do you think goes to support this Port of Everett's operations?

Who We Are Reaching?

Reaching:

- Seniors Over 60
- Mukilteo residents
- Men Over 45

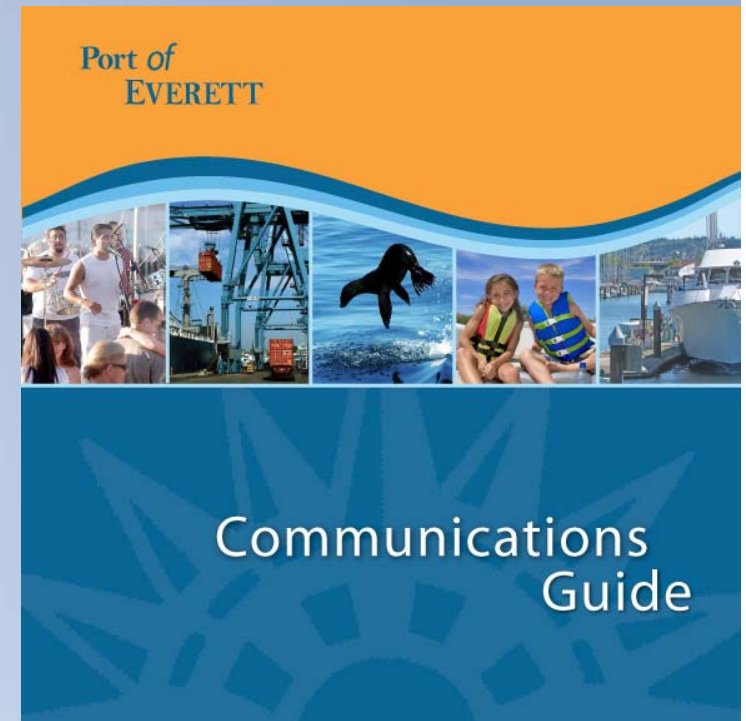
Not Reaching:

- 18–34 year olds
- Women 45 and under

Q: Would you say the Port of Everett does a very good, good, average, poor, or very poor job keeping you informed about current Port projects and priorities through its newsletters, web site and local media?

How Did We Use this Information?

- We used this information to create the Port's first communications plan
- Implemented a:
 - Key Communicator Program
 - School Program
 - Podcasting
 - Speaker's Bureau
 - Now Use Economic Information in all outreach materials





Next Steps ...

Questions? Comments?