



**THE NORTHWEST  
SEAPORT ALLIANCE**  
*Gateway to Solutions*

# Community Support In a Social Media World

Presentation to American Association of Port Authorities  
Energy and Environment Seminar  
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Jason Jordan, Director of Environmental and Planning Services  
The Northwest Seaport Alliance/Port of Tacoma

# THE NORTHWEST SEAPORT ALLIANCE

## Containerized Cargo – Port Rankings

Seattle

Tacoma

1

**LA/Long Beach**  
15,352,528 TEUs

2

**NY/NJ**  
6,371,720 TEUs

3

**Savannah**  
3,737,403 TEUs

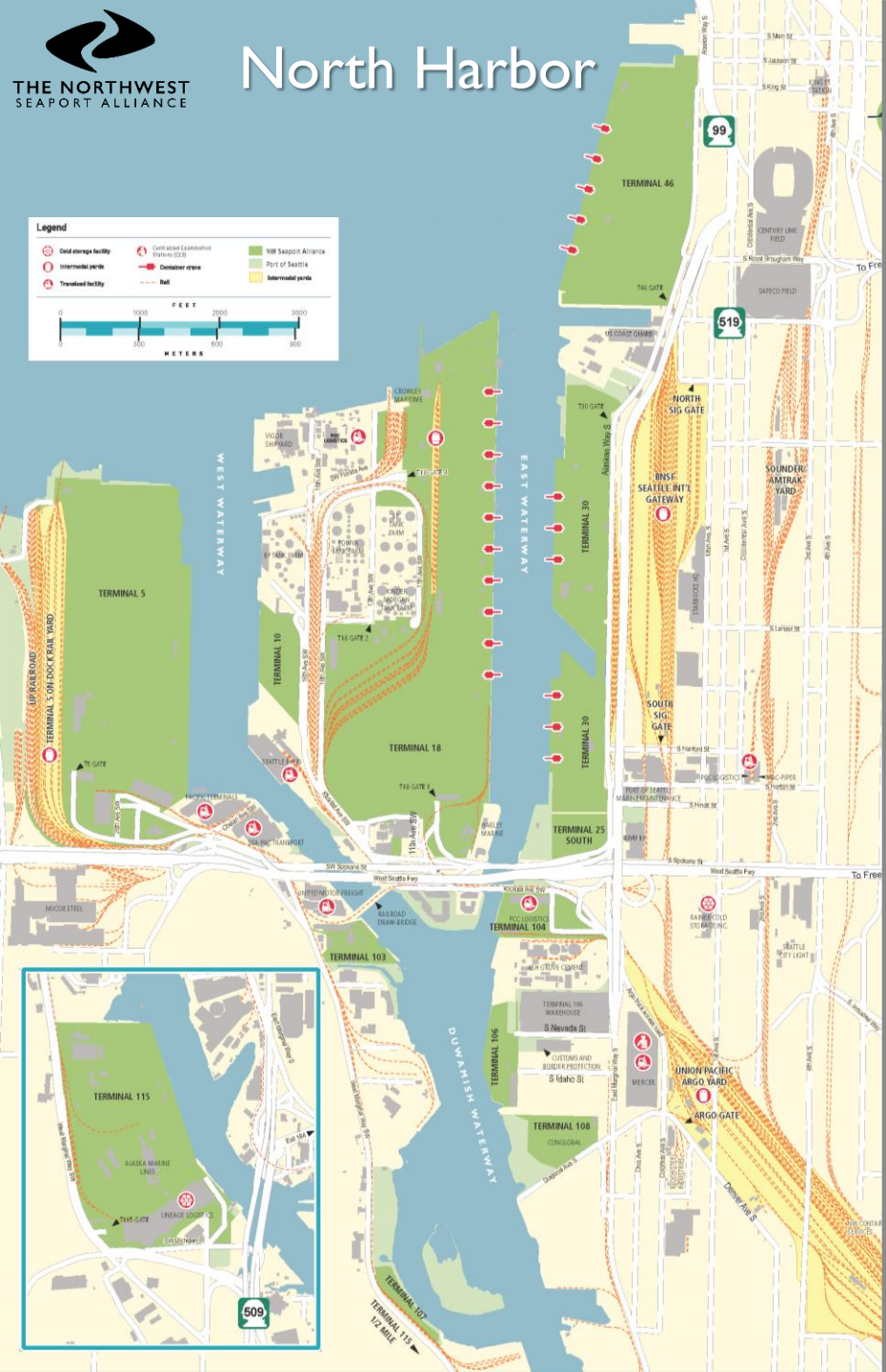
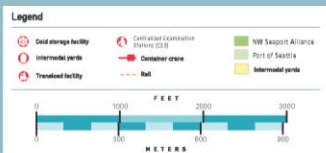
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**Seattle/Tacoma**  
3,529,446 TEUs

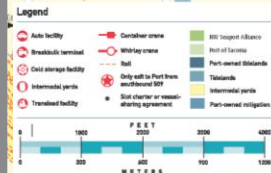
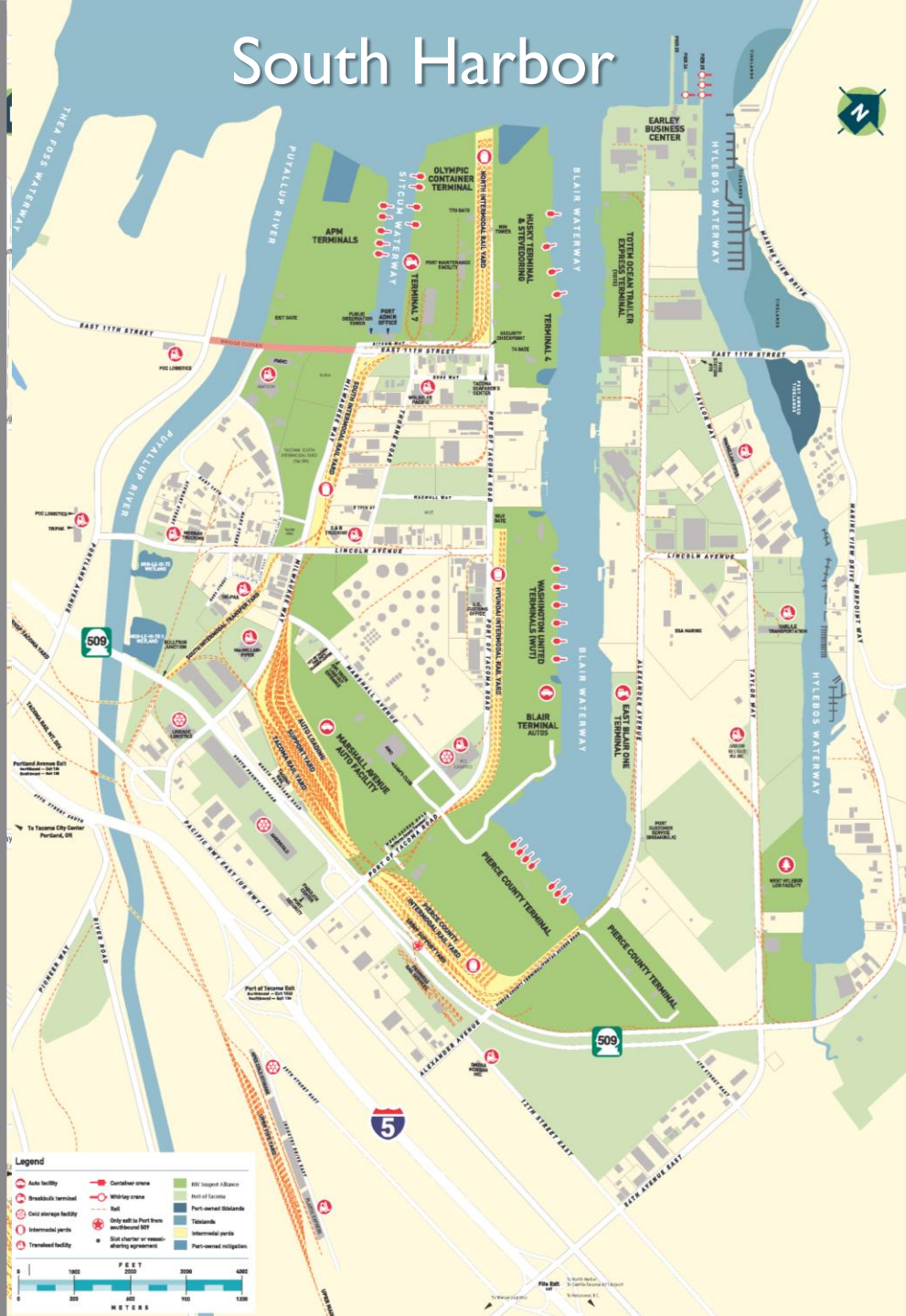
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**Vancouver**  
2,825,475 TEUs

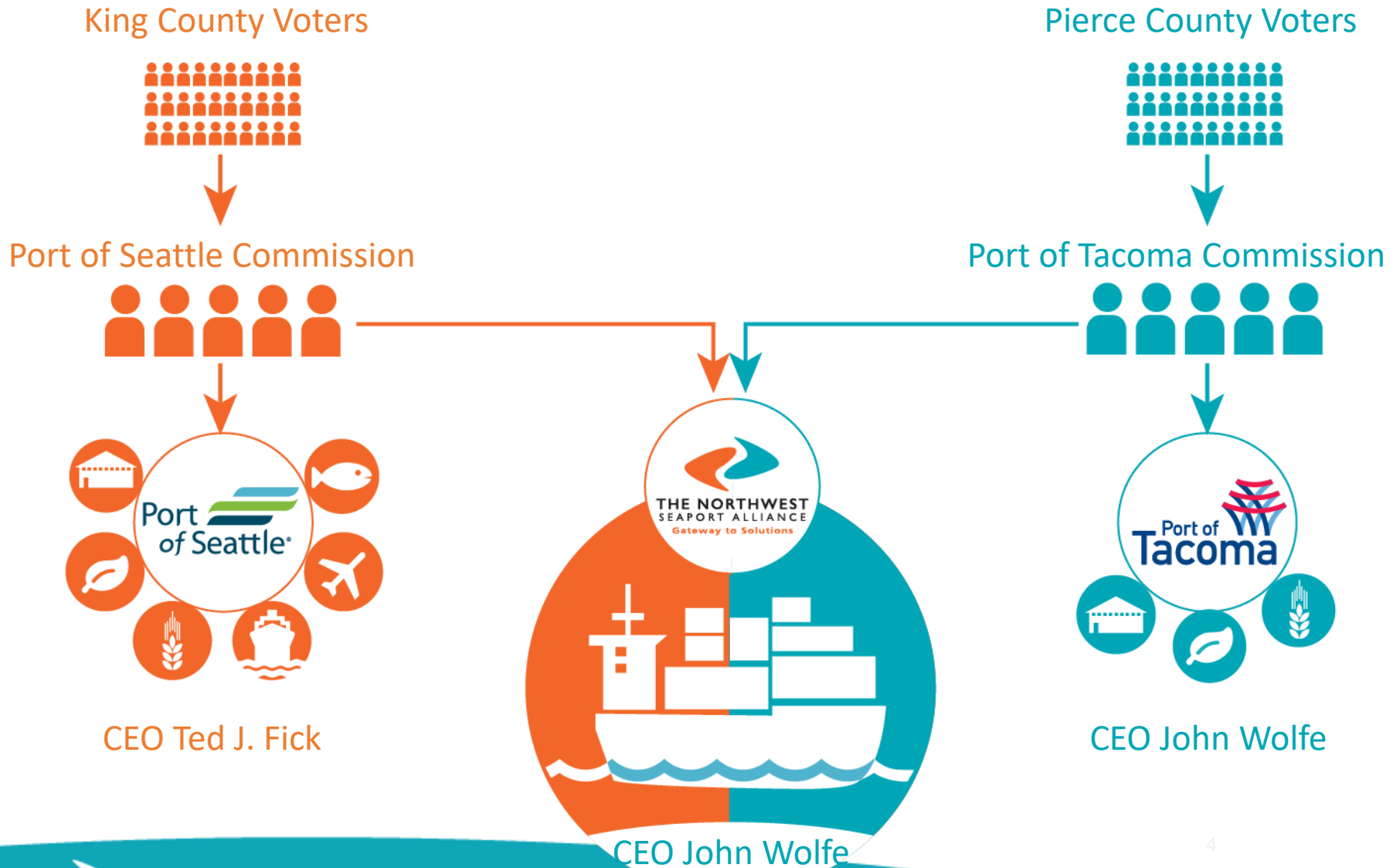
# North Harbor



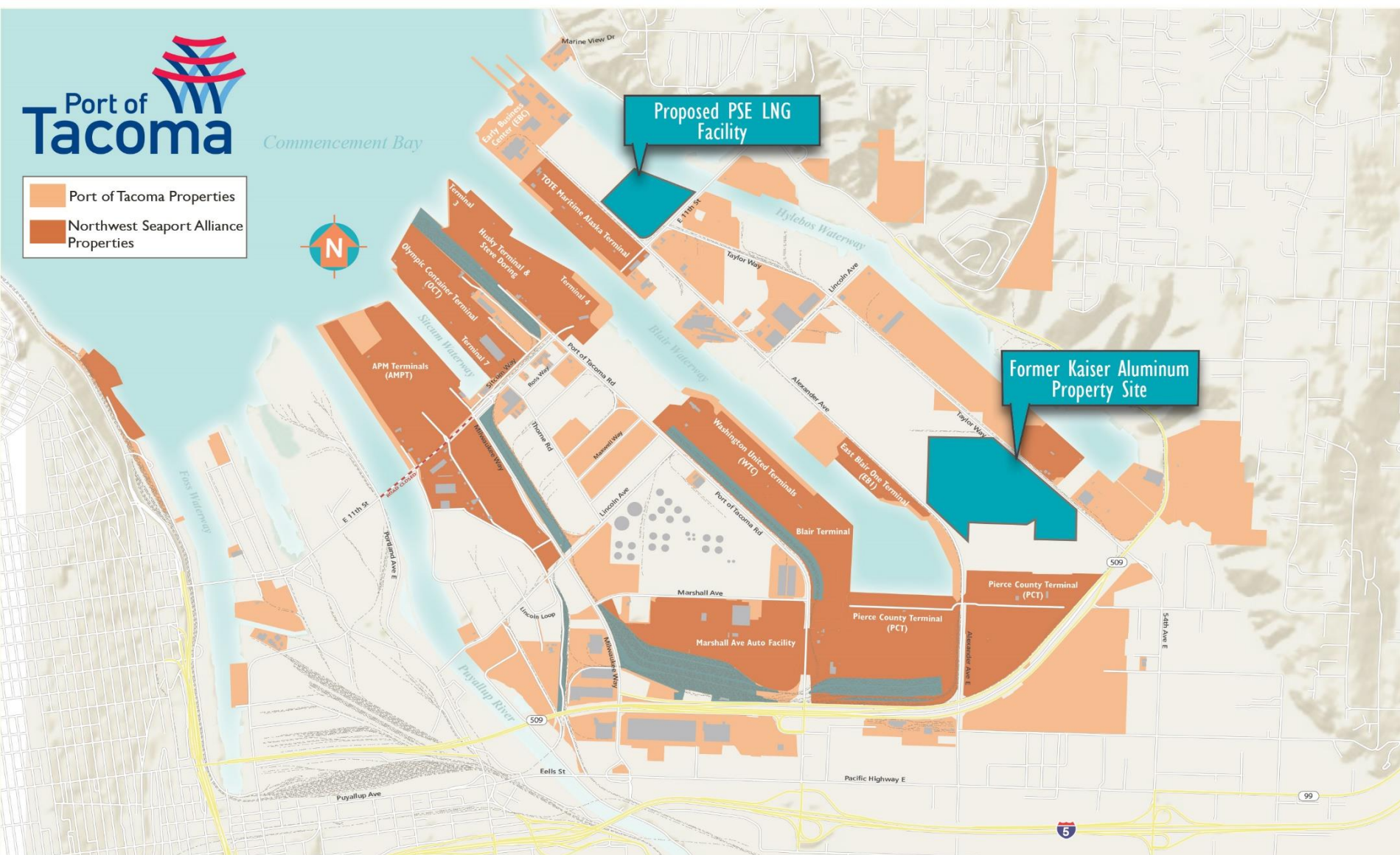
# South Harbor



# NWSA Organizational Structure



- Port of Tacoma Properties
- Northwest Seaport Alliance Properties



Recent non-container cargo – energy projects

▪ Defined as – “*ongoing approval within the local community and other stakeholders, ongoing approval or broad social acceptance and, most frequently, as ongoing acceptance.*”

**According to SocialLicense.com**

It is also:

- Intangible
- Dynamic
- **Not Permanent**

# Port Enabling Legislation



- Created by citizens
  - 1911 – State Legislature Passed the Port District Act
  - 1918 – Pierce County Created the Port of Tacoma
- Special purpose districts
  - Economic development mission
    - AKA – Municipal Corporations
- Revised Code of Washington RCW Title 53

# Strategic Plan 2012-2022



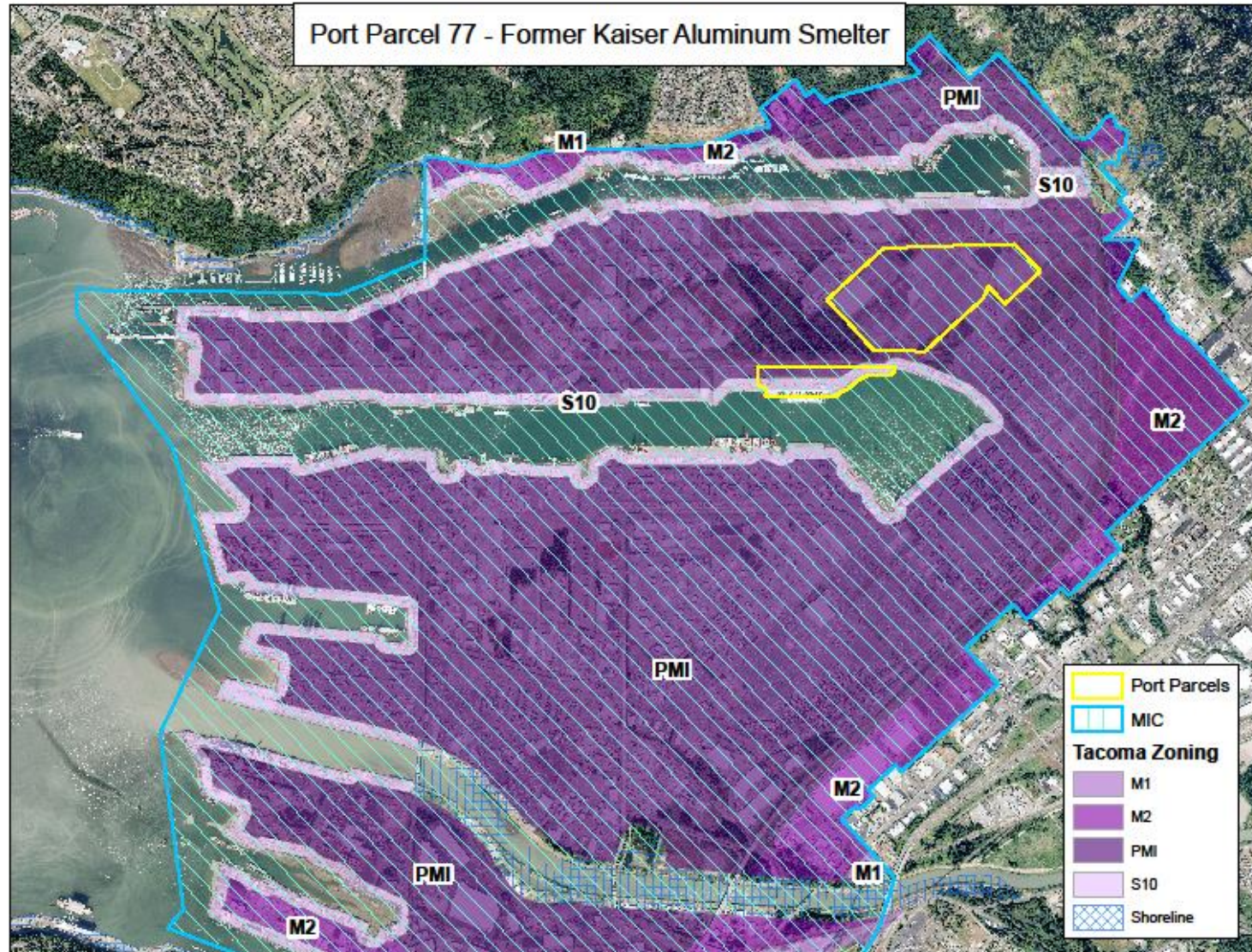
**Mission:** Deliver prosperity by connecting customers, cargo and community with the world.

Goals 1-6:

- **Goal 1 – Enhance the Port’s Competitive Position.**
- Goal 2 – Provide Reliable & Efficient Regional & Local Infrastructure Connections.
- Goal 3 – Improve the Port’s Financial Performance.
- Goal 4 – Increase Organizational Capabilities.
- Goal 5 – Advance Environmental Stewardship.
- Goal 6 – Strengthen the Port’s Community Connections.



# Tideflats Comprehensive Plan and Zoning





# Land and Facilities



## Primary Premises

~90 acres

Zoned "Port  
Maritime Industrial"



## Wharf

East Blair One: ~16 acres

Wharf: 1,200 feet long

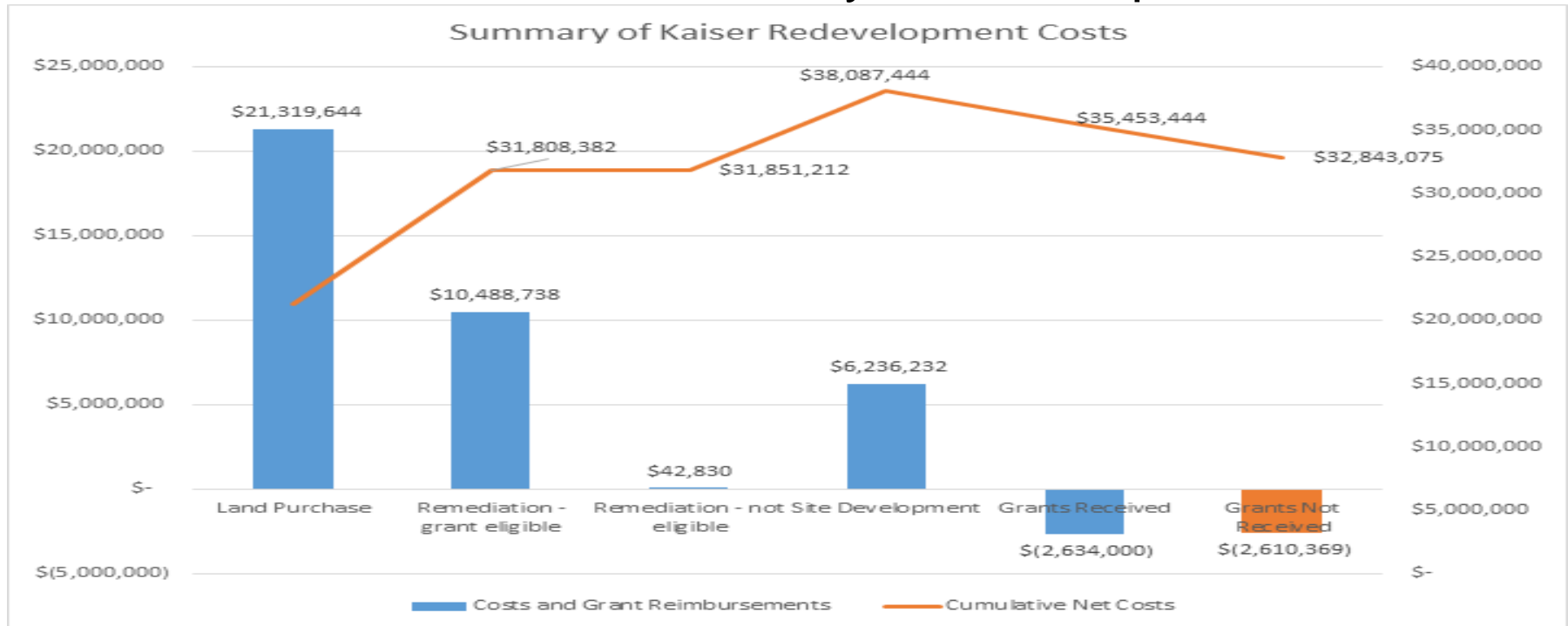
Water depth: 51 feet at MLLW



# Industrial Land



- The Port purchased the former aluminum smelter in 2003.
  - The site had 70 buildings and 25 other features, including a 500-foot smoke stack.
- The land is now clear and ready for development.



# The Project (Northwest Innovation Works)



- The proposed project –
  - Natural Gas to Methanol Conversion
  - Global Export
    - For use in plastic production
  - Ship via tanker to Asia
  - World's largest production facility
  - Would reduce dependence on coal
  - High water and electrical demand

- Approved by Port Commission on May 1, 2014.
- 30-year term with 25-year extension by mutual agreement
- Three Periods:
  - Feasibility Period (~24+ months)
  - Construction Period (~3 years)
  - Operating Period (~2021)

# Environmental Review



- State Environmental Policy Act (SEPA) – managed by the City of Tacoma
- Major process elements include:
  - Scoping – defines study:
    - December 2015 to March 2016
    - Public comment period: December 15, 2015 to March 4, 2016
  - Technical Report Development:
    - ~April 2016 to August 2016

# Permitting



- ✓ Clean Water Act 404 – US Army Corps of Engineers\*
- ✓ Rivers and Harbors Act Section 10 – US Army Corps of Engineers\*
- ✓ Clean Water Act Section 401 Water Quality Certification – Washington State Dept of Ecology\*
- ✓ Coastal Zone Management Act Consistency Certification – Washington State Dept of Ecology\*
- ✓ Various approvals under the Model Toxics Control Act (MTCA) – Washington State Dept of Ecology
- ✓ Stormwater construction permit – Washington State Dept of Ecology\*
- ✓ Stormwater industrial permit – Washington State Dept of Ecology\*
- ✓ Air Quality New Source Review/Prevention of Significant Deterioration – Puget Sound Clean Air Agency or Washington State Dept of Ecology
- ✓ Air Quality Title V Operating Permit (if applicable) – Puget Sound Clean Air Agency
- ✓ Emergency Planning and Community Right to Know Act – Washington State Dept of Ecology, Pierce County, City of Tacoma
- ✓ Shoreline Substantial Development Permit – City of Tacoma\*
- ✓ Critical Areas Preservation Permit – City of Tacoma\*
- ✓ Process water discharge permit – City of Tacoma
- ✓ Numerous building and operational permits, approvals and licenses – multiple federal, state and local agencies



# Community Concerns



- Limited project information
- Size/Siting
- Water Use
- Power Use
- Natural Resource Use
- Decision Making
- Public Notice
- Fracking
- Safety
- Fire
- Earthquakes
- Aesthetics
- Pollution
- Zoning
- Pipeline Safety



# Current Status

- The proposed Tacoma NWIW project was **canceled!**
- Proposed Master Policy Update:
  - Similar leases will require:
    - First Reading
    - Study Session
      - Applicant will present the project in public
    - Second Reading (Final Approval)



# Current Status Continued



- The home port of Tacoma is updating its Strategic Plan
  - Extensive Community Outreach
  - Review leasing policies
  - Business diversification direction
- Proposed State Environmental Policy Act (SEPA) Resolution Update:
  - Expand public notice requirements:
    - Considering going from 200 to 2,000 feet

# Lessons Learned

## Care and feed your Community Support

- Don't wait for a project to test
- Continually explain your role as a Port -
  - Demonstrate financial, environmental and economic impacts

## More outreach, please

- Anticipate and explore community concerns

## Leverage Social Media

- Social media is powerful and effective

## Lack of project information can be a deal breaker

- Stakeholders will fill in the gaps

## Public relations – extremely important

- Be out front
- Once you are behind, you'll likely stay behind
- One-way relationship



# Thank you



My Frustration -

We will never know???

