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

CON: Shipping fracking sands is counter to local values

BY NATHANIEL JONES
Special to The Olympian

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

BY ANDREW ROBBINS

Olympia Stand added an event.

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

What the Frack?

Court SUPPORT for City Arreestees
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

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
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