Port of Everett
Community Assessment
Survey Results

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American Association of Port Authorities
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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?

<table>
<thead>
<tr>
<th>City</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Everett</td>
<td>83%</td>
</tr>
<tr>
<td>Mukilteo</td>
<td>17%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>53%</td>
</tr>
<tr>
<td>Male</td>
<td>47%</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td>12%</td>
</tr>
<tr>
<td>35-44</td>
<td>19%</td>
</tr>
<tr>
<td>45-59</td>
<td>36%</td>
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<tr>
<td>60+</td>
<td>32%</td>
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</tbody>
</table>
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

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.

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

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?