Community Support In a Social Media World

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THE NORTHWEST SEAPORT ALLIANCE
Containerized Cargo – Port Rankings

1. LA/Long Beach
   15,352,528 TEUs

2. NY/NJ
   6,371,720 TEUs

3. Savannah
   3,737,403 TEUs

4. Seattle/Tacoma
   3,529,446 TEUs

5. Vancouver
   2,825,475 TEUs
NWSA Organizational Structure

King County Voters

Port of Seattle Commission

CEO Ted J. Fick

Pierce County Voters

Port of Tacoma Commission

CEO John Wolfe

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Recent non-container cargo – energy projects
Community Support

- 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 SociaLicense.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
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 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
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)
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
My Frustration -

We will never know???