

T-5 Modernization Interim Use Draft Talking Points & Outreach List

Suggested Talking Points

(To be added once finalized from draft plan)

KEY AUDIENCES	PA lead	Brief by
<i>Government</i>		
Joby Shimomura, Gov. Inslee COS	Clare/Beth	Clare/Beth
Steve Sewell, WA DOC	Clare	Linda
Brian Bonlender, WA DOC	Clare/Beth	Linda (Albro follow up)
Maia Bellon (or staff) WA ECY	Clare	Clare
Mayor Murray's office (Chris Gregorich)	Mike M	Mike M
Mayor Murray (Kate Joncas)	Mike M	Mike M (Bowman follow up)
Dow Constantine/Sung Yang	Mike M	Mike M (Bowman follow up)
Sen. Patty Murray (Josephine Eckhert)	Beth	Beth/Jeff
Sen. Maria Cantwell (Pete Modaff)	Beth	Beth/Jeff
Cong. Adam Smith (Shana Chandler)	Beth	Beth/Jeff
Cong. Jim McDermott (Diane Shust)	Beth	Beth/Jeff
Cong. Rick Larsen (Kim Johnston)	Beth	Beth/Jeff
Cong. Susan DelBene (Ben Barasky)	Beth	Beth/Jeff
Cong. Dave Reichert (Tom Young)	Beth	Beth/Jeff
Sen. Joe Faine	Clare	Clare or Linda Hull
Sen. Sharon Nelson	Clare	Clare
Rep. Joe Fitzgibbon	Clare	Clare or Linda H
Speaker Frank Chopp	Clare	Commissioner
Jamila Thomas, Speaker Frank Chopp	Clare	Clare or Linda Hull
Rep. Judy Clibborn	Clare	Clare or Commissioner
Rep. Gael Tarleton	Clare	Clare or Commissioner
Councilmember Tim Burgess	Mike M	Commissioner
Councilmember Sally Clark	Mike M	Commissioner
Tom Rasmussen	Mike M	Mike M
Joe McDermott	Mike M	Mike M
Ron Judd, WSDOT	Clare	Clare or Mike Merritt

Tribes (as needed)	Mike M	Mike McL
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Business/Industry

Maud Daudon/Seattle Chamber	Mike M	Commissioner
Eric Schinfeld, WCIT	Beth	Beth
Dave Gering, MIC	Mike M	M. Merritt/L. Styrk
John Lockwood, SMBC	Mike M	Mike Merritt
Eric Johnson, WPPA	Clare	Clare
Dan McKisson, ILWU (Regional Council) Mike	Mike B	L. Styrk /Commission
Cam Williams, ILWU (Local 19 Longshore)	Mike B	L. Styrk /Commission
Max Vekich, ILWU Local 52 (clerks)	Mike B	L. Styrk /Commission
ILWU Local 98 (foreman)	Mike B	L. Styrk /Commission
Dave Freiboth, King County Labor Council	Mike M	Commission/Mike M
Vince O'Halloran, Sailor's Union of the Pacific	Linda Styrk	Linda Styrk
Mike Moore/Jordan Royer, PMSA	Mike	Linda Styrk
Propeller Club President	Sally	Sally

Community

West Seattle Chamber President/Board	Sally	Sally
West Seattle Community Groups	Sally	Sally
North Seattle Industrial Association	Sally	Sally

Environmental Community

Ross McFarland, Climate Solutions	Beth	Beth
Peter Goldman	Mike M	

Others environmental community members as identified

DRAFT Communications and Outreach Plan and Messages

Updated 1/26/15

For internal discussion purposes only

Issue: T-5 Modernization and West Waterway Deepening Projects Update

<p>Communication Objectives:</p>	<ul style="list-style-type: none"> • Support Port decision to provide short-term lease and preferential berthing opportunities at T-5 and support Century Agenda goal to anchor the maritime industry in Seattle, increase quality maritime jobs. • Increase understanding of the Port Commission’s continued commitment to stakeholder engagement to increase transparency and develop support for public policy initiatives that enable transformation of the container industry and continued middle class job growth in Puget Sound. • Increase public awareness of the Port’s policy commitment and programs to preserve and protect the environment and assist the Commission in developing new energy and environmental policies. • Keep public, local elected officials and stakeholders informed of facts related to a short-term lease and preferential berthing agreement in the context of the Port’s long-term goals for preparing Terminal 5 to be ‘Big Ship Ready’ infrastructure that is important to maintain a competitive Puget Sound international trade gateway that supports the state and region’s manufacturing, agriculture and maritime industries. • Maintain business and labor community support for short-term lease and preferential berthing agreement.
<p>Stakeholders:</p>	<p>External stakeholders including maritime and general business interests, labor interests, federal, tribal, state and local officials, fence line communities, media, environmental interests, and the general public.</p>
<p>Strategy:</p>	<ul style="list-style-type: none"> • Conduct 1:1 calls and meetings with key stakeholders to increase understanding of port’s role and facts about the short-term lease and preferential berthing opportunity. (See outreach list). • Communicate the port’s long-term strategic vision to strengthen the Puget Sound Trade Gateway, promote maritime jobs and attract more marine cargo for the region.

	<ul style="list-style-type: none"> • Reinforce public understanding of port’s mission as an economic engine and job creator in the region, which includes facilitating economic activities related to local shipyards, Seattle’s working waterfront, trade with Alaska, complexities of commodities and trade, and leadership on the environment where actions can be meaningful. • Pursue targeted media engagement strategy to reinforce facts of the project and public benefits, utilizing third-party validators. • Engage supportive stakeholders (chamber, maritime interests, labor) in continued grassroots advocacy. • Engage concerned stakeholders with productive opportunity to collaborate with the Port Commission on shared interest in improving the environment such as establishing guiding principles on energy and environment. • Conduct community engagement to ensure fence line stakeholders have accurate information about lease activities. • Ensure interested members of the public can easily locate facts on short-term lease and preferential berthing activities, including benefits to the public. • Understand widespread public views and anticipate opposition activities.
<p>Messages:</p>	<ul style="list-style-type: none"> • The Port creates and protects quality jobs while fostering economic activity to create jobs in the region and throughout the state. • The Port has taken an active approach to the changing competitive landscape, including creation of the Seaport Alliance to unify marine cargo management with Port of Tacoma and undertaking a major renovation of Terminal 5 to accommodate megaships, all focused on creating and preserving quality maritime and trade-related jobs in the region. • A top priority is to make ‘Big Ship Ready’ improvements at T-5 over the next several years to attract the business of the global container shipping industry. • While the port undergoes several years of planning, design and construction for modernizing T-5 for the container business, the Port

has pursued a short-term lease and preferential berthing opportunity with Foss Maritime that will generate tens of millions in revenues that can be reinvested in public facilities to support the container business and generate significant local tax revenues while creating hundreds of near-term local jobs.

- This opportunity will continue to anchor a local company, Foss Maritime, with a 125 year history of creating quality maritime jobs in the Puget Sound region.
- The hundreds of jobs associated with the Foss short-term lease and preferential berthing opportunity are family-wage terminal, administrative and merchant mariner jobs.
- The project is fiscally responsible, providing financial support for the capital needed to make T-5 Big Ship Ready, reducing need for taxpayer investments for the T-5 modernization project.
- Additionally, others in the region will benefit from the economic activities including other maritime businesses, Everett, Tacoma and Bellingham.
- Environmental elements include: 1) limited truck traffic, and 2) the Port will require that the tenant meet stringent State storm water standards.
- While the short-term lease and preferential berthing opportunity has no new environmental impacts on the Port, it has raised issues related to the Alaska exploration activities of the vessels. The federal government must approve all specific activities associated with exploration in the Arctic, and is developing new Arctic safety regulations related to energy exploration in the Arctic.
- The Port's role is to provide facilities for economic development, promote the efficient movement of commerce, complying fully with all applicable laws and environmental regulations.
- Continued maritime use of T-5 will deter suggestions for non-industrial development of the terminal.
- The Port has a track record of reducing its environmental footprint and supporting policies at the state, federal and international level to increase habitat and reduce impacts on air and water quality:

	<ul style="list-style-type: none"> ○ Since 2007, the port has participated in the NW Ports Clean Air Strategy to reduce emissions with Puget Sound Clean Air Agency, the U.S. EPA, Environment Canada, Washington State Department of Ecology, the ports of Tacoma and Metro Vancouver as well as and industry and community stakeholders. ○ The port established an award-winning clean truck program ScRAPs, which has removed nearly 350 dirty trucks off the road, eliminating pollutants while providing opportunities for truckers accessing our terminals to drive cleaner trucks. ○ Through our ABC Fuels program, oceangoing vessels using low-sulfur fuel while at-berth in our harbor have eliminated over 850 metric tons of pollutants from the region’s air. ○ The Port has created, restored and enhanced 31 acres of habitat in Elliott Bay and the Duwamish. ○ The Port was the first in the country to establish a shorepower program. <p>The Port of Seattle is also a recognized environmental steward, receiving the following awards for its actions*:</p> <ul style="list-style-type: none"> ● 2014 EPA Clean Air Excellence Award ● 2013 Breathe Easy Champion Award from American Lung Association of the Mountain Pacific ● 2011 Comprehensive Environmental Management Award from American Association of Port Authorities ● 2011 VISION 204 Award from Puget Sound Regional Council <p>*partial list</p>
<p>Tactics:</p>	<ul style="list-style-type: none"> ● Staff communicate with key stakeholders (see attached outreach list); to reinforce their understanding and support for port response and measures. ● Prepare materials and resources for port staff and Commissioners including port core message statement, fact sheet/Q&A, talking points, stakeholder list. ● Communicate facts and benefits of project: <ol style="list-style-type: none"> 1) Post port core message statement on port website reinforcing port’s mission, and communicating key facts and public benefits about the project. Statement to become basis for response to

	<p>inquiries from the general public and media.</p> <ol style="list-style-type: none"> 2) Include a photograph of the empty terminal. 3) Send port core message statement or link to statement on website to port email list. <ul style="list-style-type: none"> • Pursue 3rd party Op Eds in Seattle Times, PBSJ, and West Seattle Herald from thoughtful stakeholders who can effectively communicate port’s mission, impact on economy, and risks to the Port and the Puget Sound gateway of setting precedents in making choices favoring or supporting cargo types in international commerce. Possible authors include: Vigor, Peter Phillips, MIC, Chamber, and Tayloe Washburn (or other respected environmental voice). • Port pursues Editorial Board to present facts and benefits of project. Con note: Times editorial re-enforces enviro view of the publication as “too business friendly.” • Business and labor community continues proactive messaging and information-sharing on the project’s community-wide benefits and proponents will address safety and environmental concerns for Arctic exploration activities. Tactics could include letters to the editor, grassroots letters, roundtables, 1-1 meetings, posting information on websites. Con note: business and labor community is unlikely to match letter-writing grassroots activities of environmental community. • Engage West Seattle residents by providing information on the project via community meetings, emails and the West Seattle blog. W. Seattle Chamber could host a community forum. Note: POS will host a W. Seattle community working waterfront boat tour with Dept. of Neighborhoods on 4/25. Con Note: Any public meeting can become a platform for opponents in a manner that may be unproductive to achieving meaningful outcomes. • Harness support of industry advocacy groups (MIC, SMBC, Propeller Club, NSIA) and supportive stakeholders through presentations, and other communication vehicles such as Port community events. (Maritime Festival) and tours (Port 101 series). • Work with Commission to establish process to engage environmental leaders in future opportunities to make meaningful improvements to the environment, including the creation of guiding principles on
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	<p>energy and environment.</p> <ul style="list-style-type: none"> • Communicate regularly with Commission office and business lines on letters received and assist in preparing responses. • Monitor and analyze social media and correspondence to provide context and measurement. • With Commission staff, draft response to incoming communications on the topic. • In the event of on-site demonstrations, the Port should follow usual procedures to protect port property and personnel. Response should be by statement only posted on Web site and distributed as requested. Prospective tenant should also be available for specific comment on operational questions.
<p>Draft Statement/Response Letter on T-5 Utilization</p>	<p style="text-align: center;">DRAFT</p> <p>As you know, while Terminal 5 is undergoing modernization to become ‘Big Ship Ready,’ the Port of Seattle has pursued other short-term and maritime and industrial opportunities at this facility to generate revenue that can be reinvested in our container terminal infrastructure, sustaining a competitive Puget Sound trade gateway that supports middle-class jobs in our state and region’s manufacturing, agriculture and maritime industries.</p> <p>The Port is pursuing a short-term lease and berthing agreement proposed by a local company, Foss Maritime, with over 125 years of maritime industry business and quality jobs creation in the Puget Sound, including stellar recognition on safety and environmental leadership. The Port of Seattle welcomes the opportunity to help Foss Maritime grow and create more quality jobs for the region.</p> <p>This short-term lease and preferential berthing is allowed in the current permitted use as a cargo terminal and is not a change in use. Any modifications to the terminal to accommodate the use are very minor, such as changing mooring bollards. The terminal would be operated in a manner that meets state, local and federal regulations.</p> <p>This opportunity has the potential to create hundreds of direct family-wage terminal, administrative, and merchant mariner jobs, generates local tax revenues and economic benefits, all of which aligns with the Commission’s Century Agenda goal to double the economic impact of the state’s maritime industry.</p>

	<p>While the capital projects are being planned and implemented for the container business, this interim-short term lease will help fund Terminal 5 modernization, thereby reducing the need for taxpayer investment in the project.</p> <p>The Port of Seattle will continue to lead environmental stewardship—partnering with local, state, and federal agencies, meeting or exceeding environmental requirements. Through the Northwest Port Clean Air Strategy, we have set ambitious goals to reduce our Diesel emissions by 80 percent by 2020 and our Green House Gas emissions by 15 percent by 2020. We are on track to meet these goals.</p> <p>We have also worked with local organizations, including the Puget Sound Clean Air Agency to sponsor ScRAPs, which has removed nearly 350 trucks off the road, eliminating pollutants while providing opportunities for truckers accessing our terminals to drive cleaner trucks.</p> <p>We are committed to seeking additional ways in which we can build on the results-oriented environmental programs and partnerships to make this a cleaner cargo gateway for the state and region, all the while the Port continues to support the manufacturing and agricultural industries tied to a competitive international trade and logistics gateway.</p> <p>The lease activity is consistent and compliant with local, state and federal environmental laws and land-use regulations.</p>
Vehicles	<ul style="list-style-type: none"> • Port website • Fact Sheet/ Q&A document • Commission meetings • West Seattle Community Working Waterfront Tour, 4/25 • Community meetings and/or W. Seattle Chamber community forum Con note: can become platform for opposition that is not productive in leading to meaningful improvements to environment • Industry/strategic partner meetings, presentations • Maritime 101 promotional campaign, Seattle Maritime Festival • Constituent response letters • Port email list • Op-Eds • Letters to editor • Social media Con note: the port does not have enough resources to match social

	media of grassroots opponents
Measurements	<ul style="list-style-type: none"> • Maintain fair and balanced media coverage that includes accurate information. • Supporters engage in grassroots activities and continue to send messages to public and reinforce port activities. • Increase accuracy and timeliness of information.

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