

Lower Costs and Liabilities Overall

Increase Density of Business

- ✓ Eliminating any additional new bad debt
- ✓ Value engineering capital improvement projects
- ✓ Actively managing utility costs
- ✓ Partnerships to address our capital needs
- ✓ Actively managing high risk threats to our operations
- ✓ Update procedures & policies
- ✓ Lease Audit
- ✓ Mapping properties
- ✓ Marketing Point Hudson RV for greater occupancy and changing our cancellation policy
- ✓ Marina audit for market competitiveness
- ✓ Building capacity models

Modernizing Operations & Customer Service

- ✓ Emailed statements - increase of 20%
- ✓ Auto pay for their bills - increase of 13%.
- ✓ Added a functional 3rd machine at Point Hudson for reservations
- ✓ Electric meter readers on the docks integrated with billing.
- ✓ Computers for maintenance staff - order parts & process work orders
- ✓ Monthly revenue & expense tracking

- On line reservations for RVs
- Reservations for Boat Haven Marina
- On line work order process for maintenance
- Integrated scheduling for moorage & yard
- Customer data base

Pursuing new & expanded business opportunities

- Partnering with existing tenants to expand their operations
- Assessment of existing capacity and marketing directly to potential clients for new lease revenue
- Assessing infrastructure requirements and planning for existing and new business
- dry stack storage
- Build out RV capacity at Quilcene
- Target marketing to specific market segments such as Purse seine and longline fleets
- Promotional programs such as discounting yard boat storage during winter
- Expand use of DNR submerged lands
- Market to yacht clubs
- Market to RV clubs
- Establish buoy moorage
- party barge program
- passenger vessel program for Union or City
- Event planning to target companies for company teambuilding
- Direct market to fishing fleets
- Marine manufacturers
- Marine service providers
- Native American fishing and seafood operations
- Government vessel manufacturers
- Vessel manufacturers
- Marine service sector
- Professional services maritime
- Government agencies
- Tech and Fortune 500 companies

IAP2 Spectrum of Public Participation



International Association
for Public Participation

Increasing Level of Public Impact

Inform

To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.

Consult

To obtain public feedback on analysis, alternatives and/or decisions.

Involve

To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.

Collaborate

To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.

Empower

To place final decision-making in the hands of the public.

Public participation goal

Promise to the public

We will keep you informed.

We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.

We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.

We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.

We will implement what you decide.

Example techniques

- Fact sheets
- Web sites
- Open houses

- Public comment
- Focus groups
- Surveys
- Public meetings

- Workshops
- Deliberative polling

- Citizen advisory committees
- Consensus-building
- Participatory decision-making

- Citizen juries
- Ballots
- Delegated decision