

# PORT OF PORT TOWNSEND

## Strategic Plan Update - 2024





# UPDATING THE PORT'S STRATEGIC PLAN



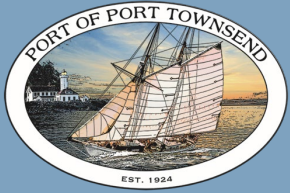
## Why Did the Port Adopt the Plan?

- *To better inform the public about the role of the Port.*
- *To develop a clear vision and objectives to guide decision-making.*
- *To understand, and be responsive to, community needs.*

## When was it adopted? Has it been changed?

- *First adopted in March of 2010.*
- *Changes considered (but not adopted) in summer of 2015.*
- *Changes discussed most recently at Commission Retreat in May of 2022*





# 2010 STRATEGIC PLAN GUIDANCE

## Key Themes

- *Fix Aging Infrastructure First*
- *Ensure Fair and Transparent Budgetary Practices and Facilities Management*
- *Pro-Active Stewardship of the Environment*
- *Pursue Sustainable Economic Development Opportunities*
- *Improve Communications, Public Relations and Customer Service*





# PROJECT OVERVIEW

*Targeted Amendments (“Don’t meddle with success!”)*

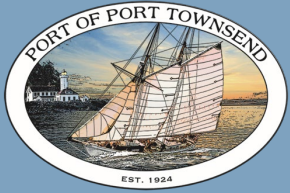


**Project Scope:** *Streamline, simplify and update the 2010 Plan*

**What to Retain:** *Keep core direction – “Triple Bottom Line” emphasis*

**What to Add:** *Guidance addressing Transition, Resilience and Climate*

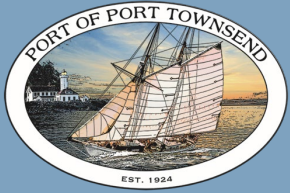
**Proposed Schedule:** *Review and adopt by the end of 2024*



# STREAMLINE, REVIEW & RATIFY KEY POLICIES

- **2010 Plan:** *Founded on hundreds of hours of stakeholder and citizen involvement*
- **Five "Key Themes":** *The "Strategic Directions" of the 2010 Plan continue to guide our decision-making today*
- **2015 Draft a "Springboard":** *2015 Draft Amendments can be our starting point to simplify, clarify and eliminate redundancies*
- **Summary Approach:**
  - *Modest changes – based on the 2015 draft*
  - *Core policy direction retained from 2010*
  - *Policies added to address environmental leadership, climate change & resilience*





# **“TRIPLE BOTTOM LINE” REMAINS CENTRAL:** Balancing Economic, Environmental & Social Consequences

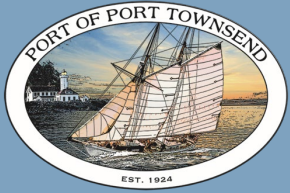




# ABBREVIATED PUBLIC PROCESS RECOMMENDED

- **Stakeholder Advisory Group:** *Three (3) meetings to review staff draft and recommend modifications.*
- **Port Webpage:** *Maintain a “Strategic Plan Update” webpage to provide information & solicit additional feedback.*
- **Commission Workshop:** *Commission review Recommended Draft and consideration of additional changes.*
- **Commission Regular Meeting:** *Adopt Plan by Resolution at regular meeting prior to annual budget process.*

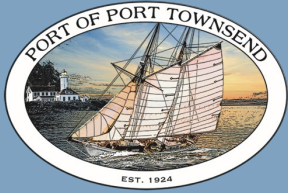




# BENEFITS OF UPDATING THE PLAN

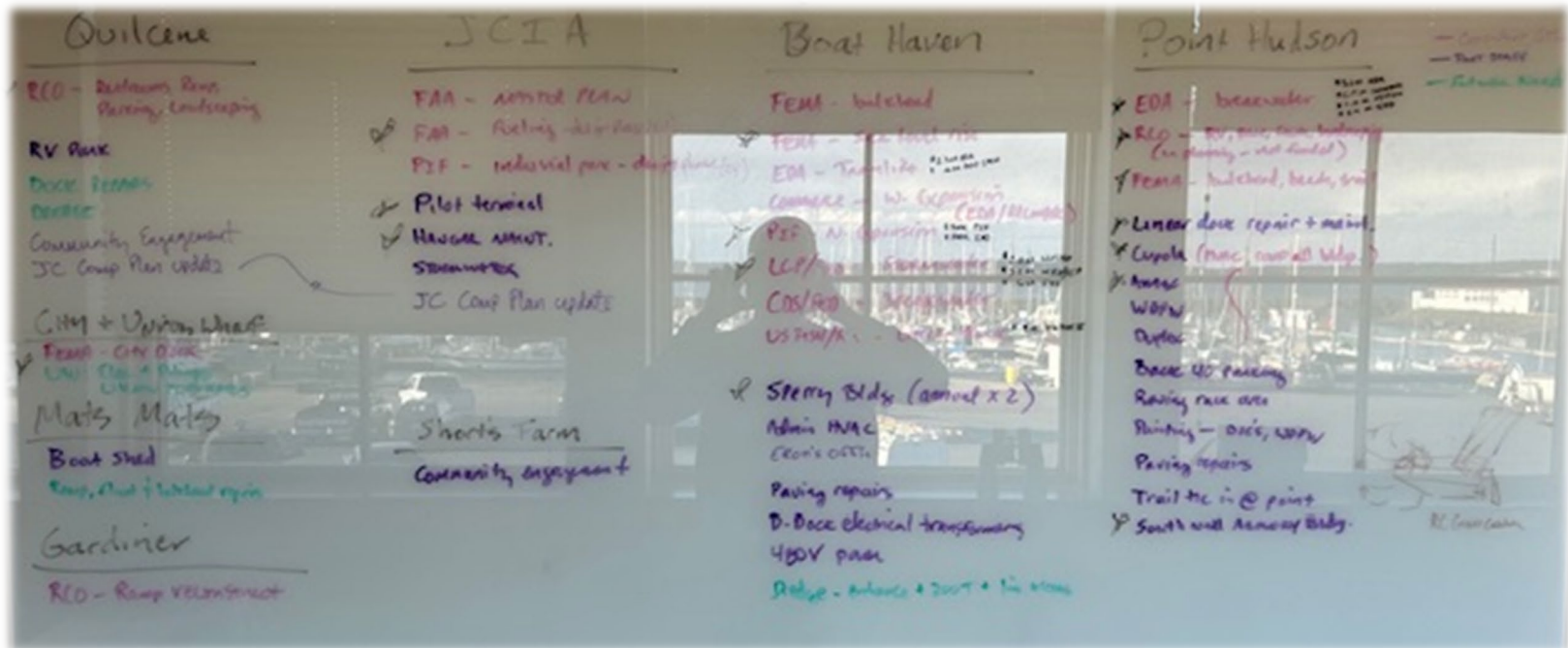
- ✓ *Make the Plan more accessible - easier to read and understand*
- ✓ *Incorporate new guidance to help steer the Port in an era of uncertainty*
- ✓ *Affirm the five “Strategic Directions” as a framework for sound Port decision-making*
- ✓ *Affirm support for the “Triple Bottom Line” decision-making process for evaluating and prioritizing Port actions*
- ✓ *Continue to bolster relationships with stakeholders and community*





# AN APOLOGY: OVER PROMISING/UNDER DELIVERING

***Didn't we provide staff with direction on this issue before?!***





# PROPOSED 2024 PLAN UPDATE SCHEDULE

**April/May:** *Revised Draft Strategic Plan prepared for public review*

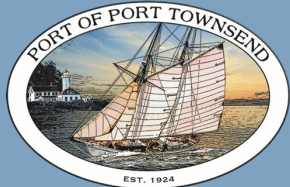
**May/June:** *Draft Plan and Stakeholder Process Resolution reviewed at Commission Workshop Meeting*

**June/July:** *Stakeholder Advisory Group Appointed - Planning Process Resolution Adopted at Commission Regular Meeting*

**August/September:** *Stakeholder Advisory Group Meetings (3) to review draft*

**September/October:** *Revised Draft Plan and Advisory Group Recommendations presented and discussed at Commission Workshop Meeting*

**October/November:** *Commission Regular Meeting – discussions/deliberations and adoption*



*Working to sustain a healthy economy, build community partnerships, and safeguard Jefferson County's natural environment*



MARCH 1, 2024

PORT COMMISSION RETREAT  
REVIEWING & UPDATING THE STRATEGIC PLAN