



AAPA 2021 Communications Awards Submittal

Submitting Port: Port of Everett

Entry Classification: Promotional/Advocacy Materials

Entry Title: **Port of Everett:** Environmental Stewardship & Sustainability Report

Descriptive Summary

The Port of Everett is an environmental leader in the Puget Sound region, and a responsible steward of the air, land and water within the purview of its Port District and waterfront landholdings. For more than a century, environmental stewardship has been an integral part of the Port of Everett's strategic goals and an underlying focus of what the Port does and how it operates. The Port places a strong emphasis on remediating, protecting and enhancing the environment across all its lines of business (international shipping terminals, public marina and real estate development), while simultaneously carrying out its mission of growing the local economy and creating family-wage jobs.

In 2020, the Port set out to highlight its myriad of environmental efforts with the development and issuance of an Environmental Stewardship & Sustainability Report. The culmination of the project resulted in a new 20-page promotional piece that details the Port's environmental commitment and robust portfolio of stewardship and sustainability programs that support clean air, clean land and clean water initiatives at the waterfront. The Port's communications and environmental teams worked collaboratively to bring this report to life, from gathering key information and data to organizing the content into logical categories and crafting the subject matter in a concise, visual and engaging manner. This effort has successfully promoted the Port's environmental work and has established a central hub of information that is now a regularly used resource for Port staff, partners and community members.

View the final product at www.portofeverett.com/sustainability.





1. Communications Challenges/Opportunities

The Port of Everett places a high emphasis on environmental stewardship and takes a multi-faceted approach to improving, protecting and reducing its environmental impacts, and integrates stewardship and sustainability practices into all aspects of its operations, plans, initiatives and projects. As stewards of the land, waterfront, and marine environment, the Port is committed to revitalizing and restoring historically contaminated lands and water, protecting and enhancing water and air quality, restoring and protecting valuable wildlife habitat and implementing environmental programs that reduce the impact of our footprint.

While the Port's many environmental initiatives and programs are not new to its portfolio of work, community and stakeholder interest in Port operations — specifically environmental stewardship and sustainability efforts — have continued to grow exponentially over the past decade. The Port is currently in a massive growth phase as it continues to move forward with its strategic capital initiatives that support a vibrant, balanced working and recreational waterfront.

The increase in interest in Port environmental initiatives has been driven, in part, by the growing worldwide attention on climate change and other important air and water quality initiatives. Additionally, the Port's continuous efforts to strategically invest in the remediation of legacy contamination along the Everett waterfront and its philosophy of combining its environmental cleanups with economic development projects has brought to light the Port's key role as an economic and environmental leader.

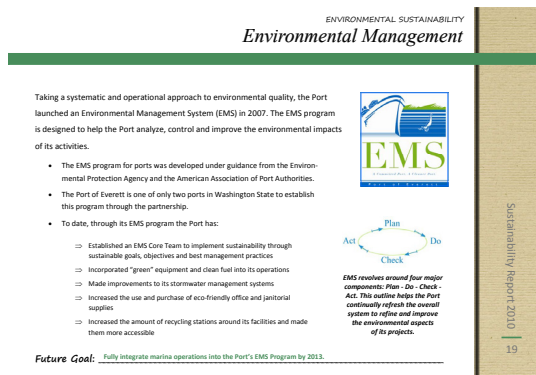
Since the early-2000s, the Port of Everett has invested more than \$33 million to cleanup historic contamination at the waterfront. The Port's efforts, guided by the State's Puget Sound Initiative and regulated by our partners at the Washington State Department of Ecology, represents 215 acres of waterfront now clean or under cleanup action. The Port is restoring these former mill sites into sustainable, 21st Century job producing hubs to support trade and industry at the working waterfront; and residential, hospitality and recreation at the destination waterfront. In the next few years, the Port will double its environmental cleanup investment on the waterfront. With these sites being cleaned up and put back to use, the community is also greatly interested in the Port's plans for keeping these sites working sustainability into the future.

The Port regularly communicates about its environmental programs in a variety of ways from press releases, publications and community presentations to social media, website, project updates and more. But with all this great work taking place and a consistent demand for information, it started to become apparent that we needed one central document with key information on all these efforts. At the time, we had a few pages of information on our website, we had project fact sheets and fliers on specific initiatives, and we had articles and press releases on projects — the information was not centralized. It was becoming challenging to efficiently respond to community and media inquiries and easily connect folks with useful, up-to-date information. We saw this as an opportunity to create a publication that could meet this need and showcase the Port's efforts, successes and future goals.

The idea was born to dust off our decade old Sustainability Report from 2010 and update it (see images below). Since we had a template to pull from, we hoped it would be as simple as updating the document and issuing a new report for 2020. In reviewing the 2010 document, it was apparent we would need to start from scratch and create an entirely new document that aligns with current projects, goals, programs, and future plans.



Pages from the Port of Everett's 2010 Sustainability Report.



Sustainable Performance

A strong, healthy and vibrant Port is key to our region's economic health and is accomplished by the Port's triple bottom line providing financially responsible, environmentally sustainable and beneficial community impacts. Through this lens, the potential long-term impact of Port projects, plans, business lines and initiatives are continually monitored and evaluated to ensure that they meet these goals.

The Port strives to have a balanced portfolio that includes projects with a high rate of return to ensure a strong economy, as well as community projects with a lesser rate of return that provide for a sense of community and support a good quality of life in our region.



Economic Sustainability

The Port sustains the economic and financial health of its Port District and region by creating and supporting nearly 40,000 family-wage jobs, generating income and revenue, supporting local purchases and contributing to state and local taxes. These activities directly benefit quality of life in our community.



Social Sustainability

On a social level, the Port keeps its constituents informed and engaged through a robust outreach program. Accountability, transparency and responsiveness are critical to this work and help build public confidence in Port operations. The Port provides a variety of public access opportunities to enhance the community's connection to their waterfront.



Environmental Sustainability

Environmental sustainability has many elements that are interconnected with the Port's economic and social efforts. The Port is a responsible steward of the shoreline and works diligently to develop partnerships and programs that enhance, restore and preserve its surrounding environment and wildlife habitat.

This publication is focused on the Port's environmental stewardship and sustainability efforts as of October 2020.

A Responsible Steward of our Air, Land & Water

Environmental stewardship is an integral part of the Port of Everett's strategic goals and an underlying focus of what the Port does and how it operates. The Port places a strong emphasis on remediation, protecting and enhancing the environment while carrying out its mission of growing the local economy and creating family-wage jobs. The Port takes a multi-faceted approach to improving, protecting and reducing its environmental impacts, and integrates environmental stewardship and sustainability practices into all aspects of its operations, plans, initiatives and projects.

As stewards of the land, waterfront, and marine environment, the Port is committed to revitalizing and restoring historically contaminated lands and water, protecting and enhancing water and air quality, restoring and protecting valuable wildlife habitat and implementing environmental programs that reduce the impact of our footprint. The Port is also committed to incorporating environmental resilience planning into our operations, plans and projects.



Clean Air. Clean Land. Clean Water | 3



Former Lumber & Mill Site At Preston Point Bay Wood

In fall 2020, the Port of Everett, in partnership with the Washington State Department of Ecology (Ecology), is preparing to kick-off a shoreline cleanup and habitat restoration at the Port's vacant Bay Wood property — a former waterfront mill site located at the northern end of West Marine View Drive. The shoreline cleanup and restoration is an integral part of the Port's efforts to revitalize the Bay Wood property into a new 15-acre waterfront job complex with the goal of creating up to 300 direct jobs and 1,000 indirect jobs, and generating an estimated \$330,000 a year in state and local taxes. Specifically, the shoreline restoration creates 1,300 linear feet (LF) of shoreline habitat and 2,300 LF of upland buffer habitat, cleans up contaminated soil, and provides space for a new public access shoreline nature trail — the first public access to the site in its history. The \$2.3 million shoreline cleanup and restoration work is being funded by a unique grant from Ecology that pays for 90 percent of the project.



Ameron-Hulbert

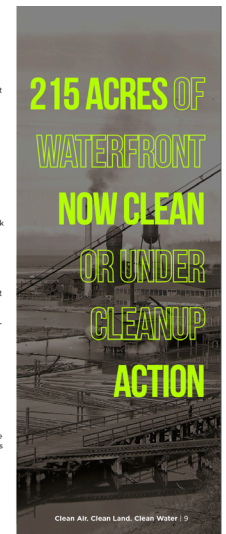
The Port of Everett is preparing to take on its first phase of environmental cleanup in the northeast corner of Waterfront Place at the former Ameron-Hulbert industrial manufacturing site. The project sets out to remediate legacy contamination left behind from years of operation, and in turn, spurs opportunity for redevelopment of the former Ameron pole manufacturing facility to support the next generation of maritime business at the site. The final phase of cleanup is supported by an Ecology remedial action grant and historic settlement funds from other responsible parties and is anticipated to begin in early 2021.

East Waterway

Developed in the early 1900s, the East Waterway was a hub of industry at the Everett Waterfront, being the home of two major mills, the Navy, shipyards, shipping terminals, and other industrial activities. With heavy and historic industry dating back to times when no environmental laws were in place and the sea was assumed to be vast and resilient, pollution was discharged into the bay. The historic pollution is now being addressed by the Washington State Department of Ecology (Ecology) through the formal state cleanup process under an Agreed Order. The Port signed on to the Agreed Order with Kimberly-Clark Worldwide, Inc. (KCC), and the Washington Department of Natural Resources (DNR). The U.S. Department of the Navy (Navy) signed on to a separate Ecology Agreed Order to assist in the cleanup process. The project is just at the beginning stages and will likely take up to a decade to be addressed.

TC Systems

The Port acquired the Norton Industries property in 2019 to expand its land holdings in a critical location of the Waterfront Place Central Marine Craftsmen District. As part of the acquisition, the Port took on a relatively small but ongoing formal cleanup site known as TC Systems — referring to a former leasehold operated by a company named TC Systems. In the acquisition, the estimated costs to accomplish the cleanup were considered in the purchase price. While the cleanup process has not yet been completed at this site, it is well on its way, having conducted studies and two interim cleanup actions. Coming up in 2021, the Port will work with the Department of Ecology on the Remedial Investigation and Feasibility Study, which will select the preferred cleanup option for the site.



Clean Air. Clean Land. Clean Water | 9

Pages from the Port of Everett's 2020 Sustainability Report.

We kicked off the project in February 2020, with the hope to publish the report by Earth Day in April 2020. The challenge at that point was the sheer amount of information to gather. The Port operates international shipping terminals, the largest public marina on the West Coast and industrial and commercial real estate development ventures. Environmental programs and initiatives stretch across all these lines of effort. It was a lot of information to gather and creatively communicate.

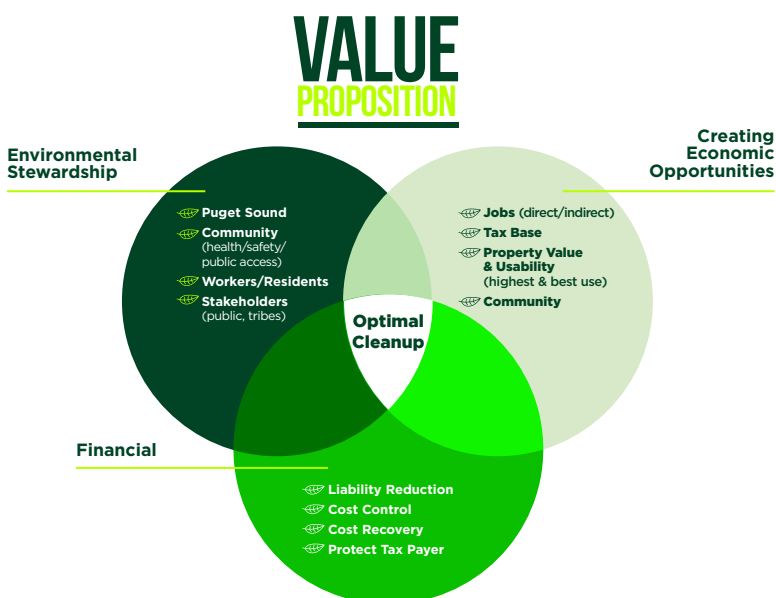
The next challenge was unforeseen and affected all aspects of the Port operations — COVID-19. When the pandemic reared its head and shutdown our state, the project was put on the back burner as we shifted our focus on pandemic response and keeping our essential maritime operations going safely. We started up again in the summer months and issued the new report in October 2020.

2. Complement to Overall Mission

The Port of Everett's mission reads, "Enhancing maritime commerce, jobs and a healthy community." The essence and overall vision of this mission is the creation of quality jobs and supporting a healthy and attractive quality of life for Port District residents and businesses. We do this, in part, by investing in a balanced working waterfront that improves the region's economy, commerce, community, environment, recreation, and supporting high-functioning infrastructure.

The Port Commission adopts a Strategic Plan that guides how the Port is to fulfill this mission to the community. The plan establishes six strategic focus areas — one of which is Environmental Stewardship, and one of which is Outreach and Partnerships. These strategic focus areas set guidance for the Port to continue and enhance participation in environmental programs and initiatives that improve air, water, and land health and minimize energy use, including working with tenants. They also recognize that accountability and transparency are critical components necessary to build public confidence and support the Port in its effort to bring the community better economic and quality of life opportunities. Port activities are complex and involve a myriad of business, government, tribal, labor force, environment, and community interests. The Port recognizes that much of its success and overall social license to operate relies on meaningful outreach and community engagement to all of its constituents and stakeholder groups, so they understand the "why" as well as the "what" the Port is doing and the "how" it operates.

Communicating about the Port's environmental efforts consistently, creatively and in a variety of ways maps back to the Port's mission and strategic goals, and as such, the Port's Environmental Stewardship & Sustainability Report achieves this goal.



SEAPORT

\$21B In U.S. Exports Annually

#5 Largest Export Customs District by Value on the U.S. West Coast

3RD Largest Container Port in Washington State

SIXTY PERCENT OF JOBS IN SNOHOMISH COUNTY ARE TIED TO TRADE

MARINA

2,300 SLIPS Largest Public Marina on the West Coast

TEN GUEST DOCKS

13 Lane Boat Launch; Largest Launch in the State

REAL ESTATE

3,300 The Port owns more than 3,300 acres of property

1K ACRES Which either have been or can be developed

WATERFRONT PLACE CENTRAL: 65 ACRE MIXED-USE DEVELOPMENT

Graphical elements from the 2020 Sustainability Report to help convey information and statistics for the reader.

3. Planning & Programming Components

GOALS

- ✓ Create a quality, reader-friendly publication highlighting the Port's environmental stewardship and sustainability efforts that can serve as both a marketing asset and a resource for conducting Port business
- ✓ Educate Port District residents and key stakeholders on the importance of the Port's environmental work in achieving the Port's mission
- ✓ Increase stakeholder confidence the Port's environmental commitment
- ✓ Build upon the Port's positive reputation as environmental leader/steward of the waterfront

OBJECTIVES

- ✓ 1,000+ reach of the publication on social media/web

AUDIENCES

Port District Residents/Community: The Port of Everett was created by a landslide vote of the citizens of Everett in 1918. Then, just like now, the community desired an entity to reclaim the waterfront from private industry, protect the interests of the residents, create family wage jobs and serve as a steward of the waterfront. It's important to the Port that we keep this audience well informed about who the Port is, our operations and our value.

Port Customers/Tenants: The Port of Everett operates three lines of business, 1) international shipping terminals, 2) largest public marina on the West Coast, and 3) real estate development. The customer and tenant base within these business lines is highly engaged in Port activities and has a vested interest in the Port's environmental efforts at the waterfront. From being a member of the maritime industry Green Marine program to being Clean Marina Certified — keeping our customers and tenants informed and involved in these programs and initiatives creates advocates and strong partners.

Employees: The Port of Everett team is made up of 90 – 100 hard working and creative people who are passionate about what they do and the mission of the Port. With environmental stewardship initiatives stretching across all lines of Port business from the international seaport to the marina and real estate development, all staff are involved in some capacity with our stewardship and sustainability work. Staff can benefit from having this reference material for conducting their Port work, but also, is



good information for them to know when interacting with customers and partners.

Business Community: The Port has worked tirelessly to create goodwill with the community, including the greater business community outside of the Port's commercial tenant base. This group is highly engaged and generally supportive of the Port and its operations. By informing the local business community of environmental impacts and sustainability of Port projects, we can continue to maintain and build confidence in the Port's value to the community.

4. Actions & Outputs

STRATEGIES

- ✓ Deliver information on each environmental program/initiative in bite size chunks and in Layman's terms
- ✓ Use strong imagery and graphics to create an attractive publication that will entice readership
- ✓ Establish a recognizable Port of Everett environmental brand standard for this document (colors, tag lines, graphic style, image overlay); use this branding when communicating on environmental programs/initiatives into the future, and tie back to the publication

TACTICS & IMPLEMENTATION

Information Gathering:

When we made the decision to create this communication piece showcasing the strong environmental work we are doing here at the Port, we started the project by gathering all pertinent environmental information and data we had readily available. Our team pulled all the current website information, recent environmental articles produced for various Port publications and press releases, and any individual fact sheets and information materials we had available detailing current programs and/or initiatives. And while mostly out of date, we also made sure to review and source nuggets of information and benchmark data points from the previous Sustainability Report and Environmental Brochures produced in 2010.

Categorizing & Framework Development:

Once we had all the information gathered, we categorized the information into buckets that included: environmental commitment, environmental cleanups, climate change, air quality and protection, water quality and protection, habitat management and natural resources, dredging and material management and partnerships and advocacy. We developed a desired framework of flow of the document and met with the Port's Director of Environmental Programs to finalize the vision.

Department Interviews:

Once we had a clear path on framework, we hosted meetings with various departments to gather information on specific areas of involvement to make updates and add to the data we had already collected. We targeted programs that were no longer active, that were revised or were new.

Content & Publication Development:

With a full set of information, we drafted the publication content into a word document and went through two rounds of edits to get vetted content. Then we moved into the visually creative process, identifying what information



could be shared with graphics, what images could support the content and establish a tag line, brand colors and vision, etc. We went through two design revisions.

Finalized Publication:

Once we landed on a final draft that was acceptable to the Communications department, we moved into final draft review with the Port's entire Environmental team, Port leadership and project leads that needed to vet information.

Issuance & Promotion:

We formally issued the publication in October 2020 via a press release. We then began promotion of the new asset on social media, e-blast to key stakeholder lists, neighborhood outreach, digital advertisements, and more.

Overall the project timeline stretched much longer than anticipated. A project that could have taken two months, took up to seven months to complete due to COVID-19 and re-aligning communication priorities during that time.

BUDGET & STAFFING

The Environmental Stewardship & Sustainability Report was produced internally with the support of our communications team with three team members who gathered data, created written and visual content (graphics/photos) and publication design. Our team enlisted the help of other Port staff, primarily in our environmental and project teams throughout all departments who were all vital in the creation of this piece. Because this was all created in house and the publication was shared in digital version (with some in-house printed copies available) we were able to produce this entry with no out of pocket expenses, just staff time and minimal printer use.

5. Outcomes & Evaluation Methods

The Port's [2020 Environmental Stewardship & Sustainability Report](#) was an instant success. Having a user-friendly resource guide showcasing all the Port's environmental initiatives and programs was very needed. Port staff were sharing the piece almost instantly as they worked on projects. We had a few environmental reporters, college students and other organizations reaching out about specific Climate Action and other programs, and this document made it an easy task as we had information readily available and vetted to provide. While this project didn't have much in the form of hard metrics available to track, below are some of the metrics and items that we believe support the success of this project.

Anecdotal Feedback: Since the creation of this publication we have received positive feedback from our stakeholders and partner organizations. We had shared with all the neighborhoods in the Port District by e-mail, and during our community presentations, those neighbors had positive comments to share and a general understanding of our programs thanks to this document. Here are a few examples of e-mail comments received.

"I think it's important for our local community and visitors alike to know the Port of Everett is helping to save our salmon, whales, wildlife and oceans for all (the planet) — working with the Tulalip Tribes and overall commitment to healthy water, air and land."

Fawn Clark
-Welcome Magazine

"I heard about some of the work the port is doing on the American Shoreline Podcast. In the podcast there was mention of some adaptations taken to address high water levels. The two mentioned in the podcast were the raised elevation of the water place development by 3ft and the parking lot being constructed below elevation for drainage. I would love to talk about these two construction adaptations with you to learn a bit more about them."

Bridget Trosin
-Coastal Policy Specialist

Social Media Metrics: The Port shared the issuance of the publication on social media, and the announcement reached over 2,000 people, doubling our initial goal.

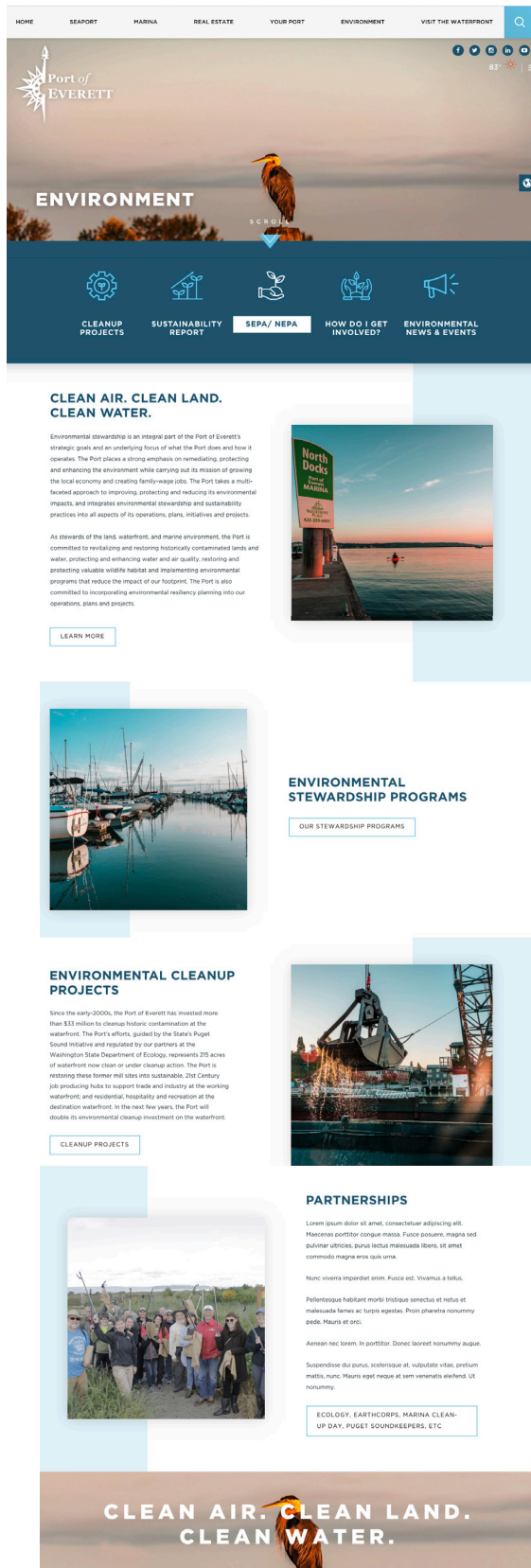
Subsequent Content Creation:

Following the issuance of the report, we have been able to repurpose a lot of the content that was developed within, producing social media posts that match the brand look and feel of the publication and each of these posts tie back to the document as a resource. Utilizing this information, our team was able to assemble a #30DaysofGreen campaign to celebrate Earth Day for the entire month of April. The campaign was well received by our Facebook followers, here are a few of the metrics and graphics.



We also used the entire publication as the basis for creating an entire environmental section on our new Port website that launched in 2021 (as opposed to only a couple pages on the previous website).

View that here www.portofeverett.com/environment.



Media Interest:

While the issuance of the publication itself didn't have a lot of airtime in the media, it sure has been an excellent resource in enticing media inquiries on specific topics, as well as being a resource we can provide to media. Some of the key articles that the Port has been featured in that have benefited from having this marketing piece readily available include:

- [Next Gen Waterfronts Podcast: The Small but Mighty Port of Everett, Washington](#)
- [Everett Herald: How the Port of Everett is preparing for a rising sea level](#)
- [WPPA: Port of Everett- Environmental Sustainability and Community Report](#)

Summary

Overall, the Port's effort to produce its 2020 Environmental Stewardship and Sustainability Report was a success, and was produced when we needed a tool like this most. This effort has successfully promoted the Port's environmental work and has established a central hub of information that is now a regularly used resource.

