

# Tideflats Advisory Group (TAG)

## MEETING #1 TRANSCRIPTION

### Breakout I – Introductions and Icebreaker

#### *How have the Tideflats shaped character of the City of Tacoma?*

- The Tideflats and Port are an economic engine for the entire South Sound community, and is an integral part of the history and culture of the area. – Andrew, U.S. Oil
- The visual impression of the Port gives a blue collar feel for Tacoma and serves as a gateway for commerce around the world. Without the resources the port provides, JBLM would likely not be here. – Bill Adamson, JBLM
- Exemplifies Tacoma as a working class community
- The Port and the Tideflats and the economic engines that they are have helped define the region. Freight moves through cities and along roads and railways to the Port and from the Port. Secondary businesses succeed and build local economies because of their relationship with the Port. – Tiffany Speir
- The Tideflats define the character of Tacoma as a place of industry—blue collar and gritty. The Tideflats are the city and the region’s connection to the world, especially Pacific-Asian trade. – Ryan Windish
- Economic engine AND a toxic legacy—both where the jobs are AND making Tacoma the butt of the joke (“Tacoma aroma”)
- Branding: “Port City,” international relationships, economic driver
- Global gateway to the world. Strong and vibrant city on the Sound.
- I think of the Tideflats in phases, throughout its history. It has always been an integral part of the city. Early on it was the center of life for the native Indians. Industry came along 100+ years ago and made the settlers prosperous—but it came at a huge cost to the environment.
- World Port for over 100 years international; Working class/blue collar jobs/people; Jokes of certain smells
- The Tideflats have shaped the character of Tacoma by providing the footprint and gateway necessary to support the creation and development of the economy that created and sustained Tacoma.
- There would be no Tacoma without the Tideflats. Its grit and work ethic/industry has given Tacoma its working class aesthetic and (besides the railroad) made it the City of Destiny.
- The Tideflats—the combination of rail, truck, and marine freight—created/enabled the formation of

the City and many businesses.

- Significant transportation focus leading to an industrial base and employment center. The Port has also taken the lead with environmental cleanup and habitat reconstruction.
- Tens of thousands of Tacomans and others have earned their livelihoods and supported their families (via careers/jobs) on the Tideflats. These are the citizens, taxpayers, and community volunteers/leaders that meld with others to make us what we are.
- Has put Tacoma on a global map in terms of port businesses, diversity in the communities and various businesses.
- Tideflats are where Tacoma started and continues to be part of Tacoma's identity. The manufacturing, industrial, and maritime uses have provided wages, taxes, and opportunities to Tacomans for over 100 years. This continues today with 30k jobs and billions of dollars in revenue.
- Provide middle class, blue collar employment to local workers.
- Established as manufacturing and shipping center; Reputation as polluted city; Symbol of opportunity for rejuvenation
- Geographic location set apart from city but visible from many entries and observation areas; gateway for goods serving local citizens and outside the city; gives economic value to eastern WA
- Historically the Tideflats have been the backbone of economic vitality for family wage jobs and community enrichment and has shaped Tacoma's strong work ethic mentality and reputation
- Tideflats have developed Tacoma as a port community, a good place where blue collar workers (and white collar workers) can raise families. Tideflats contamination shaped Tacoma's character as the Aroma of Tacoma for a while, and the clean up of the Tideflats has shaped Tacoma's "Mountain, City, Sea" character. Tacoma is known as a beautiful small city on the water with diversity, accessibility, etc. That journey has shaped Tacoma, too.
- Positive: Jobs; Negative: Things like Tacoma Aroma gave us a bad reputation
- Economic engine of Pacific Northwest; A port city; environmental cleanup; No more Tacoma aroma; Partnerships; Tourists
- Tacoma, in large part, exists because of the Tideflats' industrial character
- Economic engine not only of Tacoma but Pierce County; Gritty past reputation/image; Past barrier to habitat; Job creation lessened?

## Breakout II – Public Engagement Discussion w/Template (Template Transcription)

*What do you think about the proposed activities?*

- Table 1
  - Important to make sure events are at different times of day
  - Marketed well

- Surrounding jurisdictions need to be informed
- Table 2 – Dierdre’s table
  - Have a number of different ways to engage
  - Online survey
  - Feedback loop
  - Surprising number of people in Tacoma don’t have access to internet
- Table 3
  - Subarea staff presenting at community events
  - Like visioning meetings
  - Diversity of feedback: public meetings and up-to-date website
- Table 4
  - Multiple channels, accessibility
  - Interest in non-traditional ways to be heard (mtg in a box)
  - Understandable, clear language
- Table 5
  - ECY – early involvement to avoid delay in approval of final plan/SEPA analysis
  - Meeting in a box – interesting as a way to maximize public outreach and education and to seek public input. Good idea.
  - Surface Deployment Distribution Plan (SDDP) incorporate report’s info re: access to PoT for military
  - Maximize social media tools

*What or who is missing?*

- Table 1
  - Hearing impaired
  - English learners
  - Ships that call to Port
  - Seniors
  - Individual tribal members
  - Smaller business owners in Tideflats
- Table 2
  - Should be more than 3-4 opportunities

- Predictability, regular meetings, even just an update to have voice heard
- 4:00 afternoon meeting is not a good way to get engagement
- Table 3
  - Definition of “community”? Proposed: Puget Sound Regional Council, NW Seaport Alliance
  - Reach Port user groups east and west of the mountains (e.g. NW Horticultural Council, WA Wheat Growers Commission, etc.) \* Bruce K., automobile importers, aerospace, trucking and rail, US Customs, Homeland Security, WSDOT, unions, neighborhood councils
  - Electeds: Kilmer Smith Fey Jenkins, etc.
  - Police and fire
  - Friends of Hylebos, Julia’s Gulch Foss
  - Sea Scouts
  - Local emergency planning commission
- Table 4
  - People who work in Tideflats businesses
  - Capture who we are hearing from—demographics should represent region
  - Multilingual material

*What has worked well in the past?*

- Table 1
  - It’s got to be catchy—how do you make it stand out?
  - Awareness is important
  - Childcare
  - T-town City of Tacoma
- Table 2
  - Need good foundation/common information—agree on some basic facts, be clear with community members, sideboards on visioning
  - Communications team to help guide
  - In-person meetings more effective in getting feedback
  - Visioning meetings—resource intense
  - 50,000 union members in PC that could be reached thru a TAG member
  - Happy to take a meeting in a box
  - Regular opportunities
- Table 3

- Open houses (review maps and materials)
- Jurisdiction and electeds' newsletters (use current comm infrastructure)
- Devoted, easy to find site (public mtgs)
- Table 4
  - Engage early
  - Public decision making
  - See track of how comments have an effect

*Are there any other resources or contacts that we should incorporate?*

- Table 1
  - Industrial businesses—newsletter—city resources
  - Individual networks
- Table 2
  - People of color
  - Make sure underrepresented groups are represented
  - How are the tools being used
  - Think about who's at the table and who's not
- Table 3
  - Bus/boat tours (particularly for TAG members to learn the port)
- Table 4
  - Tap into smaller neighborhoods w/in community
  - TAG members to help find expertise and resources

**Breakout II – Public Engagement Discussion w/Template (Report Out Transcription)**

- Table 1
  - Liked the proposed activities
  - Accessibility is a big concern, particularly for those who are differently abled, hearing challenged, ESL, seniors, tribal members
  - Getting the word out and making sure events are marketed is key
  - Events need to be at different times of the day to reach different people
  - Childcare, food, beer have worked well in past
  - Tap TAG networks, neighborhood listervs
- Table 2

- What's the purpose of the PEP?
- That there will be a feedback loop
- Variety of engagement tools, including online surveys, but many people don't have internet access
- 4pm at a university might not be best time for a public meeting
- Predictability is key to help people plan ahead and participate in opportunities to provide feedback
- Common information about what's fixed and what can be influenced
- Meeting-in-a-box: Union rep has access to 50k union members and can push info
- Notice who's at the table and who's not at the table—who will be impacted by the uses in the Tideflats?
- Table 3
  - Small Visioning meetings with groups with shared interests would work well
  - Need diversity of feedback: public meetings, online interaction
  - Would like to see Subarea staff going to community events
  - Missing: Definition of “community”—is there a specific geography we're talking about? Entire PSRC (4 counties)? NW Seaport Alliance?
  - Groups to reach listed on board—anyone who uses the port east and west of the mountains
  - Public hearings should still take place but more interactive open houses would also be good—e.g. interactive maps
  - Have jurisdiction and electeds send out notifications
  - Dedicated project website
  - TAG group should get a tour—bus or boat—so they know the Tideflats better
- Table 4
  - Accessibility—bring things to people not expect them to seek you out. Non-tradition engagement, e.g. meeting in a box. Clear language, no jargon.
  - What or who is missing: people who work in the Tideflats, businesses in Tideflats
  - Full diversity of this region is not represented in this room
  - Capture who we're hearing from so we know if we're missing a large demographic
  - Develop multilingual material
  - Engage people early, not in a flurry at the end
  - Clear tracking of how public comment has had an impact on what was decided
  - Tap into smaller neighborhoods within the community

- Embolden TAG members to bring perspectives and information
- Table 5
  - Try to pull in the Department of Ecology early on—not as an active participant but to make them aware of what is being proposed so when it’s time for environmental review, it will happen faster. Ecology review can delay implementation.
  - Meeting-in-a-box would maximize exposure
  - JBLM has pending report coming out to make sure they haveh access to regular fueling and if they have to do a major deployment, how can they get to the port? That report could inform how this subarea plan gets developed.
  - Take full advantage of social media to engage people at their leisure and collect comment
- Final questions
  - Who’s missing? Constituency includes a lot of eastern Washington. Every job in the port is worth 3.2 jobs statewide—how do we reach them?

