



POCAC PRESENTATION

PORT COMMUNICATIONS & PUBLIC AFFAIRS

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CRAFT PORT MESSAGES

True - Clear - Brief - Supportable



DELIVER TO AUDIENCES

Citizens - Partners -
Customers - Electeds

MESSAGE DELIVERY



- Media Relations
- Community Emails / Facebook
- Videos & TV Infomercials
- Newspaper Advertorials
- Publications Content
- Website
- Speeches & Presentations
- Legislative Liaison - State & Federal
- Public Participation Opportunities
- Marketing/Ad Content
- Citizen Concerns
- Special Projects

CHALLENGES

DELIVERY TOOLS

- Newspapers – decreased subscriptions
- Email – citizen must volunteer
- TV – no network based in Thurston County
- Direct mail – very expensive, many discard
- Website, participation, presentations, etc.
 - require initiative by citizen

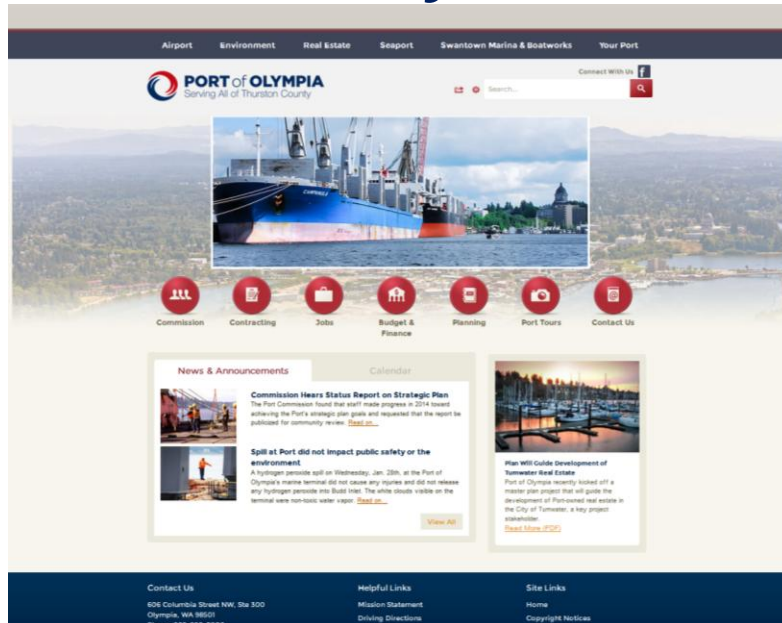


NOT LIKE MOST GOVERNMENTS

- Port does not impact most people's daily lives
- People do not "have to" interact with Port

UPDATED PORT WEBSITE

Debuts May 15th



Improved Citizen Access

- Global navigation
- Mega menus
- Slide show - links
- Buttons
- Toggle News & Calendar
- Spotlight
- Useful links
- “Responsive” design

UPDATED PORT WEBSITE

The screenshot displays the updated website interface. At the top, there is a search bar and a navigation menu with categories: Airport, Environment, Real Estate, Seaport, Swantown Marina & Boatworks, and Your Port. A large, dark mega menu is open, listing various topics such as Water Quality, Stormwater, Clean Marinas, Airport Environmental Practices, Habitat Protection, Airport Sensitive Species, Habitat, Budd Inlet Restoration, Pathways, Mission Creek Restoration, Cleanup & Redevelopment, Budd Inlet, Cascade Pole / North Point, and East Bay Redevelopment. Other categories include Community & Conservation, Adopt A Garden, Green Lighting, Marine Terminal Warehouse, Solar Panels, Noise Reduction, and Shoreline Public Access. A section for Port Maintenance Dredge includes FAQ, State Environmental Policy Act (SEPA) Policy, Current SEPA Notice(s), Request a Speaker, and Staff List. A featured article titled 'Plan Will Guide Development of Tumwater Real Estate' is also visible. Below the mega menu, there is a row of icons for Commission, Contracting, Jobs, Budget & Finance, Planning, Port Tours, and Contact Us. The main content area features a 'News & Announcements' section with a calendar and two news items: 'Commission Hears Status Report on Strategic Plan' and 'Spill at Port did not impact public safety or the environment'. A 'View All' button is present. The footer contains contact information, helpful links (Home, Mission Statement, Driving Directions), and site links (Copyright Notices).

Mega Menus

- Each department
- Show all content
- 2 clicks

More Internal Control

QUESTIONS?



For more information--
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Thank you!