

PORT OF SEATTLE
MEMORANDUM

COMMISSION AGENDA
STAFF BRIEFING

Item No. 7b
Date of Meeting February 10, 2015

DATE: January 29, 2015
TO: Ted Fick, Chief Executive Officer
FROM: Luis Navarro, Director, Office of Social Responsibility
SUBJECT: OSR Outreach Briefing

SYNOPSIS

At the direction of the Port Commission and CEO Ted Fick, the Office of Social Responsibility (OSR) has coordinated meeting opportunities for the CEO and Port Commissioners with key community stakeholders. The purpose of these meetings is to introduce the new CEO to minority community leaders and small business organizations, and to solicit feedback about business practices and opportunities at the Port. In addition, OSR has been directed to lead an independent review with the Port internal audit team to analyze important facts related to the current Airport Dining and Retail program (ADR) at Sea-Tac Airport. OSR has also established a community stakeholders committee to review the ADR outreach plan, and to provide feedback and recommendations to the ADR team.

BACKGROUND

OSR actively supports the Port's 25-year Century Agenda goal of adding 100,000 jobs through economic growth, using our institutional influence to promote small business growth and workforce development. OSR's mission is to support the Port of Seattle's job creation and economic development efforts by serving communities with programs that ensure Port business activities are conducted within a framework of equity, inclusion and equal access to economic opportunity.

OSR manages the Port's small business and workforce development programs. Priorities include cultivating and sustaining positive external relationships with all communities, through regular interactions with non-profits, small, medium and large businesses, trade organizations, contractors, workforce development organizations, civic and business groups in order to promote Port-related economic opportunities.

Additionally, OSR has expanded its community outreach efforts to support the ADR team in the promotion of business opportunities at Sea-Tac Airport for small, local, minority and women owned businesses. Proactive actions to date include:

COMMISSION AGENDA

Ted Fick, Chief Executive Officer

January 29, 2015

Page 2 of 3

- Recommend additional engagement efforts to the Aviation Division to better reach the small, local and disadvantaged businesses in an effort to fully describe any current and new business opportunities at the airport and the process to participate in those opportunities.
- Support the ADR outreach plan by recommending specific meetings with local and minority communities to promote important and relevant communication, to reassure fairness and strengthen confidence in a fair and equitable leasing process carried out in compliance with all required USDOT and FAA regulations.
- Work closely with the Office of Minority Women Business Enterprises (OMWBE) to support the Airport Concessions Disadvantaged Business Enterprise (ACDBE) certification process and the promotion of airport opportunities to a larger pool of small and disadvantaged business firms.
- Promote the ADR business opportunities with relevant local and regional organizations including minority media outlets, the ethnic chambers of commerce, minority business associations and community non-profits.

EFFORTS TO DATE

The following is the status report of OSR's efforts to date:

- **Meetings with Community Leaders:**
Nine individual meetings have been coordinated with community leaders and key stakeholders who represent local and regional organizations and media outlets. CEO Fick and Port Commissioners have listened to their feedback, recommendations and appreciation for the opportunity to meet and discuss the Port of Seattle in the community. Four additional meetings are being scheduled.
- **ADR Validation Process:**
The OSR director and the director of internal audit for the Port have undertaken a review and validation of over fifty (50) significant facts and information associated with the current concessions or ADR program. The list represents all of the items included in factsheet issued by Sea-Tac Airport staff on November 4, 2014. A final report on the validation process will be provided to the CEO and the Port Commission in March 2015.
- **Support for the ADR Community Outreach Plan:**
OSR has been fully engaged in supporting the ADR team in the development of an effective program outreach plan. The plan will inform the broad business community of new leasing opportunities at Sea-Tac Airport and will include well-publicized events to interested local, minority-owned, women-owned, small, medium and large businesses. These firms will receive information from Port staff, opportunities to meet current tenants, learn about doing business at the airport.

COMMISSION AGENDA

Ted Fick, Chief Executive Officer

January 29, 2015

Page 3 of 3

- **ADR Community Stakeholders Committee:**

OSR is leading a series of meetings with community stakeholders to review the proposed ADR Master Leasing and Outreach Plan. The committee will provide feedback and recommendations to improve the effectiveness of the ADR outreach plan.

ATTACHMENTS TO THIS BRIEFING

- Airport factsheet dated November 4, 2014

PREVIOUS COMMISSION ACTIONS OR BRIEFINGS

- None