



Port of Seattle 2014 Social Responsibility Report



Social responsibility is the idea that an organization should act for the good of society as a whole. The Port of Seattle was founded on this concept more than 100 years ago, when citizens voted to make the port a public entity to ensure that its prosperity benefited the entire community. While a lot has changed over the past century, this commitment to social responsibility remains at the heart of our work. This report provides a snapshot of how employees across the port are working to strengthen our community.



Supporting Small Businesses

Small businesses are at the heart of the port’s Century Agenda vision to add 100,000 new jobs in King County through economic growth. Supporting small businesses keeps money in the community, which helps grow our economy and create quality local jobs.

Our goal is to ensure 40 percent of the money we spend on construction, consulting and goods and services goes to qualified small businesses, including minority-owned, women-owned and disadvantaged firms. Here’s a look at some of the work we are doing to hit our 40 percent target.

Small Business Program

The Office of Social Responsibility’s Small Business Program works to increase opportunities for small businesses to participate in contracts with the port.

We help small businesses understand what it takes to earn port work: Over the course of the year, we help them learn about the port’s needs and contracting methods through informational events, training and direct outreach. In 2014, we met with more than 1,000 individuals through a series of small business-focused events, including our “Navigating Port Contracting” and “Regional Contracting” events.



At the Regional Contracting Forum, Port of Seattle representatives Delmas Whittaker (left) and Tina Boyd (right) with Regina Glenn, a small business chief executive officer

We help port staff connect with qualified small businesses:

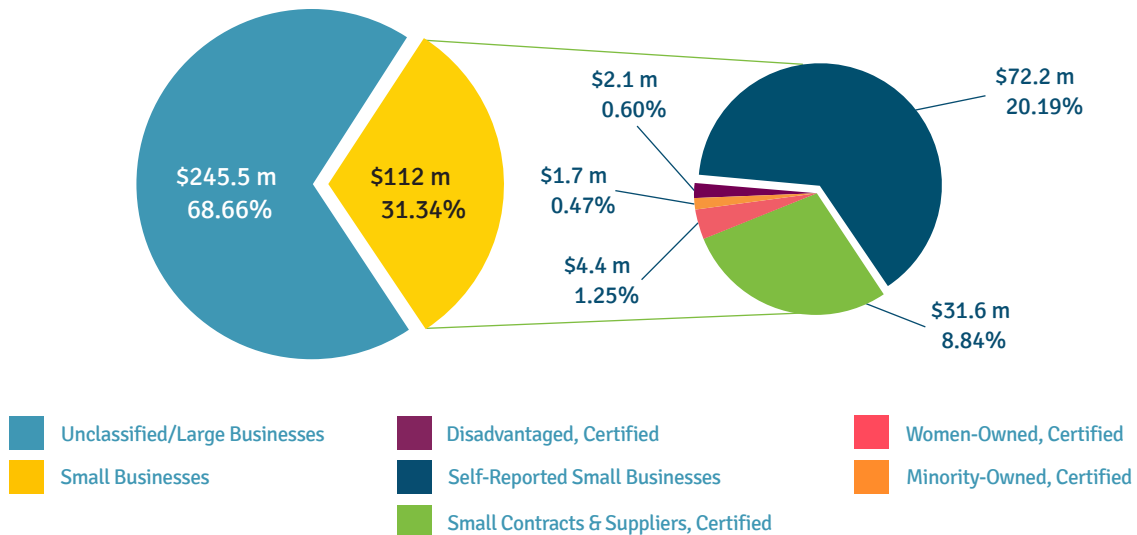
The Small Business Program partners with departments across the port to highlight opportunities for meeting their operational needs by working with small businesses.

We celebrate success:

Increasing our work with small businesses requires committed, creative port staff and small businesses that provide excellent goods and services at competitive rates. We celebrate these leaders throughout the year, both to express our gratitude and to share their inspiring stories.

Results Of the \$357.5 million spent port-wide on contracts in 2014, over \$112 million was with small businesses. This represented more than 31 percent of total value of port contracts last year.

2014 Port of Seattle Contract Spending



Small Contractors and Suppliers Program

The Office of Social Responsibility partners with King County’s Small Contractors and Suppliers program to ensure opportunities for very small businesses (those less than 50 percent of the Federal Small Business Administration size standard). The port strives to include firms certified by this program by setting goals and requirements to work with such businesses in certain construction and consulting contracts, and by providing a five percent pricing advantage for goods and services from certified firms.

Ensuring Opportunity for All

We work with the businesses, community leaders and departments across the port to ensure we include businesses owned by a diverse range of people. Our work includes tracking the port’s performance in key areas, meeting with community and business leaders to understand their concerns and ideas, and using all this data to help the port become a more inclusive place for women-owned, minority-owned and disadvantaged businesses.

Disparity Research

Last year, we proactively completed a disparity study to find out how well we included small businesses, such as minority-owned, women-owned and disadvantaged businesses, in port contracts. This research indicated that we need to do a better job at including these types of firms, and we are using this new information to improve our efforts to include diverse businesses.

Small Business Champions

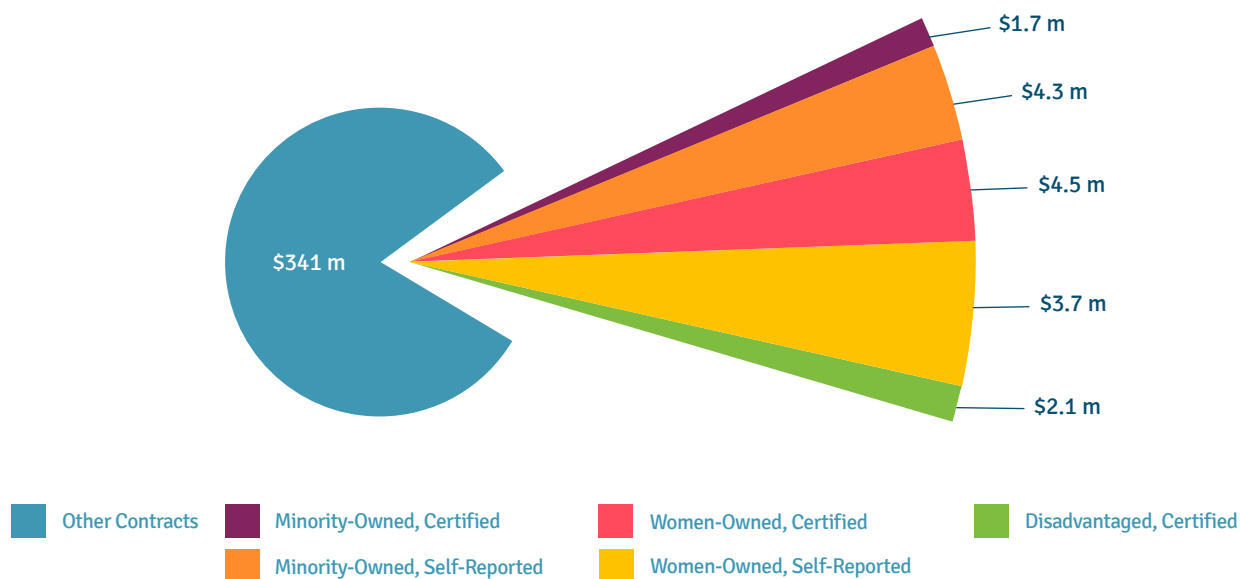
Small Business Champions are small businesses that provide the port with excellent goods and services, and port employees who go the extra mile to create opportunities for small businesses to work with the port.

Last year, the internal Small Business Champion was Michele King, a Sea-Tac Airport concessions manager, who led the effort to introduce kiosks as a new, lower-cost option for local businesses to market their goods at the airport.

Ideal Commercial Uniforms was the 2014 external Small Business Champion.

Results The port spent about \$16.3 million with minority-owned, women-owned and disadvantaged businesses in 2014. This represented a total inclusion rate of about 4.6 percent in 2014, up from 3.2 percent in 2013, including both self-reported and certified firms.

2014 Contracts with Minority-Owned, Women-Owned and Disadvantaged Businesses





Gloria Rosario (holding award) and Rafael Rosario (third from left), owners of Ideal Commercial Uniforms, received the 2014 Small Business Champion award for providing excellent service to the port. The Rosarios are pictured with port officials (left to right) then-CEO Tay Yoshitani; Commissioner John Creighton; Small Business Program Manager Mian Rice; Commissioners Tom Albro, Stephanie Bowman, Bill Bryant and Courtney Gregoire; and Director of the Office of Social Responsibility Luis Navarro.

The Rosarios' Story of Business Excellence

Ideal Commercial Uniforms was named a 2014 Small Business Champion for providing excellent goods and services to the port. Below is a brief Q&A with owner Gloria Rosario:

How would you describe your business?

We are a family business that provides screen printing, embroidery and branded promotional products. Most days, it's just my husband, Rafael, and me, but our children and parents pitch in when things get really busy.

What motivated you to become an entrepreneur?

At first we were motivated by the tough job market. We wanted to create our own opportunities. Now one of our biggest motivations is helping people bring their own businesses to the next level with quality uniforms and other products.

How did you learn about opportunities with the port?

We attended the Regional Contracting Forum, which gave us a chance to explain our services to Delmas

Whittaker, a manager at Sea-Tac. That early conversation eventually led to an opportunity to provide jackets and vests to a team at the airport. When people at the port saw what we could do, it opened new doors for us to grow our business.

What does this award mean to you?

I was at a loss for words, and proud to see the port was happy with our work. Quality is the only way to earn repeat customers, and I hold myself to a very high standard. We provided the port with the high level of quality we aim to give all of our customers.

Fostering Entrepreneurship

Small businesses are a major driver of innovation, prosperity and regional competitiveness. We support them by working with the Small Business Development Center at Highline College to ensure that new and existing small businesses have access to training, capital and potential markets. During 2014, the center assisted 212 small firms, including 16 new starts. As a result, those firms created 32 new local jobs and were able to access more than \$2.3 million in loans to grow their businesses.

Workforce Development

A diverse, skilled workforce and a strong middle class are critical to sustain and grow our economy. The port supports a range of job training and programs to connect people with the skills they need to secure quality jobs, and increase productivity and earnings. At the same time, the port works to connect businesses with the talent they need to compete and thrive.

Job Training with Port Jobs

We work with Port Jobs, a non-profit organization that helps people develop job skills through programs including classes, training and apprenticeships offered at Seattle-Tacoma International Airport. Port Jobs supports the following programs:



Classroom learning is one way workers can boost their professional development.

Airport University

Airport University helps workers expand their career advancement opportunities by offering classes at the airport. There are a number of class topics such as security badge test preparation, customer service and Microsoft Office skills. By partnering with Highline and South Seattle colleges, Airport University allows participants to earn college credit for many of the classes.

Results

- 337 individuals participated in classes
- 222 attended non-college job skills workshops
- 109 successfully completed college-level classes

The Airport Jobs Center

Airport Jobs offers airport-related employers a centralized location to post job openings and find qualified candidates. It is the primary recruiting tool for many employers, and is the main resource for people seeking employment at Sea-Tac. Located in the airport, this facility not only helps job seekers find jobs, but also helps them improve skills such as writing resumes and preparing for interviews.

Results

- Assisted nearly 6,500 individuals
- Helped 1,143 clients get jobs, which equates to almost \$18 million in annual wages for local households

Apprenticeships

Apprenticeships are one of the main routes to a job in the trades, such as electrician or carpenter. The port supports apprenticeships by working with community partners to help aspiring tradespeople enter apprenticeships at the port, and by requiring that a portion of the work on large construction projects be completed by apprentices.

Apprentice Utilization

On most port projects exceeding \$1 million, we require apprentices to perform 15 percent of total labor hours. Additional diversity and inclusion goals call for 15 percent of apprentice hours to be performed by minorities and 10 percent by women.

Results

- Apprentices worked 14.8 percent of hours on contracts over \$1 million
- 201 apprentices worked a cumulative 48,481 hours and earned over \$1.2 million in wages
- Minorities worked 26 percent of the apprentice hours
- Women worked 9.6 percent of apprentice hours

Apprenticeship Opportunities Project

To help increase access to quality jobs in the skilled trades for women and under-represented communities, we support the non-profit ANEW's Apprenticeship Opportunity Project. AOP assists with resume writing and filling out job and apprenticeship applications, teaches interview skills, and connects applicants with employers seeking qualified applicants.

Results

- 333 people enrolled in AOP services
- 150 began registered apprenticeships
- An average starting apprenticeship wage of \$21.11 per hour

Internship & Fellowship Programs

The port supports a range of career awareness and hands-on learning opportunities for students such as Raisbeck Aviation High School, Ballard Maritime Academy, Seattle and Highline colleges, and Washington State STEM Education Foundation. We also offer several types of paid internship and fellowship opportunities.



Veteran Fellows for 2014 Tim Toerber (left), Nicole Cruz and Junius Lofton held port jobs in project management, real estate and maintenance.

In 2014 these opportunities included:

Veterans Fellow Program

Five veterans were fellows in this program during 2014. To date, more than 80 percent of fellows moved into civilian employment at or just after the end of their fellowships.

Student Internship Program

Our Human Resources and Development and Community Partnership departments placed nine high school, 25 college and eight graduate students in internship positions at the port.



National Urban Fellow Kim Walsh (left) and Port of Seattle Veteran Fellow Simran Lamba (right) with Luis Navarro, who leads the Office of Social Responsibility.

National Urban Fellows Program

The Office of Social Responsibility hosted a fellow from this organization, which promotes excellence and diversity in public service, social justice and equity .

Community Focus

Community Giving Campaign

Port employees give back through our Community Giving Campaign. Over the past couple of years, our payroll department led the effort to raise awareness about the program and make giving easier than ever by streamlining the payroll deduction process. Last year, employees raised more than \$111,000 for area nonprofits and provided support to 144 charitable organizations.

Port Volunteers

In 2014, port staff came together to found the Port Association of Volunteer Employees. PAVE serves as a resource helping

employees across the port to identify and participate in local volunteer opportunities throughout the year.

In its first year, PAVE helped 325 people volunteer more than 880 hours of time for causes such as tutoring children, cleaning up the environment, feeding the hungry and combating homelessness.*

*These figures do not include all volunteer projects conducted in 2014, only those included in PAVE's new volunteer opportunity tracking tool.



Alaska Airlines lends reality to practice sessions for children with autism to learn about the air travel experience.

Wings for Autism

Wings for Autism creates “practice flights” to help families with children on the autism spectrum become more comfortable moving through airport security and preparing for a flight. This annual event, hosted at Sea-Tac Airport, is a partnership between the port, Alaska Airlines, U.S. Transportation Security Administration, and The Arc of King County, a non-profit that advocates for people with developmental disabilities. In 2014, 130 families participated.

Impact

“I have been terrified to take my son on an airplane; mainly the terminal and the waiting has been my fear. This event has given us the confidence to give more experiences to my son. I decided that I am actually going to book a flight.”

– Wings for Autism participant



Restaurants at Sea-Tac Airport provide a consistent supply of unsold pre-packaged pastries, sandwiches, salads and other items in a win-win community partnership.

Airport Food Donation

Sea-Tac concessionaires give surplus food to the Des Moines Area Food Bank through the airport's food donation program, which designates space and equipment for participating concessionaires, and coordinates with the food bank to distribute donations. This program supplies wholesome and nutritious meals to local communities and reduces airport food waste and disposal fees.

Results

- **33,000 pounds of surplus food donated to the Des Moines Area Food Bank in 2014 (roughly 507 meals per week)**
- **155,000 pounds of food donated by concessionaires since 2006**

Sound Insulation Program

This port program aims to reduce aircraft noise that people hear in homes and classrooms.

Results

- **10,000 homes insulated since the program began in 1985**
- **96 percent of eligible homes insulated by the end of 2014**
- **Eight schools in the Highline School District and 14 buildings on the Highline College campus received port funding for sound insulation or reconstruction**

Community Events

The port collaborates with organizations around the region to educate the community about Seattle's rich maritime history and the importance of today's working waterfront. These activities include the following community festivals and educational publications:

Fishermen's Fall Festival

We work with dozens of local businesses to host the Fishermen's Fall Festival that celebrates the annual return of the North Pacific fishing fleet to Fishermen's Terminal with family activities, demonstrations and educational opportunities. This event is totally volunteer-powered, and all proceeds support the Seattle Fishermen's Memorial Foundation to assist families of fishers lost at sea. Last year's celebration marked the 100th anniversary of Fishermen's Terminal.



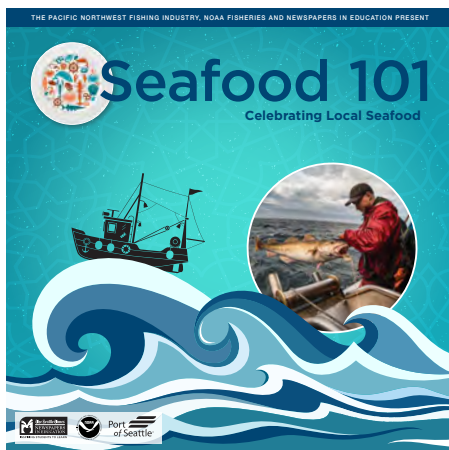
The annual Maritime Festival offers entertainment and education for children, parents and other visitors.

Vigor Seattle Maritime Festival

The port partners with Vigor Industrial, the Seattle Propeller Club and dozens of working waterfront businesses to host the Vigor Seattle Maritime Festival each spring. The festival attracts hundreds of families with events, interactive activities and information about Seattle’s maritime history and modern working waterfront.

Educational publications

Did you know that more than 40 percent of the fish eaten in the United States is caught by boats based in Seattle, or that the average salary in Washington’s maritime industry is \$70,800? The port partners with The Seattle Times to publish educational supplements called Maritime 101 and Seafood 101 to help educate the public about our working waterfront.



Newspaper supplements, such as the one depicted above, are designed to inform the public about the gifts of the sea that our area enjoys.

Cleaner Trucks, Stronger Fleet

Drayage trucks provide a critical service by carrying goods between the port and warehouses throughout the region. Many drivers own one or two trucks, and the port works with a variety of agencies to help these small business owners succeed while upgrading the fleet and reducing its impact on local air quality.

Clean Trucks

By 2018, we will require that all drayage trucks entering our container terminals have model-year 2007 or newer engines or meet 2007 federal emissions standards. The Seaport Truck Scrappage and Replacements for Air in Puget Sound (ScRAPs) program helps truck owners meet this requirement by offering up to \$30,000 to scrap old trucks and replace them with newer ones. The program is funded by the Washington State Department of Transportation and Department of Ecology, the U.S. Department of Transportation and Environmental Protection Agency, and the port.

Results

The first phase of the program, between 2008 and 2011, helped replace more than 280 trucks. The second phase, launched in May 2014, helped replaced more than 100 trucks as of March 2015.

Building Strong Businesses

We partner with Seattle’s African Chamber of Commerce to host business workshops for truck owner-operators. Workshops cover the basics of owning a business, such as creating a business plan and sound financial practices, and trucking-specific topics such as vehicle maintenance management.



The port partners with Washington State Patrol and others to help drayage truck owners and drivers build business, safety and other skills.

Published by the Office of Social Responsibility

The Office of Social Responsibility supports the Port of Seattle's job creation and economic development efforts in the communities we serve. Our programs help ensure that port activities are conducted within a framework of equity, inclusion and equal access to economic opportunity. We work closely with departments throughout the port to implement socially responsible programs.

Contact Us

206.787.5775

OSR@portseattle.org

We want to hear from you!



Our team from left to right: National Urban Fellow Kim Walsh; Analysts Simran Lamba and Tina Boyd; Director Luis Navarro; Workforce Development Program Manager Marie Kurose; Administrative Assistant Charlene Jones and Small Business Program & Policy Manager Mian Rice

Visit http://bit.ly/social_responsibility

Port of Seattle Commissioners

Tom Albro
Stephanie Bowman
Bill Bryant
John Creighton
Courtney Gregoire

Chief Executive Officer

Ted J. Fick

The Port of Seattle operates under the State of Washington's Public Disclosure Act.
To obtain public records, visit <http://bit.ly/pr-requests> or call 206.787.4141.

Photography, Don Wilson



Where a sustainable world is headed.™

Port of Seattle, P.O. Box 1209
Seattle, WA 98111
U.S.A.
206.787.3000
www.portseattle.org

