



CASE STUDY

Port of Seattle's North Bay project

A municipal corporation created by King County voters in 1911, the Port of Seattle operates three divisions: Airport, Seaport and Economic Development – all under its mission statement to Create Economic Vitality Here.

SITUATION

- The Port of Seattle had a rare opportunity to transform 57-acres of under utilized real estate nestled between the Magnolia and Queen Anne communities into a valuable asset for the city and the community. The controversial project did not have support from labor, the maritime/industrial community or the city, including the Mayor's office.

SOLUTION

- The Fearey Group helped launch an aggressive, 24-month public affairs, community relations, media relations and public participation campaign to lead the Port of Seattle's North Bay project from "dirt to development."
- The agencies' combined breadth of knowledge enabled the Port to move beyond simply holding big public meetings and sending group mailings to initiate a hands-on, strategic approach to public outreach.
- This approach has allowed the Port to touch the many transportation agencies, community groups, city officials and stakeholders requiring constant communication throughout development of North Bay to develop advocates for the project.

RESULTS

- In just over 18 months into the planning process for this complex project, The Fearey Group has aggressively engaged various key audiences on behalf of the Port, thereby gaining initial allies, input and information that will guide the North Bay project.
- Strategies have included: conducting initial focus group research; developing messaging; leading one-on-one site tours for business and neighborhood leaders, gaining business and civic advocates for North Bay, creating marketing and communication tools, staging small and large scale informational events and working closely with the City and elected officials.