



COMMISSION
AGENDA MEMORANDUM
BRIEFING ITEM

Item No.	<u>11b</u>
Date of Meeting	<u>February 10, 2026</u>

DATE: January 30, 2026

TO: Stephen P. Metruck, Executive Director

FROM: Pearse Edwards, Sr. Director, External Relations
Nate Caminos, Director, Government Relations
Sally del Fierro, Director, Community Engagement
Katherine Fountain, Sr. Media Officer
Clare Gallagher, Director, Capital Project Delivery

SUBJECT: 2026 External Relations Workplan

EXECUTIVE SUMMARY

In 2026, the External Relations department will drive strategic engagement, communications, and advocacy to position the Port as a leader in sustainability, innovation, and community partnership. Our 2026 workplan focuses on supporting Port initiatives and business lines, local, state, tribal, and federal government relations, communications and marketing, environmental sustainability, and community engagement opportunities.

The department's work will help position the Port as an essential economic driver for the region and a hub for a zero-emission economy, and shared success through strategic engagement, communications, and partnerships.

Targeted outcomes

- Increased public trust and awareness;
- Broader understanding and support of Port initiatives through strategic community and stakeholder engagement;
- Heightened policy influence and advocacy impact;
- Enhanced community and government-to-government relationships and equity outcomes; and,
- Positioned as a sustainability and innovation leader.

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2026 EXTERNAL RELATIONS WORKPLAN

Key Focus Areas

Strategic Initiatives

- Upgrade SEA Airport and SAMP SEPA outreach and engagement.
- Maritime Innovation Center, T91 Berths and Uplands.
- Aviation and Cruise operations support.
- Port-City MIC Agreement.
- Shipbuilding advocacy and convening.
- Shape and execute negotiation strategy for Interlocal Agreement with City of SeaTac.
- Advance environmental and sustainability goals: Green Corridor, Shorepower, Alternative Fuels.
- FIFA World Cup.

Government Relations

- Federal: Secure grants, shipbuilding advocacy, SAF & maritime fuel tax credits, TSA/CBP staffing.
- State: Aviation, environmental justice, SAF & maritime fuels decarbonization, transportation.
- Local: Industrial lands MOA, Comp Plan, ST3, Tribal MOAs activation, Centennial Park re-opening.

Communications & Marketing

- Build public trust and awareness of the Port, SEA brand, cruise, and the maritime-industrial sector.
- Support major events: FIFA World Cup, America 250, Sustainable Fuels Summit, shipbuilding.
- Implement language access and plain language policies.
- Continue strong content creation and storytelling.

Community Engagement

- Countywide engagement: State of the Port, Port U, festivals, partnerships.
- Aviation: StART Roundtable, noise studies, career programs.
- Maritime: Cruise engagement, industrial base, One Ocean Week.
- Duwamish Valley: Community Benefits Commitment, PCAT, Community Hub.
- Eastside engagement: Sponsorships, Leadership Eastside Adaptive Project.

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International Engagement

- Focus on subnational diplomacy and clean energy partnerships.
- Maintain sister port relationships (Busan, Kobe, Rotterdam, Singapore).
- Key 2026 events: World Ocean Summit, FIFA World Cup, IAPH Conference, UN Climate COP 31.

ATTACHMENTS TO THIS PRESENTATION -

- (1) 2026 Port Activities Calendar (Placemat)
- (2) Presentation slides

PREVIOUS COMMISSION ACTIONS OR BRIEFINGS

Briefing provided annually.