

Port of Vancouver USA

Board of Commissioners Meeting

JUNE 28, 2022



Open Forum

To provide virtual oral comment during the board meeting, you must register no later than 12:00 p.m. Monday, June 27, 2022, by emailing povcommissioners@portvanusa.com



Action Items



Action Item E-1

Approve Contracts with P2S Inc., Art Anderson Associates and RH2 Engineering, Inc. for On-Call Electrical Engineering Services



Action Item E-2

Approve Contract for Bid 22-26: Steel Pipe Piling
Materials Pre-Purchase



Action Item E-3

Approve Public Works Contract Bid 22-24:
Terminal 4 Bank Stabilization Project





T4 Bank Stabilization Project



1,504.7 0 752.33 1,504.7 Feet

WGS_1984_Web_Mercator_Auxiliary_Sphere
Clark County, WA. GIS - <http://gis.clark.wa.gov>

This map was generated by Clark County's "MapsOnline" website. Clark County does not warrant the accuracy, reliability or timeliness of any information on this map, and shall not be held liable for losses caused by using this information.



Legend

- Buildings and Structures
- Building Footprints
- Taxlots

Notes:



Unfinished Business



New Business



CEO Report



CEO Report H-1

Action taken under Resolution 2-2020: Declaration of
Local Emergency and Delegation of Authority of
Emergency Powers



CEO Report



Commissioners Reports



Upcoming Events

Next Commission Meeting

- Regular Commission Meeting – Tuesday, July 12, 8:30 a.m.

Community Events

- Picnic in the Park – Sunday, July 3 starting at 11 a.m., Fort Vancouver Historic Site, free event featuring bands, kids' entertainers, vendors, lawn games, beer and cider garden, BBQ and more.
- Vancouver Waterfront Park Concert – Friday, July 8, 6-8 p.m., free, grassy park at the waterfront. Port is a sponsor of this new series. Runs Fridays through Aug. 12.
- Neighborhood Associations of Clark County – Monday, July 11, 7 p.m. via Zoom.



Communicating with the Commission

- Share your thoughts during Open Forum, the public comment period for all regularly scheduled commission meetings.
- Email the commissioners at povcommissioners@portvanusa.com
- Speak to the commissioners by calling the port office at 360-693-3611 for specific contact information.
- Mail your comments to:
POV Board of Commissioners
3103 NW Lower River Road, Vancouver, WA 98660
- For more information, visit the port's website: www.portvanusa.com



Port of Vancouver USA

3103 NW Lower River Road

Vancouver, WA 98660

info@portvanusa.com

360-693-3611



Workshop

EXTERNAL AFFAIRS COMMUNITY OUTREACH
PROGRAM



Port of Vancouver USA

Community Outreach Update

JUNE 28, 2022



RYAN HART, CHIEF EXTERNAL AFFAIRS OFFICER

External Affairs Team

- Ryan Hart, Chief External Affairs Officer
- Therese Lang, Director of Communications
- Katie Odem, Marketing Communications Manager
- Julie Rawls, Community Relations Manager
- Sadie Prodanovich, Social Media and Communications Specialist



Port Tours

- Prior to COVID-19, we did ten public tours a year plus additional group tours
- No tours in 2020 and 2021
- Eight tours in 2022 (all full) from June-Sept. (360 people)
- Additional tours scheduled for groups like iUrban Teen, Friends of BNSF, ESD 112, Clark College, elected officials



Sponsorships

WE PARTNER WITH ORGANIZATIONS THAT SHARE OUR MISSION

- Allows us to reach out to more people than we could on our own
- Allows leadership and staff visibility in the community
- Strengthens relationships with partner organizations



*Booville with
Vancouver Parks
Foundation*



Greater Vancouver Chamber event



Events

- Celebrate port successes
- Generate positive news coverage
- Support community partners
- Share our industry with others



Port lecture series



Vancouver Landing Opening

*National Night
Out booth*



Community Fund

- Launched in 2020 for \$5,000: assisted Clark College, Vancouver Public Schools and Partners in Careers
- Second round of funding in 2022 for \$5,000: assisting Columbia Play Project (water quality kits), Vancouver Farmers Market (minority vendor program), Clark College International Day



Students with Partners in Careers and iTech Prep Academy build a Grattix stormwater treatment box with port community fund dollars.



Public Outreach and Involvement

- Outreach for Climate Action Plan and Swan/Cadet clean-up produced in English and Spanish to Fruit Valley residents
 - postcards, survey and website
 - Swan/Cadet outreach was test case in environmental justice outreach for Washington State Dept. of Ecology
- Attend approximately six neighborhood meetings each month – report out on port news
- Extensive outreach done for tax increment area both in-person and through social media resulting in support from other taxing jurisdictions
- Labor Roundtable Report
- Staff belong to myriad local boards and organizations
- Board meetings and workshops on CVTV
- Effective public participation improves decision-making by bringing all perspectives to the table



Climate Action Plan postcard in English and Spanish



Publications and Broadcasting

- Community Report issued twice a year to more than 90,000 residents
- Newsletters: Solstice, Point of View, Tenant Bulletin
- Paid advertising in trade and local publications (Journal of Commerce, Heavy Lift, Finished Vehicle Logistics, Vancouver Biz Journal e-news)
- Comcast Cable media buy (rotation of six commercials)
- TVW Public Affairs TV in Olympia (One commercial with website promotion)



Spring 2022 Community Report newsletter delivered to residents in May



Social Media

- Facebook – 5,596 followers
- Twitter – 3,716 followers
- LinkedIn – 4,354 followers
- Instagram – 1,329

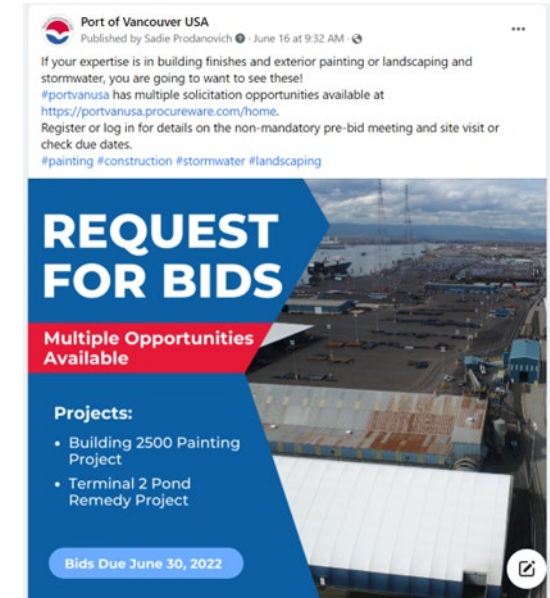
Below: UGC award shared on LinkedIn



Above: staff-delivered content on LinkedIn



Left: COVID vaccine clinics announced on Twitter & Instagram



Above: Bid opportunity on Facebook



Media Coverage

- Maintain good relations with print and broadcast media
- News coverage helps share port news and milestones
- Podcasts and video help position staff as industry experts
- Red Lion sign demo: coverage in print, radio, TV
 - generated 14 stories, 225,600 audience, publicity value of \$13,400
- Vancouver Landing Opening: coverage in print, radio, TV
 - generated 40 stories, 2.1M audience, publicity value of \$80,350

Front page coverage of Vancouver Landing opening



Left: Alex Strogon interviewed twice on FreightWaves "What the Truck" podcast

What's Coming Up...

- Waterfront concerts - **NEW**
- Fruit Valley movie night – **NEW**
- Hispanic Heritage Dinner - **NEW**
- Waterfront appreciation - August
- National Night Out - August
- Greater Vancouver Chamber annual business and leadership awards - September
- Columbia Springs auction and dinner - October
- Possible 2023 Vancouver Landing event celebrating the waterfront, working river and trade



Thank You!

