

An aerial photograph of a port facility, likely the Port of Vancouver. The image shows a large parking lot filled with white cars, several industrial buildings, and a large ship docked at a pier. In the background, there are more industrial structures, a bridge, and a body of water. The text "STRATEGIC PLANNING COMMISSION MEETING" is overlaid in large white letters.

STRATEGIC PLANNING COMMISSION MEETING

August 14, 2018

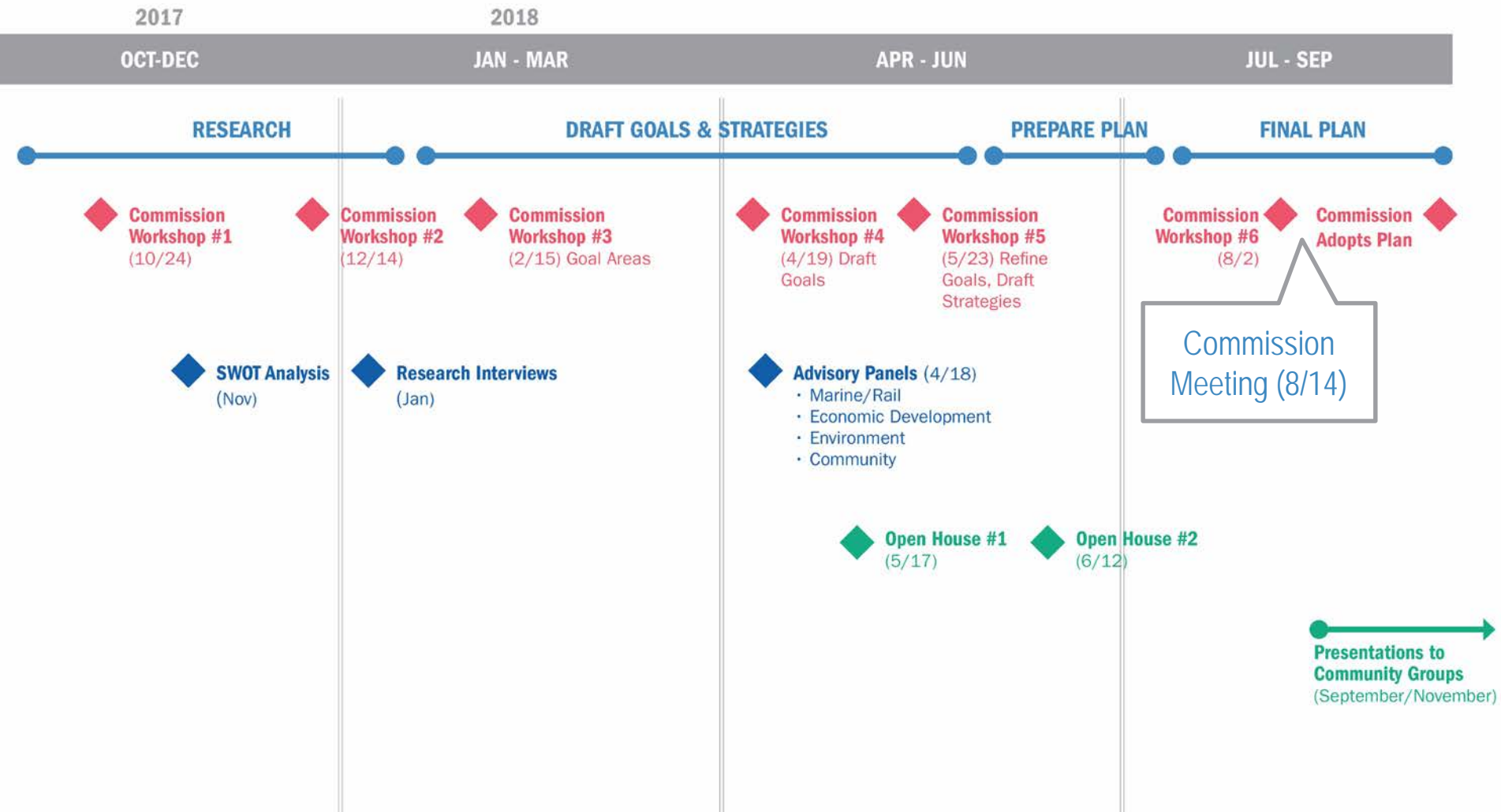
Today's Meeting

- Brief Review of Planning Process
- Review Draft Strategic Plan
- Discuss Vision Statement
- Next Steps



Status of Planning Process

Planning Process





Review Draft Strategic Plan

Plan Document Outline

- Introduction
- Overview of the Port
- History of the Port
- Mission
- Vision
- Values
- Goals and Strategies

Goal Areas

- Community
- Economic Development
- Environment
- Financial
- Marine and Industrial Business
- Organizational

VALUES

Corporate Values

At the Port of Vancouver USA, we have values that are important to us, which we reflect in our planning, our actions and our treatment of others. These values are:

- **Integrity:** Integrity is a character trait. It is the willingness to do what is right even when no one is looking. It includes certain moral traits such as courage (doing what is right even at a personal cost).
- **Honesty:** Dealing truthfully with one another, our customers and the community.
- **Responsibility:** Recognizing our duties and accomplishing them well.
- **Accountability:** We do not shift blame to others or take credit for the work of others. In short, it means doing the right thing even when it hurts.
- **Professionalism:** We know our job and go about doing it efficiently and well. Our goals go beyond merely doing the job for the moment, we continuously look for ways to improve and innovate. We encourage the ability to think and act creatively and not respond by saying, "We've always done it this way." As professionals, we understand the need for communication and teamwork, respect for our teammates, and taking responsibility for following through on our commitments. A professional adds value to everything in which he or she is involved.
- **Respect:** We show consideration and value for others, exercising courtesy not only with our customers, tenants, and the community, but also among ourselves. Respect is mutual. While supervisors respect the value of each person under their supervision, each person also should respect the responsibility the supervisor has to support the goals that the organization must accomplish to fulfill its mission and vision.
- **Partnership:** We work with others, and we seek to work with them well. This includes our customers, our tenants, the seafarers, our community, our labor force, and those who work within the same organization. Through partnerships and teamwork, the whole is greater than the sum of the parts. As a team, we communicate with each other and work together towards our common mission, vision and goals while supporting our community's quality of life.
- **Achievement:** This is the bottom line we strive to attain. It is vitally important that we achieve the corporate goals that we set, and while doing so, we serve the taxpayers of our port district, our community, our region and our nation.



GOALS AND STRATEGIES

COMMUNITY GOALS

Goal 1. Strengthen community outreach and communication.

[Strategy 1.a.](#) Increase opportunities to engage the community in mutual discussions and provide education about port activities, including port tours and the lecture series.

[Strategy 1.b.](#) Use a variety of mediums, including social media, to reach a wide and diverse audience about port programs and activities.

[Strategy 1.c.](#) More clearly communicate the review process for new commodities and tenants to evaluate economic, financial, environmental, community, and other impacts.

INTENT

To support transparency and maintain strong mutual communications with neighborhoods and the community.

Goal 2. Build partnerships to advance and communicate shared goals.

[Strategy 2.a.](#) Create program by which port commissioners, leaders and staff discuss opportunities, port goals, and progress with partners, including port tenants, labor organizations, municipalities, tribes, non-profit organizations, neighboring ports, educators, and the business community.

[Strategy 2.b.](#) Develop a program in which port employees proactively participate in environmental stewardship programs, business development activities, education and work force development, and other volunteer activities.

[Strategy 2.c.](#) Pursue opportunities to share port knowledge and resources with community partners to advance shared goals.

INTENT

To embrace common community goals and leverage the effectiveness of partnerships.

Goal 3. Build partnerships to advance and communicate shared goals.

[Strategy 3.a.](#) Build a public marketplace on the Columbia River.

[Strategy 3.b.](#) Create a financially independent business model at Terminal 1 by securing long-term partnerships to support the operating and capital costs.

[Strategy 3.c.](#) Support public enjoyment and tourism through activities such as river cruises and events at Terminal 1.

[Strategy 3.d.](#) Explore partnerships in arts, culture, and history interpretation.

INTENT

To create an iconic destination that honors the port's birthplace, serves as a gateway to the state, creates access to the Columbia River, and promotes tourism and economic development.



Discuss Vision Statement

Vision Statement

The **Vision Statement** describes what the **community** will look like in the future when the Port is successful.

Current Vision Statement

A premier port that is globally recognized and well capitalized, with state-of-the-industry facilities, infrastructure and service providing accountable economic benefit.

Proposed Vision Statement #1

Our vision is of a port community connected to a world of commerce, opportunity and prosperity. We envision a vibrant economy, a healthy environment, and a high quality of life. We envision a Columbia River that supports trade and jobs alongside fish and wildlife. A waterfront that is a workplace, a gathering place, and a community space. We envision an economy where people have broad access to jobs and innovative enterprises. We envision a welcoming port that is rich in history, character, and connections.

Proposed Vision Statement #2

The port pursues a vision of shared prosperity, where the port's connections to the global economy support jobs and spur innovation, where we work together to protect our environment and foster the unique character that makes this home.

Proposed Vision Statement #3

Our vision is a Vancouver where there is broad access to jobs and innovative enterprises, to a healthy environment, and to the character that makes Vancouver home.

Proposed Vision Statement #4

Along the way, we're helping transform Vancouver USA into a dynamic community that opens doors, puts people to work, helps them prosper, and becomes a place we're all proud to call home.

Port of Vancouver USA: We connect with the world to bring opportunity home.

Proposed Vision Statements

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An aerial photograph of a port facility, likely the Port of Vancouver USA. The image shows a large body of water with a ship docked at a pier and a barge nearby. Extensive parking lots filled with cars are visible, along with various industrial buildings and infrastructure. A bridge spans the water in the background.

Next Steps

Opportunities for Community Feedback

August 14 - Commission Meeting (Today!)

August 28 - Commission Meeting

September 11 - Commission Meeting

Email: communityfeedback@portvanusa.com

Email: povcommissioners@portvanusa.com

Next Steps

August 14 – September 6

- Collect Community Feedback
- Finalize Plan

Commission Meeting – September 11

- Plan Adoption



THANK YOU!