

Port of Vancouver Strategic Plan Update

FINAL COMMENT SUMMARY

- **Final Comment Period:** Tuesday, August 14 – Thursday, September 6, 2018
- **Draft Plan Document for Review:** www.portvanusa.com/assets/StrategicPlan-DraftComprehensivePlan.pdf
- **Comment Options:**
 - Email - communityfeedback@portvanusa.com
 - Mail – Port of Vancouver USA Administrative Office, 3103 NW Lower River Road, Vancouver, WA 98660
 - In Person – The Port provided comment cards available at the Administrative Office, 3103 NW Lower River Road, Vancouver, WA 98660
- **Comments Received:** 3

Background

The Port of Vancouver USA is in the process of updating its strategic plan. The last comprehensive update to this plan was more than 10 years ago. Much has changed since then, including population growth in Clark County; the completion of key initiatives; marine and industrial business growth; identification of new projects; and changes in staff and elected leadership.

The Port is engaging Commissioners, staff, tenants, citizens, and other partners to develop a plan that reflects the values of our community; considers the needs of thousands of people who make their living through the Port; emphasizes an ever-changing economic climate and local and international market opportunities; and observes the highest levels of environmental stewardship.

Ultimately, the plan will provide a broad vision for the current and future direction of the Port and clear guidelines for annual budget development. The plan will also include annual goals, objectives strategies and metrics for charting and reporting on progress.

Summary

On August 14, 2018, the Port of Vancouver held its regular Commission meeting and part of the agenda included the roll out of the draft Strategic Plan.

Following the Commission meeting, Port and project staff placed the draft Strategic Plan on their [website](#) and widely distributed notification that the draft Strategic Plan was ready for review.

Notification included:

- News release to media outlets
- Social media posts with direct link to draft plan on Twitter, Facebook and LinkedIn
- Email announcement to stakeholders, including the original interviewees, Advisory Panel participants, and open house attendees

The Port and project staff requested that the public review the draft Plan and provide comment on any variety of elements or sections of the Plan.

Port of Vancouver

Strategic Plan Update

Following the close of the comment period on September 6, 2018, the Port and project staff reviewed all comments received and adjusted the Plan content. The Plan will also get formatted into the final Plan layout. The Commission will review and consider the final Strategic Plan for adoption at their regular Commission meeting scheduled for September 11, 2018.

Key Themes

The comments echoed similar key themes which can be summarized as follows:

- Triple bottom line approach—3 comments supported the Port taking an overall approach to balancing economic, environmental, and social objectives. The comments encouraged the Port to more strongly emphasize environmental and social objectives.
- Community engagement—2 comments referred to community involvement in the Strategic Planning process and overall in Port operations. 3 comments expressed appreciation for the level of outreach in the Strategic Planning process. 2 encouraged the Port to increase the breadth and depth of community involvement and communication efforts.
- Fossil Fuels—3 comments encouraged the Port to more clearly state a position on shipment and use of fossil fuels in the Strategic Plan.
- Climate Action Plan—3 comments stated support for inclusion of a Climate Action Plan as a strategy in the plan.