



STRATEGIC PLANNING WORKSHOP #6

August 2, 2018

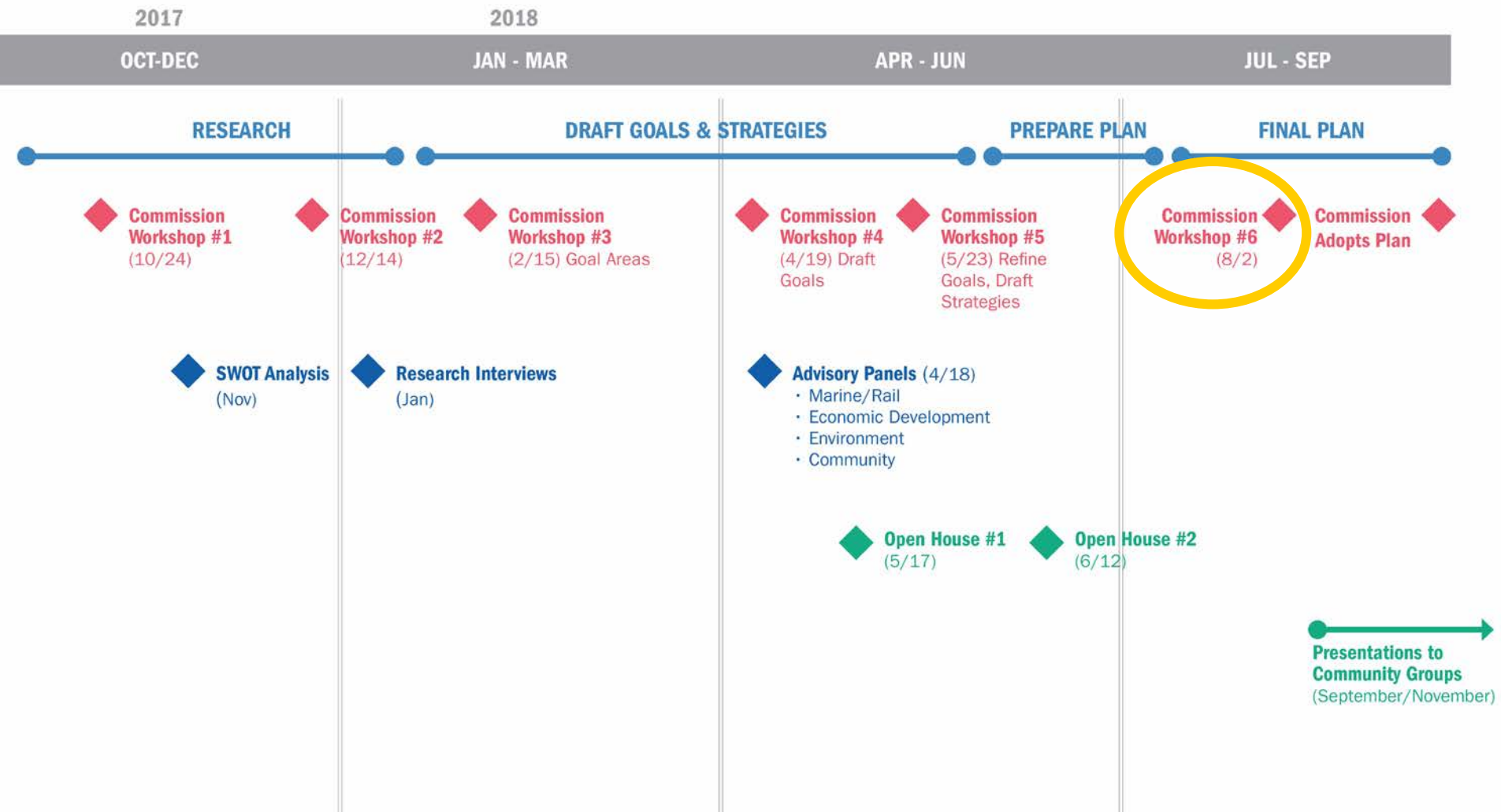
Today's Workshop

- Status of Planning Process
- Debrief on What We Heard at Open House
- Review Goals and Strategies
- Discuss Mission and Vision
- Review Values
- Next Steps



Status of Planning Process

Planning Process





Open House Feedback

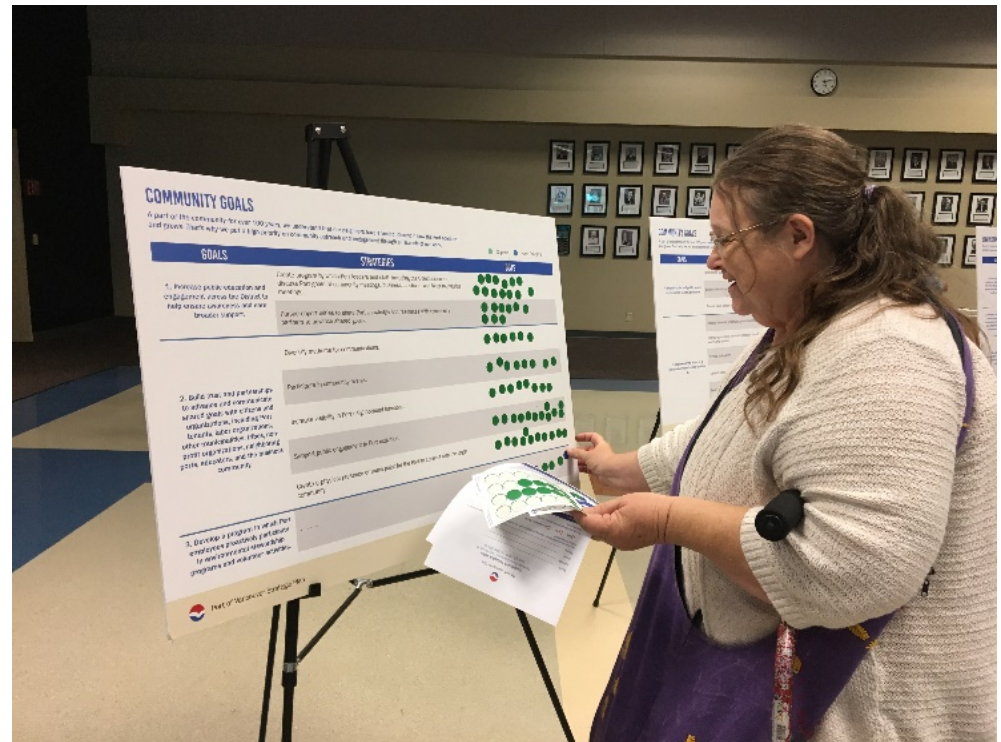
Community Open House #2

Gaiser Student Center, Clark College

June 12, 2018

4:30-6:30 p.m.

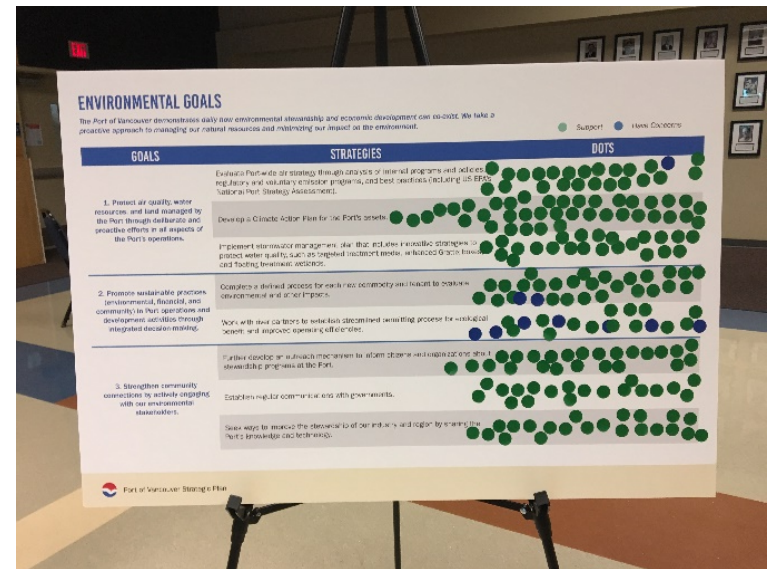
- 50 attendees
- 25 comment forms submitted
- 1,057 dots placed
 - 959 green
 - 98 blue



Community Open House #2

Key Themes – Support

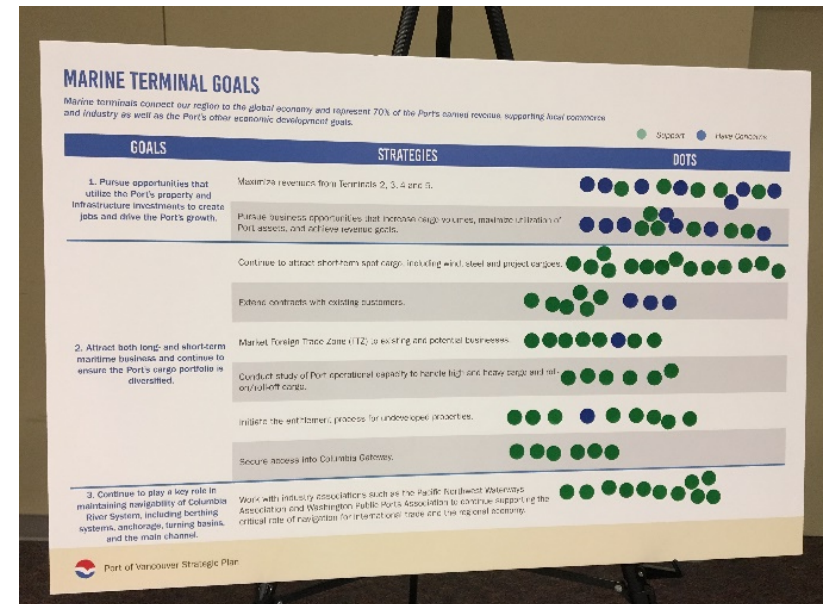
- Increased public outreach
- Environmental stewardship
- Financial soundness of tenants
- Job creation
- Diversification of investments
- Fully lease Centennial and identify target growth industries



Community Open House #2

Key Themes – Concerns

- Clarity and plain speak text in all of the goals and strategies
- Concern that efforts to maximize revenues may come at cost to environment and community
- Ensure that revenue sources are environmentally responsible
- Traffic and pollution from freight



Community Engagement

Outreach Activities

- Stakeholder Interviews
- Advisory Panels
- Open House #1
- Open House #2
- Project Website
- Press Releases

Key Themes

- Communication & Transparency
- Economic Engine
- Environmental Stewardship
- Quality of Life

Triple Bottom Line Approach



Review Goals & Strategies

Goal Areas

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



Discussion of Mission and Vision

Mission and Vision

Mission describes **why** the Port exists, its unique role in the community it serves.

Vision describes what the **future** will look like when the Port is successful.

Current Mission Statement

To provide **economic benefit** to our community through **leadership, stewardship** and **partnership** in **marine, industrial** and **waterfront development**.

Illustrative Vision Statement

Washington State University Vancouver will be a positive force in bettering the lives of the people of Southwest Washington and beyond by contributing outstanding research; expanding access to the highest quality university education where student success is central; and engaging with community partners to address the needs of our changing world.

Illustrative Vision Statement

Port of Seattle

Our Vision: Over the next 25 years we will add 100,000 jobs through economic growth led by the Port of Seattle, for a total of 300,000 port-related jobs in the region, while reducing our environmental footprint.

Our Commitment: The Port of Seattle creates economic opportunity for all, stewards our environment responsibly, partners with surrounding communities, promotes social responsibility, conducts ourselves transparently, and holds ourselves accountable. We will leave succeeding generations a stronger Port.

Illustrative Vision Statement

Rochester will be the best mid-sized city in the U.S. in which to live, raise a family, visit and grow a business. Our city will be renowned for its safe neighborhoods, vibrant economy, educational excellence and customer service.

Our Vision Statement

Enter key phrases & words.



Review Values

Next Steps

Plan Document Outline

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

Opportunities for Community Feedback

August 14 - Commission Meeting

August 28 - Commission Meeting

September 11 - Commission Meeting

Email: communityfeedback@portvanusa.com

Email: povcommissioners@portvanusa.com

Next Steps

Comprehensive Draft Plan – August 14

- Commission Meeting

Final Plan – September 11

- Commission Meeting



THANK YOU!