

Ed, Jenifer, and I have the easiest job of the day
Point out the issues, let other sessions figure out the solutions
Ed's proactive/reactive framework reminds us to reach out to our stakeholders before
there's a problem.

5 best communications directors. "Know what the reporter is going to ask you before
he calls."
Twitter, read their articles.

That's why I sent the survey yesterday.
Excellent 5% | Very good 42% | Neutral 26% | Needs Improvement 26% | Terrible 0%



Although there’s a saying that if you’ve seen one port you’ve seen one port, concerns about stakeholders resonate with almost all of us.

Stakeholders range from being open and hungry for information to downright obstructionist on a specific project or program.

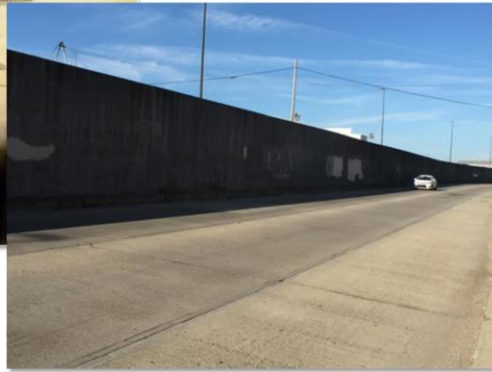
There are a lot of different types of shareholders, too. They can vary in importance depending on the role they play in a particular project.

Communications, government relations, marketing and public affairs play an increasingly important role at ports today.

A Major Challenge



THEN



NOW



Many urban ports used to be active and accessible, part of the fabric of the city.

Everyone knew someone who worked at the port. General appreciation for maritime's contributions to the economy. We had advocates – we didn't have to recruit them

By and large, people don't feel connected with their ports

- 9/11 security concerns and issues
- Containerization – fewer people know dock workers
- Add that to

- Gentrification of neighborhoods near ports
- Environmental concerns and impacts
- Stakeholder growing demand to actively participate in policy and operational decisions

We find ourselves in reactive mode – explaining, educating, justifying. We have to talk about what a TEU is before we can talk about why a lot of them is a good thing.

Port's Mission: Maximize Commerce



And yet, look how closely integrated we are with the city and region.

Our mission – growing commerce – is different from City commitment to day-to-day quality of life issues like parks, police, and filling in potholes. More and more ports feel the pinch of the public wanting greater access to the waterfront.

We benefit when people understand what we do.

Tara's newfound appreciation for train horns and truck traffic.

But Tara is a fully engaged commissioner who loves facts and reasoning through issues.



We need to be where our stakeholders are. If there's a thread of connection, there's a chance to build more.

Stakeholders are smart and they want in on the conversation.

Saw successful outreach in San Diego.

Trusted relationships built over years began with acrimony and suspicion over property in South San Diego Bay when the Port and City of Chula Vista saw the potential of developing 535 acres into a world-class destination. The final project was infinitely better because the Port and City worked together to resolve the concerns of environmentalists, business people, an energy company, and community groups with different expectations.

Everybody just kept showing up at the table. First because they didn't want decisions made without them, then because they became a team.

It's easy to mistrust a Port. Over the long term, it is hard to resist the human being that shows up interested in your issues and willing to talk.

Poland Avenue Wharf Repair and USACE Lock Replacement Project

Unrelated



It's not easy. Bywater neighborhood. Poland is an active wharf for overflow breakbulk and port of call cruises. Long considered ideal spot for a homeport cruise terminal. Currently have capacity at our other two terminals and we won't "build it so they'll come."

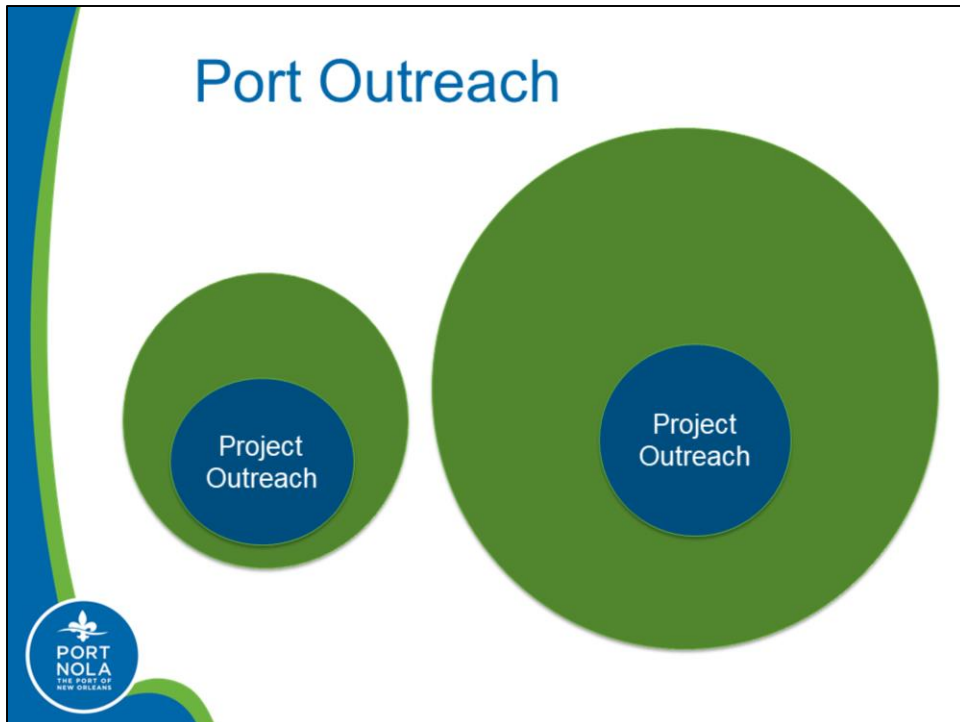
Poland wharf is adjacent to an industrial canal with a lock that was slotted for replacement in the '50s. It is in front of three large buildings leased by the city to a developer who has promised the neighborhood he will not give us the parking we need for a cruise terminal project to pencil.

Planned bank stabilization and wharf repair project is being fought by the neighborhood – Corps permit is still pending. We applied in November.

Sophisticated, organized, activists with keen knowledge of regulations relating to historic preservation and environmental issues
Gentrifying neighborhood (property values up 56% over last 5 years, 3 adjoining neighborhoods have lost value)

- How do we engage with a group that has declared themselves litigious?
- How do we find the reasonable people in the neighborhood?
- How do we engage other potential supporters if we were to want to proceed with a cruise terminal?
- How do we separate the projects in people's minds?

We at a bit of a standstill and will be until the Corps decides about whether they will issue us a permit.



Port NOLA has proactively engaged in outreach for about 3 years now, though we are really ratcheting up

Mandate to come from behind the wall.

More boat and terminal tours

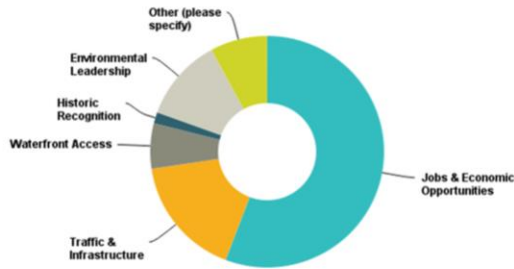
More speaking engagements

Specific project outreach – we’re asking for something

Overall engagement – inviting connections that build trust

We’re using everything in our arsenal to connect with our stakeholders.

Master Plan Outreach



DOCK TALKS — LEARN ABOUT YOUR PORT

Join us at one of these upcoming Dock Talks for ...

- Port NOLA 101
- Green House 101
- Boat Survey

April 16, 2017
10 a.m. - 12:30 p.m. Port NOLA 101
100 Canal St., New Orleans, LA 70130

April 17, 2017
10 a.m. - 12:30 p.m. Green House 101
100 Canal St., New Orleans, LA 70130

April 18, 2017
10 a.m. - 12:30 p.m. Boat Survey
100 Canal St., New Orleans, LA 70130

What you can expect to see:
• A chance to ask questions and get answers
• A chance to see the port's operations up close
• A chance to see the port's facilities and equipment
• A chance to see the port's staff and employees
• A chance to see the port's impact on the community

What you can expect to hear:
• A chance to hear about the port's mission and vision
• A chance to hear about the port's future plans
• A chance to hear about the port's impact on the community

Get engaged and tell us what you think!
We want to hear from you! Please contact us at info@portnola.com

PORT NOLA MISSION
To provide a safe, secure, and efficient port for the people of Louisiana and the Gulf of Mexico. We are committed to the economic development and growth of the region through the port's operations and services.



And look for opportunities to educate.
 Carefully considered how we would engage. No overpromise.
 Multiple touchpoints. Online survey, 4 open houses to the public, focus groups,
 questionnaires, telephone interviews with tenants and customers.
 Thoughtfully marketed with collateral.
 Educational opportunity
 Reinforced our mission

Maritime Day Live News Broadcast

- 2 hour show featured 6 Port segments
- An average of 18,000 households tuned in during the 2-hour broadcast. **The audience grew, proving that people were engaged and interested.**

Through May 31:

151 TV spots
250,000 banner ad impressions
Website pushdown ads
Production of the :30 spot
2 posts on the NOLA100 newsletter
Blog and social media posts



Your Most Effective Tactics

- Brown bags with commissioners and stakeholders.
 - Attend community/civic group meetings regularly.
 - Speaking engagements with targeted audiences.
 - Socialize with stakeholders lunch or dinner.
 - Attend/sponsor local civic organization events.
 - Website, direct emails, newsletters, Facebook.
 - Boat tours for the public and various groups.
- Alumni Commissioners Group, in person and briefs.



We're going to implement some

The commercial portion of our show



THANK YOU!

Let's Connect
#yourportyournola



Find us on Facebook
[/NewOrleansPort](#)



Find us on Twitter
[@PortNola](#) [#PortNola](#)



Find us on LinkedIn
[@PortNola](#) [#PortNola](#)



Watch us on YouTube
[PortofNola](#)



www.portno.com



Port NOLA

Meaningful proactive engagement related to our mission is helping build broad support and knowledgeable advocates:

- Vender complaints prompted complete revamping of Procurement department.
- Threat that part of our jurisdiction would be coopted by an adjoining port prompted the Jefferson Parrish President's Port of New Orleans Task Force.



Community Activists

Some can effectively delay or cancel important Port projects.

- Well informed about regulations, environmental issues.
- Sophisticated advocacy.
- Want to directly influence decisions.
- Undervalue the Port's economic role in the region.
- Dismissive of the Port's commerce mission.
- Don't necessarily want to be educated if their facts are wrong.

