

Port of Vancouver USA

AAPA Communications and Economic
Development Seminar

June 14, 2017

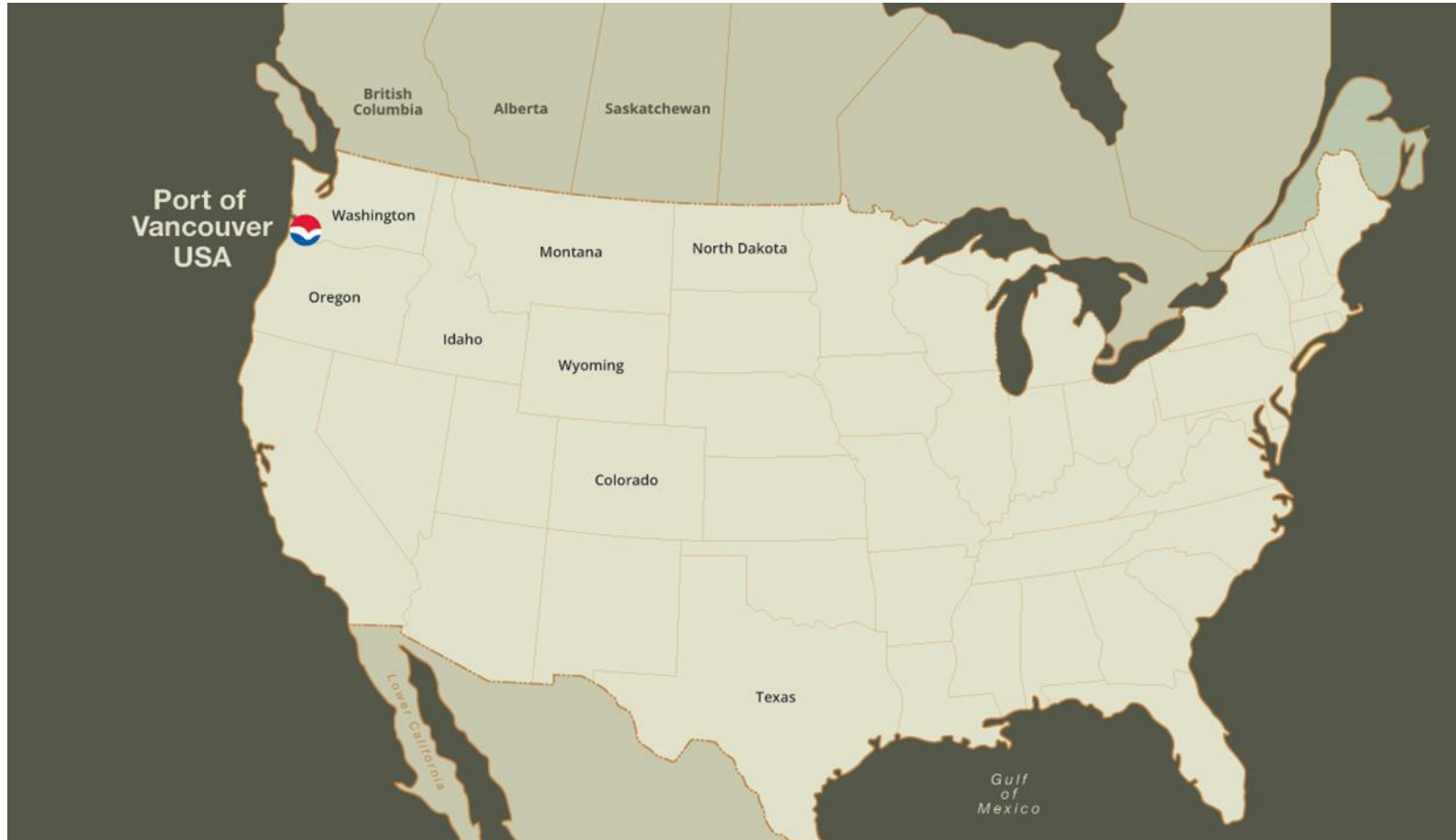


Port of Vancouver USA

THE PORT OF / *Possibility*

PORT OF VANCOUVER USA

WHERE WE ARE





PORT OF VANCOUVER USA

- *800 acres of operating port – marine and industrial*
- *More than 50 industrial tenants*
- *5 marine terminals; 13 shipping berths; break bulk*
- *80% exports; 20% imports*

EXTERNAL AFFAIRS

6 FTE overseeing: Government affairs, marketing, media relations, social media, economic development, and community outreach

- Dept. budget of \$1.2 million (excludes salaries)*
- Community outreach budget of \$24,000 for port tours, outreach programs and special events*



PORT TOURS

- *4 tours in 2014*
- *6 tours in 2015*
- *8 tours in 2016*
- *10 tours in 2017*

Each tour features a light meal, PowerPoint briefing, tour of marine terminal.

*Approx. 40 people per tour.
Some occasional special guests, i.e. port commissioner, Columbia River pilot.*



OUTREACH PROGRAMS

Partner with other organizations to make our outreach dollars go farther

Right: SW Wa Contractors Assoc.

Left: Chamber biz awards dinner



Left: LCEP Science to Policy summit

NEW THIS YEAR – LECTURE SERIES

- 4 lectures offered in evenings
February, April, May

- ***The Mighty Columbia – Our Working River*** featuring PNWA and a river pilot

- ***Railroading 101*** featuring port Facilities Director and port Rail Manager

- ***1 Great Region, 3 Great Ports*** featuring CEOs of ports of Vancouver, Ridgefield and Camas/Washougal

- ***Meet ILWU Local 4*** featuring Longshore men and women



Attendees at the Railroading 101 lecture

WATERFRONT PROJECT



NEW IN 2016 – Christmas Ships

Monday, December 5 – 6:30-8:30 p.m.

Approx. 350 attendees



VANCOUVER ENERGY

PETROLEUM BY RAIL

- Largest proposed oil transfer terminal in North America
- Final stages of permitting and public process
- North American crude
- Railed to the port, then shipped for domestic processing in Alaska, California, Washington & foreign markets
- Four unit trains per day
- 360,000 barrels per day
- 22 million tons annually
- Loading one Panamax per day



OUTREACH LESSONS LEARNED



- Year 4 of a 1 year EFSEC process
- Concentration on 5 neighborhoods closest to the port – attend NA meetings frequently
- Invite critics to tour the port
- Coffee and lunches with critics
- Be welcoming at port meetings
- Practice listening skills and don't take it personally! You want to be able to call these folks and maintain relationships long after.



PART OF THE COMMUNITY FOR 105 YEARS

Thank you!

Julie Rawls

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