



Community Outreach

In 2016-2017, the Port of Hueneme developed a uniquely branded community outreach and education program. Key to the program's success is that it was based on data gathered from a community survey about what is important to community stakeholders. The program's comprehensive, multichannel approach has ensured outstanding engagement from stakeholders representing community, local neighborhoods, special interest groups, civic organizations, schools, and government entities.

1. What are/were the entry's specific communications challenges or opportunities?

The Port of Hueneme is one of the most productive and efficient commercial trade gateways on the West Coast. It moves \$9 billion in goods each year and consistently ranks among the top ten U.S. ports for automobiles and fresh produce. The Port is an upstanding community partner that is at times undervalued and misunderstood.

Economic

Port operations support the community by bringing \$1.5 billion in economic activity and creating 13,633 trade-related jobs. Trade through the Port of Hueneme generates more than \$93 million in direct and related state and local taxes which fund vital community services. Although the Port is a massive economic engine in the Ventura County economy, it has rarely received widespread understanding of its operations or awareness of its significant county- and state-wide impact.

Relational

Historically, the citizens of Ventura County as a whole have been generally unaware of the Port as a separate entity from the city of Port Hueneme. Because the Port does not have major freeway visibility, it remains unseen by the tens of thousands of Ventura County residents who travel the 101 each day. Those who do know that the Port exists as an independent special district (and is not part of the city) still often confuse it with the neighboring Naval Base Ventura County.

Environment

Furthermore, aside from economic and jobs impact, the Port has adopted major environmental initiatives to improve air, water, and soil quality. The Port has established an all-encompassing priority to preserve, protect and enhance natural resources, including air, water, soil/sediment, energy and marine life. It has put forth a consistent effort to be a good neighbor, reaffirming the Port's commitment to operate and grow in a responsible and sustainable manner in balance with its commitment providing economic vitality. The Port of Hueneme also holds education in high.

Education & Technology

The Port carries out many activities that support local schools and education programs, including a Global Trade & Logistics Classes series for Oxnard Union High School District Students and Maritime Career Day. The Port fosters technology development for the greater good of the maritime industry. The Port's Maritime Advanced Systems and Technologies (MAST) Lab joins a federated network of leading academic, research, test and evaluation, in-service engineering and operational centers expanding the region's ability to provide innovative solutions to national security, environmental and operational challenges. Promoting these events within the community ensures maximum impact for these programs.

These are many of the specific challenges that the Port of Hueneme's Community Outreach program has addressed, with the overall objective of informing, educating, and maintaining a lasting relationship with local stakeholders and community members at large.

2. How does the communication used in this entry complement the organization's overall mission?

The Port's mission is to operate as a self-supporting Port that enforces the principles of sound public stewardship, maximizing the potential of maritime-related commerce and regional economic benefit. Public stewardship by definition involves a great deal of community involvement and outreach. The Port's community outreach program helps to spread awareness about the Port, create enthusiasm about responsible, continued growth and forward momentum as the community embraces the Port and its mission.

3. What were the communications planning and programming components used for this entry?

The goal of this outreach program is to address the community directly as a valued partner of the Port, engage and improve awareness, and build relationships. By opening lines of communication with our neighbors, we have been able to continue growth and improve support for Port initiatives.

The primary audience for the community outreach program is the community at large in Port Hueneme and Oxnard (these cities comprising the Oxnard Harbor District) and the wider region of Ventura County. Outreach efforts included these specific audiences: Community Leaders; Stakeholder/Business Organizations; Local Businesses; Local Government; Schools; Military; Non-Profits; and Homeowners Associations.

Key Messaging is that the Port is an outstanding community partner because:

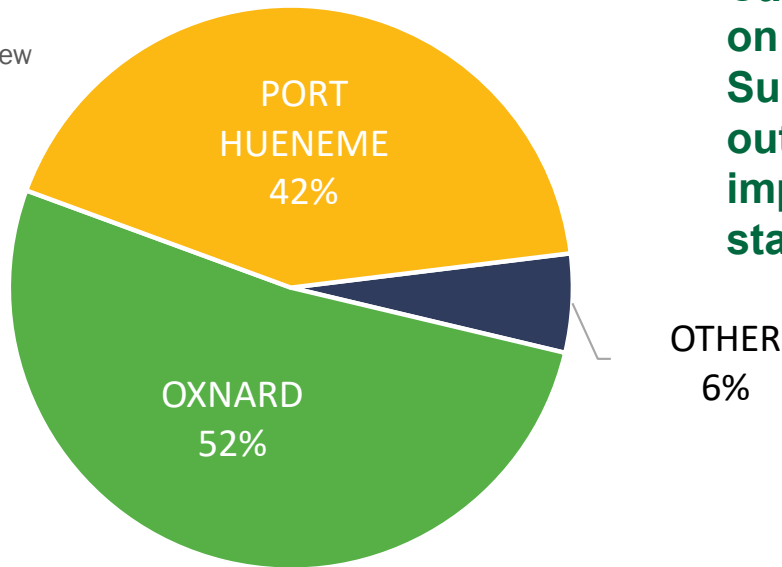
- The Port cares about community needs and values local input
- The Port drives our local economy and provides good jobs for local families
- The Port is a good environmental steward

4. What actions were taken and what communication outputs were employed in this entry?

Two public Visioning Workshops were conducted with the board of Oxnard Harbor District Commissioners, which helped define the program as a whole. Many channels were used to communicate with the Port's audience, including print collateral, digital collateral, social media, video, and event-based appearances, used for specific and general purposes listed beginning on page six.

PARTICIPANTS BY CITY

94% of respondents were directly located in Oxnard and Port Hueneme, with a few outlying survey participants in other areas.



A Data-Driven Campaign based on a Community Survey to find out what's most important to our stakeholders.

PARTICIPANTS WERE ASKED TO RANK THESE TOPICS IN ORDER OF IMPORTANCE

This helps us understand the priorities and values of the community. Scores are averaged.



MAKING CONNECTIONS

While 81% agree that the top-ranked priority of local economy impact and job creation is currently being met, far fewer community members know about the current educational, nonprofit and community outreach the Port is already doing.

PARTICIPANTS RANKED THEIR AGREEMENT/ DISAGREEMENT WITH THE FOLLOWING

This helps us understand the community's perception of the Port. Percentages include those who Agree or Strongly Agree.

- 1** The Port supports good **local jobs** in the area and has a positive impact on the local economy.

81% AGREE

CONCLUSION
This shows strong awareness of jobs and impact on the community.
- 2** The Port has worked closely and will continue to work with **local government** to promote the well-being of the community and the environment.

69% AGREE

NEEDS IMPROVEMENT
Work could be done to create awareness regarding City/Port relations.
- 3** The Port has national and/or international **value**.

89% AGREE

CONCLUSION
The community is aware that the port is a valuable asset.
- 4** Taxes from the Port support local **schools**, and the Port works with local schools to educate students about port operations and trade.

63% AGREE

NEEDS IMPROVEMENT
Increase communications about school and educational programs.
- 5** The Port has a strong and lasting relationship with **Naval Base Ventura County**.

82% AGREE

CONCLUSION
Community understands the working relationship between Port and Navy.
- 6** The Port supports and promotes many local **nonprofit organizations** that in turn support the community.

56% AGREE

NEEDS IMPROVEMENT
Need to improve awareness around nonprofit relationships.
- 7** The Port is a **safe operator** and has an overall **positive impact** on the community.

74% AGREE

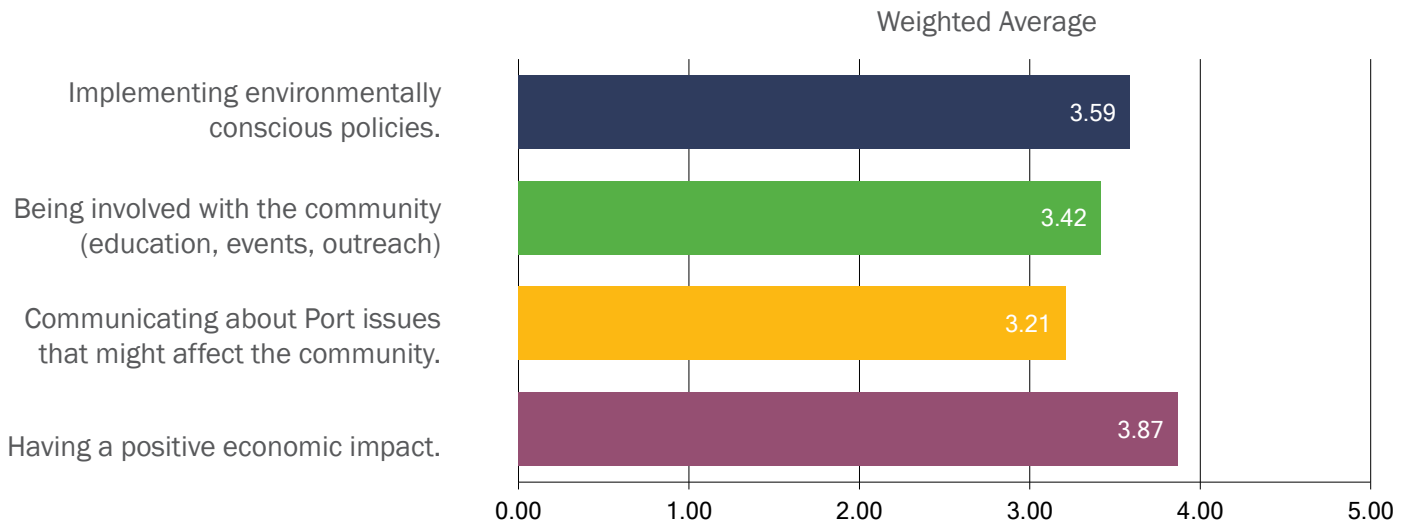
CONCLUSION
Community has a fairly positive perception of the Port's safety standards, could be improved.
- 8** The Port is an active member of the community that **supports and gives back** to the region.

63% AGREE

NEEDS IMPROVEMENT
Improve communication with the community to build relationship around overlooked programs.

QUESTION: HOW WOULD YOU RATE THE PORT'S PERFORMANCE IN THESE AREAS?

Overall, the Port scores decently from the community's perspective, but could use some improvement in the areas of outreach and communication.



5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?

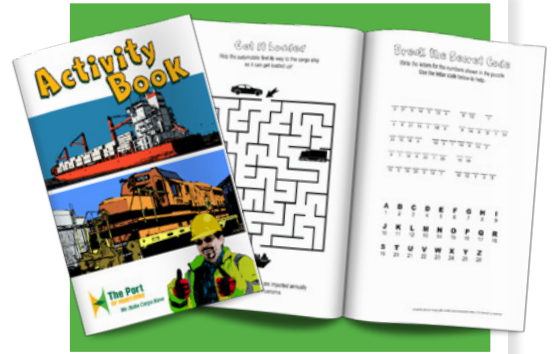
This campaign has been building momentum for the past two years, and we can definitely say that its reach and effectiveness has been noticeable. While general perception and awareness is difficult to measure, we were able to capture a snapshot of this in the community survey run early in 2017 that are mainly positive. Anecdotal results from port staff and employees suggest that more people are aware of the Port, its mission and goals, and its place within the community as an economic powerhouse.

Sample Campaign Pieces

Print Collateral

- **Children’s Activity Book**

Used at event appearances, handed out at festivals and after Port tours, to engage with younger children and provide hands-on fun related to Port facts.



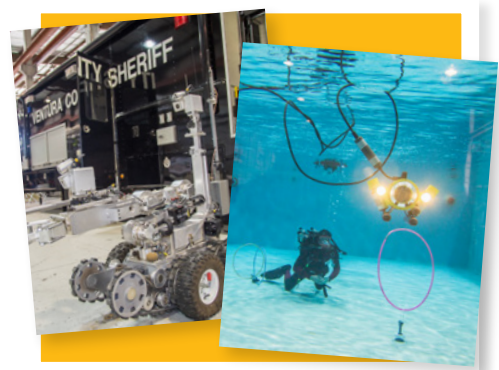
- **Children’s Tour Handout**

“Welcome to the Port of Hueneme” this is used as an educational piece for school children touring the Port. This take-home is packed with fun facts and interesting information about the Port and the cargo that comes through it.



- **MAST 2017 Event / Maritime Career Day**

The Port opens its doors to facilitate leading edge technology innovation in the port and maritime environment. The Maritime Advanced Systems and Technologies (MAST) Lab joins a federated network of leading academic, research, test and evaluation, in-service engineering and operational centers expanding the region’s ability to provide innovative solutions to national security, environmental and operational challenges. The 2016 MAST event was also used as an opportunity to expose high school STEM students to cutting-edge maritime technology and spark potential career interest in these fields through its Maritime Career Exploration Day, held during the MAST event.



- **Deepening Project Flyer / Railway News**

These flyers create community awareness surrounding beach and railway issues, giving community members a polite “heads up” and an opportunity to reach out with concerns. Presented at HOA outreach and other Port Hueneme community meetings.



- **Why Hueneme – Large Overview Brochure**

This overview brochure goes beyond a business necessity and helps educate local community members about how much cargo moves through the port, how many jobs it supports and how many countries bring exports and imports through the Port.



- **Working Together – Small Overview Brochure**

Accomplishes similar goals to the piece above, but also focuses on the Port’s community involvement and shedding a positive light on its accomplishments.



- **Hueneme Dock Talk Newsletter**

Spring 2016 Issue & Fall 2016 Issue included. These printed issues of our major communications piece include updates from key leaders and stakeholders at the port, as well as other important ongoing updates. These are available in printed form as well as digital (see email newsletter with digital flipbook below) for wide distribution.



- **Journey of a Banana**

This educational handout is used during Port tours and other opportunities with elementary level students. This gives students the opportunity to learn not only what comes through the port, but also where it was before it got here, where it's headed and how it effects them as an end user.



- **Channel Islands Maritime Museum Exhibit**

The Port partnered with a local maritime museum to produce a large exhibit featuring interactive information on the history, jobs, vessels, importers and exporters, trade routes and so much more. This exhibit offers an opportunity for locals to get a better understanding and awareness of what the Port does, its major imports and exports, how it works and more.



Digital Collateral

- **Community Survey & Facebook Graphics**

Distributed to local community limited to a select geographical region, this was used to poll and gather results based on Port awareness and performance in the eyes of the community.



- **Enews / Dock Talk Digital Flipbook**

This email newsletter and digital flipbook provided Port Hueneme community members an opportunity to see the latest updates and information about the Port with updates from key leaders and stakeholders as well as valuable, timely Port news.



- **E-Dock Talk (February & March 2017)**

This newsletter was designed and distributed specifically to engage with local community, giving a wide variety of information that relates specifically to their needs and concerns.



- **High School Presentation PowerPoint**

A fun presentation designed specifically to engage with high school students, help them learn about the Port, possible career paths, develop leadership and critical thinking skills.



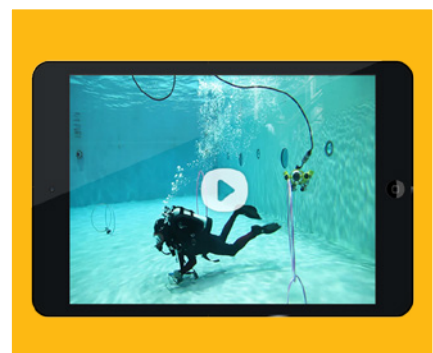
- **Environmental Highlights Video**

This video is designed to be shown at community stakeholder / chamber type meetings as it speaks to the Port's environmental stewardship. This is especially important where valued members may have concerns about the effects of the Port on the environment.



- **MAST Invitation Video**

See print items for detailed MAST description.



Hosting and supporting local events and organizations to foster awareness.

The Port of Hueneme partners with and exhibits at many community events to achieve personal outreach to local attendees, including the Oxnard Salsa Festival, Oxnard Holiday Parade, Santa-to-the-Sea Half Marathon, Hueneme Beach Festival, Port Hueneme Movies in the Park, Boys & Girls Club events, tours and appearances for local schools (elementary, secondary, university and technical), United States Navy League, ILWU – Alex’s Lemonade Walk, Channel Islands Maritime Museum, and the Seabee Museum.

The Port is open to the public for tours Mon–Fri, 8am–5pm. An excellent interactive learning experience tailored for elementary, secondary and post secondary education levels.

The annual **Banana Festival** was first held in 2012 and attracted over 11,000 participants. This family-oriented and highly anticipated event provides a chance for the community to experience the Port with tours, arts and crafts, educational displays, and maritime related experiences, all while enjoying one of the Port’s largest imports — bananas!

The Port offers an award-winning 12-week **Global Trade & Logistics class** for high school students and partners with local universities to develop maritime education programs.

In conjunction with local businesses and port partners, the Port offers **internship programs** and hosts an annual **Maritime Career Exploration Day**.



FOOD Share
Mobile Food Pantry

Event Participation

