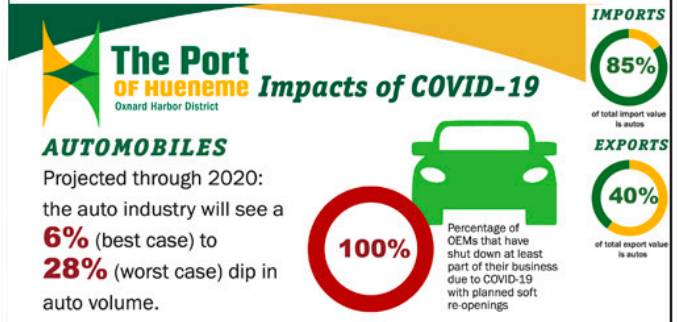


# Port of Hueneme COVID-19 Communications Response

March – June, 2020



FOR MORE INFORMATION:  
[www.portofh.org](http://www.portofh.org) • 805.488.3677 • [info@portofh.org](mailto:info@portofh.org)  
 333 Ponoma Street, Port Hueneme, CA 93041



Foreign Trade Zone #205



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## Summary

To keep identified communities informed and updated throughout the COVID-19 crisis, and to provide resources where needed.

## Goals

The Port of Hueneme is important to Ventura County and to its immediate communities, moving \$9.5 billion in produce, autos and other goods each year and generating more than \$119 million in direct and related state and local taxes. Port operations bring \$1.7 billion in economic activity and creating 15,834 trade-related jobs.

As the COVID-19 crisis began, it was important to quickly and effectively distribute information, listen more intently to its community, and provide what was needed.

Among the primary goals were:

- Communication with customers, community partners, and stakeholders
- Effective and intentional allocation of resources to Port staff, customers and labor and to the immediate community while synching efforts with other collaborating agencies and the media

## Objectives

- To reach out to customers and ensure continuity of operations
- To reassure the community that Port operations continue bringing essential items
- To keep stakeholders (including staff, partners, communities, and elected officials) informed using various tools
- To provide needed goods and services to communities

## Tactics

- Community campaigns
- Information distribution in the form of social media, electronic flyers and other graphics, video, email, situation alert system notifications, website, media advisory and press releases, and “listening campaigns”

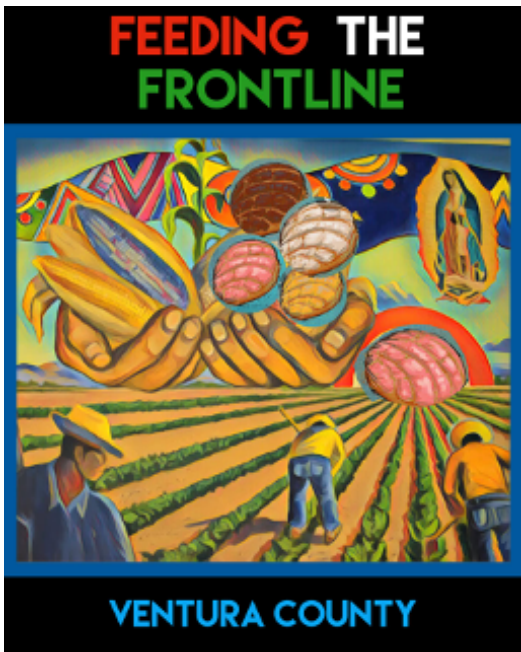
## Strategies

- Dissemination of Port operations information pertaining to COVID-19
- Creation of reassuring messaging
- Creation of a “boots on the ground” approach to fill in identified gaps
- Deployment of efficient virtual messaging systems and platforms (such as Everbridge)

## Target Audiences

- Local communities – County residents with focus on the cities of Port Hueneme and Oxnard
- Local non-profits, churches, school districts
- Port of Hueneme Commissioners and staff
- Port of Hueneme on-Port customers, partners and labor
- Elected officials at Federal, State of California, County of Ventura, and City (Oxnard, Port Hueneme, Ventura, Camarillo, Ojai, Thousand Oaks, Simi Valley, Moorpark) levels

## Community Campaigns: Feeding the Frontline



Early in the COVID-19 crisis, the Port's Community Outreach Manager engaged in a "listening campaign" with stakeholders in the Port's local communities in Port Hueneme and Oxnard, California. These calls and virtual meetings were intended to "take the pulse" of the community and determine vulnerable groups and greatest needs. Farmworkers and their families were identified as a vulnerable group – farmworkers are essential workers, with increased health vulnerability who also commonly deal with food insecurity. Ventura County is an agricultural hub, and these workers are vital to providing produce to the entire county. Additionally, the Community Outreach Manager determined that small swap meet and street vendors lost their markets due to the closure of open air activities.

He reached out to Port customers to collaborate on efforts to provide goods and resources to these populations. Port customer Del Monte Fresh Produce showed adept initiative, reassigning their warehouse manager as "Community Support Leader" to ramp up efforts in providing donations for food distribution. Prior to the crisis, Del Monte's operation at the Port of Hueneme had already donated

1,077,474 pounds of fresh produce (32,469 boxes) to Ventura County's Food Share. The Port of Hueneme assisted with connecting partners with Del Monte, and spotlighted their COVID-19 distribution efforts through social media posts and a press release.

Del Monte, local farmworker healthcare provider Clinicas del Camino Real, local restaurants and other agencies agreed that farmworker relief was a top priority. From this came the "Feeding the Frontline" Community Campaign, which started up in April and is going strong with weekly distribution events. The Port continues to highlight Feeding the Frontline volunteers, partners, customers and collaborators in social media posts.

One of the challenges to existing food distribution efforts for farmworkers was their schedules, so Feeding the Frontline events are held on weekends in the late afternoon, a time determined as best for the workers and their families.



Transportation logistics are coordinated with local trucking companies and swap meet vendors assist with event and volunteer coordination.

At these events, tons of safety and hygiene supplies, donated fruit and other produce, prepared food, healthcare information and more are made available to attendees and are packaged in reusable, Port-supplied bags and knapsacks. Port of Hueneme Commissioners and staff have volunteered their time to distribute, and transport food and supplies. The campaign's public relations focus has been on collaboration with partners and working together for our community.



[continued from previous page]

**To date:**

- **15+ Feeding the Frontline events, more on the schedule**
- **250,000 lbs of fresh produce and grains has been delivered directly into the hands of the farmworkers and their families**
- **On June 6, 2020, the 10,00th carton of food was distributed**



June 6, 2020: The 10,000th box of donated goods is presented at the Nyeland Acres Feeding the Frontline event to an attendee by Port of Hueneme Commissioners Jess Ramirez, Mary Anne Rooney, and Celina Zacarias

**News Release**  
(For Immediate Release)

## Del Monte Rises Up to Feed Our Community

April 14, 2020

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**For further information contact:**  
Becky Haycox, Marketing and Communications Specialist  
The Port of Hueneme, Oxnard Harbor District  
333 Ponomo Street, Port Hueneme, CA 93041  
805-488-3677  
Email: [bhaycox@portofh.org](mailto:bhaycox@portofh.org)  
[Download PDF version of release](#)  
[View on Port website](#)

**PORT OF HUENEME, April 14, 2020** – Del Monte Fresh Produce (Del Monte), a top fresh fruit and produce customer at the Port of Hueneme, delivered a full truck load of fresh fruit to the City of Oxnard, helping those in need during the COVID-19 crisis.

"The Port couldn't be more proud to see our customers stepping up to meet the needs of the community in these difficult times," said Oxnard Harbor District Board President Jess Ramirez. "Del Monte has always invested their resources and energy to help the community, they are committed to our local families and have been since 1979."

Last week, Del Monte named Art Bouvet to serve as the Community Support Leader, a new position which will serve to coordinate support for the local community. The position comes to fruition during the COVID-19 crisis, however it has been in the works for a long time, given their continual partnership with various non-profits and food banks in the community year round.



Media coverage of June 6 event by southern California television stations KEYT 3, KCOY 12 and FOX 11

[keyt.com/news/2020/06/08/feeding-the-frontline-covid-19-program-reaches-milestone-feeds-10000th-family](http://keyt.com/news/2020/06/08/feeding-the-frontline-covid-19-program-reaches-milestone-feeds-10000th-family)

Press release excerpt from the Port of Hueneme about Del Monte produce donation efforts

[www.portofh.org/del-monte-helps-feed-community](http://www.portofh.org/del-monte-helps-feed-community)



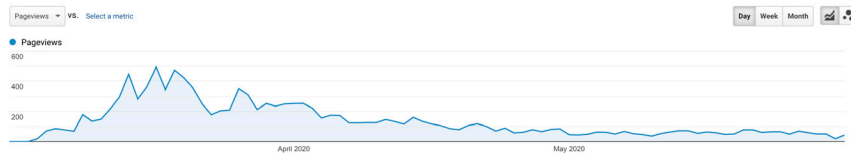
A volunteer adds Del Monte bananas to food donation bag

# Port Website: COVID-19 Page

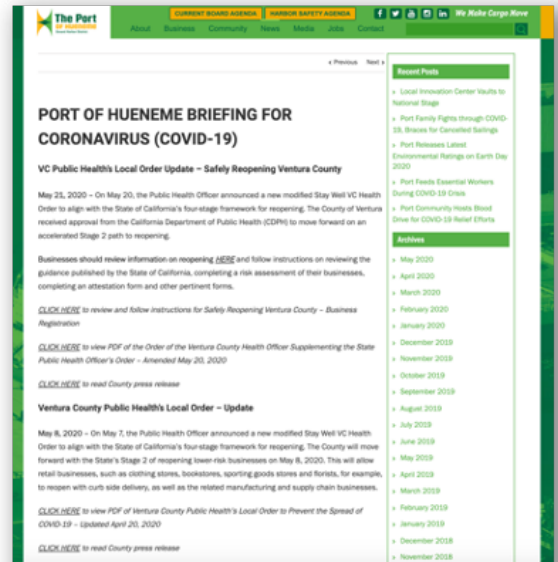
Started March 16, 2020 and continually updated

Up-to-date information from CDC; Federal, State and County Public Health Sources; US Coast Guard; US Customs and Border Protection. Latest information also distributed via Port partners through email and Everbridge text communication system

From the page's creation on March 16, through April 2020, it was the top page visited (other than the home page). To date, the page has garnered 12,433 pageviews.



Page activity from March 13-May 31, 2020

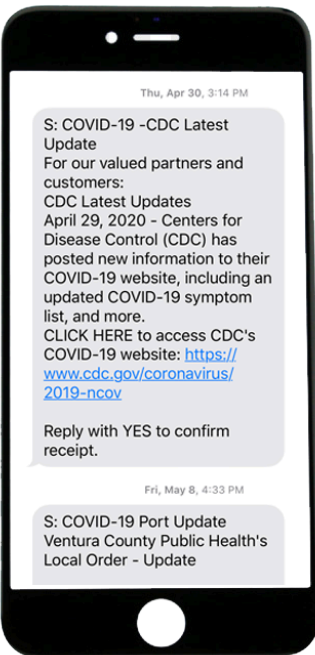


[www.portofh.org/coronavirus-update](http://www.portofh.org/coronavirus-update)

## Information Sharing through Everbridge



Since 2018, the Port of Hueneme/Oxnard Harbor District has been utilizing Everbridge, a critical event management solution, as part of its ongoing commitment to the safety and security of its staff, local community, and on-Port labor and partners. This solution enables Port operations to transmit information quickly, accurately and directly from the Port itself. From a virtual command center, Port operations staff are able to compose and send alerts to anyone who has "opted-in" to receiving messages to their phone, email and voicemail. Easy and efficient use of this system is critical as the Port's staff is relatively small and response must be agile.



operations to transmit information quickly, accurately and directly from the Port itself. From a virtual command center, Port operations staff are able to compose and send alerts to anyone who has "opted-in" to receiving messages to their phone, email and voicemail. Easy and efficient use of this system is critical as the Port's staff is relatively small and response must be agile.

Before the COVID-19 crisis, the Port's use of Everbridge had been successful in communicating with Port staff and key stakeholders about closures, emergency alerts, and more. In March 2020, a COVID-19 text group was created and "Text POHCovid19 to 888-777 for breaking updates from the Port" messaging was distributed to Port staff, partners and community members via flyers, targeted email, and on a digital display near the gates of the Port (seen at right).

and on a digital display near the gates of the Port (seen at right).

Port partners and customers have responded favorably to this communication mode, and the COVID-19-specific alert list grew from zero to 140 voluntary opt-ins since March 13.



## Email Campaigns (Excerpts)



**The Port of Hueneme**  
We Make Cargo Move

**Special Announcement**

**The Port is Working Hard to Get Goods to Consumers and to Stay Safe**

Keep updated on information about COVID-19 and Port Operations:  
[www.portofhueneme.org/coronavirus-update](http://www.portofhueneme.org/coronavirus-update)

**March 20, 2020** - The Port of Hueneme is moving cargo and getting fresh produce on our local shelves and goods to market. Port employees, customers and partners are following best practices and social distancing guidelines in order to keep everyone safe and operations moving.

Port operations have been identified by Department of Homeland Security, the State and the County as "essential."

[CLICK HERE](#) to see a video message from Ventura County Public Health Officer Dr. Robert Levin

[CLICK HERE](#) for more about the County Order, read FAQs and get other Ventura County information

[CLICK HERE](#) to read Ventura County Public Health's Local Order to Prevent the Spread of COVID-19

[CLICK HERE](#) to read Governor Newsom's Executive Order

Read more: [www.portofhueneme.org/coronavirus-update](http://www.portofhueneme.org/coronavirus-update)



**The Port of Hueneme**  
committed to **COMMUNITY**


Foreign Trade Zone #205

**Email: to local community (Port Hueneme, Oxnard)**

March 20, 2020

- 2,609 recipients
- Audience in local community members in Port Hueneme, Oxnard
- 23.7% open rate

**LINK:** [mailchi.mp/portofhueneme/covid19update03-20-2020](mailto:mailchi.mp/portofhueneme/covid19update03-20-2020)



**The Port of Hueneme**  
We Make Cargo Move

**WHAT'S UP, DOCK?**  
**PORT OF HUENEME BRIEFING FOR LOCAL ELECTED OFFICIALS**

Dear Elected Officials,

Thank you for your leadership during this COVID-19 challenge before us. We are grateful for your partnership and hard work. We want to keep you well informed about the happenings at the Port of Hueneme during COVID-19 should you and/or your constituents have any questions. We plan to provide a weekly briefing for this purpose. You can also visit our website at [www.portofh.org](http://www.portofh.org).

Be safe! Together we will get through this!

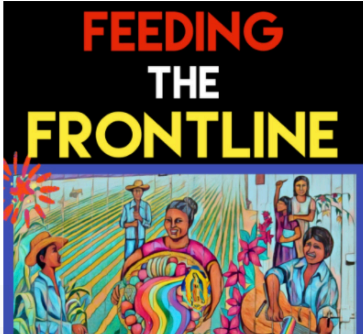
*Oxnard Harbor District Commissioners*  
*President Jess Ramirez*  
*Vice President Jason T. Hodge*  
*Secretary Mary Anne Rooney*  
*Commissioner Jess Herrera*  
*Commissioner Celina Zacarias*

*Kristin Decas, CEO and Port Director*

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**Coming Up...**

- **Upcoming Food Distribution Event:**  
**This Saturday, May 16**  
**4-6pm**  
**600 Simon Way**  
**Oxnard, CA 93036**  
[See Feeding the Farmworkers page](#)



**Email: Weekly briefing to elected officials**

Started May 13, 2020

- 122 recipients
- Audience: Elected officials at Federal, State of California, County of Ventura, and City (Oxnard, Port Hueneme, Ventura, Camarillo, Ojai, Thousand Oaks, Simi Valley, Moorpark) levels
- 45.5% open rate

**LINK:** [mailchi.mp/portofhueneme/whats-happening](mailto:mailchi.mp/portofhueneme/whats-happening)

# Flyers/Graphics (Excerpts)

**Statement from Kristin Deans, CEO & Director, Port of Hueneume**  
 Dear Valued Port of Hueneume Customers and Community Partners,  
 There is no doubt, we are in uncharted waters. The COVID-19 pandemic has impacted many of our families and friends in the United States and globally. The Port of Hueneume appreciates the leadership of local agencies and government partners' leadership who are tirelessly working to reduce the health impacts of the Coronavirus COVID-19 on our community and our nation. The Port is an economic backbone that provides for our local, regional and national economy. It is times like these we are heartened by the efforts of all Port workers partners: our longshoremen, business, drivers, stevedores, terminal operators, forklifters, operators, vessel crew, harborhouse workers, and all individuals that are serving in the global supply chain - a big "thank you" for your tireless work to keep these critical operations uninterrupted. Your efforts create the positive impact that drives local, state, and national prosperity and keeps us healthy, in a time of instability, we want to assure you that we are doing everything we can to protect the health of our employees and partners and to continue to supply you with the goods you need during this challenging global situation. Outlined below is a summary of the steps we've taken during the COVID-19 pandemic. The Port of Hueneume is strong and quick to react and we are keeping an eye on the developing situation.  
 Keep safe, continue to be well, we will get through this together.

**COVID-19 OPERATIONS UPDATE**

**Operational Actions to Keep the Workforce Safe**

- We are working with the County's Chief of Employees to ensure that all employees have access to hand sanitizers and masks (N95 or equivalent) and are complying with CDC guidelines.
- We are working with County OES to get the most current information and secure personal protective equipment (PPE).
- We are participating in emergency update calls with County and City leadership, as well as with the County's emergency and public health staff.
- Group operations remain in effect 24/7.
- Public Maritime Association (PMA) has been working with the company and LAFD Code 446 to postpone, implement a splash by phone. This will significantly reduce the number of people gathering at the fuel and code.
- We have reached out to all of our customers to ensure they are implementing the safety measures of maintaining separation and social distancing.
- We have electronically distributed fliers outlining best practices for staying safe.
- LINK: [www.portofhueneume.org/COVID-19update](http://www.portofhueneume.org/COVID-19update)

Stay updated: [www.portofhueneume.org/coronavirus-update](http://www.portofhueneume.org/coronavirus-update)

**Flyer: COVID-19 Update - CEO Statement and Operations Update**  
 March 26, 2020

- Emailed to staff (40) and Port Operators Group (80)
- Emailed to staff (40) and Port Operators Group (80)

**LINK:** [portofhueneume.org/wp-content/uploads/2020/06/flyer-covid19-portreportFINAL.pdf](http://portofhueneume.org/wp-content/uploads/2020/06/flyer-covid19-portreportFINAL.pdf)

**The Port of Hueneume PREVENTING THE SPREAD OF RESPIRATORY ILLNESS ENVIRONMENTAL INFECTION CONTROL**

**SAFETY PRACTICES**

- Wash hands with soap and warm water for at least 20 seconds.
- Avoid touching your eyes, nose and mouth with unclean hands.
- Refrain from contact with sick people.

**IF YOU ARE SICK:**

- Stay home until you feel better.
- Use of face masks, gloves, and other personal protective equipment (PPE) is essential to reduce the spread of illness.
- Keep sick people from your work area.
- Keep sick people from your work area.

**CLEANING AND DISINFECTING**

Using these procedures enables a caregiver (i.e., family member, caregiver, etc.) to work to perform proper cleaning and disinfection using a professional cleaning service is optimal.

**1) Gather tools and supplies:**

- Chemical grade liquid bleach
- Face shield/goggles
- Single use apron, covered (optional)
- Gloves (nitrile, latex, or other waterproof gloves)
- Disinfectant solution, either an approved chemical
- Bag
- Trash or absorbent
- Warm water
- Bucket
- Plastic trash bag

**2) Wear protective clothing:**

- Wear a bleach solution, use 1 tablespoon of bleach to 1 quart of water for 10 minutes.
- Use the solution within 30 minutes.
- Other EPA-approved disinfectants may be used if they are effective against COVID-19.
- Other EPA-approved disinfectants may be used if they are effective against COVID-19.
- Other EPA-approved disinfectants may be used if they are effective against COVID-19.

**RESPIRATORY PROTECTIVE DEVICES AND THEIR USE**

- Wear a high quality respirator (N95, KN95, or equivalent) when working with a bleach solution, or other disinfectant.
- Wear a high quality respirator (N95, KN95, or equivalent) when working with a bleach solution, or other disinfectant.
- Wear a high quality respirator (N95, KN95, or equivalent) when working with a bleach solution, or other disinfectant.

**Flyer: "Preventing the Spread" Flyer**  
 March 26, 2020

- Emailed to staff (40) and Port Operators Group (80)

**LINK:** [portofhueneume.org/wp-content/uploads/2020/06/flyer-COVID19safety-03-26-2020.pdf](http://portofhueneume.org/wp-content/uploads/2020/06/flyer-COVID19safety-03-26-2020.pdf)

**The Port of Hueneume CORONAVIRUS DISEASE 2019 (COVID-19)**

Protect yourself from all infectious diseases by following these precautions:

- WASH YOUR HANDS WITH SOAP AND WATER FOR AT LEAST 20 SECONDS.
- AVOID CONTACT WITH PERSONS WHO ARE SICK.
- WEAR A MASK WHEN YOU ARE SICK.
- CLEAN AND DISINFECT "HIGH TOUCH" SURFACES DAILY.
- CLEAN ALL "HIGH TOUCH" SURFACES EVERY DAY.

Clean and disinfect "high touch" surfaces such as doorknobs, counters, tabletops, phones, keyboards and bathroom fixtures often with wipes or household cleaning sprays according to the label instructions.

**The Port of Hueneume Impacts of COVID-19**

**AUTOMOBILES**  
 Projected through 2020: the auto industry will see a **6%** (best case) to **28%** (worst case) dip in auto volume.

**PORT OF HUENEUME AUTO CUSTOMERS**  
 Last quarter of auto sales for the Port's largest auto customers were down by **20%**.  
**100%** of the Port's auto customers have shut down manufacturing plants (with staggered re-opening dates).

**\$22 MILLION FUNDING ASK JUMP START SHOVEL-READY PROJECTS**

- Implement safety and security technology to improve remote monitoring and social distancing.
- Install hardware and software for intelligent tracking system (ITS) - critical to have "eyes" on cargo to pull or brace cargo in real time and reduce effects of crises such as COVID-19.
- Demolish obsolete warehouse to modernize Port for more contained cargo.
- Add trailer piles to handle back up or oversized fruit on port.
- Deepen Berths 3, 4, & 6 to handle more cargo.
- Develop off-site staging for automobiles.
- Demolish Market Street Landing for more cargo staging.

**ESTIMATED REVENUE LOSS AND INCREASED EXPENSES for \$7.1 MILLION**

**1 in 5 AMERICAN WORKERS RELY ON THE MOVEMENT OF GOODS**

We need financial support now to reduce the impact on our regional and national economies in the coming weeks and months ahead.

**Support the American Association of Port Authorities Congressional ask of \$1.5 Billion.**

**The Port of Hueneume**

**Flyer: Impacts of COVID-19**  
 May 5, 2020

- Audience: Elected officials at Federal, State of CA County of Ventura, and City (Oxnard, Port Hueneume)
- High (90%+) response rate - Government Relations Manager followed up with each elected personally

**LINK:** [portofhueneume.org/wp-content/uploads/2020/06/Port\\_Safety\\_Security\\_Bulletin\\_May2020ofl.pdf](http://portofhueneume.org/wp-content/uploads/2020/06/Port_Safety_Security_Bulletin_May2020ofl.pdf)

**The Port of Hueneume SAFETY & SECURITY**

To: Safety Stakeholders and Partners  
 From: Port of Hueneume, Operations  
 RE: Security Measures - COVID-19

**COVID-19 OPERATIONS UPDATE**

During this COVID-19 crisis the Port has remained operational and has put in place policy and measures to uphold the highest standards to remain safe and secure - and there have been no reported cases of COVID-19 within the Port of Hueneume!

**OPERATIONAL ACTIONS TO KEEP THE WORKFORCE SAFE**

- Developed Continuity of Operations Plan
- Developed Emergency Communications Plan
- Activated Incident Management Team, COVID Risk Force and Public Information Officer (PIO)
- Gathered, built out Port operator/tenant response matrix
- Continuing to create safety/informational messaging alerts for partners, customers and community. Distributed through Port website, email, social media and through Everbridge notifications to ensure quick communications.
- Adopted Oxnard Harbor District Policies #11 and #12 for social distancing, sick/day home and mandatory masking of COVID-19
- Continuing to develop COVID-19 prevention and risk assessment plans in the Port across the rest of the State/County
- Continuing to implement best practices/procedures for Port employees, including temperature and minimal on the staffing per CDC, State and County guidelines
- Engaged Chief of Emergency Services (CES) and VICE Fire for all hands training for COVID-19 related best practices
- Revised distribution, masks, gloves and other PPE for Port partner and customer use
- Continuing OESG Marine Safety Information Bulletin (MSIB) and directives pertaining to TWG, vessel and facility topics

**Event Calendar**

ANA MARINE SECURITY HUENEUME  
 May 22, 2020 | 9:00am - 10:00am  
 August 21, 2020 | 9:00am - 10:00am  
 November 23, 2020 | 9:00am - 10:00am

**Shipboard and Warehouse Operations**  
 August 12, 2020 | 12:00pm - 1:00pm  
 OESG Working Group  
 Monthly | 10:30am - 11:30am

These meetings will be virtual until further notice. Contact Mike Hennessey for information: [mhennessey@portofhueneume.org](mailto:mhennessey@portofhueneume.org) | (805) 559-3034

Text POHCOVID19 to 888-777 for breaking updates from the Port  
 Harbormasters onsite 24/7: (805) 488-4615 - COVID Port Info: [portofhueneume.org/coronavirus-update](http://portofhueneume.org/coronavirus-update)

**Flyer: Port Operations Update**  
 May 5, 2020

- Audience: For on-Port customers and partners

**LINK:** [portofhueneume.org/wp-content/uploads/2020/06/Port\\_Safety\\_Security\\_Bulletin\\_May2020ofl.pdf](http://portofhueneume.org/wp-content/uploads/2020/06/Port_Safety_Security_Bulletin_May2020ofl.pdf)

# Press Releases and Media Mentions (Excerpts)

## Media Mentions

Del Monte rises up to feed the community

Mentioned in *Vida Newspaper*; *Produce Blue Book*, *Amigos 805*, *Fresh Plaza*, *ILWU 46 local labor website*

Port Family Fights through COVID-19, Braces for Cancelled Sailings

Mentioned on *ILWU 46 local labor website*; *Citizen's Journal (Port Hueneme)*, *Amigos 805*; *Vida Newspaper*

Port of Hueneme Feeds Essential Workers During Crisis

Mentioned on *ILWU 46 local labor website*; *AJOT*, *KEYT*, *AAPA Seaports website*, *The Packer*

<https://ajot.com/news/port-of-hueneme-feeds-essential-workers-during-crisis>

Port Community answers the call, hosts blood drive

Mentioned on *ILWU 46 local labor website*; *Vida Newspaper*, *KEYT*, *Hortidaily*, *Citizen's Journal*

Southwinds food giveaway helps farmworkers feed their families | Tri-County Sentry | 05-01-2020

<https://www.tricountysentry.com/Article/Index/6f5edf64-7809-4581-ac04-9f8407b4d264>

The Port of Hueneme is working hard to get goods to consumers and to stay safe | 03-23-2020

Mentioned in *AJOT*, *Citizen's Journal*, *Amigos 805*, *AirFreight*

<https://ajot.com/news/the-port-hueneme-is-working-hard-to-get-goods-to-consumers-and-to-stay-safe>

Latest and Greatest Global Traders on the Move | Global Trade | 03-20-2020

[www.globaltrademag.com/latest-and-greatest-global-traders-on-the-move](http://www.globaltrademag.com/latest-and-greatest-global-traders-on-the-move)

## Port Press Releases

Port Family Fights through COVID-19, Braces for Cancelled Sailings  
05-08-2020

[www.portofh.org/port-family-fights-through-covid-19-braces-for-cancelled-sailings/](http://www.portofh.org/port-family-fights-through-covid-19-braces-for-cancelled-sailings/)

Port Feeds Essential Workers During COVID-19 Crisis | 04-21-2020

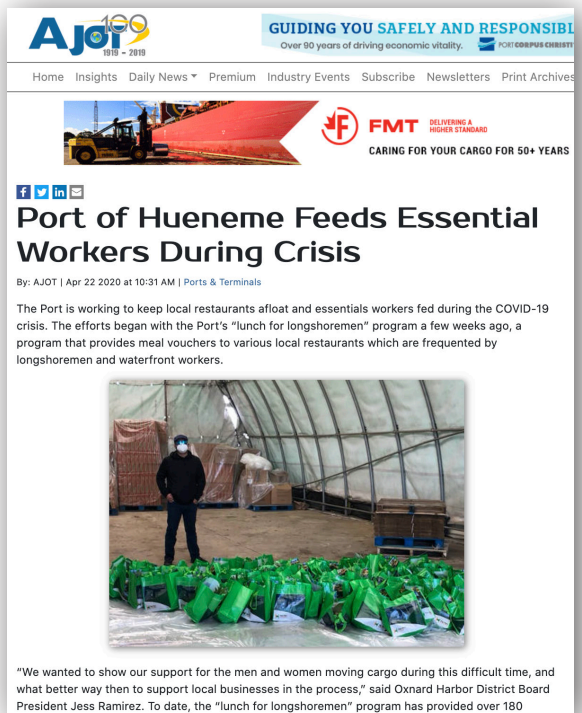
[www.portofh.org/port-feeds-essential-workers-during-covid-19-crisis/](http://www.portofh.org/port-feeds-essential-workers-during-covid-19-crisis/)

Del Monte Rises Up to Feed Our Community | 04-16-2020

[www.portofh.org/del-monte-helps-feed-community/](http://www.portofh.org/del-monte-helps-feed-community/)

Port Community Hosts Blood Drive for COVID-19 Relief Efforts  
04-14-2020

[www.portofh.org/port-community-hosts-blood-drive/](http://www.portofh.org/port-community-hosts-blood-drive/)



The screenshot shows a news article from the American Journal of Transportation (AJOT). The article is titled "Port of Hueneme Feeds Essential Workers During Crisis" and is dated April 22, 2020. It features a photograph of a man standing in a large warehouse filled with green bags of food. The article text describes the Port's "lunch for longshoremen" program, which provides meal vouchers to longshoremen and waterfront workers during the COVID-19 crisis. The article is attributed to AJOT and includes social media sharing icons.



Interview: Port of Hueneme Community Outreach Manager Miguel Rodriguez speaks to a Telemundo media station

American Journal of Transportation  
LINK: <https://ajot.com/news/port-of-hueneme-feeds-essential-workers-during-crisis>




# Social Media (Excerpts)

## Social Media: COVID-19 Messaging March - June, 2020


Facebook, Twitter, Instagram, LinkedIn

Important updates and alerts were distributed, as well as a #workselfie campaign, showing Port workers working and working safely. Social media is also used to celebrate frontline workers, volunteers, partners, customers and collaborators during food distribution events.


Significant increase in likes and followers across all platforms.




**The Port is OPEN and operational today. Our terminal is cooperating with @uscg & @cbpgov and we are taking all necessary precautions during this time.**



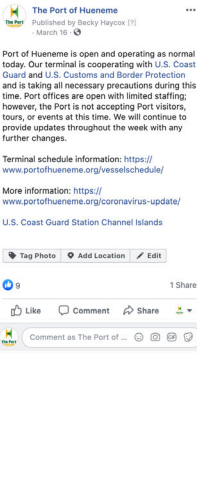
**Office is open with no visitors, tours or events.**



**For specific Port operations info, contact the stevedore or terminal operator directly.**



**For terminal schedule information, click link below.**



LINK: <https://www.facebook.com/theportofhueneme/posts/2803787179729361>



**The Port of Hueneme**  
Published by Becky Haycox [?] · March 26 ·

Statement from Kristin Decas, CEO & Director, Port of Hueneme  
Read statement here: <https://www.portofhueneme.org/.../kristinstatement03-26-2020...>



**MARCH 26, 2020**  
**Statement from Kristin Decas  
CEO & Director, Port of Hueneme**

*Dear Valued Port of Hueneme Customers and Community Partners,*

There is no doubt, we are in uncharted waters. The COVID-19 pandemic has impacted many of our families and friends in the United States and globally. The Port of Hueneme appreciates the leadership of local agencies and government partners' leadership who are tirelessly working to reduce the health impacts of the Coronavirus COVID-19 on our community and our nation. The Port is an economic backbone that provides for our local, regional and national economy, in times like these we are heartened by the efforts of all Port workers partners: our longshoremen, truckers, drivers, stevedores, terminal operators, forwarders, captains, vessel crews, warehouse workers, and all individuals that are serving in the global supply chain - a big "thank you" for your tireless work to keep these critical operations uninterrupted. Your efforts create the positive impact that drives local, state, and national prosperity and keep us healthy. In a time of instability, we want to assure you that we are doing everything we can to protect the health of our employees and partners and to continue to supply you with the goods you need during this challenging global situation. The Port of Hueneme is strong and quick to adapt and we are keeping abreast of the developing situation.

Keep safe, continue to be well, we will get through this together.



LINK: <https://www.facebook.com/theportofhueneme/posts/2828002043974541>



**The Port of Hueneme**  
Published by Becky Haycox [?] · May 7 ·

We are happy to help our heroes!



LINK: <https://www.facebook.com/theportofhueneme/posts/293585969985441>



**The Port of Hueneme** @portofhueneme · Apr 8

#workselfie of Port staff. Appreciating all workers, operating from home or on site. Port of Hueneme Strong!



LINK: <https://www.facebook.com/theportofhueneme/posts/2869213919853353>



**The Port of Hueneme**  
Published by Will Port [?] · May 29 at 3:50 PM ·

Sin Ustedes NO Comemos/ We Can't Eat Without You!  
Sharing the table and honoring our farmworkers today through collaboration with #FeedingTheFrontline and Dignidad Al Campesino as well as Del Monte Fresh Produce, Radio Indigena, Clinicas del Camino Real, Inc., Mixteco/Indigena Community Organizing Project (MICOP), and Lujan Transportation #committedtocommunity

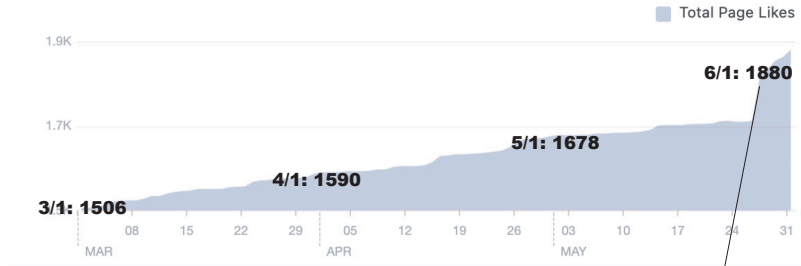


LINK: <https://www.facebook.com/theportofhueneme/posts/2990618801046197>

# Social Media - Engagement Snapshots

**FACEBOOK** LINK: [www.facebook.com/theportofhueneme](http://www.facebook.com/theportofhueneme)

Total Page Likes as of Today: 1,880



Social media attracted more visitors and higher engagement in the last 3 months. The most significant gains were seen on Facebook, in respects to new "likes" of the page. A large uptick is seen on May 27, when two posts were boosted, as well as an interview with the Port's Community Outreach Manager was released on television outlet Univision, the country's largest provider of Spanish-language content

## Post Reach

The number of people who saw any of your posts at least once. This metric is estimated.



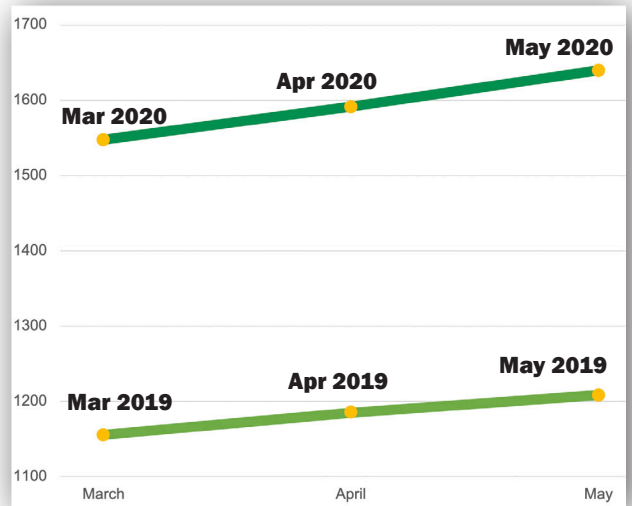
Post reach between 03/15/2020-May 31, 2020

**TWITTER** LINK: [www.twitter.com/portofhueneme](http://www.twitter.com/portofhueneme)

Top five tweets for the time period: March 15-May 31, 2020

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	<b>The Port of Huenueme</b> @portofhueneme · Mar 31 Celebrating Cesar Chavez's advocacy for farm workers and for workers' dignity. Now more than ever, food supply chain workers are essential. <a href="#">#CesarChavezDay</a> <a href="https://pic.twitter.com/3ZIDQdnSX4">pic.twitter.com/3ZIDQdnSX4</a>	2,165	44	2.0%	<a href="#">Promote</a>	
	<b>The Port of Huenueme</b> @portofhueneme · Mar 19 The Port is practicing <a href="#">#socialdistancing</a> and best practices - and still getting cargo to our customers and fresh produce to our community's shelves! We appreciate all our hard-working personnel, working on Port and at home this week. <a href="#">#supporttheport</a> <a href="https://pic.twitter.com/wDGB1igo7G">pic.twitter.com/wDGB1igo7G</a>	2,011	61	3.0%	<a href="#">Promote</a>	
	<b>The Port of Huenueme</b> @portofhueneme · Apr 14 READ ALL ABOUT how Port customer <a href="#">@DelMonteFresh</a> has been rising up to feed our local community! <a href="https://portofhueneme.org/del-monte-help...">portofhueneme.org/del-monte-help...</a> <a href="#">#covid19</a> <a href="#">#committedtocommunity</a> <a href="#">#oxnard</a> <a href="#">@CityofOxnard</a> <a href="https://pic.twitter.com/DpogsTmWry">pic.twitter.com/DpogsTmWry</a>	1,700	69	4.1%	<a href="#">Promote</a>	
	<b>The Port of Huenueme</b> @portofhueneme · Apr 10 Shoutout to Art Bouvet, <a href="#">@DelMonteFresh</a> 's new Community Support Leader, leading local Del Monte produce donation efforts. He has coordinated with <a href="#">@FoodShareVC</a> and today helped to load a truck full of produce donations to <a href="#">@CityofOxnard</a> ! More Del Monte good news to come! <a href="#">@DelMonte</a> <a href="https://pic.twitter.com/mQf1Mmdcb8">pic.twitter.com/mQf1Mmdcb8</a>	1,536	110	7.2%	<a href="#">Promote</a>	
	<b>The Port of Huenueme</b> @portofhueneme · Mar 20 The Port is part of the "Critical US Transportation Infrastructure Sector" and therefore remains open for business. We'll continue to practice <a href="#">#socialdistancing</a> and guidelines so that our employees and partners remain protected! Stay safe. Updates: <a href="https://portofhueneme.org/coronavirus-up...">portofhueneme.org/coronavirus-up...</a> <a href="https://pic.twitter.com/indm0PduO5">pic.twitter.com/indm0PduO5</a>	1,057	14	1.3%	<a href="#">Promote</a>	

**INSTAGRAM** LINK: [www.instagram.com/theportofhueneme](http://www.instagram.com/theportofhueneme)



There was a sharper increase of followers between March and May 2020 in comparison with the same time period in 2019.