

# *Effective —Grassroots Advocacy Programs*



- *Port of Redwood City, CA*
- **Port Commissioner Lorianna Kastrop and Public Relations Consultant Duane Sandul**

# Where is the Port of Redwood City?



# The Start of Dot-Com in Redwood City

- Oracle



- Electronic Arts





# Aerial View



# Between Praxis and Pacific Shores

- Port businesses were growing.
- More ships were calling.
- More revenue was being generated.
- The Port began to share its revenues with the City.
- And the Port, and Seaport Industrial Association made friends with the city's most influential environmental organization, called simply Friends of Redwood City, a grassroots organization itself that a few years earlier had stymied the development of what would have been 10 more Oracles and thousands of homes in Redwood City.

# Concessions That Helped Port and Industry (1 of 4)

- Pacific Shores' developers built an earthen berm between the industrial companies and the office park, widened Seaport Boulevard and built a frontage road for use by big rigs, thereby creating a separate access for office park traffic.

# Concessions That Helped Port and Industry (2 of 4)

2. Pacific Shores Center and the Port agreed on a land swap resulting in the port getting a 9.2-acre waterfront parcel in exchange for the 140-acre Deepwater Island Slough. The 9.2-acre site was appraised at \$4.8 million while the 140-acre slough island was appraised at \$3.2 million. Pacific Shores Center restored 80 acres of the island slough to wetlands and donated the island to the Bair Island Refuge as mitigation.

# Concessions That Helped Port and Industry (3 of 3)

3. The Port received \$500,000 in cash for port purposes.
4. As part of the agreement, tenants of the proposed 1.5 million- square-foot office park are given written notice that the port is home to heavy industry.



# Pacific Shores Center



# **Grassroots Advocacy through Community Involvement**

- The Port staff and Commission participated in the City's first General Plan revision in 20 years which resulted in text favorable to the Port and industry.**
- The Port worked with environmental groups and the City to use dredge materials for a nearby wetlands restoration project.**
- For several years, the Port Commission has supported nine outdoor concert series in the park, popular with the local community.**
- The Port is active with schools – its annual poster contest has attracted thousands of students over the past 20 years – and the Redwood City Education Foundation recently issued the Port an award for its contributions to schools.**
- The Port has partnered with numerous communication organizations to sponsor an annual PortFest in early October each year.**

# And today...Cargill wants...

- to develop 1,436 acres virtually across the street from the Port that has been used for commercial salt production since 1901. They are proposing 12,000 residential units, approximately 1.2 million square feet of office/retail space

# Saltworks site across from Port





# Saltworks site across from Port



# PortFest





# ADVOCACY QUOTATIONS

- “Never doubt that a small group of thoughtful committed citizens can change the world. Indeed, it’s the only thing that ever has.”
- “It is not enough to be compassionate. You must act.”