

# Fostering Positive Relationships with Your Local Communities

AAPA Commissioners Seminar  
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Port of Redwood City



Who cares?

Everyone!



# Port of Redwood City and Redwood Creek Channel (aerial view)



# Port Commissioners



Are you ready with interesting stories to answer citizens' questions?

- Why did you become a commissioner?
- What do "they" do at the port?
- Why do we have a port?
- What do they ship at the port?



# Treat the Port like a business

- Great businesses cultivate their public image.
- Elevator pitch—short, compelling answer when asked about your business.
- Stories, not statistics: make numbers come alive.
- How your cargo relates to people & jobs.
- Highlight your port's connection to the global economy.

# Make Friends



before you  
need  
them!



# Why?



- Support for your projects—infrastructure, expansion
- Allies in time of need—incompatible land use, protests
- Two-way communication with community leads to engagement & sense of ownership.
- Port as part of community, not outside of it.

# How?

- Invitations to events
- Social media
- Support for community activities
- Showing up in public
- Connect to community organizations





# Stories, not Statistics



Tonnage reports aren't compelling unless they have a human element.

Your infrastructure project—how will it benefit your community?

Your job creation—how will it help?

Your environmental stewardship—what progress have you made?

# Don't reinvent the wheel!

- Join existing events as a sponsor
- Team up with other organizations
- Make sure kids are included
- Marketing--start small and build on success
- Convene a volunteer committee for ideas
- Cast your net broadly





# Natural Allies



- Other boards & commissions (Parks & Rec, Historical, Cultural)
- Port Tenants
- Maritime organizations, yacht clubs
- Museums, arts community
- Educational groups, schools, Sea Scouts
- Marine science & environmental groups
- Coast Guard, Navy, Auxiliary organizations
- Recreation groups—boating, rowing, fishing

THE Port  
becomes  
THEIR Port





# Redwood City PortFest



# How did we communicate?

- Port Booth
- "Working Waterfront" trolley tours
- Dockside boat tours
- Marine Science Institute harbor tours
- Historical & other info booths





# Simple Messages

- Jobs
- Economic contribution
- Positive environmental impacts
- Recreational activities, access to water
- Goods movement "gateway to world"



# Messaging Outreach



- Port bulletin, website, Facebook, Twitter
- Flyers/postcards at local events
- School & yacht club newsletters
- Press releases—print & online articles
- Chamber of Commerce, & Seaport Indus. Assoc.
- Mothers Club and Service Organizations
- Senior citizen center



# Examples of Community Engagement from Port of Redwood City

- Yacht Club, Youth & College Sailing Regattas
- Stanford Tree-athlon Fundraiser
- Bair Island Aquatic Center Rowing Race:  
Redwood City Council vs. Planning Commission
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# More examples



- Sponsor musical concerts in parks & at port
- Redwood City PortFest—annual festival
- Port Poster Contest for local schools



# More examples

- Tours—historic vessels, working waterfront, Port Director's tour
- Holiday party
- & Toys for Tots collection





Keep your eyes on  
your business...





...but keep your heart  
in your community.

# Thank You

American Association of Port Authorities  
for your kind attention

