



culture | engagement | communication | innovation

moving forward

PORT *of* SAN DIEGO



A Message from Randa



communicate.

**traditional
government**



**21st century
government**

traditional government

- Steered/influenced heavily by political environment
- Perceived as insular; not trusted
- Tied to tradition or custom
- Focused on process rather than results
- Authority-driven

21st century government

- Focuses on future
- Understands constituents are complex with new ones emerging
- Uses data intelligence
- Measures and tracks constituent needs and attitudes
- Communicates mission and vision effectively, taking a stand on issues constituents care most about
- Customer service and citizen driven
- Operates efficiently and measures effectiveness
- Collaborates openly and transparently
- Courage to take calculated risks
- Creates and fosters a culture of achievement
- Demonstrates leadership

Now

Innovative
Engagement



Now

Innovative Safety Crime Mapping



Now

Innovative Environmental Program Copper Reduction Program



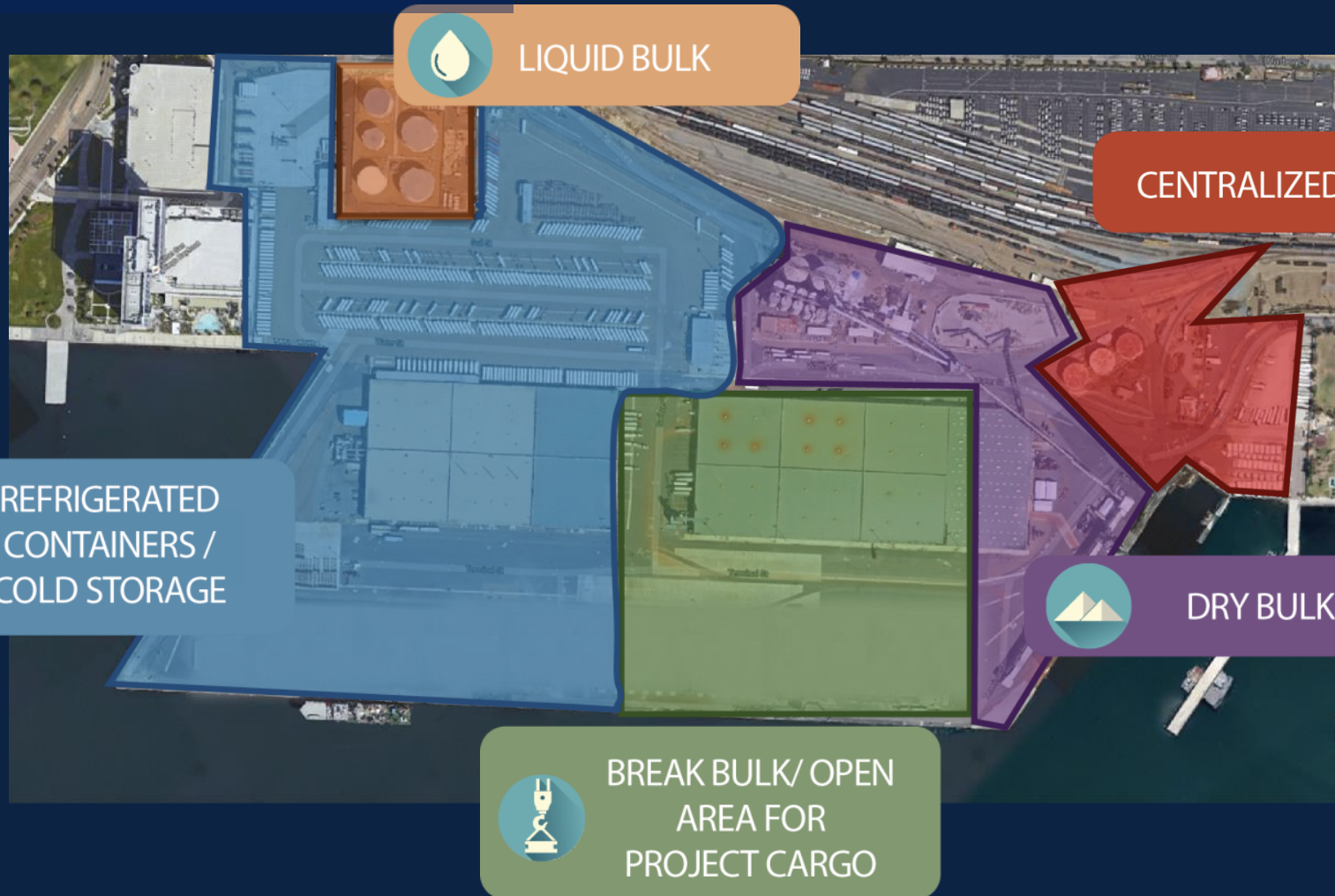
Now

Innovative Integrated Urban Planning



Now

Innovative Maritime



Innovative Operations

[illegible]

Now

Innovative Places North Embarcadero



Now

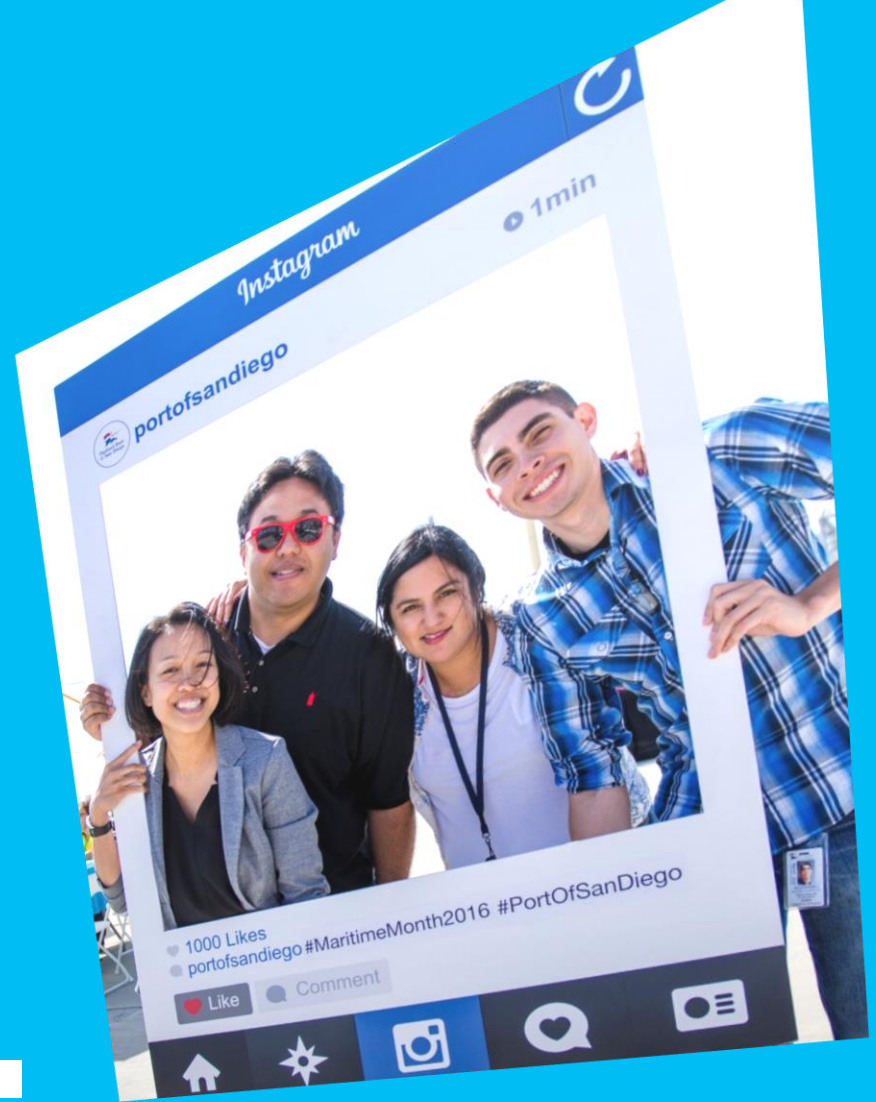
Innovative Neighborhoods Seaport Village



Integrated Core & New Business



| culture.



courageous

collaborative

ambitious

dynamic

purpose-driven

servant leadership

achievement



| culture.

engage.



people strategy

Developing and executing a **People Strategy**, as an adjunct to overall business strategy.

People Strategies focus on the right combination and type of People and the level of performance required to succeed.

People Strategies too must focus on competitive People advantage relative to Competitors.



| **engage.**



| **blue team.**

| why was it created?

- To demonstrate cultural change in the context of launching a new Attractions business.
- The cultural objectives are: Innovation, Courage, Teamwork, Constructive behavior, Achievement mindset

| why is it important?

- Cultural change can result in increased productivity and job satisfaction for all employees
- Cultural change can be a catalyst for new innovative businesses
- A “first step” and “one of many tools in the toolbox” for The Port



| **blue team.**



COAST CAFÉ RAFFLE

All Month Long

PLASTIC BAG RECYCLING DRIVE

All Month Long | Administration, General Services and Harbor Police Headquarters Buildings

MICHELLE WHITE ENVIRONMENTAL AWARDS

Thursday, September 8 | 1 pm | Board of Port Commissioners Meeting

ELECTRIC VEHICLE LUNCH AND LEARN

Thursday, September 15 | 12-12:45 pm | Administration Building Training Room

COASTAL CLEAN-UP DAY

Saturday, September 17 | 9am -12pm | D. St. Fill

TASTE OF THE PORT

Thursday, September 22 | 6- 9pm | Port Pavilion at Broadway Pier

HEALTH, BENEFITS & SUSTAINABILITY FAIR

Thursday, September 29 | 10 am -1pm | Administration Building Rooftop



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