



PORT OF STOCKTON - ANNUAL REPORT 2017

Annual Reports

2017 was another record-setting year at the Port of Stockton (Port), and the 2017 Annual Report took a closer look at what drives our success while exploring the various ways the Port invests in its future and the future of the greater Stockton region. Informative and engaging articles, bright and clean design with an emphasis on iconography, and beautiful photography helped tell the Port's story.

1. WHAT ARE/WERE THE ENTRY'S SPECIFIC COMMUNICATIONS CHALLENGES OR OPPORTUNITIES?

Every year, the development and creation of the Port's Annual Report (Report) provides the opportunity to reflect and highlight the growth and success experienced the prior year. In 2017, the Port embarked on major road and bridge replacement projects, while more ships arrived and more cargo tonnage crossed our docks than any other single year in the Port's history. This growth has continued to contribute to the economic foundation of the City of Stockton and San Joaquin County, as the Port supports more than 5,500 jobs and \$220 million in annual salaries and benefits. All this while the Port maintained close ties and continued outreach with the Stockton community at large.

Internally, the primary challenge was to synthesize information from several departments within the Port and present it in a cohesive way. Externally, the challenge was to distribute the Report widely and to the right people to increase awareness of the Port and how we contribute to the prosperity of the region.

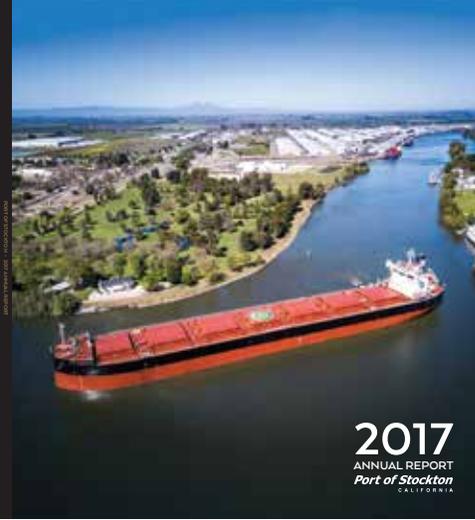
2. HOW DOES THE COMMUNICATION USED IN THIS ENTRY COMPLEMENT THE ORGANIZATION'S OVERALL MISSION?

The Port's mission is to provide excellent service to our current business partners and attract new business, all while being a Portitive force for the local Stockton community and an exemplary steward of the environment at large. The Report documented a year of carrying out this mission.

The Report was set up to tell our complete story of who we are, how we operate, our current initiatives, and our continued investment in our community and environment. The Report was divided into five sections including:

- A Port's View
- Operational Efficiency
- Environmentally Focused
- Community Ties
- Port Honors

The featured centerfold detailed the story of the San Francisco Bar Pilots, an elite group of pilots who play a unique role at the Port, piloting ocean-going vessels through the narrow, dredged channels of the San Francisco Bay to their destination at Stockton's inland port. In



PORT COMMISSIONERS

BACK ROW
 Commissioner Gary Christopherson
 Commissioner Sylvester Aguilar
 Commissioner Stephen Griffin
 Vice Chair Michael Duffy

FRONT ROW
 Commissioner R. Jay Allan
 Commissioner Victor Mow
 Chair Elizabeth Burchard
 Port Director Richard Aschneris

2017, the Port held an appreciation dinner for the Bar Pilots and presented them with a commemorative coin marking the occasion.

Sections on the Port's operations feature ship movement and tonnage breakdowns, landside infrastructure improvements, a look at the Port's booming real estate business, a view of the Port's worldwide trading partners, and a detailed overview of its finances. Each section features infographic factoids with accompanying iconic illustrations.

Other sections highlighted the Port's commitment to the community and continuing education and enhancement programs. In late 2017, the Port helped fire up Stockton Arena during the Stockton Heat's season opener through a sponsored "Port Proud, Stockton Proud" night. During the game, Heat players wore specialty jerseys with the Port's logo that were then auctioned. All proceeds were donated to a local Stockton charity. The event highlighted how important the Port, its tenants and employees are to the local community. The Port also had the honor of leading the 36th Annual Delta Reflections Lighted Boat Parade with its fire boat in December. The parade included roughly 50 colorful, sparkling boats and with the hundreds of spectators, the event raised thousands of dollars for local charities.

3. WHAT WERE THE COMMUNICATIONS PLANNING AND PROGRAMMING COMPONENTS USED FOR THIS ENTRY?

With this 2017 Report, the Port wished to identify how exciting the year was. Major road and bridge replacement projects happened while more ships arrived and more cargo tonnage crossed the docks more than any other year in history. To prepare for this Report, Port staff engaged in the following activities:

Research and Outreach

The Port reached out to various internal department leads and staff to gather vital information on the various sections of the Report.

Article-writing, Photography, and Design

Writing content for each article takes brainstorming, drafting, editing, rewriting and finalizing. Photography is taken each year at the Port, in and around the facilities, and at various off-site events throughout the year. The Report's layout, design, and illustrations are created to bring colorful flavors to what is considered to be a typically dry piece of information. It is important to the Port to show our personality in everything we do.

Distribution

The Report is widely distributed. Over 1,500 copies were printed and disseminated throughout the community to local and regional stakeholders, industry professionals, business partners, and federal representatives. It was debuted at the Stockton State of the City event in May 2018 and was also on display at various trade shows including the AAPA Annual Conference in Chile, the BreakBulk Americas Annual Conference and Tradeshow in Houston, the Railway Industrial Clearance



02: A PORT'S VIEW
 08: OPERATIONAL EFFICIENCY
 22: ENVIRONMENTALLY FOCUSED
 24: COMMUNITY TIES
 26: PORT HONORS



San Francisco Bar Pilots have been in continuous operation since 1850



"Our partnership with the San Francisco Bar Pilots is critical to the Port being able to provide services to our existing customers, as well as attracting new customers."

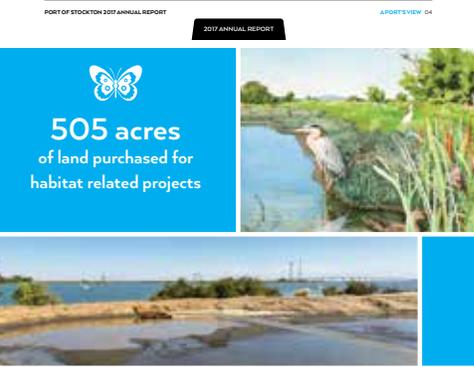
-Jason Katindoy
 Maritime Operations Director,
 Port of Stockton



OUR TEAM

Our diverse and dedicated employees blend innovation with decades of experience that continues to navigate the Port toward a successful and bright future.

- RICHARD ASCHERIS**
 Port Director
- ACCOUNTING/FINANCE**
 Diana Baker
 Michelle Bowling
 Jennifer Ancharichchar
 Eusealdia Correa
 Leah Thiel
 Kelsey Emerson
 Maria Perez
 Ricardo Toledo
 Michelle Zepeda
 - ENVIRONMENTAL GOVERNMENT & PUBLIC AFFAIRS**
 Jeff Wingfield
 Jason Cashman
 Manager of Environmental and Regulatory Affairs
 - OPERATIONS**
 Rita Koehn
 Victoria Lucero
 HR/ADMINISTRATIVE
 Katie Miller
 Human Resources Manager
 Judy Boneman
 Linda Finckler
 Fernando Galicia
 Renee Ramirez
 Al Rib
 - EXECUTIVE**
 Melaine Rodriguez
 Assistant to the Director
 Assistant HR Staff
 - INFORMATION TECHNOLOGY**
 Tim Overnick
 Travis Renown
 Wally Wallick
 - FACILITIES DEVELOPMENT & PLANNING**
 Juan Villanueva
 Development & Planning Manager
 Steve Cookerly
 Supervisor
 Ricardo Navarro
 Supervisor
 Scott Ballard
 Bob Belmont
 Greg Bachman
 Janice Diaz
 Mike Elrod
 James Gamble
 David Gentry
 Eduardo Gomez
 Dean Hare
 Randy Hawley
 Brad Hensley
 - OPERATIONS**
 Kano Higashi
 Gary Johnson
 Dale Mason
 Eyraude Mendoza
 Eric
 Alex Perez
 Cara Pickering
 Charles Piggot
 Pete Ramirez
 Steve Trindade
 - OPERATIONS**
 Jason Katindoy
 Director of Maritime Operations
 Chris Montroy
 Operations Manager
 Jeff Vint
 Mike Vint
 Mike Vint
 Jose Aroneta
 Rebecca Barron



505 acres of land purchased for habitat related projects



1,500 baby owls have hatched through our barn owl nest box program

Association Annual Conference in Utah, and several others. The Report is also available to be viewed digitally on the Port's website for online viewing.

Evaluation

To measure success of the Report, the Port seeks direct, honest, anonymous feedback through the use of a survey administered online and in-person. The Port's primary target audience is the maritime industry and the Stockton and Central Valley business community and local government. Secondary target audiences are the general public of Stockton and those who live in the Central Valley region who might be interested in what the Port does.

4. WHAT ACTIONS WERE TAKEN AND WHAT COMMUNICATION OUTPUTS WERE EMPLOYED IN THIS ENTRY?

To create a Report that successfully communicates the Port's proactive vision for a prosperous future, the following strategies were implemented:

Highlight the Port's Success

Provide financial information, tonnage breakdowns, a list of trade partners and tenants, and other hard data to show the scope and scale of the Port's business.

Feature Environmental Programs

Share projects the Port is spearheading that will improve the overall environmental health of the Port and surrounding region, including habitat restoration and energy efficiency initiatives.

Show Community Investment

Highlight ways the Port actively engages with and improves the City of Stockton and Central Valley region. The Port supports a number of organizations working diligently to improve our community. The Port engaged its Communications and Public Involvement sub-contractor, HDR, to guide the process and manage the creative design. HDR developed and implemented the following project timeline:

TASK	RESPONSIBLE	DUE DATE	STATUS
*Kick off Meeting with Department Leads	Port/HDR	Tues, 11/14	<input type="checkbox"/>
Provide section direction (word count/topics) to Port	HDR	Fri, 12/1	<input type="checkbox"/>
*Provide News Articles / Tenants, Staff, Awards Lists	Port	Fri, 12/15	<input type="checkbox"/>
HDR gather photography for Report	HDR	Ongoing	<input type="checkbox"/>
*Port to provide draft section content to HDR	Port	Fri, 2/2	<input type="checkbox"/>
HDR to provide draft pages for review	HDR	Fri, 2/16	<input type="checkbox"/>
*Port provide comments on Report Design	Port	Fri, 2/23	<input type="checkbox"/>
Send final design for Port approval	HDR	Fri, 3/2	<input type="checkbox"/>
*Port Approve final design for print	Port	Fri, 3/9	<input type="checkbox"/>
Format report for printing & send to printer	HDR	Wed, 3/14	<input type="checkbox"/>
*Port receives reports (quantity TBD by Port)	TBD	Wed, 4/4	<input type="checkbox"/>
Design electronic report for website	HDR	Fri, 3/30	<input type="checkbox"/>



2017 TRADE PARTNERS



The Port has maintained its strong trade relationship with 31 countries, importing and exporting commodities such as cement, fertilizer, steel, coal and sulfur. The Port also had 268 ship calls, its highest number in history. The leading trade partners for 2017 were once again Japan and China. Japan received about half of the Port's exports for bagged rice, bulk beet pellets, coal and tire chips. China led imports for bulk cement and fertilizer, steel products, liquid fertilizer and windmills, totaling over \$60,000 metric tons delivered to the Port. 2017 marked one of the Port's best performing years yet with more than 1.9 million metric tons of American products exported and over 2.8 million metric tons imported.



75 miles
of rail track service operations across the Port

5. WHAT WERE THE COMMUNICATIONS OUTCOMES FROM THIS ENTRY AND WHAT EVALUATION METHODS WERE USED TO ASSESS THEM?

Feedback on the Report has been anecdotal in nature but almost unanimously Portitive. Readers have loved the dazzling photography, the approachable, colorful design and clean layout, and the informative articles on every aspect of the Port's activities.

Another sign of the Report's success is the utility it provides and the results it brings in the policy-making arena. The Reports are regularly provided to House and Senate Representatives and their staffers, as the Port justifies additional funding for U.S. Army Corps of Engineers dredging projects from the Office of Management and Budget, U.S. Fish and Wildlife Service, National Marine Fisheries Service, Department of Transportation, Department of Commerce, and the Department of Homeland Security. As Jeff Wingfield, the Port's Director of Environmental and Public Affairs, explains: "We typically start out our meetings by opening to a specific page as a reference point and leave with staff as a reminder/leave behind. The visuals really help hammer home our points for additional federal funding and support as they see the bustling seaport and our cargo throughput and job numbers! Most people not in the area think of Stockton as a sleepy port but the images and figures help to demonstrate otherwise."

In this way, the Report serves as a helpful tool in demonstrating the Port's dynamism to policymakers, thus ensuring the continued funding of dredging and other projects that keep the Port running strong.



FINANCIAL OVERVIEW

CARGO TYPES & PROPERTY LEASING

	FY2017	FY2016	FY2015	FY2014
General Cargo	8,332,209	10,053,420	11,694,092	9,366,030
Dry Bulk Cargo	13,564,477	11,037,896	11,554,935	13,288,974
Liquid Bulk Cargo	6,042,701	5,072,290	5,033,309	4,845,235
Property Management	25,192,076	24,466,009	24,644,949	23,597,226
Other	3,410,912	4,507,569	9,120,064	4,391,058
TOTAL	\$56,542,375	\$56,637,184	\$62,022,347	\$53,988,521

REVENUE CENTERS

	FY2017	FY2016	FY2015	FY2014
Terminal	26,100,953	25,459,343	26,026,517	25,184,767
Warehouse	1,838,455	2,204,263	2,235,617	1,851,471
Property Management	25,192,076	24,466,009	24,644,949	23,597,226
Other	269,918	268,929	94,068	411,459
Interest	264,230	122,473	48,364	29,098
Grant Revenue	2,856,765	4,105,867	8,977,613	1,950,502
TOTAL	\$56,542,377	\$56,637,184	\$62,022,348	\$53,988,523

174%
cargo growth since 2010

90%
of the fertilizer used to grow our crops comes through the Port



The Port supports a number of organizations working diligently to improve our community, including but not limited to:

- San Joaquin County Historical Society Museum, Hargin Museum, San Joaquin Women's Center Youth & Family Services, Delta Sculling Center, United Way of San Joaquin County, San Joaquin County Hispanic Chamber of Commerce, Central Valley Asian American Chamber of Commerce, March of Dimes, Emergency Food Bank, Stockton Shelter for the Homeless, Stockton Symphony, Delta Community College, University of the Pacific, and Child Abuse Prevention Council.

Over 50
boats took part in the Parade of Lights this year