Good Community Relations = Good Business

Chris White, Port of Portland - Moderator

Paula Copeland, Saint John Port Authority
Ellen Kennedy, Port Everglades
Julie Rawls, Port of Vancouver USA

June 14, 2017
Community Relations

• What is it: Interacting with people affected by your facilities, to foster mutual understanding, trust and support.
  o Education
  o Dialogue
  o Advocacy

• Why is it a business imperative?

• Ideas behind the work
  o Education builds context.
  o Involvement, ability to affect outcome helps with trust
  o Ongoing engagement builds relationship, helps with project scoping, sets reasonable expectations.
  o Process matters
Port of Portland: Tools and Techniques

• Be part of a larger communication strategy.
• Target your audience and what you want them to feel.
• Tools and methods
  o Planning processes and outreach
  o Committees
  o Print and digital publications; earned and paid media; social media
  o Events – host and attend
  o Research
  o Sponsorships
  o Tours, school outreach curriculum
  o Partnerships on projects
Working with the Public is Critical to Success

• Collaboration and Partnership yield better results.
• Agreement on everything is not always there, but dialogue, process integrity and transparency matter.
• A variety of perspectives is natural; look to commonalities and mutual goals.
• Good integrated communication and outreach is part of leadership and best practices.
• Keep listening.