Port of Hueneme
COVID-19 Communications Response
March – June, 2020

FOR MORE INFORMATION:
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SAFETY & SECURITY

The Port of Hueneme
Impacts of COVID-19

AUTOMOBILES
Projected through 2020: the auto industry will see a 6% (best case) to 28% (worst case) dip in auto volume.

Foreign Trade Zone #205
Summary
To keep identified communities informed and updated throughout the COVID-19 crisis, and to provide resources where needed.

Goals
The Port of Hueneme is important to Ventura County and to its immediate communities, moving $9.5 billion in produce, autos and other goods each year and generating more than $119 million in direct and related state and local taxes. Port operations bring $1.7 billion in economic activity and creating 15,834 trade-related jobs.

As the COVID-19 crisis began, it was important to quickly and effectively distribute information, listen more intently to its community, and provide what was needed.

Among the primary goals were:

- Communication with customers, community partners, and stakeholders
- Effective and intentional allocation of resources to Port staff, customers and labor and to the immediate community while synching efforts with other collaborating agencies and the media

Objectives

- To reach out to customers and ensure continuity of operations
- To reassure the community that Port operations continue bringing essential items
- To keep stakeholders (including staff, partners, communities, and elected officials) informed using various tools
- To provide needed goods and services to communities

Tactics

- Community campaigns
- Information distribution in the form of social media, electronic flyers and other graphics, video, email, situation alert system notifications, website, media advisory and press releases, and “listening campaigns”

Strategies

- Dissemination of Port operations information pertaining to COVID-19
- Creation of reassuring messaging
- Creation of a “boots on the ground” approach to fill in identified gaps
- Deployment of efficient virtual messaging systems and platforms (such as Everbridge)

Target Audiences

- Local communities – County residents with focus on the cities of Port Hueneme and Oxnard
- Local non-profits, churches, school districts
- Port of Hueneme Commissioners and staff
- Port of Hueneme on-Port customers, partners and labor
- Elected officials at Federal, State of California, County of Ventura, and City (Oxnard, Port Hueneme, Ventura, Camarillo, Ojai, Thousand Oaks, Simi Valley, Moorpark) levels
Community Campaigns: Feeding the Frontline

Early in the COVID-19 crisis, the Port’s Community Outreach Manager engaged in a “listening campaign” with stakeholders in the Port’s local communities in Port Hueneme and Oxnard, California. These calls and virtual meetings were intended to “take the pulse” of the community and determine vulnerable groups and greatest needs. Farmworkers and their families were identified as a vulnerable group – farmworkers are essential workers, with increased health vulnerability who also commonly deal with food insecurity. Ventura County is an agricultural hub, and these workers are vital to providing produce to the entire county. Additionally, the Community Outreach Manager determined that small swap meet and street vendors lost their markets due to the closure of open air activities.

He reached out to Port customers to collaborate on efforts to provide goods and resources to these populations. Port customer Del Monte Fresh Produce showed adept initiative, reassigning their warehouse manager as “Community Support Leader” to ramp up efforts in providing donations for food distribution. Prior to the crisis, Del Monte’s operation at the Port of Hueneme had already donated 1,077,474 pounds of fresh produce (32,469 boxes) to Ventura County’s Food Share. The Port of Hueneme assisted with connecting partners with Del Monte, and spotlighted their COVID-19 distribution efforts through social media posts and a press release.

Del Monte, local farmworker healthcare provider Clinicas del Camino Real, local restaurants and other agencies agreed that farmworker relief was a top priority. From this came the “Feeding the Frontline” Community Campaign, which started up in April and is going strong with weekly distribution events. The Port continues to highlight Feeding the Frontline volunteers, partners, customers and collaborators in social media posts.

One of the challenges to existing food distribution efforts for farmworkers was their schedules, so Feeding the Frontline events are held on weekends in the late afternoon, a time determined as best for the workers and their families. Transportation logistics are coordinated with local trucking companies and swap meet vendors assist with event and volunteer coordination.

At these events, tons of safety and hygiene supplies, donated fruit and other produce, prepared food, healthcare information and more are made available to attendees and are packaged in reusable, Port-supplied bags and knapsacks. Port of Hueneme Commissioners and staff have volunteered their time to distribute, and transport food and supplies. The campaign’s public relations focus has been on collaboration with partners and working together for our community.

[cont’d next page]
To date:

- **15+ Feeding the Frontline events, more on the schedule**
- **250,000 lbs of fresh produce and grains has been delivered directly into the hands of the farmworkers and their families**
- **On June 6, 2020, the 10,000th carton of food was distributed**

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**Del Monte Rises Up to Feed Our Community**

*April 14, 2020*

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View on Port website

PORT OF HUENEME, April 14, 2020 – Del Monte Fresh Produce (Del Monte), a top fresh fruit and produce customer at the Port of Hueneme, delivered a full truck load of fresh fruit to the City of Oxnard, helping those in need during the COVID-19 crisis.

“The Port couldn’t be more proud to see our customers stepping up to meet the needs of the community in these difficult times,” said Oxnard Harbor District Board President Jess Ramirez. “Del Monte has always invested its resources and energy to help the community, they are committed to our local families and have been since 1978.”

Last week, Del Monte named Art Bouvet to serve as the Community Support Leader, a new position which will serve to coordinate support for the local community. The position comes to fruition during the COVID-19 crisis, however it has been in the works for a long time, given their continual partnership with various non-profits and food banks in the community year round.

Press release excerpt from the Port of Hueneme about Del Monte produce donation efforts

[www.portofh.org/del-monte-helps-feed-community](http://www.portofh.org/del-monte-helps-feed-community)

Media coverage of June 6 event by southern California television stations KEYT 3, KCOY 12 and FOX 11


A volunteer adds Del Monte bananas to food donation bag

June 6, 2020: The 10,000th box of donated goods is presented at the Nyeland Acres Feeding the Frontline event to an attendee by Port of Hueneme Commissioners Jess Ramirez, Mary Anne Rooney, and Celina Zacarias
Information Sharing through Everbridge

Since 2018, the Port of Hueneme/Oxnard Harbor District has been utilizing Everbridge, a critical event management solution, as part of its ongoing commitment to the safety and security of its staff, local community, and on-Port labor and partners. This solution enables Port operations to transmit information quickly, accurately and directly from the Port itself. From a virtual command center, Port operations staff are able to compose and send alerts to anyone who has “opted-in” to receiving messages to their phone, email and voicemail. Easy and efficient use of this system is critical as the Port’s staff is relatively small and response must be agile.

Before the COVID-19 crisis, the Port’s use of Everbridge had been successful in communicating with Port staff and key stakeholders about closures, emergency alerts, and more. In March 2020, a COVID-19 text group was created and “Text POHCovid19 to 888-777 for breaking updates from the Port” messaging was distributed to Port staff, partners and community members via flyers, targeted email, and on a digital display near the gates of the Port (seen at right).

Port partners and customers have responded favorably to this communication mode, and the COVID-19-specific alert list grew from zero to 140 voluntary opt-ins since March 13.
Email Campaigns (Excerpts)

Email: to local community (Port Hueneme, Oxnard)
March 20, 2020
- 2,609 recipients
- Audience: in local community members in Port Hueneme, Oxnard
- 23.7% open rate
LINK: mailchi.mp/portofhueneme/covid19update03-20-2020

WHAT’S UP, DOCK?
PORT OF HUENEME BRIEFING FOR LOCAL ELECTED OFFICIALS

Dear Elected Officials,

Thank you for your leadership during this COVID-19 challenge before us. We are grateful for your partnership and hard work. We want to keep you well informed about the happenings at the Port of Hueneme during COVID-19 should you and/or your constituents have any questions. We plan to provide a weekly briefing for this purpose. You can also visit our website at www.portofh.org.

Be safe! Together we will get through this!

Oxnard Harbor District Commissioners
President Jess Ramirez
Vice President Jason T. Hodge
Secretary Mary Anne Rooney
Commissioner Jess Herrera
Commissioner Celina Zacarias

Kristin Decas, CEO and Port Director

Coming Up...

- Upcoming Food Distribution Event:
  This Saturday, May 16
  4-6pm
  600 Simon Way
  Oxnard, CA 93036
  See Feeding the Farmworkers page

Email: Weekly briefing to elected officials
Started May 13, 2020
- 122 recipients
- Audience: Elected officials at Federal, State of California, County of Ventura, and City (Oxnard, Port Hueneme, Ventura, Camarillo, Ojai, Thousand Oaks, Simi Valley, Moorpark) levels
- 45.5% open rate
LINK: mailchi.mp/portofhueneme/whats-happening
Flyers/Graphics (Excerpts)

Flyer: COVID-19 Update - CEO Statement and Operations Update
March 26, 2020
- Emailed to staff (40) and Port Operators Group (80)

Flyer: “Preventing the Spread” Flyer
March 26, 2020
- Emailed to staff (40) and Port Operators Group (80)

Flyer: Impacts of COVID-19
May 5, 2020
- Audience: Elected officials at Federal, State of CA County of Ventura, and City (Oxnard, Port Hueneme)
- High (90%+) response rate – Government Relations Manager followed up with each elected personally

Flyer: Port Operations Update
May 512, 2020
- Audience: For on-Port customers and partners
Press Releases and Media Mentions (Excerpts)

Media Mentions

Del Monte rises up to feed the community
* Mentioned in Vida Newspaper; Produce Blue Book, Amigos 805, Fresh Plaza, ILWU 46 local labor website

Port Family Fights through COVID-19, Braces for Cancelled Sailings
* Mentioned on ILWU 46 local labor website; Citizen’s Journal (Port Hueneme), Amigos 805; Vida Newspaper

Port of Hueneme Feeds Essential Workers During Crisis
* Mentioned on ILWU 46 local labor website; AJOT, KEYT, AAPA Seaports website, The Packer
  

Port Community answers the call, hosts blood drive
* Mentioned on ILWU 46 local labor website; Vida Newspaper, KEYT, Hortidaily, Citizen’s Journal

Southwinds food giveaway helps farmworkers feed their families | Tri-County Sentry | 05-01-2020
* [https://www.tricountysentry.com/Article/Index/6f5edf64-7809-4581-ac04-9f8407b4d264](https://www.tricountysentry.com/Article/Index/6f5edf64-7809-4581-ac04-9f8407b4d264)

The Port of Hueneme is working hard to get goods to consumers and to stay safe | 03-23-2020
* Mentioned in AJOT, Citizen’s Journal, Amigos 805, AirFreight
  

Latest and Greatest Global Traders on the Move | Global Trade | 03-20-2020

Port Press Releases

Port Family Fights through COVID-19, Braces for Cancelled Sailings
* 05-08-2020
  

Port Feeds Essential Workers During COVID-19 Crisis | 04-21-2020

Del Monte Rises Up to Feed Our Community | 04-16-2020
* [www.portofh.org/del-monte-helps-feed-community/](http://www.portofh.org/del-monte-helps-feed-community/)

Port Community Hosts Blood Drive for COVID-19 Relief Efforts
* 04-14-2020
  

Interview: Port of Hueneme Community Outreach Manager Miguel Rodriguez speaks to a Telemundo media station
Social Media (Excerpts)

Social Media: COVID-19 Messaging
March - June, 2020

Facebook, Twitter, Instagram, LinkedIn

Important updates and alerts were distributed, as well as a #workselfie campaign, showing Port workers working and working safely. Social media is also used to celebrate frontline workers, volunteers, partners, customers and collaborators during food distribution events.

Significant increase in likes and followers across all platforms.

The Port of Hueneme
Published by Becky Haycox [?]: March 26

Statement from Kristin Decas, CEO & Director, Port of Hueneme
Read statement here: https://www.portofhueneme.org/.../kristinstatement03-26-2020....

Dear Valued Port of Hueneme Customers and Community Partners,

There is no doubt, we are in uncharted waters. The COVID-19 pandemic has impacted many of our families and friends in the United States and globally. The Port of Hueneme appreciates the leadership of local agencies and government partners’ leadership who are tirelessly working to reduce the health impacts of the Coronavirus COVID-19 on our community and our nation. The Port is an economic backbone that provides for our local, regional and national economy; in times like these we are heartened by the efforts of all Port workers partners: shippers, truckers, drivers, stevedores, terminal operators, forwarders, captains, vessel crews, warehouse workers, and all individuals that are serving in the global supply chain – a big “thank you” for your tireless work to keep these critical operations uninterrupted.

Your efforts create the positive impact that drives local, state, and national prosperity and keep us healthy. In a time of instability, we want to assure you that we are doing everything we can to protect the health of our employees and partners and to continue to supply you with the goods you need during this challenging global situation. The Port of Hueneme is strong and quick to adapt and we are keeping abreast of the developing situation.

Keep safe, continue to be well, we will get through this together.

LINK: https://www.facebook.com/theportofhueneme/posts/2828002043974541

The Port of Hueneme
Published by Becky Haycox [?]: May 7

We are happy to help our heroes!

LINK: https://www.facebook.com/theportofhueneme/posts/293585969855441

The Port of Hueneme
Published by Will Port [?]: May 29 at 3:50 PM

Sin Ustedes NO Comemos/ We Can’t Eat Without You!
Sharing the table and honoring our farmworkers today through collaboration with #FeedingTheFrontline and Dignidad Al Campesino as well as Del Monte Fresh Produce, Radio Indigena, Clinicas del Camino Real, Inc., MixtecO/Indigena Community Organizing Project (MICOP), and Lujan Transportation #committedtocommunity

LINK: https://www.facebook.com/theportofhueneme/posts/2869213919853353

PORT OF HUENEME - COVID RESPONSE | MARCH - JUNE, 2020
Social Media - Engagement Snapshots

FACEBOOK  LINK: www.facebook.com/theportofhueneme

Social media attracted more visitors and higher engagement in the last 3 months. The most significant gains were seen on Facebook, in respects to new “likes” of the page. A large uptick is seen on May 27, when two posts were boosted, as well as an interview with the Port’s Community Outreach Manager was released on television outlet Univision, the country’s largest provider of Spanish-language content.

TWITTER  LINK: www.twitter.com/portofhueneme

Top five tweets for the time period: March 15-May 31, 2020

INSTAGRAM  LINK: www.instagram.com/theportofhueneme

There was a sharper increase of followers between March and May 2020 in comparison with the same time period in 2019.