communicate.
traditional government to 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

II. Traditional vs. 21st Century Government
Now

Innovative Engagement
Innovative Safety
Crime Mapping
Innovative Environmental Program
Copper Reduction Program

Now
Innovative Integrated Urban Planning
Innovative Maritime

I. Priorities and Achievement

- LIQUID BULK
- CENTRALIZED GATE
- REFRIGERATED CONTAINERS / COLD STORAGE
- DRY BULK
- BREAK BULK/ OPEN AREA FOR PROJECT CARGO
Innovative Operations

I. Priorities and Achievement
Innovative Places
North Embarcadero

I. Priorities and Achievement
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.
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
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