Your Port, Your Community and Lessons From Sim City

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American Association of Port Authorities
Welcome to Sim City

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Any similarity to real places or individuals is purely coincidental.
Discussion Topics

- How similar was the exercise to real situations in your ports?
  - How severe is the gentrification issue in your port?
  - How does your port address competing interests when developing waterfront properties?
  - How does your port weight and consider the employment impact of development decisions? Is the goal to create the most jobs or the highest paying jobs?
Discussion Topics

- How well is property management coordinated with your port’s government, community and public relations planning and outreach?
  - How active is your port’s outreach program, and are you involved?
Discussion Topics

- What role(s) should AAPA play to help ports meet the gentrification challenge?
  - What information, materials or actions do you want from AAPA?
  - Who else from your port needs to be part of this AAPA dialogue?
A Final Word

- Gentrification will be a concern for years to come
- Ports must undertake strategic outreach activity to constantly educate key audiences about benefits ports bring and conditions the port needs to thrive
  - Ports must understand and help shape what key constituencies think, know and care about ports in order to achieve port business goals and mission.
- This integrated outreach to all audiences requires sustained commitment.