2030 STRATEGIC PLAN
Community Workshop
April 7, 2021
INTERACTION

DURING THE VIRTUAL MEETING

1. **CHAT FEATURE**
   Always Open for Comments & Questions
   3 Languages (English, Spanish & Mixteco)

2. **LISTEN TO YOU**
   Opportunity for questions and comments in the chat to be considered in the Strategic Plan
   *Please be patient as we work to translate across all languages.*

3. **LIVE POLL**
   Will pop up during the presentation.

4. **EMAIL QUESTIONS**
   For any questions you have that are not answered during this meeting, please email:
   Dona Lacayo | [dlacayo@portofh.org](mailto:dlacayo@portofh.org)
   Miguel Rodriguez | [mrodriguez@portofh.org](mailto:mrodriguez@portofh.org)

**RULES OF CONDUCT**

For ease of communication between the 3 language translations, **we request for all questions to be submitted through Q&A or chat features.** If we don’t get to your comment live we will incorporate it into the strategic planning process. Thank you!
AGENDA

1. Welcome and Introduction
2. Overview of Strategic Plan 2030 Process
3. Community Pillar Overview
   - Hear from You / Feedback
4. Environment Pillar Overview
   - Hear from You / Feedback
5. Next Steps
CEO WELCOME
PORT
GOVERNANCE

CELEBRATING
83 YEARS!

2021 BOARD STRUCTURE

PRESIDENT
JASON T. HODGE

VICE PRESIDENT
MARY ANNE ROONEY

SECRETARY
JESS J. HERRERA

COMMISSIONER
CELINA L. ZACARIAS

COMMISSIONER
JESS J. RAMIREZ
ABOUT THE PORT
WHY & HOW SHOULD THE PORT EVOLVE?

MISSION
• To be the preferred port for specialized cargo and provide the maximum possible economic and social benefits to our community and industries served.

VISION
• To operate as a self-supporting port that enforces the principles of sound public stewardship maximizing the potential of maritime-related commerce and regional economic benefit.

The Port is empowered to acquire, construct, own, operate, control, and develop any, and all harbor works or facilities necessary to the efficient undertaking of its mission.
MAJOR TRENDS
INDUSTRY TRENDS / CARGO TONNAGE

**REVENUE**
- Agriculture Import/Export: 30%
- Ro-Ro Import/Export: 47%

**VOLUME**
- Fresh Fruit: +33%
- Auto: -14%

**ECONOMIC IMPACT**
- Jobs: 15,834
  - Over 1,700 direct jobs in Oxnard and Port Hueneme

**PORT FOOTPRINT**
- Acreage: 558 acres
  - Entire seaport plus all storage and processing areas
- Railway:
  - 12 mile short line track
  - Contract with G&W Inc.
  - Connects to UP
  - 8 acre switchyard

**Total FY2020:** $17M

**Economy**
- $1.7 Billion
  - Over $1 Billion into the economy annually

**Annual Cargo**
- $10.85 Billion
  - Over $9 Billion in cargo value annually

**Refrigeration**
- 176,000 SF on-terminal
- 900,000+ SF off-dock
- Over 1000+ reefer plugs
SURVIVING THE PANDEMIC
KEEPING FAMILIES WORKING
DESPITE CHALLENGES, MOVING CARGO FORWARD
STRATEGIC PLAN 2020: RECAP
2020 PILLARS
THE FIVE PILLARS

- Economic Vitality
- Environment
- Innovation & Technology
- Community
- Marketing
2020 PILLARS
ACCOMPLISHMENTS & WORK IN PROGRESS

• Channel Deepening to increase harbor depth to 40 feet.
• Related wharf improvements
• Port received over $30 million in federal and state grants between FY2007 - 20.
• Shore Power System Implemented.
• Diesel Particulate Emissions reduced by 85%.
• Reference Grade Air Quality Monitors installed.
• Maritime Advanced System Technology (MAST) Program established for technology transfer and innovation and folded into Fathomwerx
• +48 “Committed to Community” community food distributions.
• “Feeding the Frontline” cofounded.
• 1 million lbs. + of Fresh Produce donated.
• Global Trade and Logistics Course provided through a partnership between the Port and Oxnard Union High School District
STRATEGIC PLAN 2030: THE PROCESS
OUTREACH

STAKEHOLDER PARTICIPATION

PORT OPERATORS GROUP
January 2020
+/- 30 Participants

ONE-ON-ONE INTERVIEWS
Jan – Dec 2020
+/- 75 Participants

STAKEHOLDER INTERVIEWS/DISCUSIONS
Jan – Dec 2020
+ 200 Hours

ONLINE & COMMUNITY SURVEYS
March 2021
+/- 500 Participants
PLANNING PROCESS

...AND METHODOLOGY

- Diagnostics
- Outreach & Analysis
- Draft Plan
- Fine-tuning
- Public Hearing
- Board Approval
Environment, community and transparency are priorities.

Economic vitality and role in job creation are top survey results.

Infrastructure is #1 priority of customers and operators.

Social & environmental justice and equity are vital.

The process of community engagement is important. Conscious and collective practice moves us along a spectrum of engagement.
STRATEGIC PLAN 2030: THE FIVE PILLARS
2030 PILLARS
THE FIVE PILLARS

Economic Vitality

Environment

Innovation & Technology

Social Equity Community & Partners

Infrastructure

Pillars Changed from 2020 to 2030
2030 PILLARS
THE FIVE PILLARS

- Economic Vitality
- Environment
- Innovation & Technology
- Social Equity Community & Partners
- Infrastructure

Pillars Changed from 2020 to 2030
COMMUNITY PILLAR
CATEGORIES OF EMPHASIS – STRATEGIC PLAN

1. Focus on Social Equity & Justice
2. Prioritize Communities
3. Broaden Coalitions with Regional, State & National Agencies
4. US Navy as a partner is key to continued success
<table>
<thead>
<tr>
<th>Topic</th>
<th>Weighted Ranking</th>
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</thead>
<tbody>
<tr>
<td>Communication with the Community</td>
<td>4.79</td>
</tr>
<tr>
<td>Community Involvement</td>
<td>4.60</td>
</tr>
<tr>
<td>Economic vitality / Job creation</td>
<td>4.17</td>
</tr>
<tr>
<td>Environmental responsibility</td>
<td>4.12</td>
</tr>
<tr>
<td>Traffic congestion / Transportation</td>
<td>3.03</td>
</tr>
<tr>
<td>Technology and innovation</td>
<td>2.46</td>
</tr>
<tr>
<td>Collaboration with government, Navy, and business</td>
<td>2.18</td>
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</tbody>
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Results through April 7, 2021
## Respondents Ranked Their Agreement/Disagreement with the Following Statements

*Percentages include those who Agree or Strongly Agree*

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agreement Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Port’s expansion would lead to <strong>more local job opportunities</strong> and <strong>more investment</strong> within the community</td>
<td>81%</td>
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<tr>
<td>The Port operates <strong>safely</strong> and has an overall <strong>positive impact</strong> on the community</td>
<td>80%</td>
</tr>
<tr>
<td>The Port is an <strong>active member</strong> of the community that supports and gives back regionally</td>
<td>78%</td>
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<tr>
<td>The Port supports <strong>good local jobs</strong> in the area and has a <strong>positive impact on the local economy</strong></td>
<td>78%</td>
</tr>
<tr>
<td>The Port has a <strong>diverse base of customers</strong> that generate economic activity and create local jobs which support the local economy</td>
<td>76%</td>
</tr>
<tr>
<td>The Port supports and promotes many local <strong>nonprofit organizations</strong> that support the community</td>
<td>76%</td>
</tr>
<tr>
<td><strong>I can trust the Port</strong> to do the right thing in our <strong>community</strong> and for our <strong>environment</strong></td>
<td>76%</td>
</tr>
<tr>
<td>The Port has <strong>national and/or international value</strong></td>
<td>76%</td>
</tr>
<tr>
<td>The Port has worked closely and will continue to <strong>work with local government</strong> to promote the well-being of the community and the environment</td>
<td>74%</td>
</tr>
<tr>
<td>Taxes from the Port <strong>support local schools</strong>, and the Port works with local schools to educate students about Port operations and trade</td>
<td>73%</td>
</tr>
<tr>
<td>The Port has a strong and lasting <strong>relationship with NBVC</strong></td>
<td>71%</td>
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</tbody>
</table>
ONLINE SURVEY
RESULTS & FINDINGS

HOW WOULD YOU RATE THE PORT’S PERFORMANCE IN THESE AREAS?
From 1-5, weighted ranking

- Having Positive Economic Impact: 3.91
- Being Involved with the Community (Education, Events, Outreach): 3.72
- Implementing Processes to Improve the Environment: 3.64
- Communicating about Port Issues that might affect the Community: 3.48

Results through April 7, 2021
SURVEY RESPONSES

SURVEY RESPONSES IN EXCESS OF 500

SURVEY RESPONDENTS: LANGUAGE and REGIONAL COMPOSITION

Total = 502

- English, 210, 42%
- Español, 292, 58%
- Port Hueneme, 28%
- Oxnard, 63%
- Other, 9%

Results through April 7, 2021
WHAT ARE YOUR IDEAS AND PRIORITIES?
2030 PILLARS
THE ‘FIVE’ PILLARS

- Economic Vitality
- Environment
- Innovation & Technology
- Social Equity Community & Partners
- Infrastructure

Pillars Changed from 2020 to 2030
Clean Air Updates

We Care About Our Air!

The Port of Hueneme installed air quality monitors at Haycox Elementary and the first results have been collected. We are finding that our local air is clean; air quality is worst on cold winter nights and most pollution comes from wildfires and the 101. Visit www.portofh.org/cleanair to see a presentation on the findings given to the Board of Harbor Commissioners.

Since 2008
+26%
Cargo Growth

OGV Emissions
Since 2008
So\textsubscript{x} -97%
PM\textsubscript{2.5} -82%
DPM -85%
NO\textsubscript{x} -40%
GOING GREEN
TRANSITIONING TO A CARBON-FREE WORLD

CLEAN EFFICIENCY
Powered by electricity

BATTERY STORAGE
Peak saving, store energy

CLEAN AIR
PHRESH plan will assess Port’s goals for the future

YARD EQUIPMENT
State-of-the-art

SHIP TO STORE
Zero emissions

MORE SPACE
Demo of obsolete buildings allows less congestion, fewer emissions

PLUG & PLAY
Shoreside power

LED LIGHTING
Longer lasting and more efficient than traditional lighting

NEW ERA
Cords and plugs to power future equipment

GOING DEEP
35-40ft, sand renourishes beaches
HEAR FROM YOU
HAVE YOUR SAY

WHAT ARE YOUR IDEAS AND PRIORITIES?
NEXT STEPS

EMAIL QUESTIONS
For any questions you have that were not answered during this meeting, please email:
Dona Lacayo | dlacayo@portofh.org
Miguel Rodriguez | mrodriguez@portofh.org
THANK YOU

www.portofh.org