



The Port Outreach Committee (POC) is an advisory body dedicated to enhancing the Port of Stockton's relationship with the local community. The goal of the POC is to create greater transparency through direct dialogue between the Port, local officials, stakeholders, and neighbors. The POC provides a unique opportunity for all involved parties to better understand what the Port does and the impact it makes locally.

1. WHAT ARE/WERE THE ENTRY'S SPECIFIC COMMUNICATIONS CHALLENGES OR OPPORTUNITIES?

Describe in specific and measurable terms the situation leading up to creation of this entry.

The creation of the Port Outreach Committee (POC) was spurred by requests from the community for greater transparency and a more open dialogue with the Port. These requests came in through phone calls, the Port's online Community Comment Form, and in-person interactions.

Briefly analyze the major internal and external factors that need to be addressed.

Communication between the Port of Stockton and the local community needed to be improved. While distribution of a quarterly newsletter raised awareness, and an online comment form created an option for providing feedback, a barrier still existed for an open dialogue. The POC was developed to create that much needed opportunity for clear, real time communication.

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**Project Update –
Eastern South Ditch Stormwater Enhancement Project**

Pre-Construction Post-Construction

The Port of Stockton logo is visible in the bottom right corner of the presentation slide.

The Port hosts virtual POC meetings on the third Wednesday of every month. The meetings are made accessible to all parties and have a regular attendance of approximately 30 participants.



2. HOW DOES THE COMMUNICATION USED IN THIS ENTRY MAP BACK TO THE ORGANIZATION'S OVERALL MISSION?

Explain the organization's overall mission and how it influenced creation of this entry.

The Port of Stockton has always pursued being a good neighbor and protector of the local environment. An open dialogue between the Port and community has become a productive way to interact and collaborate, paving the way for the Port to achieve its goal of increasing its positive impact in the community.

3. WHAT WERE THE COMMUNICATIONS PLANNING AND PROGRAMMING COMPONENTS USED FOR THIS ENTRY?

Describe the entry's goals or desired results (e.g., raise stakeholder awareness/appreciation of the port's new environmental initiatives).

The Port of Stockton designed the POC to form a unique relationship with its stakeholders with the goal of raising awareness on all Port-related issues from new endeavors, to environmental studies, to tenant updates.

Describe the entry's objectives and list specific, measurable milestones needed to reach

In addition to building a valuable relationship with stakeholders and the community, the Port Outreach Committee set out with a goal of making this new relationship a steady and reliable one. To meet this goal, the Port hosts POC meetings on the third Wednesday of every month. The meetings are made accessible to all parties by being held virtually on a consistent date and time, and an ASL interpreter is available on-screen for hearing impaired participants. The POC meetings have a regular attendance of approximately 30 participants.

Identify the entry's primary and secondary audiences in order of importance.

The primary audience of the POC is the Port of Stockton's stakeholders who receive information first hand and communicate with staff and Port representatives in real time, while the secondary audience is community members who participate on behalf of their respective organizations or neighborhoods.

4. WHAT ACTIONS WERE TAKEN AND WHAT COMMUNICATION OUTPUTS WERE EMPLOYED IN THIS ENTRY?

Explain what strategies were developed to achieve success and why these strategies were chosen.

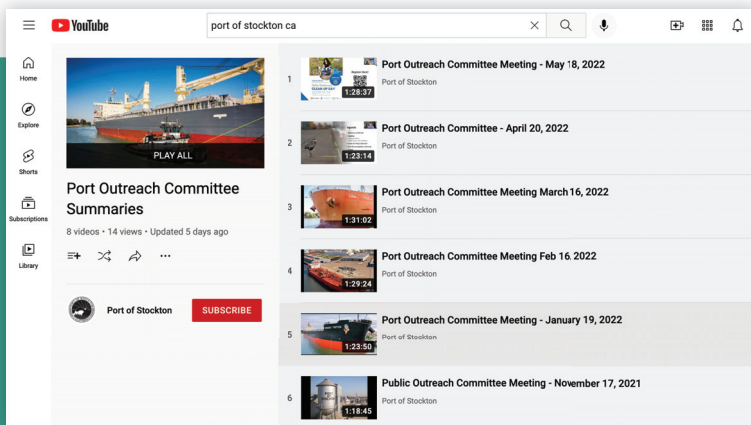
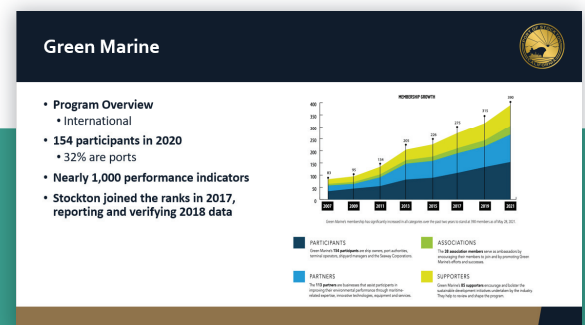
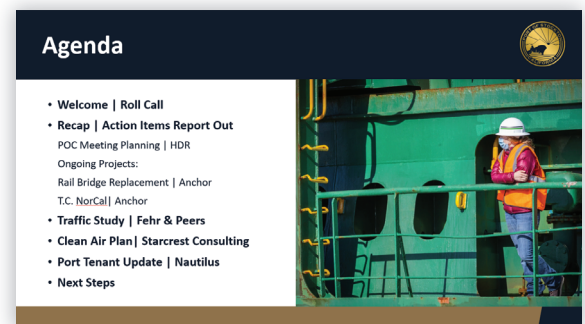
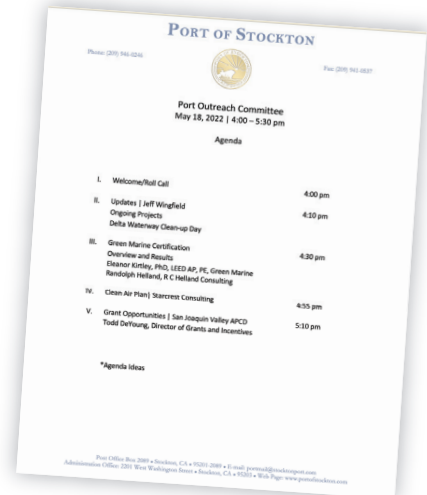
Through the POC, the Port of Stockton aims to gain trust with stakeholders and its community through increasing transparency. To do so, the Port chose to feature a guest speaker at each meeting such as operational experts, consulting agencies, and Port tenants, so POC members gain a third party perspective into Port operations. Members of the POC are also welcome to schedule Port tours to see operations first hand. Since the beginning of the year, the Port has hosted 26 POC members on site tours.

Specify the tactics used (i.e., actions used to carry out your strategies).

The Port has carefully selected speakers each month that have different specialties and areas of expertise so POC members learn about the Port's operations from a variety of perspectives. So far speakers have included experts on Green Marine, a voluntary environmental audit the Port has done since 2018, and a new Port online initiative, "Tree Plotter," an interactive way for web users to monitor the progress of the Port's existing and planned trees.

Detail the entry's implementation plan by including timeline, staffing and outsourcing used.

The initial plans for the Port Outreach Committee began internally in early 2021, followed by spreading awareness of the opportunity to stakeholders, eventually leading to the first meeting, which was held on April 15, 2021. The meetings were initially facilitated by a consultant, but the Port has since taken control of facilitating these meetings. All meetings are recorded and uploaded to the Port of Stockton YouTube channel.



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5. WHAT WERE THE COMMUNICATIONS OUTCOMES FROM THIS ENTRY AND WHAT EVALUATION METHODS WERE USED TO ASSESS THEM?

Describe any formal/ informal surveys used, or anecdotal audience feedback received, that helped in evaluating the success of this entry.

Most feedback from the Port Outreach Committee meetings comes in real time, as members are welcome to ask questions throughout the meeting and after guest presentations. This allows the Port to better understand the most engaged stakeholders' and community members' concerns and areas of interest so organizers can best plan future meetings. Meeting attendance has remained steady, proving that the information being delivered and the conversations being generated at POC meetings are resonating with members.

If possible, explain how this entry influenced target audience opinions, behaviors, attitudes or actions.

The Port has been perceived as more transparent by stakeholders and community members through POC meetings, and Port staff have developed more personal relationships, as members become increasingly comfortable contacting the Port for more information and further discussion after meetings.