



Port of Stockton
CALIFORNIA

PORT OF STOCKTON – SHAPING THE WORLD OF MARITIME

Annual Reports

2019 was a banner year for the Port of Stockton, and this annual report, “Port of Stockton - Shaping the World of Maritime,” put the spotlight on the Port’s leadership - in the industry, in the community and on environmental initiatives. The Port partnered with a start-up company that is innovating how data centers operate. The Nautilus data center is a waterborne barge housing data servers that are cooled by recirculating water from the Deep Water Shipping Channel where the Port resides. The Commission and Director’s message detailed the economic activity the Port spurs, directly or indirectly creating 10,000 area jobs through its import and export activity in 2019. The Port’s leadership on the environment is best displayed by their being awarded the Green Marine certification - the largest voluntary environmental certification program for North America’s maritime industry. Informative and engaging articles with pull quotes, bright and clean design, beautiful original full-color illustrations and vivid photography help tell the story of a Port leading the way forward.

I. WHAT ARE/WERE THE ENTRY’S SPECIFIC COMMUNICATIONS CHALLENGES OR OPPORTUNITIES?

Every year, the development and creation of the Port of Stockton’s (Port) Annual Report (Report) provide the opportunity to reflect and highlight the growth and success experienced the prior year. In 2019, the Port handled 4,443,286 metric tons of import and export cargos and 234 ship calls to make it their third-best year yet. Infrastructure improvements at Docks 12 and 13 and Navy Drive reached completion and the Fyffe Rail Overpass project broke ground to keep up with this activity, while zero-emissions cargo handling equipment was tested and deployed to “green” our operations. The Port also remained committed to its community, providing valuable in-depth, hands-on learning experiences through internships, engaging elementary students in owl pellet dissections and spearheading a Thanksgiving dinner food drive for the underprivileged Boggs Tract community for the 20th year in a row.

Internally, the primary challenge was to synthesize information from several departments within the Port and present it in a cohesive way. Externally, the challenge was to distribute the Report widely and to the right people to increase awareness of the Port and how we contribute to the prosperity of the region.

2. HOW DOES THE COMMUNICATION USED IN THIS ENTRY COMPLEMENT THE ORGANIZATION’S OVERALL MISSION?

The Port’s mission is to provide excellent service to our current business partners and attract new business, all while being a positive force for the local Stockton community and an exemplary steward of the environment at large. The Report outlines how the Port is carrying out this mission in multiple focus areas.

2019

PORT OF STOCKTON
ANNUAL REPORT

The Report is set up to tell our complete story of who we are, how we operate, our current initiatives and our continued investment in our community and environment. The Report is divided into six sections including:

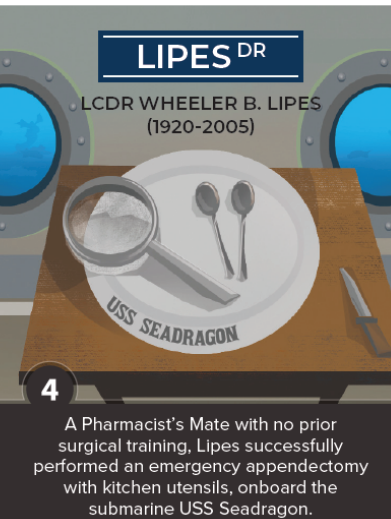
- Resiliency Bring Success
- Building to Recovery
- Financials
- Community
- Environmental
- Recognition

The centerfold dives into the history behind the Port's street names. The Port's West Complex was once known as Rough and Ready Island, a Naval Supply Depot constructed during World War II. When the island was transferred to the Port in 2000, its streets were named after important and noteworthy figures in U.S. naval history. The centerfold offers brief stories of twelve individuals with corresponding illustrations that summarize the brief biographies. Readers learn that Lipes Drive was named after a Pharmacist's Mate with no prior surgical training that successfully performed an emergency appendectomy with kitchen utensils on a submarine, and that Humphreys Drive was named after the "Father of the American Navy" who designed and constructed the first six frigates of the U.S. Navy fleet.

Sections on the Port's operations feature ship movement and tonnage breakdowns, landslide infrastructure improvements, a look at the Port's booming real estate business, an impressive list of tenants, a view of the Port's worldwide trading partners and a detailed overview of its finances. Each section includes sidebar information or pull quotes that highlight key points or figures.

Other sections highlighted the Port's commitment to the community and continuing education and enhancement programs. For example, in 2019, Port staff visited area elementary schools to present a workshop about the biology, life history and habitat of barn owls as part of the Port's owl box program. Meanwhile, five key internships (within the Accounting, Information Technology, Maritime Operations, Police, Human Resources and Maintenance and Properties departments) helped to foster the next generation of the Stockton workforce. Also summarized in this section is the 20th annual Boggs Tract Food Drive, which over the years has provided 2,000 complete holiday dinners to needy families in the area.

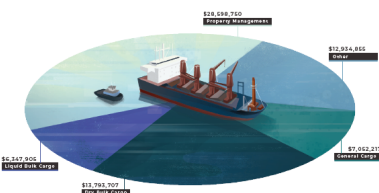
The remaining sections touch on the Port's environmental initiatives and the awards and recognition the Port has received. Through grant programs, the Port acquired two zero-emission, multi-use mobile power sources fitted with forklift, scissor lift and dump capabilities for testing and eventual use. In addition, through a partnership with the Ports of Long Beach and Oakland, the Port successfully competed for more grant funding to receive an additional 34 forklifts — four of which were received at the tail end of 2019. Other environmental initiatives included invasive species mitigation, the continuing success of the Antioch Dunes Restoration Project, and the Port's receipt of the Green Marine certification. The final section highlighted special events — the California Hispanic Chambers of Commerce 40th Annual Convention and the SATCO Grand Opening Event & Ribbon Cutting — and the retirements of three valued Port staff that totaled 63 years of committed service.





5 Ellsberg raised sunken ships and docks and rehabilitated sabotaged ports during WWI and II, inventing advancements like the underwater cutting torch along the way. He was also an author on nautical subjects.

SHAPING THE WORLD OF MARITIME



Property Leasing & Cargo Types

THE PORT CELEBRATES ANOTHER SUCCESSFUL YEAR

The Port's total revenue in 2019 was \$68,727,434. Although it does not involve the movement of cargo, Property Management is included as it is a revenue source, generating \$28,598,750. Much of the Port's success and financial strength can be attributed to the diversity of cargo types that crosses its docks each year. Dry bulk cargo – commodities that are transported unpackaged in large quantities – has long been a specialty of ours, and this year we handled \$13,598,750 worth of cargoes like cement, coal and sulfur.

In fact, the Port continues to be the #1 break bulk port on the West Coast. A roughly equal amount of liquid bulk (\$6,347,905) and general cargo (\$7,052,217) was handled. Liquid bulk includes commodities such as liquid fertilizer, molasses and food grade oil. General cargo are goods like packaged foods and other consumer products that are often transported via containers. All other cargoes including steel, chemicals and project cargo, account for \$12,934,855 of the Port's revenue.



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

To prepare for this Report, Port staff engaged in the following activities:

Research and Outreach—The Port reached out to various internal department leads and staff to gather vital information on the various sections of the Report.

Article-writing, Photography, and Design—Writing content for each article takes brainstorming, drafting, editing, rewriting and finalizing. Photography is taken each year at the Port, in and around the facilities, and at various off-site events throughout the year. The Report's layout, design, and illustrations are created to bring colorful flavors to what is considered to be a typically dry piece of information. It is important to the Port to show our personality in everything we do.

Distribution—Due to the shutdowns surrounding the worldwide COVID-19 pandemic, Port staff could not attend the conferences and trade shows where we would normally hand out physical copies of the Report. Accordingly, we only had 250 copies produced (whereas the previous year we had 1,500 produced). Of those 250, 130 went to our tenants. However, this didn't prevent us from widely distributing the Report through social media. Online posts directed viewers to our website where the Report could be viewed with an elegant page-flipping interface.

Evaluation—To measure the success of the Report, the Port seeks direct, honest, anonymous feedback through the use of a survey administered online and in person. The Port's primary target audience is the maritime industry and the Stockton and Central Valley business community and local government. Secondary target audiences are the general public of Stockton and those who live in the Central Valley region who might be interested in what the Port does.

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

To create a Report that successfully communicates the Port's proactive vision for a prosperous future, the following strategies were implemented:

Highlight the Port's Success

Provide financial information, tonnage breakdowns, a list of trade partners and tenants, and other hard data to show the scope and scale of the Port's business operations.

Feature Environmental Programs

Share projects the Port is spearheading that will improve the overall environmental health of the Port and surrounding region, including habitat restoration and energy efficiency initiatives.

Demonstrate Community Investment

Highlight ways the Port actively engages with and improves the city

DAVIS AVE

ADM DONALD C. DAVIS
(1921-1998)

10

Davis stepped in and convinced NASA to change the landing area of Apollo 11, narrowly avoiding a dangerous storm. He was also the Commander of the U.S. Pacific Fleet from 1978 to 1981.



The Story Behind the Port's Streets

The Port of Stockton's West Complex was once known as Rough and Ready Island Navy Supply Depot, constructed by the U.S. Navy during World War II. The island port provided relative safety from western attack, and the facility warehoused and deployed supplies and ships for the U.S. Pacific Fleet. In 2000, through special legislation spearheaded by Senator Dianne Feinstein, the U.S. Navy transferred the facility to the Port of Stockton, nearly tripling the Port's size! While we have traded military vehicles for fertilizer and torpedoes for wind energy components, the Navy's heritage lives on at the West Complex: each major street bears the name of an important figure in naval history.

FYFFE AVE

RONALD JOSEPH P. FYFFE (1922-1984)

1

At a time when officers had to pay upfront for their rank to wear the same insignia, FYffe had no money to do so. To fund the effort, he convinced the crew to let him "change the usability policy."

ELLSBERG DR

RONALD EDWARD ELLSBERG (1908-1985)

5

Ellsberg raised carbon ships and decks and introduced submerged ports during WWII and it earned a reputation for the the command. During both wars he was the commander of the Navy's first nuclear submarine.

HUMPHREYS DR

JOHN H. HUMPHREYS (1913-1958)

9

Known as the "Father of the American Navy," Humphreys designed and constructed the first US Regatta and made up the Navy's first Navy Regatta.



of Stockton and Central Valley region. The Port supports a number of organizations working diligently to improve our community.

The Port engaged its Communications and Public Involvement sub-contractor, HDR, to guide the development of the Report and manage the creative design, including the creation of the original digital illustrations interspersed throughout. HDR developed and implemented the following project timeline:

TASK		DUE DATE	STATUS
*Kick off Meeting with Department Leads	POS/HDR	Tues, 11/5/19	<input type="checkbox"/>
Provide section direction (word count/topics) to Port	HDR	Fri, 12/6/19	<input type="checkbox"/>
Provide News Articles / Tenants, Staff, Awards Lists	POS	Fri, 12/13/19	<input type="checkbox"/>
HDR gather photography for Report	HDR	Ongoing	<input type="checkbox"/>
Port to provide draft section content to HDR	POS	Fri, 2/7/20	<input type="checkbox"/>
HDR to provide draft pages for review	HDR	Fri, 2/14/20	<input type="checkbox"/>
Port provide comments on Report Design	POS	Fri, 2/21/20	<input type="checkbox"/>
Send final design for POS approval	HDR	Fri, 3/6/20	<input type="checkbox"/>
*Port Approve final design for print	POS	Fri, 3/13/20	<input type="checkbox"/>
Format report for printing & send to printer	HDR	Wed, 3/11/20	<input type="checkbox"/>
POS receives reports (quantity TBD by POS)	POS	Wed, 3/18/20	<input type="checkbox"/>
Design online report for website	HDR	Fri, 3/27/20	<input type="checkbox"/>

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

Feedback on the Report has been anecdotal in nature but almost unanimously positive. Readers have loved the dazzling photography, the approachable, colorful design and clean layout, and the informative articles on every aspect of the Port's activities.

Another sign of the Report's success is the utility it provides and the results it brings in the policy-making arena. The Reports are regularly provided to House and Senate Representatives and their staffers, as the Port justifies additional funding for U.S. Army Corps of Engineers dredging projects from the Office of Management and Budget, U.S. Fish and Wildlife Service, National Marine Fisheries Service, Department of Transportation, Department of Commerce, and the Department of Homeland Security. As Jeff Wingfield, the Port's Director of Environmental and Public Affairs, explains: "We typically start out our meetings by opening to a specific page as a reference point and leave with staff as a reminder/leave behind. The visuals really help hammer home our points for additional federal funding and support as they see the bustling seaport and our cargo throughput and job numbers! Most people not in the area think of Stockton as a sleepy port but the images and figures help to demonstrate otherwise."

In this way, the Report serves as a helpful tool in demonstrating the Port's dynamism to policy-makers, thus ensuring the continued funding of dredging and other projects that keep the Port running strong.