



## **Port Outreach Committee (POC) Guidance Document**

### **Part I: Outreach & Communications Plan**

#### **Background**

As good neighbors and environmental stewards, the Port of Stockton identified an initiative for the development and regular facilitation of a community-based committee that provides an open forum for discussion of Port operations while also working to address potential community concerns. This committee is one component of a much larger program at the Port that collectively seek to enhance the Stockton community and greater region while providing the valuable and necessary service of goods/commodities movement.

Through the Port's voluntary participation on the AB617 Steering Committee, it has become clear that there is a general lack of understanding of Port operations, community and environmental initiatives and overarching mission to be the "Greenest Port in California." Through ongoing discussions, the Port has also heard that the diverse Stockton community representatives want more engagement with Port staff and management which has become more challenging due to the Covid-19 pandemic and State health mandates for social distancing.

To create an open and more transparent community-based forum for sharing of information between the Port and community representatives that provide direct links to the larger Stockton public, the Port has developed the Port Outreach Committee (POC).

#### **Plan Purpose**

The purpose of the Outreach and Communications Plan (Plan) is to provide a roadmap for the creation and implementation of the POC. The Plan identifies the steps the Port will follow to identify, solicit participation, and engage regularly with diverse representatives to build awareness, maintain and enhance relations and work collaboratively. As a living document, the Plan may flex based on discussions and results of the regular and ongoing outreach.

The Plan includes the following components:

- Outreach Committee Goals/Objectives
- Identification of Target Audiences
- Creation of Tools/Strategies for Information Sharing



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- Meeting Format/Frequency
  - Monitoring and Documentation

## Part 2: Outreach Committee Structure

### Outreach Committee Goals

- Provide timely and effective Port information
- Build understanding, awareness and support for Port operations
- Provide ongoing opportunity for effective, valuable stakeholder engagement and input

### Outreach Committee Objectives

- Support an open and transparent exchange of information and dialogue regarding Port operations
- Create a forum to actively and regularly engage with a diverse mix of representatives from the community from residents to businesses, civic and community advocates
- Promote Port activities and potential for public comments through appropriate channels
- Build communications conduit that connects the Port to larger public through stakeholder liaisons
- Educate and collaborate on development of key Port strategies, initiatives and programs including the vision to be the “Greenest Port in California”
- Foster and maintain lasting trusted relationships with key stakeholders, neighbors and partners while promptly addressing concerns as they arise

### Identification of Target Audiences

Identification of an inclusive and diverse Outreach Committee begins with understanding the Stockton community. As a long-standing neighbor, the Port has extensive relationships with community leaders, partners and representatives across the region. The Outreach Committee offers the opportunity to expand upon existing relationships and forge new ones with neighbors and other potentially interested, impacted or influential community representatives. Potential representatives will provide a direct link between the Port and larger community and therefore must be diverse and include representatives from:

- Advocacy Groups
- Businesses
- Educational Institutions
- Health Care/Emergency Providers
- Neighborhood/Residential Associations
- Non-Profit/Community-Based Organizations
- Religious/Faith-Based Organizations
- Tribal Organizations



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An initial potential list of organizations is found below. As the Port continues to build relationships and meet regularly with the Outreach Committee, it is assumed the representatives and attendees will continue to evolve.

- African American Chamber of Commerce
- Asian Pacific Islander Association
- Boggs Tract Community Leaders
- Catholic Charities Diocese of Stockton
- City of Stockton
- Community Assistance Foundation for Empowerment (C.A.F.E.)
- Delta Chapter Sierra Club
- El Concilio
- Greater Stockton Chamber of Commerce
- Healthy Neighborhoods Collaborative
- Little Manila Rising
- Puentes/Boggs Tract Community Farm
- Reinvent South Stockton Coalition
- Restoration for Life Ministries
- Restore the Delta
- San Joaquin County Hispanic Chamber
- San Joaquin County
- Stockton Bicycle Club
- Stockton Unified School District
- Third City Coalition
- University of the Pacific
- Washington Elementary School District

## Creation of Tools/Strategies for Information Sharing

To effectively communicate information to the Outreach Committee, the Port will utilize several tools and strategies that will be tailored to the topic and desired discussion format.

Communications tools may include:

- Fact sheets, FAQs, presentations, agendas, summaries, maps/renderings, letters and e-blasts

Engagement strategies may include:

- In-person meetings (as approved by regional health mandates)
- Virtual webinar meetings (online engagement platforms)
- Telephone Townhalls
- Surveys, comment cards, activities



## Interactive Meeting Format/Frequency

Each meeting will have a potential topic or theme that will drive the basis of discussion. The topics will be generated by the Port and Committee representatives based on initial assessment and current events. At the first meeting and subsequently on an annual basis, the Port will solicit potential topic ideas from the representatives to begin to develop the Outreach Committee meeting plan. Once the annual meeting plans are established, the Port will identify potential subject matter experts to engage in the Outreach Committee meetings as appropriate. This may include members of Port Management, Staff and Commission, or external resources as necessary.

Potential meeting topics/themes:

- Port DEEP Initiative
- Emissions Reduction Strategy
- Port Community/Partnership Program
- Job Generation/Economic Opportunities
- Port Strategic Plan
- Port Growth Initiatives/Infrastructure Projects

Meeting format will flex to provide opportunity to learn but also be facilitated to allow for open discussion, interactive participation and dialogue. It is assumed that the meetings will occur monthly initially and may be adjusted to a bi-monthly or quarterly meeting as time goes on.

## Part III: Implementation Strategy

### Monitoring & Documentation

Accurate and ongoing measurement of all communication and engagement activities will provide the opportunity to assess and flex the Outreach Committee format, discussion topics and dialogues for maximum effectiveness to meet the identified goals and objectives. Quarterly progress reports will be prepared to document and evaluate progress.

Communications tools will be multi-lingual as appropriate and translate technical information in easy to understand language and visuals. Summaries of each Outreach Committee meeting will be shared with representatives along with documentation of ongoing discussions and decision or concerns.

### Issues Identification and Management



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As part of the kick-off of the Outreach Committee, the Port may survey the representatives to gauge their understanding of Port operations and potential areas of interest. This assessment can be done on an annual basis to monitor progress in building awareness and understanding. Additionally, the Port may conduct market research to assess attitudes and perceptions among target audiences, and identify barriers, advantages and levels of support. The market research will assess perceptions and attitudes among elected officials, general public, low-income commuters, carpoolers, and transit. As issues or concerns are heard, the Port will document them as part of the meeting summaries while also working to address them in a timely manner or direct them to an appropriate audience for further discussion.