

## Engage Now! Port of Vancouver’s Strategic Plan

For over five years, Columbia River communities wrestled with how a proposed oil-by-rail terminal would impact both the Port of Vancouver and its surrounding neighborhoods and rail communities. The proposal clashed with the Vancouver’s vision of its future and its hopes for the Port.

Now, the Port is updating its Strategic Plan, offering the community an important opportunity to prioritize investments for a sustainable, livable, and economically robust Port.

The Port provides information on its Strategic Plan on its [website](#).

The Port of Vancouver states its Vision and Mission as follows:

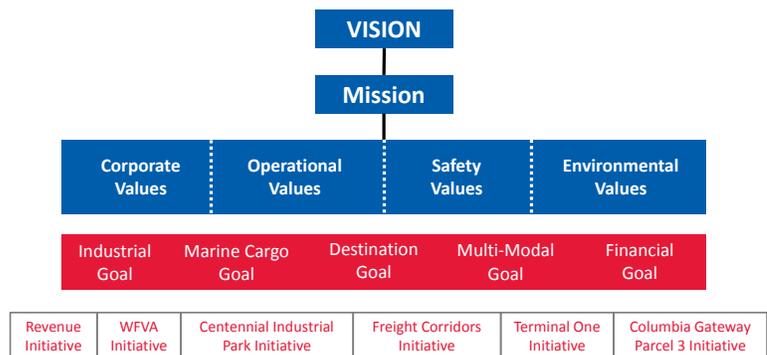
- **VISION:** A premier port that is globally recognized and well capitalized with state-of-the-industry facilities, infrastructure and service providing accountable economic benefit.
- **MISSION:** To provide economic benefit to our community through leadership, stewardship and partnership in marine, industrial and waterfront development.

The Port implements its vision and mission by establishing values, goals for the Port that are in line with those values, and tactics to implement its goals (see right).

In February 2018, the Port posed the following questions:

- *Did we capture all of our goal areas?*
- *Through which lens should we cast our vision?*
- *What goals do we want to establish?*
- *Should we re-think our values?*

### STRUCTURE OF CURRENT STRATEGIC PLAN



We encourage you to weigh in with the Port on these questions, and to propose your own ideas for how the Port should shape its vision, values, and goals.

#### 1. Attend the Port’s Strategic Plan Open Houses.

**May 17:** Community Open House 1 – 4:30 to 6:30 p.m. at Fort Vancouver Red Cross Building, [605 Barnes St., Vancouver](#)

**June 12:** Community Open House 2 – 4:30 to 6:30 p.m. at Gaiser Student Center at Clark College, [1933 Fort Vancouver Way, Vancouver](#)

#### 2. Attend a Port Commission meeting and speak during the “Open Forum.”

Second and fourth Tuesdays of every month – next on May 8.

Meetings begin at 9:30 a.m.

Location: 3103 NW Lower River Road, Vancouver, WA

*The Port of Vancouver needs to hear from people in Vancouver and other communities impacted by Port decisions.*

## **Ideas for the Port's Strategic Plan**

*Consider the following list of ideas for input on the Port's Strategic Plan. Use this list as a starting point to brainstorm ideas for public comments.*

- 1. Develop Specific Climate and Clean Energy Goals.**
  - Invest in creating jobs in clean economic development.
  - Establish a goal to reduce greenhouse gas pollution, including tracking pollution amounts and efforts to reduce pollution.
  - Establish a Climate Action Plan, and direct staff to implement it.
  - Divest from fossil fuels.
  - Ban additional bulk fossil fuel terminal proposals such as coal or oil-by-rail terminals.
- 2. Enhance Environmental Values and Reflect These in the Port's Goals.**
  - Focus on development of existing industrial lands and reduce pressure for new greenfield development.
  - Steer the Port away from industries that are likely to create future cleanup problems. Review new tenants with their potential toxic pollution in mind.
  - Strengthen building codes, anticipating liquefaction and flood plain issues.
  - Champion protect and restore nearby natural spaces, such as Vancouver Lake.
- 3. Consider Public Health Impacts.**
  - Strengthen livability and health of neighbors and community
  - Establish air monitoring in Vancouver as part of overall goals around health and livability.
- 4. Public Engagement and Transparency Should Be a Core Value for the Port.**
  - Prioritize community involvement as part of Port operations.
  - Establish engagement protocols with Fruit Valley Neighborhood.
- 5. Promote Equity in Hiring and In the Community.**
  - Promote diversity, equity, and inclusion in hiring practices.  
Establish a climate action plan that is specific to making Vancouver a more equitable community, with a particular eye to Fruit Valley.
- 6. Establish Goal of Working Collaboratively with Tribal Nations**
  - Establish policy to ensure that the Port avoids projects that harm Columbia River tribal nations and the urban Native American community in the Vancouver-Portland area.
  - Support tribal efforts to include ecosystem and fisheries considerations in the Columbia River Treaty.
- 7. Establish a Goal to Hire Local Union Labor**

- Establish policy to protect union jobs at existing and proposed Port facilities and Port tenants.
- Seek out economic development that promotes livability in Vancouver, with a focus on increasing family-wage jobs.
- Establish transparent contracting procedures to ensure that union businesses have a fair opportunity to succeed.

**8. The Port’s Vision Should Incorporate Community Benefits, In Addition to Economic Benefits**

- The Port’s Vision includes, “provid(ing) economic benefit to our community.” We encourage the Port to consider amending this vision to incorporate community benefits.
- The Port should create a measurable community benefit, providing for a healthy, vibrant community. This includes development of non-revenue-generating projects, such as trails and river access, and protecting and enhancing nearby salmon and wildlife habitat.

**9. The Port should incorporate a combined Art, Heritage and Cultural Center in combination with a Visitor's Center as part of the Waterfront Project.**

- This fits in well with the Port's mission of economic benefit to the community. Such a facility would bring in tourist dollars and drive more business to Vancouver's local business community by encouraging exploration into the wider community.
- Such a facility would strengthen Vancouver's unique identity and highlight its important historic and cultural roots while celebrating the work of local artisans.

**Summary:**

If all of this seems confusing, just consider these questions, and offer your responses to the Port in one of the upcoming meetings:

**1. Did we capture all of our goal areas?** (Currently they list financial, industrial, multi-modal, destination, and marine cargo goals.)

- *Example: “The Port’s goals do not fully incorporate community involvement, climate and clean energy goals, and community health.”*

**2. Though which lens should we cast our vision?**

- *Example: “Promoting community health should be a lens through which the Port views its work.”*

**3. What goals do we want to establish?**

- *Example: “Let’s establish goals for reducing climate-changing pollution and promoting clean development.”*
- *Example: “The Port should have a goal of increasing community engagement and transparency in how the Port operates.”*

**4. Should we re-think our values?**

- *Example: “As a public port, the Port of Vancouver should benefit the community as a whole. This includes making decisions that elevate environmental, public health, public safety, and other values that go beyond “providing economic benefit.”*

**More Information:**

**Port of Vancouver - <https://www.portvanusa.com/about/strategic-plan/>**

**Columbia Riverkeeper – Contact Dan Serres, [dan@columbiariverkeeper.org](mailto:dan@columbiariverkeeper.org)**

*This factsheet was developed by an informal group of community members and organizations who seek to increase transparency, sustainability, and public engagement in the Port. The committee includes local workers, neighborhood leaders, port watchdogs, and community health advocates. Individual contributors to this outline were Don & Alona Steinke, Dan Serres (Columbia Riverkeeper), Cathryn Chudy, Peter Fels, Carrie Parks, Roben White, Damon Motz-Storey (Oregon and Washington Physicians for Social Responsibility), Linda Garcia, Rebecca Ponzio (Washington Environmental Council) and many others.*