



**PORT OF OAKLAND**

# COMMUNITY INVESTMENTS POLICY FINDINGS, RECOMMENDATIONS AND PATH FORWARD

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May 28, 2015



# Background

- Staff presented an update report to the Board on September 12, 2013.
- We received feedback on our initial recommendations seeking further clarity on our investment goals; this report addresses this feedback.
- Since then, staff has continued to:
  - Research best practices on our focus areas.
  - Developed new partnerships with key funders in the area.
  - Coordinate with staff on developing investment strategies that align with organizational priorities.

# Enhancing our Community Investments

## Goals

- Ability to grow the Port's base of support by facilitating ongoing and new partnerships with local organizations and initiatives
- Create a transparent and consistent application process
- Strengthen the Port's goodwill in the community
- Prioritize our investments in a more coordinated and strategic manner to better align with organizational priorities
- Increase transparency and awareness of Port investments
- Ensure that ongoing commitments evolve with Port needs
- Enhance tracking and reporting of targeted investments
- Ensure that our investments are consistent with the State Tideland Trust

## History & Findings

While the Port sponsorship program was originally established to enhance our community relationships and to develop lasting partnerships across the Port's three lines of business, our findings demonstrate several limitations:

- **No set application process**
- **Lack of a cohesive award decision-making process**
- **Lack of tracking of goals achieved/objectives met**
- **Lack of defined focus areas and sponsorship categories**

## Community Investment Focus Areas

To achieve maximum impact we recommend prioritizing our Community Investments in these three areas:

- 1. Economic Vitality:** The Port of Oakland is committed to the economic vitality of our surrounding communities and region. We support programs that promote community and economic viability by helping small businesses succeed, create and sustain jobs and participate in Port business activities. Examples include local and ethnic chambers of commerce, Greenlining Institute's Diverse Small Business Program, Inner City Advisors, and Renaissance Entrepreneurship Center.

## Community Investment Focus Areas - continued

- 2. Workforce Development & Education:** The Port of Oakland promotes equitable community access to employment and is committed to developing a workforce pipeline for Port careers. We support programs that prepare individuals to participate successfully in an increasingly global society and to contribute back to the communities in which they live. Examples include the Cypress Mandela Training Center, Institute for STEM Education, and CSU Cal Maritime.

## Community Investment Focus Areas - continued

- 3. Environmental Sustainability & Healthy Communities:** The Port of Oakland is committed to sustaining healthy communities through leading edge environmental stewardship. We support programs that promote our goal of sustainable and healthy communities that surround the Port of Oakland. Examples include Prescott Joseph Center's Breathmobile, Sustainable Urban Design Academy at Castlemont High School (Oakland), and Communities for a Better Environment.

## Near Term Goals For Program Enhancements

- Establish key focus areas and defined selection criteria with clear business nexus
- Standardize applications with quarterly application periods
- To measure our impact, establish consistent investment metrics and reporting criteria
- Build on our current research on best practices by partnering with other regional funders in focus areas
- Report back to Port Commissioners on an annual basis
- Conduct enhanced outreach targeting a wide range partners aligned with our priorities/leverage are limited resources
- Rebrand as “Port Community Investments” with new program
- Share with the community via an Annual Report



## Mid-Long Term Goals

- Continue partnerships that allow for greatest impact and value in our focus areas
- Refine investment metrics and criteria
- Assess our budget and investment goals in coordination with the Strategic Business and Community Investments Coordinating Committee
- Developing tools to inform internal and external stakeholders of our investments

## How will our Community Investment Program look different going forward?

- Applications will be reviewed four times per year according to three focus areas and selection criteria.
- Achieve new and innovative partnerships in the investment focus areas with the goal of three (at minimum) new partnerships per focus area.
- Increase outreach and obtain input to assess whether focus areas align with community needs and our business interests.
- Deliver an Annual Report on Port Community Investments.



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## DISCUSSION & THANK YOU

