

# Port of Portland Application of the EVA



EVA Launch  
December 10, 2018  
Scott Drumm

# Port Strategic Plan 2018-2023

## FOCUS AREAS

## INITIATIVES

**Build an Airport for the Future**

- Deliver the PDXNext Program
- Prioritize an Extraordinary Passenger Experience

**Revitalize the Marine Business**

- Create and Execute Terminal Business Development Plans
- Develop Adaptable/Sustainable Options for Shippers

**Leverage the Port's Strengths to Create a More Equitable and Prosperous Region**

- Provide Leadership in Portland Harbor Cleanup
- Create an Industrial Development Strategy and Program
- Serve as Leaders in the State's Transportation Future



# Port of Portland Social Equity Policy

- Definition of Equity: Fair and equitable inclusion, and creating the conditions in which all people can participate, prosper, and achieve equitable outcomes with respect to the Port's employment, business, and services.

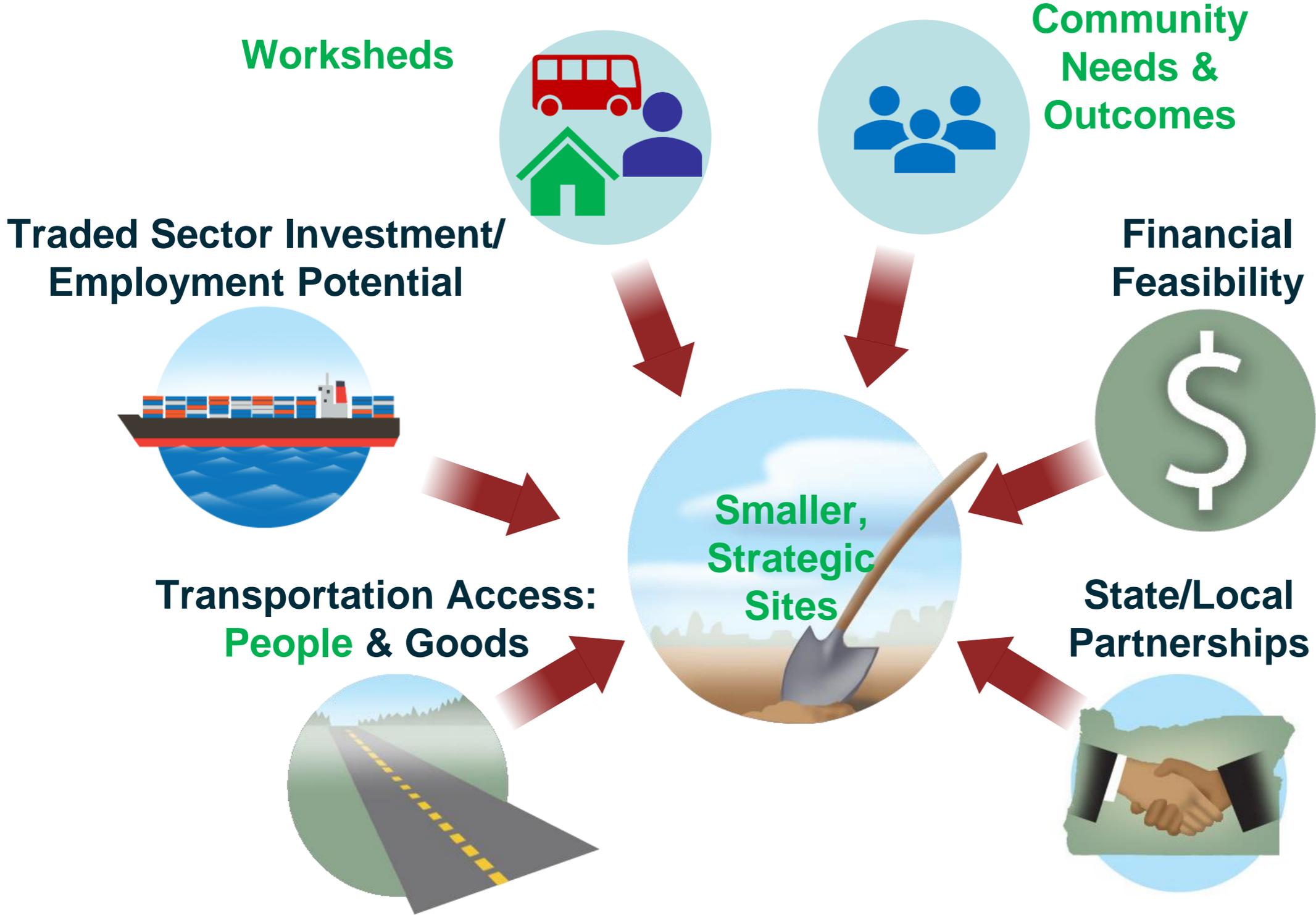
Increase Access to Prosperity Related to Port Activities

Create a More Diverse and Inclusive Employee Workforce

Demonstrate Regional Equity Leadership



# Port Acquisition Criteria – Future Thinking



# Benefits of the EVA for Decision Making

- Easy access to data at the community/neighborhood level across the metro area
- Allows seeing the forest AND the trees
- Underscores that “Geography Matters”
- Supports Port’s new prosperity/equity approach to our industrial development program
- Puts our facilities (industrial parks, marine terminals, airports) into context regionally
- Identifies community needs and opportunities to guide strategic investments



# Decision Drivers – with EVA

- Helps make more intentional decisions up front
  - Better knowledge of community needs
  - Greater understanding of how our transactions or acquisitions can support community objectives
- Highlights opportunity for alignment with community
- Sets foundation for partnerships, collaboration



# Future Port Applications of EVA

- Property acquisition criteria
- Property transaction criteria
- Facility management
- Grant applications
- Inform public policy, planning, and transportation and land investments



# EVA – Beyond the Data

- ...stimulates curiosity
- ...engages people in conversation
- ...drives the evolution of how we think about the region

