

# PORTSIDE

A Port of Portland publication featuring news and information about airports, marine terminals, industrial parks and environmental programs.



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of America's Best Airport

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**P**ortland International Airport never sleeps.

Before the sun rises, employees sweep and polish floors and make sure the coffee is ready when you arrive. Throughout the day and night, workers direct air and vehicle traffic, prepare food, hang new artwork, clean restrooms, watch out for your safety and take care of your bags. Employees take great pride in this work and are glad you notice. *Travel + Leisure* readers, for example, just selected PDX as America's Best Airport for the second consecutive year.

Bottom line – we're here to get you where you need to go, and help you enjoy your trip along the way. It is an honor for all of us at PDX to serve you.

As a note of thanks for your support, we've put together a photographic look at a day in the life of PDX. We hope you enjoy it!



6:00 AM

8:00 AM

10:00 AM

12:00 PM

2:00 PM

4:00 PM



**7 A.M.**  
Port of Portland Landscape Gardener Luis Guevara adjusts sprinklers along Northeast Airport Way that use non-potable water for conservation. Keeping airport grounds looking great is important because PDX often provides a visitor's first impression of the region.



**10 A.M.**  
The 7,099th bag of the day travels through the PDX in-line baggage screening system, established to allow travelers to conveniently drop checked bags at the ticket counter. Like Port of Portland Police, and the airport's fire and rescue team, the baggage system enhances safety and security.



**11:30 A.M.**  
Delta Air Lines' Amsterdam flight touches down at PDX. Other nonstop international service is available to Tokyo; Guadalajara, Mexico; Vancouver and Calgary, Canada; and Frankfurt, Germany. U.S. Customs & Border Protection's Global Entry program makes international arrivals easier at PDX.



**1 P.M.**  
TriMet's MAX Red Line light rail train arrives direct from downtown Portland. The train is a convenient, low-cost way to get to and from the airport. PDX also offers valet parking, short- and long-term garage parking; plus bike racks, bike assembly stations, and miles of nearby bike and pedestrian trails.



**4 P.M.**  
Business travelers find support at the PDX Conference Center. The center offers seven rooms with space to accommodate groups of five to 65, a complete range of business services, dedicated staff and catering options.

**5 P.M.**  
PDX travelers enjoy a craft beer at Rogue Ales. Others prefer the wine bar at Capers Café, or tequila at Sandoval's Tequila Grill. Pinot Noir at Made in Oregon and Aviation American Gin at House Spirits Distillery make great gifts.



**3 P.M.**  
Volunteer Information Program (VIPs) John Linde and Luci Batchelor support PDX travelers who need a little assistance. Meanwhile, the PDX Call Center assists more than 300 callers each day, and Lost and Found manages more than 20,000 lost items each year.



**NOON**  
PDX Transportation Security Administration's Justine Clark, part of TSA Team Oregon, the most awarded field operation in the nation, helps passengers get information about the new TSA Pre-Check™ Program. The program helps expedite screening for enrolled travelers at PDX checkpoints.



**2 P.M.**  
It's time for a milkshake break at Burgerville, the newest addition to the PDX restaurants team. From steaks to sushi, sauerbraten to soups from scratch, travelers have a wide array of food and beverage options at the 30 restaurants at PDX.



**9 a.m.**  
Shoppers enjoy Pendleton and other homegrown retail offerings that help make PDX America's Best Airport. Shops are open 365 days a year; merchants offer PDX products at the same price as the item sells for in a non-airport location, and there's never a sales tax.



**5 A.M.**  
Breakfast, served by Okiem Donely of Flying Elephants Deli, is ready at PDX. Coffee People, Starbucks Coffee and others in the airport serve more than 10,000 cups of coffee a day.

**6 P.M.**  
Not all PDX employees are humans. The Port of Portland Police's four-footed workforce includes four dogs trained to detect explosive devices. The dogs and their police handlers are always ready to serve, and might be called on to search unattended bags or cargo at any given time.



**8 P.M.**  
Michael Bass marshalls in United Airlines Flight #1148. Fifteen air carriers at PDX collectively provide nonstop flights to 62 destinations. PDX served more than 15 million passengers last year, an all-time record.



**9 P.M.**  
Pianist Therese Michaud entertains travelers as part of the PDX entertainment program. With music in the air and art on the walls or in display cases, the airport presents a relaxing atmosphere for visitors and illustrates the dynamic culture of the Northwest.



**11 P.M.**  
Josh Nichols, Airport Operations Supervisor, conducts a routine sweep of the Concourse C ramp area. Port staff continually monitor the PDX airfield and manage wildlife, while Federal Aviation Administration Air Traffic Control guides more than 500 commercial flights each day.

**7 P.M.**  
The Real Mother Goose gallery shop showcases the hand-crafted jewelry, art glass, ceramics and exotic works of more than 1,000 artists and craftspeople. It's a sample of unique products and services available in 33 shops throughout PDX.



**MIDNIGHT**  
Port of Portland Electrician Rob Gaynor conducts a routine check of the PDX Central Utility Plant, which heats and cools the airport. The Port maintenance team works hard around-the-clock to keep the airport operational and comfortable for passengers.



**4 A.M.**  
As another day dawns at PDX, Julia Heredia Cruz readies fresh-baked croissants at Petite Provence in the PDX Oregon Market. It's time to greet guests and provide some of the best customer service Portland has to offer.



**1 A.M.**  
Crystal Kinsey, Portland Habilitation Center custodian, gets the PDX terminal ready for the day's travelers. Whether it is environmentally friendly cleaning products, energy efficient lighting and solar panels to reduce waste, QuickPay parking kiosks and parking guidance systems to reduce idling and keep the air clean, PDX strives to be one of America's greenest airports.



**2 A.M.**  
Adolfo Lores Lezcano, Standard Parking maintenance, assists a customer in the PDX parking garage. The staff offers free jump starts and flat tire assistance day and night. Six electric vehicle charging stations are available on level 4 in the Short-term Garage as well as at Gold Key Valet.



**3:30 A.M.**  
Clarence Henthorn gets up early to drive morning travelers from the economy parking lot to the PDX terminal. Shuttles are available 24/7, and are fueled with clean, compressed natural gas. PDX offers more than 14,000 parking spaces.

6:00 PM

8:00 PM

10:00 PM

12:00 AM

2:00 AM

4:00 AM



# Aviation



## FLY VOLARIS NONSTOP TO GUADALAJARA

Traveling between Portland International Airport and Guadalajara, Mexico gets much faster beginning Oct. 6.

That's when Volaris launches new year-round service connecting PDX and Guadalajara International Airport.

The route is Volaris' entry into the Pacific Northwest region, strengthening the carrier's commitment to promoting air connectivity, as well as cultural, economic, and commercial exchanges between Mexico and the U.S.

Volaris CEO Enrique Beltranena spoke of the importance of serving Oregon, a significant step in fostering the market for people who visit family and friends on both sides of the border.

"This is the largest market of its kind in the world, which is why we are committed to meeting the needs for the connectivity it generates, offering travel options at affordable fares that enables us to compete with bus transportation and reduce times that might add up to over 40 hours for those traveling by ground," Beltranena said.

Flights will depart PDX at 11:50 p.m. and arrive in Guadalajara at 6:20 a.m. on Mondays and Saturdays. Flights will depart Guadalajara at 7:30 p.m. and arrive in Portland at 10:20 p.m.

those same days. Flights will operate with an A319 or A320 aircraft.

Volaris began operations in March 2006 and currently operates Mexico's most modern airplane fleet with more than 200 daily flight segments on routes connecting 34 cities in Mexico and 14 cities in the U.S.

## CONDOR ANNOUNCES GERMANY ROUTE

A new, seasonal international route is ready to serve Portland International Airport travelers, beginning summer 2015.

That's when German-based Condor Airlines launches twice-weekly nonstop flights connecting PDX with Frankfurt, Germany.

The convenient new route will help PDX meet travel needs in the summertime, when travel between Portland and Europe doubles over wintertime travel.

Flights operate on Tuesdays and Fridays, beginning June 19. Flights depart Portland at 4:55 p.m. and arrive in Frankfurt at 12:30 p.m. the next day. Flights depart Frankfurt at 11:50 a.m. and arrive in Portland at 1:55 p.m. Flights operate aboard Boeing 767-300 aircraft with 259 seats, including 18 business class seats and 35 seats in premium economy class.

Frankfurt is a highly populated city in the center of Germany and the financial center of continental Europe. The densely populated "Rhine-Main Metropolitan Region" is the second largest metropolitan region in Germany. Located in the central western part of the country, this region stretches over parts of the states of Hesse, Bavaria and Rhineland-Palatinate. Major cities within this region include Frankfurt am Main, Mainz, Wiesbaden or Aschaffenburg. The region consists of a rich cultural landscape, offering everything from national museums, theatres, operas, pulsating nightlife and much more. Frankfurt is an excellent starting point for tours throughout Germany and Europe.

## ALASKA AIRLINES OFFERS NEW NONSTOPS TO MEXICO BEACHES

Portland International Airport travelers can now book travel on Alaska Airlines for new nonstop flights to Los Cabos and Puerto Vallarta, Mexico.

Seasonal service between PDX and Los Cabos will operate from Nov. 3 through April 27, and between Portland and Puerto Vallarta from Nov. 4 through April 26. Flights will operate with Boeing 737 aircraft.

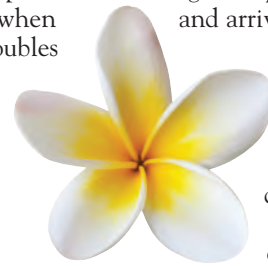
"We're happy to expand our longtime flying to Mexico with new flights to these

two popular leisure resorts for our Portland travelers," said Joe Sprague, Alaska Airlines' senior vice president of communications and external relations. Alaska began flying to Mexico a quarter century ago and operates 240 flights a week during the winter between the West Coast and Mexico.

For Los Cabos, flights depart PDX at 11:25 a.m. and arrive in Los Cabos at 4:20 p.m. on Mondays, Wednesdays, Thursdays and Saturdays. Flights depart Los Cabos at 5:15 p.m. and arrive at Portland at 8:35 p.m. those same days.

For Puerto Vallarta, flights depart PDX at 10:15 a.m. and arrive in Puerto Vallarta at 4:40 p.m. on Tuesdays, Fridays and Sundays.

Flights depart Puerto Vallarta at 5:40 p.m. and arrive in Portland at 8:35 p.m. those same days.



## HAWAIIAN CELEBRATES 20 YEARS AT PDX

Spreading its wings to destinations all over the world, Hawaiian Airlines celebrates two decades of service at Portland International Airport.

The airline began service at PDX in November 1994 with a single Boeing 767-300 aircraft, chauffeuring nearly 3,700 passengers weekly from Portland to Honolulu and Maui.

Now, as the eighth largest commercial airline in the U.S., the airline serves approximately 197,000 passengers annually at PDX.

Rated best air carrier by *Travel + Leisure*, *Zagat*, and *Condé Nast Traveler*, Hawaiian aims to enhance the traveling experience by providing a friendly, relaxing and unique atmosphere on each flight.

Contributing to the airlines' 20-year success at PDX, Kaleo Titcomb, station

manager since 2010, and Gloria Bustillo, assistant station manager since 1998, lead a team of 16 to get flights to the Aloha state every day.

"PDX is a great place to work," says Titcomb. "No matter what hiccups may occur, the Port always treats us like family – like *ohana*, which means family in Hawaiian."

David Zielke general manager of Air Service Development at the Port of Portland agrees: "We are thrilled to have Hawaiian Airlines serving PDX. Hawaii continues to be a strong travel destination for the Portland region and Hawaiian Airlines offers a great product for passengers."

## SOUTHWEST ACHIEVES TWO DECADES OF FLYING AT PDX

Southwest Airlines celebrates its 20th anniversary at Portland International Airport this year.

Since landing at PDX on June 6, 1994, Southwest has continually expanded to better serve the Oregon and Southwest Washington community. Southwest originally offered seven daily flights, serving two nonstop destinations;



now, the airline provides 39 daily flights, serving 14 nonstop destinations.

Last year, Southwest served 2.6 million passengers at PDX.

Southwest launched three new routes this summer, including two daily year-round flights to San Diego, and daily seasonal flights to Baltimore and Houston's Hobby Airport. At PDX, Southwest also provides service to cities including: Albuquerque, Austin, Chicago, Denver, Kansas City, Las Vegas, Oakland, Phoenix, Sacramento, Salt Lake City and San Jose.

Dallas-based Southwest serves more than 100 million customers annually, and tallies more than 45,000 employees. Based on the most recent data available from the U.S. Department of Transportation, Southwest is the nation's largest carrier in terms of originating domestic passengers boarded.



Volunteers Marjorie Null and Kathy Pruitt at the USO Northwest's Center at Portland International Airport welcome its 1,000th guest, Marine Lance Cpl. Garrett Rhodes, less than a month after the center opened in July. The center provides members of the military and their families their own special place when traveling through PDX.

Southwest is known for its triple-bottom-line approach that takes into account the carrier's performance and productivity, the importance of its people and the communities it serves, and its commitment to efficiency and the planet.

## PDX SHOWCASES LOCAL ART; INSTALLS CARPET ART EXHIBIT

Portland International Airport showcases a variety of art to enhance the passenger experience and help local artists thrive.

New in July, a vivid landscape photography exhibit, "Boundaries", by Paul Bowman and John Kane displays on the Concourse Connector. Bowman's images capture the land as a pristine, untouched sanctuary; Kane's work tells the story of man's interaction with the natural world. The exhibit closes in July 2015.

As travelers often wait for departing flights, figures in a recent exhibit also wait – each with their own unique story to tell. "The Waiting Game" on Concourse E represents the connection passengers share in waiting. The exhibit closes in January 2015.

In September, PDX welcomed the work of Portland artist, Nancy Wilkins to its growing collection of exhibits. The Port of Portland commissioned Wilkins to design a large-scale exhibit on Concourse D featuring the PDX carpet, which is set to be replaced this winter.

Wilkins' exhibit pays homage to the well-worn carpet, giving passengers a space to take photos and learn more about the current carpet's history. The carpet replacement project is expected to be complete in 2016; the carpet art exhibit will be on display until that time.

## HILLSBORO RUNWAY BEGUN

The Port of Portland started constructing a third runway at Hillsboro Airport in August.

Runway 13L/31R will be a new 60-foot wide, 3,600-foot-long runway parallel to existing Runway 13/31. The new runway is expected to reduce delay and congestion as Hillsboro Airport meets a projected increase in aviation demand for the next 30 years.

The construction of a parallel runway is one of the primary infrastructure capacity enhancements identified by the 2005 Hillsboro Airport Master Plan. Parallel runways will allow simultaneous operations of business class aircraft on the existing runway while smaller propeller aircraft use the new, shorter runway. This segregation of aircraft enables air traffic controllers to direct aircraft safely and efficiently, thereby decreasing the time a pilot would need to queue for takeoff or landing.

Preparation of the Environmental Assessment for the parallel runway project began in April 2008 and the Federal Aviation Administration issued a "Finding of No Significant Impact" in January 2010. Local residents challenged the FAA's decision to approve the new runway construction and in August 2011, the 9th Circuit Court of Appeals remanded the matter to the FAA with instructions to perform additional analysis.

A supplemental Environmental Assessment was prepared throughout 2012 and 2013. The FAA issued a new Record of Decision in February 2014 approving the construction of the new runway. Again, local residents challenged the FAA's decision and asked the 9th Circuit Court for an emergency injunction; the court denied the injunction at the end of July which cleared the way for the start of construction.

# Marine and Properties



## DREDGE PASSES STRESS TEST

Replacing the inner workings that power the Dredge Oregon allows it to more efficiently and effectively maintain the region's vital lifeline with international markets – otherwise known as the navigation channel. The Port of Portland initiated an ambitious repower project in November 2012 to replace the main engine and pump, generators, and a variety of other key components.

Before the dredge could return to active duty, however, the new equipment had to undergo some stress testing to make sure it was ready for its extreme workload. The dredge operates around the clock, typically from June through October each year, maintaining the navigation channel from Tongue Point near Astoria inland 103.5 miles to the Portland Harbor.

In June, the Dredge Oregon was stress-tested before it began the next chapter of its already long life on the river. Harbor Acceptance Testing simulated full-scale operations using a small, governed pipeline. Initial results identified some issues that required correcting, but most of the equipment performed well. The Dredge Oregon has since returned to service and has been working on the Columbia in recent months using less fuel and with lower emissions.

For more information about dredging and the Dredge Oregon, be sure to visit the Oregon History Museum's special exhibit "Working on the River" before October 30, or visit the Port's website at [www.portofportland.com](http://www.portofportland.com).

## UPDATES ON TERMINAL 6 STATUS

On Aug. 22, the Port of Portland elected to return refrigerated container work at Terminal 6 to International Brotherhood of Electrical Workers (IBEW) members.

The IBEW had performed this work since 1974, but in 2012 the International Longshore and Warehouse Union (ILWU) claimed

jurisdiction. In December 2013, the Port awarded temporary assignment of these jobs which involve the plugging and unplugging of refrigerated containers. The expectation was that lagging productivity would increase at the terminal, but it did not improve.

Early this year, Oregon Governor John Kitzhaber directed the Port to conduct an independent review of maintenance, equipment and staffing issues at the terminal. The purpose was to end the circular debate over whom or what is to blame for productivity lagging below historical levels. The ILWU declined the invitation to participate in the independent review process.

The report found that there are some

incremental improvements that can be made with equipment and maintenance standards and procedures, but there was no indication that equipment was the primary cause of lowered productivity.

"Circumstances necessitated a change of course – sitting idly and expecting different results was not an option," said Bill Wyatt, executive director for the Port. "Hanjin has been actively evaluating the economic viability of calling Portland, and our priority is to retain existing service and keep cargo moving. I have faith that we will collectively restore the health of Portland's containerized market."

## TRADE MISSIONS STRENGTHEN BUSINESS RELATIONSHIPS

The already strong ties between Tianjin, China, and Oregon got even stronger in June with the formal establishment of a Tianjin-Oregon relationship. The signed agreement promotes exchanges and cooperation in the fields of economy, trade, science, technology, culture, education, ports, logistics, and environment protection.

During a trade mission, Oregon House Speaker Tina Kotek signed the agreement on behalf of the state of Oregon, and Vice Mayor of Tianjin Ren Xufeng signed on behalf of the municipality of Tianjin. Bill Wyatt, executive director for the Port of Portland, was on hand for the occasion alongside other elected officials. Besides the sharing of information,

there are trade opportunities including Oregon services, products, goods and tourism.

"Signing this agreement will bolster economic trade, improve cooperation between our ports, improve cultural relations, and strengthen the growing friendship between Oregon and Tianjin," said Kotek.

Last October, Ford Motor Company began exporting domestic-produced vehicles to China by way of the Port of Tianjin – the third largest port in China. While Portland has been an import gateway since 1953, vehicle exports have grown rapidly since the start of Ford exports to Korea in January 2012. With the success of the Ford vehicles in Chinese markets this year, Lincolns will be next to follow.

## NEWLY BUILT BULK VESSEL MAKES MAIDEN VOYAGE

There may not have been any fireworks at Terminal 4 on July 3, but there was a celebration for the maiden voyage of the Matsu Arrow. Jeff Krug, terminal manager for the Port of Portland and Scott Duthie with Transversal Shipping Company were on hand to greet Captain Bernard Magno after his arrival in Portland with the newly built ship.

Measuring more than 620 feet long and 100 feet wide, the Panama-flagged vessel has capacity to carry more than 50,000 tons of cargo. In this case, the bulk ship arrived in Portland to load up with soda ash exports. Used in the manufacture of glass, soda ash is mined in Green River, Wyoming, and transported to Portland via long trains of 100 cars or more.

The ship docked at the Kinder Morgan facility at Terminal 4, where they met with the captain and presented a customary plaque that will be displayed aboard the ship. Given that Portland is known as the 'Rose City,' the glass and metal frame holds a photo of a red rose along with the date of its maiden voyage to Portland.

With a new ship loader and growing volumes, it is likely that Portland will see the Matsu Arrow calling Terminal 4 again.



Matsu Arrow at Terminal 4

## CANADIAN EXPORTS HEATING UP WITH PROPANE

Already a gateway for exports of Canadian potash and wheat, the Port of Portland could soon start exporting propane with the announcement of a proposed new facility on the Columbia River adjacent to Terminal 6. It would be one of the largest private capital investments in the city's history.

One of Canada's leading providers of transportation and logistics for the North American energy sector, Pembina, has selected Portland as the site for the company's West Coast propane export terminal. The rail-served facility would utilize state-of-the-art storage

and safety measures, and would utilize some existing rail and river infrastructure.

Conservatively estimated at more than half a billion dollars, the project would result in hundreds of construction jobs, local sourcing of materials, new permanent jobs and an influx of tax revenue to help support schools and essential services.

"This is great news," said Portland Mayor Charlie Hales. "We welcome this investment and these jobs in Portland. The city is committed to growing our economy on the land we already have, and holding industry to very high environmental and public safety standards. This proposal meets these goals."



Seaport Celebration, held at Port of Portland's Terminal 4, offers fun for all ages. Backhoe basketball was one of many activities at the Aug. 16 event.



Gov. John Kitzhaber, Daimler Trucks North America President and CEO Martin Daum and Portland Mayor Charlie Hales marked the start of construction on the new DTNA headquarters building on Swan Island. The new 268,000-square-foot building is a \$150 million investment by DTNA and will accommodate approximately 400 new positions when completed in 2016.

# Business and Environmental

## PORT WELCOMES NEW PUBLIC AFFAIRS DIRECTOR

Kristen Leonard has joined the Port of Portland as public affairs director, filling a vacancy left when former Public Affairs Director Tom Imeson left the Port to join Northwest Natural.

Before joining the Port, Leonard co-owned C&E Systems, a Portland-based company specializing in government relations, financial services and software development. Her background also includes advising clients on communications and government relations in a private public affairs firm and at the Oregon Education Association.



"Kristen's strong background in government relations will serve the Port well, and her knowledge of strategic communication and community outreach will ensure the public affairs team continues its high levels of performance toward the Port's mission and to the communities it serves," said Port Deputy Executive Director Curtis Robinhold.

"I am really looking forward to connecting with the Port's stakeholders to deepen and broaden our working relationships," said Leonard. "One of the things that attracted me [to this position] was the Port's thoughtful leadership in regard to international trade and transportation. I am ready to get to work, building upon those strengths and finding new opportunities."

Leonard was vice president and served on the Board of Directors of the Oregon Capitol Club, a professional association of lobbyists in Oregon's state legislature. She holds a Bachelor of Arts in Communications from the University of Arizona.

## IN MEMORIAM: DICK MONTGOMERY

The Portland maritime community and the Port of Portland lost a great friend, historian and advocate in July with the passing of Dick Montgomery.

Montgomery handled advertising and public relations for the Commission for Public Docks from 1957 to 1971.

"I am particularly proud of helping to pass two general obligation bond measures," said Montgomery in a past interview. "The two-to-one voter margin raised \$22 million for Portland's first container cranes and other harbor improvements."

Montgomery contributed a wealth of knowledge and expertise during his 19-year career with the Port serving as spokesperson and editor of *Portside*. Retiring in 1995 as Maritime Public Affairs Manager, he remained engaged as an informal mentor, historian, and committed champion of promoting trade on the river system.

A regular attendee at Port Commission meetings, Montgomery was on hand for events such as the 100-year anniversary of the Commission for Public Docks, Gateway to the Globe and, most recently, the opening of the history of dredging exhibit at the Oregon History Museum in May.

Montgomery was a past President of the Oregon Maritime Museum, and helped raise half a million dollars for upgrades to the Steamer Portland upon which the museum is located. He was also a docent for the museum; his voice still narrates some of its videos.

Montgomery was the 1993 recipient of the "Old Salt" award, presented by the Portland Shipping Club for long service promoting the Columbia River shipping industry.

As written in the spring 2007 *Portside* feature "Titans of Trade": "With a love of the river and the state, Dick takes pride in his work and that of the Port, never missing the opportunity to share a bit of history, a signature story, or impart a word of 'Old Salt' wisdom."



## TEACHING STUDENTS ABOUT TRADE

The Port of Portland's educational outreach program is about to embark on its seventh season this fall. Designed for third-, fourth- and fifth-grade students, "Where in the World" instructs students on the importance of global trade and Portland's role in international markets.

Last year, the program's interactive presentations took place in more than 140 classrooms throughout Multnomah, Washington and Clackamas counties.

Aligned with Oregon's Common Core State Standards, the program uses elements from social studies, language arts and math to help students understand and appreciate the interdependence of the global economy.



Lessons cover a brief history of the Port, illustrate the differences between importing and exporting, employ world maps to encourage discovery and identify key industries in Oregon.

Schools that would benefit from this free, fun and informative one-hour program should email [witw@portofportland.com](mailto:witw@portofportland.com) or call 503.460.4860 for more information.

## PORT RECEIVES SUSTAINABILITY PARTNERSHIP AWARD

In June, the Port of Portland received the Sustainability Partnership Award from Portland State University, recognizing the 11-year partnership between the Port and PSU to solve waste minimization challenges at Port facilities, particularly Portland International Airport.

Students from PSU's Community Environmental Services program serve one- or two-year terms with the Port, gaining real-world experience tackling waste management issues.



Portland International Airport's shuttle bus fleet will continue to be entirely fueled by cleaner-burning compressed natural gas thanks to a Voluntary Airport Low Emission Program (VALE) grant awarded by the Federal Aviation Administration. The grant money is being used to purchase six CNG buses, which transport airport passengers and employees from the terminal to parking and rental car facilities."

The partnership has led to many innovations at PDX that have been adopted by airports nationwide. With support from CES, the Port launched the first public food waste collection system at an American airport, a creative and cost-saving liquid collection station by security check-points, and the first successful deplaned waste diversion program, still in operation with Horizon Air.

Most recently, the CES team helped develop the Port's highly successful food donation program partnership with St. Vincent dePaul of Portland which, to date, has led to the donation of more than 52,542 pounds of food for local community meals service providers.

For the students' efforts, they receive tuition reimbursement and many graduates of the program have gone on to hold leadership positions in waste management and sustainability at regional government agencies and other large organizations.

## PORT UNVEILS NEW ENVIRONMENTAL OBJECTIVES AND TARGETS

Each year, the Port of Portland focuses on a set of long-range environmental goals and related specific actions for the current fiscal year. These objectives and targets help guide the Port's continuous improvement efforts under a formal Environmental Management System.

The Port's energy management program is currently working to reduce energy consumption 20 percent below a 2011 baseline by the year 2020. To support this effort, this year the Port will participate in

the Energy Trust of Oregon's Strategic Energy Management program and develop an energy baseline metering system to collect real-time energy data at Portland International Airport and other large Port facilities.

Primarily due to the completion of the Dredge Oregon repowering, the Port has achieved its long-range air quality program targets well ahead of schedule. By 2014, the Port reduced its diesel emissions to 73 percent below 2000 levels. By 2012, the Port's greenhouse gas emissions were 60 percent below 1990 levels due to its commitment to purchase Renewable Energy Certificates equal to 100 percent of the Port's electricity usage. The Port is currently evaluating new air quality program targets for upcoming fiscal years as a result of achieving the existing targets ahead of schedule.

As part of a larger effort to retrofit 48 systems Port-wide to identify opportunities for water savings, the Port will install water sub-metering at the PDX Maintenance facility. Elsewhere at PDX, the Port will test portable water quality biofiltration units to determine whether they are an effective method for treating metals that can be present in stormwater runoff.

The Port will continue to follow through on its natural resources commitments as a result of the Airport Futures master planning process. Projects include seeding a 50-acre grassland mitigation site on Government Island and ongoing support for urban tree canopy and habitat enhancements in the Columbia Slough watershed. At the Vanport Wetlands mitigation site, the Port

will establish native vegetation specifically designed to enhance pollinator habitat.

The Port recently completed a five-year plan to achieve Zero Waste at all Port facilities. In the coming year, the Port will focus its efforts on developing outreach and education materials for Port tenants and the traveling public, expanding the PDX Food Donation program outside of the airport terminal, and completing updated waste sorts for Hillsboro and Troutdale airports.

## OREGONIANS THANK GOV. ATIYEH

Portland International Airport travelers paid tribute this summer to Oregon Governor Victor Atiyeh, who passed away on July 20.

Governor from 1979-1987, Atiyeh was affectionately known as "Trader Vic" for his successful international trade missions, a worldwide tourism initiative, and for opening Oregon's first trade office in Tokyo.

Travelers left notes and mementos at the bronze sculpture of Atiyeh on PDX Concourse D – the Victor G. Atiyeh International Concourse. The concourse was dedicated to Gov. Atiyeh in 2007, supporting Oregon Senate Joint Resolution 24.

The sculpture, made possible by the generous donation of The Greenbrier Companies, is joined by a rich collection of history reflecting Gov. Atiyeh's many achievements, which is on permanent display near Gate D-10.



# MARITIME FUTURES CHARTING THE COURSE

There is a tale about an architect who designed buildings with no sidewalks or pathways. He would instead just plant grass around the buildings and observe where pathways emerged organically in the months that followed as people used the buildings. The information culled from end users would then be used to determine the optimal design for sidewalks.

In many ways, this is similar to a process being conducted by the Port of Portland called Maritime Futures. The purpose of the project is to establish a long-term direction, intent and outcomes for Port investments, funding requests, and work efforts for the Port's marine franchise. And what better way to help determine direction than to consult those who actually use, understand and depend on Port marine facilities?

As a Blue Ribbon Task Force of civic and business leaders participates in the planning process, the Port is gaining valuable information about outside perspectives, perceptions and ideas to help guide and prioritize the future direction of the Port's marine business lines over the next five years and beyond. That direction will inform overall strategic planning efforts and improve the ability to carry out the Port's mission to successfully support and promote Oregon's economic future.

## Strategy Matters

In such a competitive and often unpredictable industry, it is critical for seaports to plan for and adapt to changing landscapes. This is accomplished by consulting statistics, emerging trends, feedback from stakeholders and other relevant resources. In the formative stages of Maritime Futures, Port staff initiated foundational information-gathering initiatives including market and financial assessments, stakeholder interviews and an analysis of strengths, weaknesses, opportunities and threats.

As part of the Port's strategic planning effort, the goals of Maritime Futures include the following:

- assess existing and new marine business market opportunities,
- establish a financial foundation and metrics for existing and future business transactions,
- define business line opportunities for growth and determine efforts needed to accomplish them,
- educate and secure feedback from internal and external key stakeholders,
- identify political, financial and business hurdles to accomplish direction, and
- inform future marine terminal master planning, transportation and investment decisions.

The Port's existing assets serving the marine enterprise are land, transportation infrastructure, successful leasehold relationships and strong working relationships with the community and global stakeholders.

However, the Port faces a variety of challenges to maintain or grow a successful marine enterprise. Given land constraints, for example, it is important not only to look at maximizing the use of existing assets, but also to give realistic consideration to future needs. Other issues for strategic context include labor, channel depth, superfund liability, freight mobility and regulation.

While there is no crystal ball to predict the future, planning at least five years out can sometimes make the difference in retaining a key customer or attracting an opportunity that would otherwise go elsewhere.

## The Blue Ribbon Task Force

A 27-member panel comprised of business, government and community leaders chaired by Port Commission President Jim Carter is helping shape the strategy for future marine opportunities and direction. The broad representation reflects the Port's statewide and regional role in moving goods and people while recognizing the specific importance of operations within the greater Portland metropolitan region.

The initial group meeting included an overview by Bill Wyatt, executive director of the Port, and a primer on the Port's business lines to ensure the panelists understood the Port's facilities, cargo types, financials, industry trends and other key details. Participants were introduced to a broad spectrum of informational resources and presentations. After all, as the adage goes, 'you can't know where you are going until you know where you have been.'

Task force members were charged with providing critical review, insight and guidance through the filter of sustainability – including economic, social and environmental considerations. Several meetings and tours were scheduled throughout the year. Interactive discussions about market opportunities have been aimed at identifying creative solutions to constraints and challenges. Since the first meeting, the Port has been extracting, synthesizing and prioritizing the ideas and information received.

## Next Steps

As the task force winds to a close with its last meeting this fall, the members will have reviewed and commented on market information and the SWOT analysis, discussed possible options for future Port marine strategic direction, weighed in on a vision and assisted in identifying objectives for the Port's marine franchise.

The process will yield a prioritization of cargo opportunities including bulks, autos, breakbulk and containers while factoring potential revenue and tonnage with capital costs and alignment with community interests.

Results of the group's guidance will be integrated into the Port's overall strategic planning process and will serve as the basis for business planning over the next five years and beyond.

Returning to the tale of sidewalks mentioned at the start, and using their development as metaphor, patterns in the grass are now becoming evident and the Port can soon start making plans for its new pathways to the future.

by Josh Thomas

## Blue Ribbon Task Force Members

**André Baugh**, Group AGB and Portland Planning and Sustainability Commission; **Bill Blosser**, WRB Consulting; **Dee Burch**, Advanced American Construction; **Jim Carter**, Port of Portland Commission Chair; **John Carter**, Schnitzer Steel; **Gale Castillo**, Hispanic Metropolitan Chamber; **Tom Chamberlain**, Port of Portland Commissioner and President Oregon AFL-CIO; **Katy Coba**, Oregon Department of Agriculture; **Craig Dirksen**, Metro Councilor; **Karmen Fore**, Transportation Policy Advisor, Office of the Governor; **Bill Furman**, The Greenbrier Companies; **Don Goldberg**, Trust for Public Land; **Bruce Iredale**, Evraz Inc NA; **Angela Jackson**, Portland Seed Fund; **Don Karls**, BNSF Railway; **Debbie Kitchin**, Interworks LLC and Portland Business Alliance Board of Directors; **Tina Kotek**, Speaker of the House, Oregon House of Representatives; **Bob Levy**, Port of Portland Commissioner and Windy River and L&L Farms; **Bill Levy**, Pacific Ag Solutions; **Ryan Loe**, Shelter Forest International; **Larz Malony**, Pacific Seafood Group; **Sean Robbins**, Business Oregon; **John Mohlis**, Portland Development Commission and Oregon State Building & Construction Trades Council; **Brock Nelson**, Union Pacific Railroad; **Steve Novick**, City of Portland Commissioner; **Bill Robbins**, TransDevelopment Group; **Loretta Smith**, Multnomah County Commissioner; **Kali Thorne Ladd**, Portland Community College Board; **Steve Zika**, Hampton Affiliates





## PORTEVENTS

### **October**

Working on the River  
A History of Dredging Exhibit  
Oregon History Museum through December 14

**8**

Port of Portland Commission Meeting  
9:30 – 11:30 a.m. • Chinook Room, Port of Portland headquarters

**22**

PDX Community Advisory Committee Meeting  
1:30 – 4:30 p.m. • Chinook Room, Port of Portland headquarters

### **November**

**5**

Hillsboro Airport Roundtable Exchange  
5:30 – 7:30 p.m. • Hillsboro Civic Center, Rooms 113 B & C, 150 E. Main St., Hillsboro

**12**

Port of Portland Commission Meeting  
9:30 – 11:30 a.m. • Chinook Room, Port of Portland headquarters

**13**

PDX Citizen Noise Advisory Committee  
5:30 – 8:30 p.m. • St. Helens B Conference Room, 7200 NE Airport Way

**20**

Troutdale Airport: Shaping Our Future Master Plan  
Public Advisory Committee Meeting  
5:30 – 8:30 p.m. • McMenamins Edgefield Ballroom, 2126 SW Halsey St., Troutdale

### **December**

**10**

Port of Portland Commission Meeting  
9:30 – 11:30 a.m. • Chinook Room, Port of Portland headquarters

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**Port Currents** – Community and Environmental news: [www.portofportland.com/publications/PortCurrents/](http://www.portofportland.com/publications/PortCurrents/)

**Port Dispatch** – Marine Marketing news: [www.portofportland.com/publications/PortDispatch/](http://www.portofportland.com/publications/PortDispatch/)

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