

# PORTSIDE

FALL 2008

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



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# AIRCRAFT NOISE

## BEING A GOOD NEIGHBOR

Steaks sizzle on the barbeque as airplanes fly overhead; it's a tough compromise at times.

There's something infinitely satisfying about looking out the window of an airplane and spotting familiar landmarks: the ribbon of the Columbia River, the green hills of Mt. Tabor, the headlights of cars traveling over the I-5 Bridge. For many travelers, it's a reminder that they're home. For people on the ground, that same plane can represent something else: noise. It can compete with the backyard barbeque or the sidewalk garage sale or the over-the-fence conversation between neighbors.

Portland International Airport once sat amidst acres of farmland. Today it's in the middle of one of the city's largest industrial areas and is surrounded, on both sides of the river, by neighborhoods. While aircraft noise is not a nuisance to everyone who hears it, for many people, particularly those close to PDX, it can be bothersome and even downright annoying.

That's where the Port of Portland's noise management department comes in. This team of eight works to balance the region's air travel needs while minimizing aircraft noise impacts to nearby communities. By building relationships and finding common ground with the Federal Aviation Administration, pilots, local jurisdictions and community residents, the noise management team seeks strategies to reduce aircraft noise impacts through operational procedures and measures. It also seeks to educate people about the location of – and reasons for – flight paths, and to support efforts to minimize noise impacts experienced on the ground. The goal is to find a balance and to help PDX remain a good neighbor as well as a valued regional transportation resource.

PDX isn't the only airport that the Port of Portland owns and operates. Hillsboro Airport, a general aviation airport, is about 30 miles west and is the second busiest airport in Oregon. Troutdale Airport is just east of PDX and is a popular location for fixed-wing and helicopter flight training, scenic tours and recreational flying. There are challenges to managing aircraft noise for three different airports. Each is surrounded by communities and is impacted by noise from aircraft flyovers, takeoffs and landings. How that noise impact is managed for each community is at the heart of the department's work.

Jason Schwartz, manager of the department, said, "There is a philosophy among the noise team that every interaction we have with the public, agencies and pilots provides an opportunity to

listen, learn and educate. We are liaisons between community and aviation/industry partners to help each appreciate the other's needs, roles and contributions. We also work with pilots to identify strategies to reduce noise impacts, and we work with residents to help them understand the value air service brings to the community."

### Programs

One way to manage airport noise is through a noise compatibility study. This is a process that identifies measures which, if approved by the FAA, may be eligible for federal funding. The Port's noise program spans more than 30 years and includes three noise compatibility studies. The most recent update includes improvements to existing flight paths to leverage new satellite technology, enhanced city zoning requirements, and establishment of a "Fly Quiet" program at PDX. The latter encourages pilot participation with existing noise program measures to reduce aircraft noise impacts on the ground. Input from partners and the community have helped identify and prioritize these programs. In addition to the "Fly Quiet" program, there is also a program for Hillsboro Airport, "Fly Friendly." It is being developed to educate corporate, military and business pilots about, and encourage the use of, established noise abatement corridors.

One way to address aircraft noise impacts to communities and property around the airport is to consider how the land is used. Specifically, land use zoning offers a proactive approach to ensure homes and other incompatible land uses aren't allowed too close to airports, and that only compatible land use, such as business and industry, surrounds the airport.

Another proactive land use measure is the inclusion of a disclosure statement. When a home buyer signs a stack of paperwork to complete their purchase, there is often a disclosure statement which identifies issues related to the home, including noise in many cases. This statement is in the buyer's best interest to ensure that they are aware of the potential impacts of airport noise prior to moving into the home. At PDX, the noise management staff has partnered with the city of Portland in a program requiring home builders to meet code requirements to properly sound insulate against aircraft noise impacts. One requirement of this program is that the home builder will have the home acoustically certified. The Port of Portland reimburses home builders for the cost of the certification in exchange for their signing a disclosure statement.

Jerry Gerspach, Port of Portland noise management analyst, monitors aircraft noise levels.



### Customer service

Providing outstanding customer service is paramount for the noise management staff, which is extremely responsive to callers. They research calls from concerned citizens and respond with specific information about the cause of the concern. To investigate flight information, they use recently upgraded technology – another recommendation of the noise compatibility study. Called the Airport Noise and Operations Monitoring System, or ANOMS, this technology allows staff to quickly respond to citizens with information related to aircraft noise, aircraft proximity to points of interest, weather conditions that may affect aircraft routes, and other factors that contribute to concerns about aircraft noise or operations. “The real value of ANOMS is that it provides more information to the noise staff about the many factors influencing an aircraft in flight and includes improved tools for the community,” said Chris Blair, noise management planner at the Port.

For many, just learning about the aircraft noise programs helps relieve some anxiety. To help get the word out about existing or new programs, staff often attends neighborhood meetings and other community events where they can reach a diverse audience. Jerry Gerspach, one of the noise management analysts, is invited every year to participate at a neighboring community’s annual picnic. They refer to him as their own representative at the Port. Maryhelen Kincaid is a member of the Port’s Citizen Noise Advisory Committee and lives in the neighborhood. “Because of Jerry’s ability to explain complicated noise issues and his timely responses to citizen concerns, our neighborhood is more informed about noise issues,” she said. The Port’s Web site is another good resource, and it provides an opportunity to comment or inquire online.

Outreach is a major focus of the noise management department. One of the best opportunities for noise management to share information with and hear from the community is through the Citizen Noise Advisory Committee. Once a month this dedicated group of volunteers meets with Port staff to learn about new programs, discuss alternatives or issues and share ideas. The meetings are public, and citizens are encouraged to attend. A few years ago a committee member suggested that the Port investigate building an enclosed structure on the airport in which aircraft could conduct their engine maintenance run-ups which are, by nature, very loud for nearby residents. Other alternatives were considered, but they didn’t address the needs of the airlines and airport tenants. In the end, a ground run-up enclosure was built, and about 97 percent of engine run-ups now occur there.

### Collaboration

Anyone who has ordered something online from a retailer like Amazon, and requested next-day delivery, knows how quickly the cargo airlines can deliver an order. Last year, noise management staff worked with community members, cargo operators and the

FAA to develop specialized flight procedures for these cargo airlines that could offer noise relief to some communities.

The noise management department is also working with the Oregon Air National Guard, located at PDX, to develop a new procedure their pilots will use when approaching the airport. As with all projects noise management is involved with, staff sought a balance between the needs of airport partners and the community. Staff worked with the FAA and the Citizen Noise Advisory Committee to ensure that noise sensitive areas were considered. “This approach procedure will give us tremendous savings in flying hours by providing an opportunity to perform a training maneuver on arrival that we normally would have to get from another airfield,” said Lt. Col. Jeff Hwang, USAF. This partnership with passenger and cargo operators ensures they are aware of established flight paths and upcoming projects, and it facilitates a relationship with the FAA. When all partners work together to keep planes flying where they should, the community is a major benefactor. And if the community is satisfied, they will support the industry.

### Looking ahead

A lot of work has been done over the years to help reduce aircraft noise impacts on the communities around the Port’s three airports. Now the department is looking ahead at ways it can refine noise management. As fuel costs soar, the aviation industry is focusing on building more fuel-efficient aircraft. A byproduct of a fuel-efficient aircraft engine is noise reduction. The industry is focusing on other efficiencies, too, such as reducing the number of flights and making the most out of each flight.

For noise monitoring, radar may be replaced by newer technology that will be more accurate, less expensive and will require less maintenance than radar. It also works better in places where radar has coverage problems, like hills and valleys. Aircraft navigation will improve with newer aircraft fitted with technology which allows aircraft to follow an established flight path more precisely, reducing the noise impact to residents below. And while the Airport Noise and Operations Monitoring System will offer noise management staff better tools for investigating flight information, it will also provide a tool called WebTrak for the public to do their own investigations and expand their understanding of aircraft and airport operations. This tool is a neighborhood flight tracking system that is available via the Port of Portland’s site on the noise management page. It will allow the public to view airplanes and related information just 15 minutes after a flyover.

It’s clear that managing aircraft noise is a long-term and complex issue. It’s also clear that new technology and thoughtful collaboration hold promise for quieter skies in the future.

by Shannon Huggins





Workers complete the relocation of fire sprinkler piping prior to installation of a new in-line bag screening system at PDX.

## NEW BAGGAGE SCREENING SYSTEM WORK BEGINS DEEP WITHIN TERMINAL

Imagine the ticket lobby at Portland International Airport looking as it did in the days pre-Sept. 11, without the X-ray behemoths lined up against the windows, and without baggage carts criss-crossing the area. Thanks to a new project under way at PDX, the terminal will be getting its lobby back, and more importantly, travelers will be able to leave their luggage at the ticket counter once again.

Construction on the new state-of-the-art inline baggage screening system began this year. When it

is finished in about the fall of 2010, checked bags will travel on belts from the ticketing area to several X-ray machines operated by the Transportation Security Administration and located in the inner parts of the airport. From there, conveyors will transport the bags to the appropriate airlines for distribution at gates.

Sounds easy enough, but moving a busy airport's baggage has been described as a finessed dance on a crowded dance floor – and with changing partners.

On paper, the winding maze of conveyors looks like an octopus, with the head being centered below and behind the ticket counters, half the tentacles weaving north and half twisting and turning south.

Construction of the complex system is practically invisible to the public's eye, although it obviously has an impact on airport tenants. The Port of Portland and its contractor, Hoffman Construction, are doing their best to minimize that upset with detailed phasing plans and weekly meetings with airline tenants.



Oregon Air National Guard personnel meet and mingle with visitors at the 2008 PDX Air Fair.

## FIRST PDX AIR FAIR JUDGED SUCCESS

For one day in July, a large section of roadway in front of the terminal at Portland International Airport was transformed into a block party extraordinaire. The 1,600 people who attended the PDX Air Fair had a lot of activities to choose from: live music, food, street theatre, games and prizes, demonstrations, displays and airfield tours. A marimba band pounded out rhythms, and a theatre company presented aviation-related melodramas. Hamburgers and hot dogs were served up, not on plates, but on Frisbees, while a sno-cone machine worked overtime to provide cool treats.

Children could climb into a fire engine; peer into a police car; meet a bomb detection dog; stare into the eyes of a peregrine falcon; and kick the tires on an airport runway snow blower. The highlight of the day for many was a narrated bus tour of the airfield.

The Port of Portland event organizers wanted to give citizens a chance to see what it takes to run an airport, learn about the issues, see first-hand the many solutions and proactive programs under way, and get a rare look behind the scenes. Also participating at the fair were Southwest Airlines; Alaska Airlines; Horizon Air; Transportation Security Administration; Audubon Society; Multnomah County Drainage District; Federal Aviation Administration; cities of Portland and Vancouver; Columbia River Crossing Project; Oregon Department of Transportation; Portland Air Cargo Association; and the Oregon Air National Guard.

## MEXICANA SUSPENDS SERVICE AT PDX

Mexicana Airlines recently suspended all air service at Portland International Airport, primarily due to the high cost of fuel.

Mexicana launched nonstop service linking PDX and Guadalajara in May 2003, and added nonstop service connecting PDX and Mexico City in June 2007. Over the years, Travel Oregon, Travel Portland, Mexicana and the Port of Portland have worked together to promote travel to Oregon by reaching out to media and travel agencies in Mexico, and organizing and participating in travel and trade events in Mexico.

"While the news is disappointing, we have very much appreciated our partnership with Mexicana and the valuable service Mexicana has provided our community," said Mary Maxwell, Port aviation director. "We hope Mexicana will return to PDX in the future. Mexico and Latin America are important emerging markets, and we will continue to work with carriers to serve the business and leisure travel needs of our community."

Several PDX air carriers serve Guadalajara and Mexico City, traveling through other cities en route.

## TROUTDALE SUMMERFEST

The city of Troutdale added its own fun to the summer season this year with the annual Troutdale Summerfest. More than 300 people came out to enjoy a parade through downtown and explore the many booths set up at Glen Otto Park. Troutdale Summerfest has always been a fun event, and the Port of Portland has always been proud to participate.

The scene at this year's Summerfest was full of food vendors, families and a sky full of Port of Portland balsawood airplanes. Every child who visited the Port's booth was offered a chance to win a water bottle by building a plane and then test-flying it for distance. The record that day stood at about 90 feet.

As the children threw planes, parents stopped inside the booth to ask questions about the Port's partnership with the community of Troutdale. With new improvements being made at Troutdale Airport and development moving forward with the Troutdale Reynolds Industrial Park, there was a lot of positive information to share.

The Port also participated in the Columbia Slough Regatta, Celebrate Hillsboro, the Maritime Heritage Festival, and other great summer events.

## CONSTRUCTION CONTINUES ENROUTE TO AIRPORT

Amidst the construction en route to Portland International Airport, travelers can already see improvements, and with a little imagination, they can picture the exciting result. That final product – wider roads, a second parking garage, and a stunning new entrance to PDX – is scheduled to be complete in 2010.

New electronic signs are up and operating at four locations approaching the airport, advising drivers of roadway changes, parking availability, air quality advisories, security announcements or emergencies. Also complete is a portion of the roadway near the terminal that has been realigned for improved access. Coming soon is a wider Airport Way – an additional lane in each direction between Northeast 82nd Avenue

and the terminal.

Road projects have required that some familiar PDX plantings be removed. Landscaping is part of the plan to ensure a visually appealing entrance to the terminal, and by completion, workers will have added approximately 63 trees, 1,800 shrubs and 23,000 ornamental grasses.

The second parking garage is rising up between the existing garage and the air traffic control tower. It is due to be fully open in 2010, and will provide nearly 3,000 public parking spaces and 500 spaces for rental cars. The top floors of the structure will include new Port of Portland offices.



Drivers are asked to drive cautiously and observe signs in construction areas near PDX.

## 2008 GREAT YEAR FOR AIRPORT SHOPS, CONCESSIONS

With new fixtures, finishes, lights and carpet, and reconfigured for a more open and efficient traffic flow, the newly remodeled Powell's Book Store on Concourse D is open for business.

The updated look is in sync with the overall Concourse D concessions court re-do that has added new and/or remodeled shops and restaurants, and provided a brighter, more inviting seating area for customers. Rose's Deli and Rogue Ales Public House are both new this year on D.

Brand new to Concourse C are Big Town Hero with sandwiches, soups and salads; and Baskin-Robbins with ice cream desserts and a new line of beverage creations.

The E Concourse has a new Laurelwood Public House & Brewery, the second location for Laurelwood in the airport.

Oregon-born and bred Columbia Sportswear Co. will open later this year in the Oregon Market. The much-anticipated store will feature an extensive line of products, including clothing, shoes and items tailored to the needs of travelers.

All PDX concessions were honored recently when Airport Revenue News, a prestigious trade news publication and resource for those in the aviation industry, awarded the PDX concessions program Best in Customer Service of all medium-size airports in the U.S.



## JETBLUE ANNOUNCES NONSTOP TO LONG BEACH

JetBlue Airways is providing new options for customers at Portland International Airport. The airline is pleased to announce the addition of two new daily nonstop round trip flights between Portland and Long Beach, Calif. One launches Oct. 9 and the other on Nov. 2. From Long Beach, JetBlue passengers can connect to Austin, Chicago, Fort Lauderdale, Las Vegas, New York and Washington, D.C.

The introduction of this new service also marks the debut for JetBlue of the Embraer 190 aircraft in Portland, a fuel-efficient, full-size 100-seat airplane with amenities, including free TV, satellite radio, leather seats – either window or aisle (no center seats), leg room, and JetBlue's acclaimed customer service.

The first new daily flight beginning Oct. 9 leaves Long Beach at 5:05 p.m., arriving in Portland at 7:30 p.m. On Oct. 10, the flight leaves Portland at 7:30 a.m. and arrives in Long Beach at 9:45 a.m. Beginning Nov. 2, the second new daily flight leaves Long Beach at 11:10 a.m. and arrives in Portland at 1:35 p.m. The return flight leaves Portland at 2:10 p.m. and arrives in Long Beach at 4:25 p.m.

JetBlue has been an excellent partner with PDX since 2005.

## SOUTHWEST ADDS FUN TO SUMMER SPLASH EVENT

Summer Splash at Portland International Airport always means special promotions on food and merchandise, samplings of food and wine, and events at the clock tower in the Oregon Market. It also includes a drawing for a pair of round trip tickets, and this summer, a lucky traveler won two tickets on Southwest Airlines, which celebrated its new service between PDX and Denver.

Even with the impacts from higher fuel prices, approximately 46,000 people each day used PDX this summer. That's the same number of passengers as last summer, and last summer was the busiest in PDX history.

To entertain the masses, some 50 musicians filled the terminal with music: a pan flute player, a five-member wind ensemble, a group of four flute players, jazz and pop pianists, vocalists, guitarists and a harpist.



## CRANE UP AND RUNNING

It's the newest and one of the biggest container cranes at Terminal 6, and its 120-day trial operating period is nearing completion this October.

Manufactured by Zhenhau Port Machinery Co., the post-Panamax crane was delivered from Shanghai in April after a 5,800-mile trans-Pacific journey, and it has undergone a series of endurance tests since becoming operational.

Zhenhau staff from China has been stationed at Terminal 6 since delivery to fix anything that is not functioning properly. Testing has been largely successful with only minor issues to be addressed. After the trial operating period, the Port of Portland will issue a letter of final completion and the full payment will be made.

The total project budget, including construction of an electrical substation to power the crane, engineering oversight and inspection, is \$10.4 million. In July 2006, Gov. Ted Kulongoski presented the Port with \$7.5 million from a \$100 million ConnectOregon nonhighway transportation infrastructure funding initiative to pay for the majority of the crane's \$7.8 million price tag. The Port is paying for the remainder of the costs from its general fund.

This is the Port's fourth post-Panamax crane and ninth container crane at Terminal 6. It stands about 16 stories tall, with a total length of 422 feet, and weighs in at 1,400 tons. The new crane is capable of spanning the largest vessels that call Portland, handling about 30 containers per hour. Having four cranes of this size available to load and unload larger vessels makes the Port more efficient and competitive.

## PORT WELCOMES CORPS TO TERMINAL 2

The Port's newest tenant is one of its oldest partners. This June, Port of Portland commissioners approved a five-year lease agreement with the U.S. Army Corps of Engineers for space at the northwest end of Terminal 2 where two Corps dredges will be stationed. In return, the Port will receive lease revenue and reimbursement for infrastructure enhancements, while keeping the vessels based in the Columbia/Willamette river system.

The two federal hopper dredges are used for navigation channel maintenance at West Coast ports from San Diego to Grays Harbor. The lease involves 3.92 acres of dock and yard area, crew parking and exclusive use rights for two berths. There are options to extend the lease for 10 additional one-year terms.

"This is an ideal arrangement that will prove to be good for all parties involved, benefiting the Corps, the Port and others on our river system," said Jeff Krug, terminal manager. "Timely and cost-effective channel maintenance is key to the long-term operating viability of the Columbia River navigation channel."

The new agreement highlights the versatility of the active, multiuse marine terminal. Terminal 2 handles steel rail, heavylift cargo and mineral bulks. It also has the capability to handle containers, forest products and other bulk and break bulk cargoes.

An estimated \$590,500 in facility upgrades will include work on the docks and addition of new utilities to allow the vessels to shut down their engines when docked. This work should be substantially complete by October 2008. The Corps will reimburse the costs of these improvements during the five-year term.



Capt. Chun-Han Gang, center, and Kenny Davais, left, both of "K" Line, receive a plaque from Greg Borossay of the Port of Portland.

## "K" LINE RETURNS

For farmers, business owners and Port of Portland officials alike, it was great news when the first "K" Line container ship since December 2004 arrived in Portland in late July. Along with it came the return of direct export service to Japan. Port officials presented Capt. Chun-Han Gang with a special plaque commemorating the first call.

"We are very excited to see the return of "K" Line to our market as a direct calling carrier," said Sam Ruda, Port of Portland marine and industrial development director. "Agricultural interests in the state and the region will certainly take advantage of the service and import shippers will also benefit."

There's a lot to celebrate about the return of the Japanese carrier. The Port expects that the transition from Yang Ming to "K" Line will prove to be a net positive for container volumes, thanks to the larger vessels slated to call Portland. The new ships are 5,500 TEU capacity compared to the average 3,500-3,700 TEU vessels they replaced.

Many exporters, who have been hoping for the return of service to Japan for years, are pleased about the new calls in Tokyo, Kobe and Nagoya. Asia port coverage on the inbound leg includes direct calls in Shanghai, Hong Kong and other south China ports.

## NEW LEED-CERTIFIED WAREHOUSE AT T-5

A new warehouse across from the Port of Portland's Terminal 5 is the largest Leadership in Energy and Environment Design, or LEED, silver certified industrial development in the United States. With a green footprint of 573,420 square feet and conveniently located near Terminal 6 and river, road and rail connections, it is an attractive option for companies seeking to do business here.

The United States Green Building Council's LEED certification is a nationally accepted benchmark for the design and construction of all types of sustainable green buildings. In order to receive the LEED certification, developer Trammell Crow worked closely with Green Building Services to ensure the design and construction would make the grade.

Green features include the use of skylights, alternative energy sources, parking spaces for hybrid plug-in cars, and water-efficient landscaping and plumbing features. During construction, 95 percent of the waste generated was diverted from the landfill, and 30 percent of the materials used were local and recycled materials.

The warehouse also features generous container and trailer storage, potential for a rail spur addition, 9-foot dock doors, and ceiling heights up to 32 feet. "It's a really good selling point," said Tara Hanby, senior consultant for Green Building Services.

Trammell Crow Co. is in the design process for the next of what will eventually be 2.5 million square feet among five buildings on the 113-acre development. Trammell Crow is designing the next building to reach an even higher LEED standard.





## PANAMA CANAL STILL INFLUENCES PORT OF PORTLAND

With construction on the Panama Canal expansion well under way, Panama City was a natural choice for the annual seminar for the American Association of Port Authorities' Harbors, Navigation and Environment Committee. Sebastian Degens, planning and development manager for marine and industrial development at the Port of Portland, chairs the committee and reported back on the project and its relevance to Portland.

Expansion of the canal is aimed at accommodating larger vessels and more of them – 50 ships per day compared to 34 per day currently. An 11,000-TEU ship will pay approximately \$500,000 per transit. Approximately 133 million cubic meters will be excavated and dredged. Much of the \$3.5 billion project is being paid with tolls and cash reserves, but a sizable portion of the lock construction is financed at 6.5 percent interest with a 10-year payback. Improvements are expected to be operational by 2014, and profitable by 2017.

The Panama Canal has influenced Portland's business since it opened in 1914 and pushed the Commission of Public Docks to purchase land in St. Johns (now Terminal 4) and build facilities for the anticipated increase in business between Portland and the East Coast. The canal has defined Panamax bulk and container vessel standards to which the Columbia River navigation channel has been sized.

Degens says that a possible impact of the canal expansion could be to make all-water service for containers more economical, due to the ability to use significantly larger vessels. This could affect intermodal business at West Coast container ports, but the potential wild card is the price of bunker fuel – that's the fuel oil used aboard ships.

## LOOKING AT THE FUTURE OF WEST HAYDEN ISLAND

One might not know it for all the blackberry bushes and other invasive species slowly taking over, but West Hayden Island is a true diamond in the rough when it comes to a uniquely large piece of undeveloped land within the urban growth boundary.

This fall the Port of Portland and the city of Portland are initiating work on a collaborative public process to annex and create a long-range land use plan for the island that will more clearly define how to make the best use of this Columbia River gem. Added to the urban growth boundary in 1983 for marine industrial development and purchased by the Port in 1994, this 800-acre site is an important economic and natural resource.

The island is adjacent to the Columbia River navigation channel and other Port facilities, and is close to the main lines of both the Union Pacific and BNSF railroads and the interstate highway system – all making it uniquely suited for marine industrial job growth. Current studies show that demand for marine industrial land is greater than what is currently available for development, and trade volumes in our region are projected to double in the next 20 years.

But the island also has rich potential for wildlife habitat, open space, recreational uses and natural resource enhancement. The goal of the city/Port process is to seek a mix of uses – a plan in which job growth and natural resources, habitat and recreation goals are taken into account. The process has been timed to allow for integration with other planning projects such as the Columbia River Crossing, the East Hayden Island Plan, Metro's urban growth boundary expansion and the Portland Plan which are currently under way or about to begin. Recognizing the links in these processes will help provide the clarity needed to move West Hayden Island forward to meet multiple regional needs.

To learn more about the West Hayden Island planning process, contact Alice Ann Wetzels, city of Portland Bureau of Planning, 503-823-9711; Greg Theisen, Port of Portland, 503-944-7522; or visit <http://www.portlandonline.com/planning/projects>.

## MILLIONS IN SECURITY UPGRADES COMPLETED

Two years worth of work and \$4.5 million dollars in security enhancements were cause for celebration in July when top Port of Portland officials gathered with marine security officers at the main gate of Terminal 6. Coordinated efforts to improve security have included enhancing infrastructure, leveraging new technologies and improving staff training.

"Security is a necessary cost of doing business," said Bill Wyatt, Port executive director. "Protecting the Port's marine facilities is critical to our region's economic growth and vitality, which is why we've made significant investments in keeping our facilities safe and secure."

Some of the improvements are immediately evident, like the new gate houses at the entrances to Terminals 4 and 6. Most of the enhancements, however, are behind the scenes and out of sight. These include thermal imaging cameras with analytic capabilities that can help detect intruders. Officers can monitor hundreds of acres using a network of specialized cameras.

Entrance lanes are redesigned with gate arms to facilitate vehicle screening. Newly installed fencing will soon be supplemented by a \$220,000 federal grant for waterside fences at Terminal 4. Smart card access controls have been installed, as have entrance turnstiles with facial recognition capabilities.

Optical character recognition equipment now helps ensure that the right containers leave on the right trucks, and radiation portal monitors allow all containers leaving Terminal 6 to be scanned for nuclear and radiological materials. Marine security staff has been increased from 19 to 26 officers, and one new superintendent has been added. Marine security officer training programs and policies for security tasks have been updated as well.



Autos loaded onto rail cars at Port facilities begin their cross-country journey.

## RAMSEY RAIL YARD

A highly anticipated, multimillion dollar rail improvement project in the Rivergate Industrial District known as Ramsey Rail Yard could be constructed and ready for business by the end of next year. In July, Port of Portland commissioners gave approval to enter into a lease and operating agreement with Union Pacific Railroad and BNSF Railway for the new rail facilities.

When fully built, the Ramsey rail facilities will include approximately 11,800 feet of lead track connecting north and south Rivergate and three tracks in Ramsey Yard of approximately 9,000 feet total, as well as preparation work to accommodate a future fourth track. The improvements will provide much needed storing and staging capacity. Project costs are estimated at \$12.58 million, including \$6.8 million in ConnectOregon grant and loan funding, \$4.6 million in federal grant funding, and \$1.18 million from the Port of Portland.

Project design is nearly complete. Construction contracts for the Port and railroad work are expected to come before the commission for consideration later this year with construction expected to begin in January of 2009. The work should be substantially complete by September 2009, with project close-out occurring by the end of 2009.

The Port's marine terminals and many Rivergate tenants depend on smooth rail operations to move hundreds of thousands of rail cars each year. Tons of cargo travel to and from Port facilities annually by rail, including grain, mineral bulks, autos, steel rail and containers.

## DELEGATIONS ENRICH PORT

The hallways at the Port of Portland's downtown headquarters had a bit of the flavor of the United Nations over the past few months as the Port hosted more than 20 international visitors in three different delegations - from Spain, the Philippines and Russia. Each delegation had a different purpose in its visit but all participants enjoyed learning about Port operations and how the Port is linked to their own countries via international trade.

Visitors included foreign relations directors, parliamentary advisors, journalists, environmental program managers and elected officials.

Organized through the Oregon World Affairs Council and sponsored by the U.S. Department of State, the group from Spain focused their fact finding on the Port's container business. They spent the day touring Terminal 6 and hearing from Port marine marketing staff about Oregon's import and export trade with Spain.

The group from Russia focused on environmental program outreach and how the Port works with its constituents to address environmental concerns and issues. They toured Terminal 4 and were provided with an in-depth briefing on the Port's Superfund Early Action work as well as other Superfund related issues. The delegation was organized through the Oregon World Affairs Council and sponsored by the U.S. Agency for International Development.

The Philippine delegation was also interested in the environmental aspects of Port operations, specifically how the Port manages the maintenance and improvement of its international trade infrastructure while being mindful of its environmental impact. The group's visit was arranged by the American Council of Young Political Leaders and Oregon Sen. Bruce Starr.



### OUT OF THE BLUE

All eyes were skyward at the 2008 Oregon International Air Show in August. Held at Hillsboro Airport, the three-day annual event delights some 65,000 people and raises money for community projects throughout Oregon. The Port of Portland owns and operates Hillsboro Airport and is one of the air show sponsors.



Construction projects at Portland International Airport benefit from skills and expertise of women and minority-owned small businesses.

## WOMEN, MINORITIES PLAY BIG ROLE IN PORT PROJECTS

Construction of the Port of Portland's new parking garage and headquarters building at Portland International Airport is on schedule and on budget. One of the achievements so far is the utilization of minorities, women and emerging small businesses on the project. The \$191 million project has an overall goal of 8.9 percent participation by these businesses, and so far has nearly doubled that goal with an actual participation of 17.2 percent. That's \$42.8 million of construction work that has been awarded to minority or women contractors.

"The teamwork we experienced with the Port in setting the contracting strategies for this project really set the stage for success," said Derrick Beneville, Hoffman project manager. "Working with Faye Burch, our community outreach partner, we have engaged the north and northeast minority contractors. The best part is that we still have more contracts to award on this project. I'm hopeful we can achieve even higher percentages as we move forward."

This project is also a test project for Construction Apprentice Workforce Solution, a program that provides direct involvement to help contractors find apprentice labor and helping apprentices on the job as needed. The Port and Hoffman are founding members of the program. Project goals are to have 15 percent of the overall hours performed by apprentices, with

15 percent of the apprentice hours being performed by women and minorities.

As of Aug. 1, 2008, 19 percent of the work had been performed by apprentices, with more than 40 percent by women and minorities.

"Our subcontractors have done a great job in helping us reach these numbers," said Beneville, "and the more women and minorities we can expose to construction through apprenticeship programs, the more likely we are to see new women and minority-owned businesses sprouting up. The Port is really helping create a sustainable minority contracting community in Portland."

The Port has a very active and successful small business development program that focuses entirely on increasing local participation in Port of Portland projects and procurements and growing mutually beneficial business relationships with local small businesses. The Port recently received the Achievement for Excellence in Procurement award from the National Purchasing Institute. "We are always striving to do more in the area of small business development and support," said Port program manager Rhonnda Parsons-Edmiston. "By working together with contractors and the small business community, we can continue to find innovative programs and methodologies to bring about mutual success."



## TRANSPORTATION FUNDING SUPPORTS KEY INITIATIVES

The Port will receive nearly \$20 million in funding for three major infrastructure projects through ConnectOregon II. More than 70 applications were submitted for \$100 million in state transportation funds through the program, and the Oregon Transportation Commission selected 30 to receive funding.

Approved by the Oregon Legislature in 2007, and coordinated by the Oregon Department of Transportation, ConnectOregon provides funding through lottery-backed bonds and leverages partnerships to fund transportation projects other than highways.

The Port projects that received funding include: **South Rivergate Yard Expansion - \$8.9 million**

This project will expand South Rivergate Yard in the northwest's busy shipping terminal to include one additional lead track and five additional storage tracks

and will install a critical crossover in the Bonneville Yard. These improvements will enable the yard to provide competitive rail access and reduce congestion.

**Terminal 4 Pipeline Infrastructure - \$4.5 million**

A new multi-user pipeline system will enhance the area's appeal to the growing renewable energy industry in Oregon. The project will include a pipeline corridor and rack system in the Pier 1 area of Terminal 4 that can serve several tenants and provide new options for commodities transportation.

**PDX North Runway Extension - \$6 million**

This project will extend the north runway of Portland International Airport from its current length of 8,000 feet to 9,827 feet. The extension will provide additional capacity for larger aircraft and consistent airfield operational capability, in particular when the 11,000-foot south runway must be closed for rehabilitation in 2011.



## LARKS, TURTLES, MUSSELS: PORT WINS FOR EFFORTS

This summer, the Port of Portland learned that efforts to protect natural resources near Port marine facilities had won recognition from the American Association of Port Authorities. This is the Port's ninth consecutive win from the association, and the first time in eight years that the Port has been honored with the "Environmental Enhancement" award, which recognizes voluntary efforts to restore and beautify natural resources.

The award-winning projects included efforts previously reported on in Portside, including the creation of habitat for streaked horned larks and the construction of a wildlife undercrossing that connects natural areas to reduce wildlife mortality. The award also recognized the Port's effort to protect natural resources by managing non-native species. The Port has pursued numerous strategies to control invasive species at Port facilities, including a vigilant zebra mussel monitoring program.

Dorothy Sperry, port environmental affairs manager, said, "It's heartening to receive national recognition, but we're really motivated by results on the ground. We're lucky to work and live in an area with abundant natural resources, and it's up to all of us at the Port to respect the resources that make our work possible."

The initiatives honored in this award came from employees, who each year are asked to recommend ways in which the Port can improve environmental performance.

## DOWN THE DRAIN: SMART AND EASY

When the Transportation Security Administration limited the amounts and kinds of liquids allowed through security at Portland International Airport, the Port noticed changes in its recycling and trash bins. Half-full bottles of soda and water spilled into the recycle bins and soaked other recyclables; at the same time, many recyclable beverage containers ended up in the trash, creating extra weight for janitorial staff.

This dilemma prompted the Port to become the first airport to pilot liquid drain stations for travelers headed through security lines. Passengers will soon be able to empty their bottles at pre-security drain stations and either recycle bottles at an adjacent recycling bin, or take the bottles through security to fill up on the other side.

The Port consulted stakeholders to create a system that works for passengers, regulators and janitorial staff. The drain stations, which can hold more than 20 gallons of liquid, will be on wheels and include valves for easy emptying.

Additional testing will resume in August at PDX. The program is expected to be fully operational in advance of the busy holiday traveling season. Like so many environmental initiatives, the program makes good economic sense: the drain stations will help save an estimated \$20,000 annually in avoided labor and landfill costs.

## COMFORTABLE CABINS REQUIRE LESS ENERGY

As the airline industry moves to more fuel-efficient aircraft for travel between cities, airlines and airports are looking at ways to reduce energy use by planes on the ground. At Portland International Airport, Alaska Airlines will soon make changes to how its aircraft are powered while at the gate.

PDX gates are electrified so aircraft do not need to rely on their auxiliary power units to power vital instrumentation while on the ground. However, most carriers still use their units, which run on jet fuel, to provide fresh, cool air to aircraft cabins while the aircraft are parked.

By October 2008, Alaska Airlines will have installed six preconditioned air units at PDX to gates on the C concourse. These ground-based units will provide aircraft with additional power for cooling and air circulation, eliminating any need for aircraft to use their auxiliary power units. They're also much more efficient and reduce emissions.

Alaska joins United Airlines and Southwest Airlines in providing preconditioned air units at PDX. The carrier is pursuing many other strategies to reduce fuel consumption, including updating its fleet to more efficient models and retrofitting aircraft with winglets that improve efficiency. Since 2002, various initiatives from Alaska have reduced the amount of fuel used to transport one passenger one mile by 17 percent.



Solar panels generate power aboard the Swift Ace, a new state-of-the-art auto carrier that made its maiden voyage to Portland this year.

## FUEL-EFFICIENT SHIP CAN CARRY 6,600 AUTOS

The Port of Portland imports more automobiles than any other port on the U.S. West Coast, and most of those vehicles are fuel-efficient offerings from Toyota, Honda and Hyundai. Even better, many of those cars are delivered to Portland on one of the ocean's most efficient car carriers.

The new M/V Swift Ace made its maiden voyage to Terminal 6 recently. Owned by Mitsui O.S.K. Lines of Tokyo, Japan, the vessel uses solar panels on the deck to generate power and a specially designed bow to travel faster using less fuel. The company has been a leader in reducing the carbon footprint of its ships by focusing on improved fuel efficiency, reduced exhaust emissions, and innovations like on-ship composting and energy efficient lighting.

Approximately 3.5 percent of worldwide greenhouse gas emissions are attributed to commercial shipping. As fuel prices and concerns about global

climate change have increased, many ships are slowing down on transoceanic trips in order to increase fuel efficiency. The International Maritime Organization is drafting rules to reduce the sulphur content in fuel used by commercial vessels, and numerous efforts are under way to promote cleaner-burning fuels for ships.

The Swift Ace presents a great example of how improving environmental performance doesn't have to slow down the transportation of goods. And to top it off, the Swift Ace is efficient at berth, too. During its first Portland call, approximately 2,500 new Hondas and Acuras were discharged in just four hours.



# the village that is adidas

It is, of course, a global village - a worldwide sporting goods company that has been producing footwear and apparel for more than 80 years. But in north Portland, it is a village in the more traditional sense.

On a bluff overlooking downtown Portland and the Willamette River, the headquarters for adidas America, Inc. very purposefully blends - as much as 400,000 square feet of corporate headquarters can - into the surrounding neighborhood. In 2002, the company redeveloped and enhanced what was then an empty former hospital. The grounds now include the company's office buildings and sports facilities, but also a public plaza, basketball and tennis courts, a soccer field, coffee shop, public park, play structure for children, and bike and pedestrian pathways - all shared by employees and neighbors alike. The facility deliberately invites interaction with the community. Many employees have bought homes near the Village and walk to work.

adidas is one of the companies that Portlanders can think of as their own. Whether it's the way the company has woven itself into the fabric of the community, or its values of environmental and civic responsibility, or more simply, the low-key coolness of the brand, it does seem to reflect how Oregonians feel about themselves.

In fact, adidas America is a subsidiary of adidas AG, located in a small town not far from Nuremberg, Germany. There, at the world headquarters, the perspective on the business is global, while in Portland, adidas America focuses primarily on the U.S. market. adidas also owns Reebok, headquartered in Massachusetts, and TaylorMade-adidas Golf, based in California. Altogether, the adidas brand employs more than 16,000 people in some 140 countries.

In Oregon, adidas employees number 800, and many are regular users of Portland International Airport. The Lufthansa nonstop flight to Frankfurt is invaluable to adidas employees going to do their work in Germany and other parts of Europe. And to get staff, including adidas America president Patrik Nilsson, to the Olympic Games this year, adidas used Northwest Airlines' nonstop from PDX to Narita, Japan, with easy connections to Beijing.

"adidas has always been a staunch supporter of our efforts to recruit international service," said David Zielke, general manager of air service development at the Port of Portland. Over the past five years, when Lufthansa and Northwest Airlines were considering transoceanic service from PDX, adidas and other key business, civic and tourism partners made advance commitments to use the service, and they have been regular customers ever since. "That kind of partnership is invaluable," said Zielke.

Mary Maxwell, director of aviation for the Port, agreed. "In



addition, having adidas as part of a cluster of footwear companies in Oregon is a major driver in our being able to recruit and retain air service for our customers. Their prestige and success around the world gives us credibility and a better chance to succeed. Not to mention that they are good customers themselves, using both our international and domestic flights out of PDX.”

For the city, state and region, it’s a boon to have a company that puts down roots, volunteers in the community, sponsors events, creates jobs and stimulates the economy. Patty Goffe of the community affairs department at adidas America, said, “We are members of the Portland community, and we look at ways to support youth development, education and sports programs, especially for youth in the neighborhoods near the Village. We want to help young people here reach their fullest potential as individuals and as members of their community.” adidas has teamed up with community partners Hands on Portland, Schoolhouse Supplies, Big Brothers/Big Sisters, SMART Reading Program, Special Olympics Oregon, and Portland Public Schools, and they have contributed financial, volunteer and product support to a variety of initiatives.

The adidas story began in 1920 in Germany, when Adi Dassler designed and made a training shoe in his family home. Seven years later, he opened his first factory, and one year after that, athletes at the Amsterdam Olympic Games were wearing adidas shoes. Since then, a key part of adidas’ marketing strategy has been to associate the company’s products with leading sporting figures, and through the years, the connection to the Olympic games has been a constant. Athletes such as Jesse Owens, Emil Zatopek, Wilma Rudolph, Bob Beamon, Dick Fosbury, Nadia Comaneci and Haile Gebreselassie have worn and often won while wearing their adidas. And this year, in the Beijing Olympics, more than 3,000 athletes and 214 country federations trained and competed in adidas gear – that includes adidas-sponsored U.S. Olympians Tyson Gay, Allyson Felix, Jeremy Wariner, Shawn Johnson and Nastia Liukin.

Beijing was huge for adidas. The company was the official sportswear provider for the games and supplied more than 500,000 pieces of apparel and footwear to athletes, staff, volunteers and technical officials. Their “Made for Beijing” collection of clothing and footwear featured new technologies in comfort and fit, and a white and black color scheme with designs inspired by classic, yet modern, Chinese architecture. The collection included shoes for 26

of the 28 Olympic sports – equestrian was the exception, and no shoes are worn in judo. Some pieces have been nominated for a prestigious international award for design and innovative concept.

Leading up to the Olympics, adidas reached out to the people of China in a year-long campaign, using mobile communication and interactive gaming that featured famous Chinese Olympians. The company said its goal was to ignite a passion for sport and the Olympic spirit among the 1.3 billion people in China. The commitment is obvious and mind-boggling: adidas has been opening two stores every day in China, and had 4,000 stores in 540 cities in place by the time the games began. To the delight of Beijing citizens, as well as games participants and tourists, adidas opened their largest sport performance store in the world there, with a footprint of nearly 10,000 square feet. At this new adidas Brand Center, customers can work with experts to customize a shoe that is just right for their feet and running style. Then they design their shoes on a flat screen and view them in a virtual mirror. Customers are able to test their skills in balance, speed and jumping, and compare their results to their sporting heroes. The top floor of the store is dedicated to art, music and culture, and it will be the place to go for concerts, art exhibitions, and consumer forums and meetings. The enormous Brand Center also has a kids’ interactive zone, a concierge desk and a basketball court on the rooftop.

Erica Kerner, adidas director of the Beijing 2008 Olympic Program, said, “By 2010, we hope to have more than 6,000 stores in 650 cities across China, one of the world’s most important markets for the adidas brand.” According to the Wall Street Journal, China will be adidas’ second-largest market by the end of 2008, overtaking Japan and coming after the U.S., and China is already adidas’ most profitable market.

Back at adidas Village in Portland, employees have been busy, not just with the everyday work of designing award-winning apparel and sportswear, not just with securing the affection of millions of new customers around the planet . . . but with a much more local and personal endeavor. They are hosting a sports camp for children from their nearby community who would normally not have access to such a camp. They are, in fact, busy kicking balls and shooting baskets and getting to know their neighbors.

by Karen Fisher

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