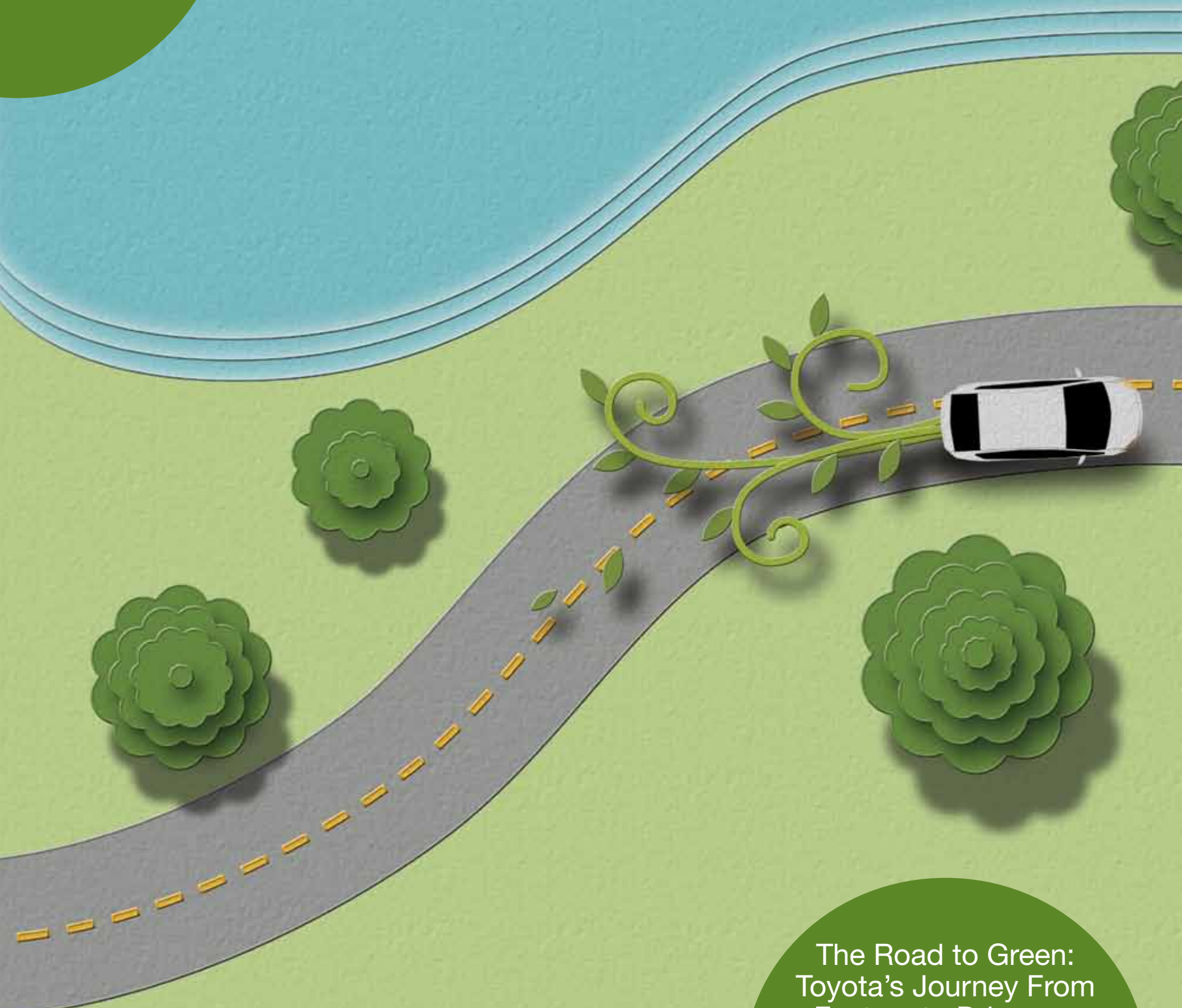


PORT OF PORTLAND

SPRING 2012

# PORTSIDE

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



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Factory to Driveway

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The Port of Portland's mission is to enhance the region's economy and quality of life by providing efficient cargo and air passenger access to national and global markets.

# The Road to Green



Over the past 40 years, the Port has handled millions of Toyota vehicles, but none quite like this.

March marked the official introduction of Toyota's Prius Plug-in, and Portland is a port of entry for the 15 launch states – including Oregon. As one of four new Prius models, the car features an extended electric mode that covers the first 15 miles on a single charge. When needed, the car transitions to hybrid mode and runs on a gas engine, thereby eliminating range anxiety. According to Toyota, the 2012 Prius Plug-in gets the equivalent of 87 miles per gallon in electric mode and 49 miles per gallon in hybrid mode.

Beyond the high fuel economy and low tailpipe emissions, however, there is more to the story than just the vehicles themselves. "Throughout the supply chain, from factory to driveway, Toyota is walking the talk when it comes to our commitment to the environment," said Chris Davis, national logistics manager for Toyota. "That commitment shows at the Toyota Logistics Services facility at Terminal 4."

## **Longstanding Tenant**

Toyota has maintained auto import operations at the Port of Portland since 1971. During its first 15 years of operations, volumes increased more than tenfold, making Portland Toyota's largest auto import port in the United States. Today, Toyota Logistics Services Inc. (TLS) has a ground lease at Terminal 4 to process imported Toyota, Scion and Lexus vehicles at a 101,000-square-foot vehicle distribution center. The 86-acre facility is a next door neighbor to Cathedral Park and can be seen from the St. John's Bridge.

Cars are offloaded from ships built like floating parking garages, which arrive alongside the terminal on the Willamette River. Approximately 200 local employees accessorize the inbound vehicles for the North American market and conduct a final inspection before delivery to the dealerships. Finished vehicles are then shipped by truck or train throughout the country. About 20 percent of the vehicles stay in the Pacific Northwest; the remaining 80 percent are delivered by rail to inland destinations covering 23 states.

"Toyota is a long time tenant that has been integral in establishing Portland as one of the top auto import ports in the nation," said Jeff Krug, terminal manager for the Port. "And they are also dedicated to environmental responsibility."

### Green Credentials

In 2004, a two-year, \$40 million project – approximately \$30 million of which was invested by Toyota – served as the cornerstone for redevelopment of the Port's Terminal 4. Acknowledging Portland's commitment to social responsibility and environmental quality, key components of the TLS vehicle distribution center and its surrounds were designed to improve the facility's environmental footprint. This emphasis was also consistent with Toyota's Earth Charter, which calls for "growth that is in harmony with the environment."

When constructed, it was one of the first industrial facilities to earn the Leadership in Energy and Environmental Design, or LEED, gold certification from the U.S. Green Building Council – a feat that was achieved without increasing the construction budget or schedule. It was also the first industrial site in the nation to earn Salmon-Safe certification.

"These certifications are much more than just plaques on the wall," said Davis, who manages the TLS vehicle distribution center. "They represent our dedication to challenging ourselves and our processes to do better every day."

Under Davis' leadership, TLS continues to make a difference in their everyday operations at Terminal 4, showing that responsible environmental decisions can also be good business decisions.

- **Energy efficiency**

Skylights, energy-efficient lighting and temperature controls reduced energy consumption by 33 percent. Directional yard lighting uses one-third the energy of the previous system, produces twice the output, and reduces reflection into nearby homes. Waste heat exhausted from the process shop is used to heat incoming fresh air. Toyota's Facility Integrated Resource Management system continuously evaluates and optimizes lighting quality, thermal comfort, and ventilation.

- **Water conservation**

TLS harvests rainwater to flush toilets, and the company installed dual-function flush valves. Use of native plants for landscaping

eliminated the need for a permanent irrigation system. Only vehicles having exterior work done are washed. Ultimately, water consumption is 75 percent less than a typical building of the same size and function.

- **Waste reduction**

A facility-wide commitment to waste reduction resulted in an industry-leading 96 percent recycling rate, averaging only 6 ounces of waste per vehicle. Composting in the employee lunchroom diverts 500 pounds of food waste from the landfill each month. Packaging has been reduced through the use of reusable pallets and containers that collapse and stack for return shipment.

- **River bank restoration**

Restoration of more than 1,700 linear feet of the riverbank along the Willamette has improved wildlife habitat. TLS removed nearly 8 acres of pavement and made the bank more gradual. It was planted with native landscaping and routine maintenance removes growth of invasive vegetation.

- **Storm water runoff management**

On the TLS property, the storm water management system either directs runoff to bioswale culverts that naturally filter the water, or to a mechanical system that removes oil and solids before releasing storm water into the Willamette River.

- **Nontoxic materials**

TLS used low-VOC materials in the construction of the facility. Lead free wheel weights, used for balancing tires, are now used on all vehicles to prevent pollution in the storm water system. Toyota replaced oil in hydraulic equipment with a vegetable oil-based fluid called Safelube.

Improvements continue to be made in the transportation of vehicles as well. The new generation of Pure Car Carrier ships use less fuel, carry more and have cleaner emissions. Toyota even helped make maritime history in June 2009 by shipping its cars on board the Auriga

4



Leader – the world’s first solar power assisted car carrier. On land, river grade road and main line rail routes from Portland mean lower emissions and less fuel needed to deliver vehicles to inland dealerships.

### Progress through Partnerships

Toyota’s corporate guiding principles include a directive to “work with business partners to achieve stable, long-term growth and mutual benefits.” This includes partnering with government agencies, nonprofits, academia and other businesses.

One such partnership began back in 2008, when Toyota loaned four first generation RAV4 electric vehicles to Portland State University. Demonstration programs like these have helped move Toyota’s advanced technology vehicle programs forward through real-world testing. It is a win-win, as professors at PSU are using vehicles to create coursework and case studies around urban planning and integrated transportation modes. PSU now has an electric vehicle curriculum offered by the College of Engineering and Computer Science, and a smart grid course through the College of Urban and Public Affairs.

More recently, the new Prius Plug-in appeared on “Electric Avenue.” Toyota and PSU deployed eight prototype vehicles to drivers in Portland, Salem, Corvallis, Eugene and Ashland. Students were tasked with tracking performance – especially the percentage of time that vehicles operated in all-electric mode.

Besides business-related partnerships, Toyota maintains an active community presence. And beyond investing in facilities, the company and its employees invest time and money to support a number of national and local charitable causes focused on environment, education and safety programs, including Friends of Trees, Portland Parks Foundation and The Salvation Army, to name a few.

As part of a recent National Public Lands Day, for example, employees from TLS hosted a cleanup at Cathedral Park to clean the Portland Harbor portion of the river. Using 10 canoes, 13 kayaks and 4 motorboats, Toyota employees helped clean up a portion of the Willamette River alongside members of Willamette Riverkeeper and a host of other volunteers.

### Local Impacts

Between Toyota’s vehicle distribution center, their parts distribution center near Portland International Airport, suppliers, and the 26 dealerships throughout the state, the company employs an estimated 1,900 in Oregon. These are family-wage jobs for people who live in and around the communities where the facilities are located. The company also operates a number of domestic production facilities in the U.S.

The TLS facility at Terminal 4 is part of an important economic engine for the region. Marine-related activities support more than 12,000 jobs in the Portland metro area. This includes a variety of direct, indirect and induced jobs that are connected with operations, including services and related rail, water and truck transport industries.

Every car imported through Portland brings an estimated \$271 in economic benefits to the region, which adds up quickly considering the Port handles hundreds of thousands of vehicles annually. In addition to Toyota, Port facilities handle Honda and Hyundai imports and just recently started exporting Ford vehicles.

### Charging Ahead

Much has changed since the 1950s, when the Port first started importing vehicles. At that time, each one was individually lifted off the ship by crane and the manufacturers were all European.

Just as the Port has changed and evolved since then, so have the vehicles that roll over the docks. Even recently, the Port supplemented its fleet of hybrids with two new EVs. And, by the end of this year, there will be new public charging stations in the parking lots at Portland International Airport. These changes signal the start of things to come as more plug-in hybrids and electric vehicles take to the roads.

Much like the TLS culture is built on the concept of “kaizen,” which calls for continuous improvements and respect for people, the Port will continue to work together with partners in progress like Toyota as it has since 1971. The only question is: What kind of cars will we be writing about in 40 years?

by Josh Thomas



Local employees accessorize vehicles for the North American market at the Toyota Logistics Services vehicle distribution center; more than 1,700 linear feet of the riverbank along the Willamette at Terminal 4 has been restored and planted with native landscaping; vehicles arriving at the facility include the full range of Toyota, Lexus and Scion models.



# A HISTORY OF AUTO TRADE

1953 1954 1955 1956 1957 1958 1959 1960 1961 1962 1963 1964 1965 1966 1967 1968 1969 1970 1971 1972 1973 1974 1975 1976 1977 1978 1979 1980 1981 1982 1983

1953 First Volkswagens imported through Portland at Terminal 1, autos were lifted off of the ships by crane and stored amid cargo on the docks.



11,500

1958 Auto volumes increased from a few thousand to 11,500.



1965 As volumes continued to increase, the Port began using part of Terminal 2 for auto storage.

39,000

1969 Terminal 4 dedicated auto facility built, using the cut down hulls of two WWII Liberty ships as floating docks saved the Port hundreds of thousands of dollars. Imports totaled 39,000, including Japanese-made Datsuns being added to European makes such as Volkswagen, Mercedes, Saab and Peugeot.

100,000  
211,648

1978 Terminal 6 auto facility built.



1976 Port surpasses 100,000 mark for annual imports with 128,616. Portland becomes top-volume import port for Toyota.

1978 Port surpasses 200,000 mark for annual imports with 211,648.

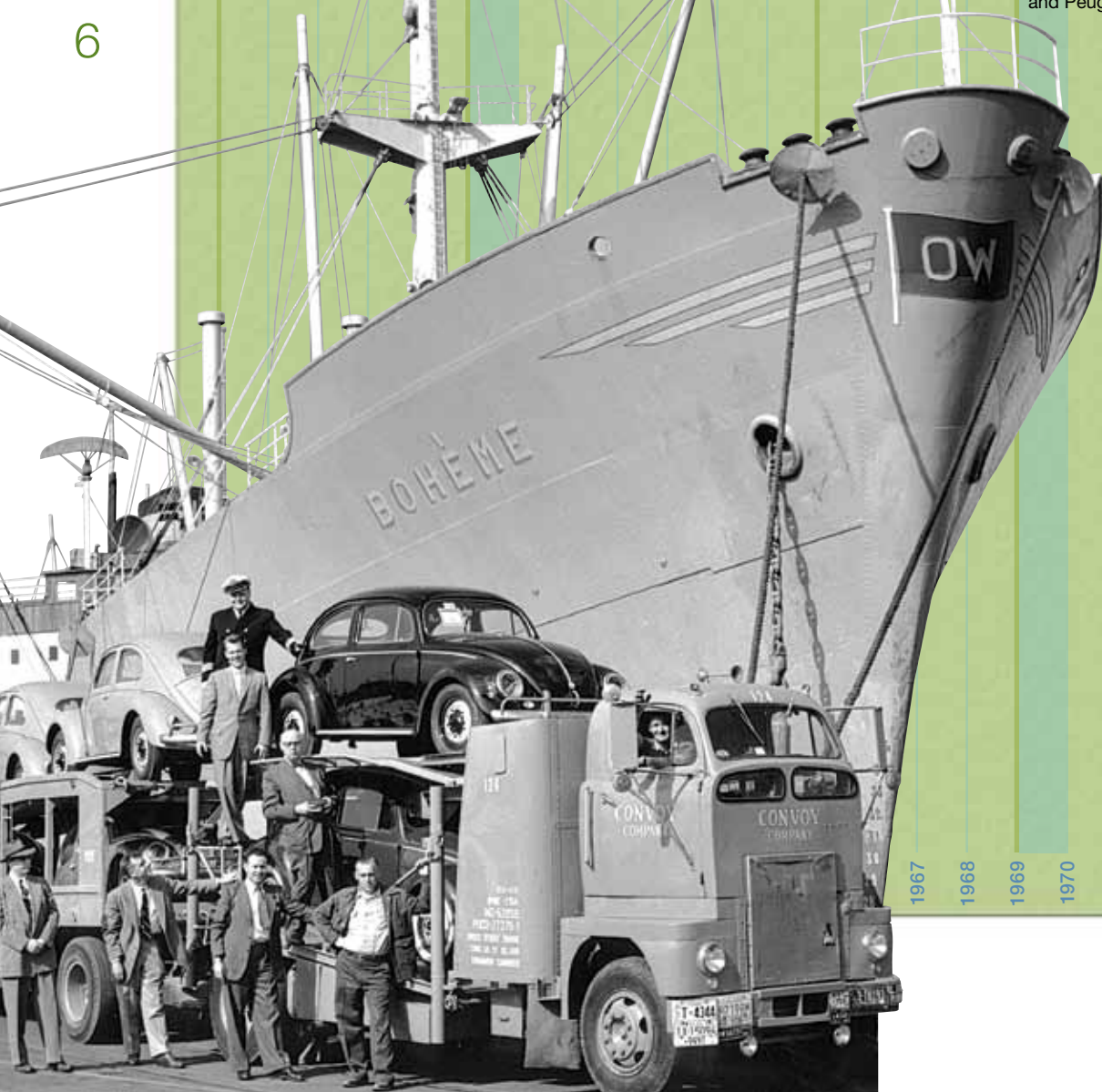
1970 First Toyotas imported through Portland. Expansion of distribution from Portland to the Midwest combined with the energy crisis led to a record growth spurt in auto imports during the 1970s.



1974 First Hondas imported through Portland.



1967 1968 1969 1970 1971 1972 1973 1974 1975 1976 1977 1978 1979 1980 1981 1982 1983



# AT THE PORT OF PORTLAND

1984 1985 1986 1987 1988 1989 1990 1991 1992 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012

306,830

Port surpasses 300,000 mark for annual imports with 306,830.



First Hyundais imported through Portland as Port is chosen as one of Hyundai's four U.S. import centers. Port surpasses 400,000 mark for annual imports with 411,581.

European imports (Volvo, BMW, Saab and Peugeot) dwindled to 7,000.

411,581

First auto exports from Portland to Japan with shipment of American-made Hondas. Hyundai selects Portland for development and long term lease of a new auto import facility at Terminal 6 to serve as its primary U.S. auto import center.



Toyota signs 15-year lease with the Port. A two-year, \$40 million redevelopment project (\$30 million of which was invested by Toyota), served as the cornerstone of redevelopment at Terminal 4.

463,557

Auto Warehousing Co., which handles Hyundais, signed a 10-year lease with the Port.

Top record year for auto imports with 463,557. American Honda signs 10-year lease with the Port.

First car carrier equipped with solar panels on deck calls on Portland.

*Morning Lisa*, the largest Pure Car Carrier ship in the world, calls on Portland. Terminal 2 hosts a special event for Nissan with Governor Kulongoski test driving a Nissan EV "mule" (prototype for the Nissan Leaf).



1984 1985 1986 1987 1988 1989 1990 1991 1992 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012

# Aviation

## PDX OFFERS MORE WAYS TO FLY NONSTOP

More nonstop travel options are now available for passengers at Portland International Airport:

**Bellingham, Wash.** – Alaska Airlines is resuming daily flights to Bellingham, operating June 4-Aug. 25.

**Billings, Mont.** – Alaska is resuming daily service to Billings, scheduled June 4-Aug. 25.

**Bozeman, Mont.** – Alaska will begin flying daily to Bozeman, operating June 4-Aug. 25.

**Boston** – Alaska has launched daily service to Boston; JetBlue

Airways returns daily flights to Boston May 10-Sept.

**Calgary** – Air Canada is resuming daily nonstop service to Calgary, operating May 1-October.

**Colorado Springs, Colo.** – Frontier Airlines will offer new flights three days each week to Colorado Springs, operating May 20-Sept. 16.

**Long Beach, Calif.** – Alaska has resumed daily service providing travelers an alternate way to travel between PDX and southern California.

**Missoula, Mont.** – Alaska is resuming daily flights to Missoula, operating June 4-Aug. 25.

**Maui, Hawaii** – Alaska has expanded from seven flights to 11 flights each week to Maui.

**Santa Barbara, Calif.** – Alaska is launching new daily service to Santa Barbara, operating June 4-Aug. 25.

**Toronto** – Air Canada is resuming daily flights to Toronto, operating April 2-October.

**Yakima/Wenatchee, Wash.** – SeaPort Airlines has launched new service to Yakima and Wenatchee. Service includes three daily roundtrip flights between Yakima and Portland, Monday through Friday; one flight from Yakima to Portland on Saturday, and one return flight from Portland to Yakima on Sunday. All flights from Portland to Yakima continue to Wenatchee after a brief stop.



Europeanwinterness winners Mary and Richard Lambert.

## CAMPAIGN PROMOTES WINTER TRAVEL TO EUROPE

Embrace Your EuropeanWinterness, a multifaceted promotional campaign and contest last fall, helped stimulate travel from Portland International Airport to Europe during the winter. Historically winter is a low season for international journeys.

Supporting the Delta Air Lines nonstop route to Amsterdam, as well as its nonstop service to Tokyo, is a priority for the Port of Portland and the PDX International Air Service Committee, which sponsored the campaign. The routes are critical to the region's economy, generating some \$100 million annually in economic activity.

The campaign featured advertisements in *The Oregonian*, and on KGW-TV and KGW.com, and TriMet MAX light rail trains. The International Air Service Committee's "I Fly Nonstop" Facebook page, and other social media sites, outlined fun things to do in Europe.

Nearly 10,000 entered the contest providing a chance to win weekly prizes including a bicycle, kayak, cross country ski equipment, and the rental of a double-decker bus. Portlander Richard Lambert and his wife, Mary, won the grand prize and traveled on the round-trip tickets from PDX to Amsterdam on Delta's nonstop flight. They used a \$3,000 voucher for lodging and ground transportation booked through Avanti Destinations.

## AIRLINES APPLAUDED FOR 2011 ON-TIME PERFORMANCE

Two airlines serving Portland International Airport won FlightStats On-time Performance Awards in 2011. The awards recognize airlines and airports around the world that achieve sustained operational excellence.

Alaska Airlines won the major North American airlines arrival performance award for the second year in a row. Alaska achieved an on-time performance record of 87.79 percent.

For the third year in a row, Hawaiian Airlines was the winner of the arrival performance among regional North American airlines. Hawaiian achieved an on-time performance record of 91.96 percent.

Among major North American airports, PDX was a very close second place in the award for departure performance. Salt Lake City International Airport achieved an on-time performance record of 86.55 percent; PDX's performance was 86.38 percent.

## PDX WELCOMES VIRGIN AMERICA

Virgin America entered the Portland marketplace with the launch of two new daily nonstop flights to Los Angeles and one daily nonstop to San Francisco from PDX. Service begins June 5, 2012.

The daily flights to Los Angeles depart PDX at 6:30 a.m. and 4:05 p.m., arriving in Los Angeles at 8:50 a.m. and 6:25 p.m. respectively. The flights depart Los Angeles at 9:35 a.m. and 7:10 p.m. and arrive in Portland at 11:50 a.m. and 11:25 p.m. respectively. The San Francisco flight departs PDX at 12:35 p.m. and arrives in San Francisco at 2:30 p.m. The flight departs San Francisco at 1:30 p.m. and arrives in Portland at 3:20 p.m.

"We are excited to start new service to PDX and we hope our unique blend of low fares and inventive service will be a fresh alternative for Portland travelers," said Virgin America President and CEO David Cush.

"We're pleased to welcome Virgin America to Portland International Airport," said Bill Wyatt, Port of Portland executive director. "Virgin America is known for its award-winning service and for doing things differently, and will bring PDX travelers new options for two of our most popular routes – Los Angeles and San Francisco."





## THANKS AGAIN REWARDS, NEW CONCESSIONS HIT PDX

Passengers at Portland International Airport can shop new technology, read the latest headlines and earn extra air miles with new offerings at PDX.

A new high-tech electronics company, Sound Balance, opened its doors in January as a collaborative effort to join forces with InMotion Entertainment and Airport Wireless Techshowcase to offer customers premier mobile business and entertainment devices, accessories and media. The store prides itself on being eco-friendly, and purchases products from companies with a “greener” initiative to help preserve the environment.

Two concessions opened locations at PDX this quarter – Rich’s News and The Oregonian News – and eight more news and gift locations are scheduled to open later this year. Passengers can read up on the latest news information while they travel, or choose a favorite postcard or gift.

The Thanks Again Rewards Program allows customers to earn miles while they park, dine and shop at PDX. More than 160 airports nationwide participate in the program. Miles are based upon registered card purchases at PDX, and more than 25,000 businesses and airports nationwide. Customers earn 1 mile for every dollar spent on parking and concessions. Customer’s can also earn Bonus Miles – between 500 and 25,000 – for meeting certain spending thresholds in a 90-day period. Participating airline reward programs include Alaska Airlines, American Airlines, Continental Airlines, Delta Air Lines, U.S. Airways and United Airlines.



## BEACHES, NIKE, PORT AWARDED FOR PDX CONCESSIONS

Airport Revenue News has recognized Portland International Airport’s Beaches Restaurant and Bar, Nike Store, and Port of Portland’s PDX concessions team as among the best in the business, as part of its 2012 Best Airport & Concessionaires Awards.

Beaches was selected as the best new food and beverage concept, and Nike for best retail store design, both in the concessionaires small division. PDX was selected for the best concessions management team in the medium airport division.

Airport Revenue News is a monthly trade magazine devoted to coverage of all revenue-generating issues affecting the airport industry. Nominating and judging by the industry included more than 1,300 votes in five airport categories and 15 specialty retail, news and gifts and food and beverage categories.

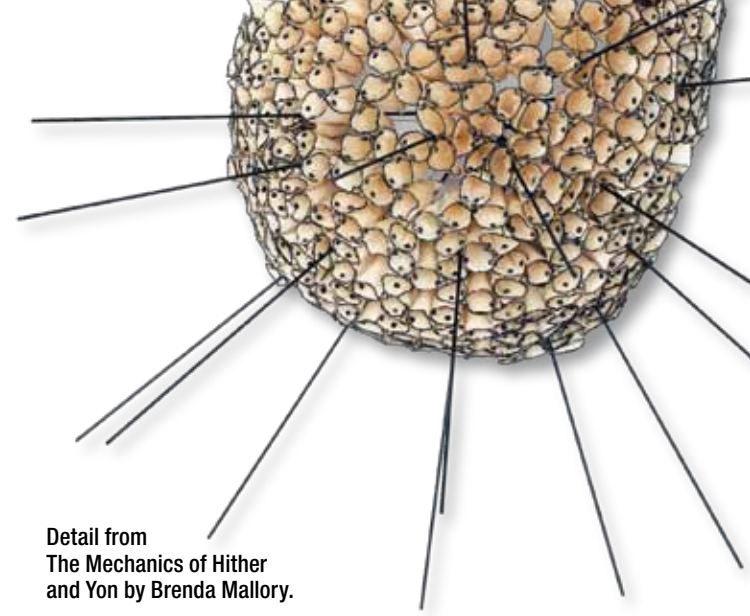
“We congratulate Beaches and Nike on their outstanding achievements, and thank them for joining all PDX concessionaires in working hard every day to bring outstanding restaurants and shops to PDX travelers,” said Chris Madsen, Port general manager, business and properties. “We’re proud of this recognition from our peers.”

## ARTWORK INSPIRES TRAVELERS; ENHANCES LOCAL APPEAL

Portland International Airport features artwork from renowned artists aimed at enhancing the travel experience.

New this quarter, local artist Brenda Mallory creates her multimedia sculptures along Concourse A with an unusual combination of welded steel, organic waxed cloth, and nuts and bolts. Spanning the length of the wall for more than 40 feet, and stretching 24 feet high, this unique work of art inspired Mallory because of how it relates to transportation and the Pacific Northwest. She calls it *The Mechanics of Hither and Yon*.

Other exhibits now on display include canvasses from James Dupree and Native American art by Rick Bartow, James Lavadour, Lillian Pitt, Susana Santos and others.



Detail from  
*The Mechanics of Hither  
and Yon* by Brenda Mallory.

Coming this spring are seven regional sculptors exhibiting figurative work in clay, wood and steel. Northwest photographers Demetrious Noble and Julian Hibbard will also have photos on display.

“We welcome these new and flavorful exhibits to PDX,” said Greta Blalock, PDX art and entertainment coordinator. “These inspiring exhibits express the unique culture and environmentally-sound community fostered at the airport.”

The airport’s art program is designed to showcase culture and life in the Pacific Northwest through ongoing relationships with regional artists and organizations. Exhibits rotate every six months, or are on display for approximately one year.

## NAGY EARNS 2011 AIRPORT MANAGER OF THE YEAR AWARD

The Port of Portland’s General Aviation Airports Manager Steve Nagy was named the 2011 Airport Manager of the Year by the Oregon Airport Managers’ Association. Nagy manages Port-owned Hillsboro and Troutdale airports.

Nominated for the award by industry peers, OAMA recognized Nagy’s leading role in two major initiatives: the Port’s broad effort to develop recommendations for a comprehensive Airport Use zone and an Airport Safety and Compatibility Overlay zone for Hillsboro Airport, and the Port’s design and work-to-date on a project to construct a new parallel runway and taxiway at Hillsboro Airport.

Nagy is leading the largest general aviation airport capital program ever undertaken by the Port, including the construction of a new parallel runway at Hillsboro and its associated infrastructure. In addition, he is overseeing the complete reconstruction of the other three runways currently in place at the Hillsboro and Troutdale airports.

Nagy is also co-chairperson of the Hillsboro Airport Issues Roundtable, a group of airport stakeholders and the general public who gather to discuss airport projects, noise concerns and other issues.



# Marine and Properties



## EXPANDED SERVICE CONNECTS PORTLAND AND THE MEDITERRANEAN

The Port of Portland and ICTSI Oregon, Inc. welcomed a newly expanded containership service offered by Hapag-Lloyd and Hamburg Süd, starting on February 8. The fixed-day weekly service connects the Pacific Northwest and the Mediterranean with direct calls through Terminal 6.

By bringing more ships to Portland and improving the regularity of the calls, the service provides a more efficient, dependable and competitive option for shippers utilizing the Port. The addition of Hamburg Süd ships in March will add capacity while reaching new ports overseas through direct and feeder connections including the Far East, Middle East, Indian Ocean, Latin America and West Africa.

The newly configured North America West Coast service includes direct service to ports in Italy, France, Spain, Morocco, Dominican Republic, Columbia, Panama and Mexico.

"This comes as very good news, and it will significantly increase our volumes out of Portland," said Lee Goodwin, manager, international transportation for Boise Inc. "Using this enhanced weekly service will improve efficiency, cost savings and flexibility in our schedules." Boise Inc. exports containerized paper products from Pacific Northwest mills through Terminal 6.

## PORTLAND NOW EXPORTING FORDS

At the Auto Warehousing Company facility at Terminal 6 in January, the M/V Morning Caroline arrived with a delivery of Hyundai vehicles and left carrying Ford vehicles bound for South Korea. They were the first to be exported through the Port.

The Port has specialized primarily in imports since it opened Oregon's first auto terminal in the 1950s, although for a short time it handled the export of American-made Hondas to Japan in 1988. In addition to Ford, Port facilities currently handle imports of Hyundai, Honda and Toyota vehicles.

Vehicle exports are welcome business, bringing new marine terminal activity and adding value for the backhaul across the Pacific. A recently signed free trade agreement with South Korea could help continue the trend.

Among Ford's six all-new or refreshed products being introduced in South Korea in 2012 is the Fusion Hybrid – the company's first hybrid vehicle to be sold in the Korean market. All vehicles shipped to Korea from North America are being shipped through the Port of Portland.

Vehicle imports and exports provide local jobs for dockworkers, processors at accessorization facilities, and others employed in distribution and transportation throughout the supply chain. Each vehicle imported brings an estimated economic benefit of \$271 to the region. In 2011, 234,048 autos moved over the Port's docks.



## SUBARU AT HOME IN RIVERGATE

Subaru of America, Inc. now calls Rivergate Industrial District home with a new 413,000-square-foot facility housing auto parts distribution, a service training center and regional offices.

Located on 19.29 acres near Terminals 5 and 6, the estimated \$20 million project broke ground in February 2011. Construction was completed last October. The deal involved a 55-year ground lease with the Port, and Subaru has committed to a 10-year facility lease with two 5-year extension options.

"The goal for this site was to attract users that will potentially use other Port services and generate additional marine container business," said Bill Wyatt, executive director of the Port of Portland. Adding a new strategic customer in close proximity to the marine terminals has already proved successful, as the company is now using Terminal 6 for containerized imports.

Subaru's new building was the second project within a growing logistics center known as Rivergate Corporate Center III. On 114 acres owned by the Port, the property is anticipated to accommodate over 2.4 million square feet of industrial space at full build out.

Subaru's entry into Rivergate did not affect the company's vehicle import activities across the river in Vancouver. The Port of Vancouver continues to serve as the West Coast port of entry for Subaru vehicles.

## DECISION COMING FOR WEST HAYDEN ISLAND ANNEXATION

In the next nine months, the City of Portland is expected to determine whether West Hayden Island will be annexed into city boundaries. The property is currently part of unincorporated Multnomah County, and annexation is necessary to facilitate future development.

Metro brought WHI into the region's Urban Growth Boundary in 1983 to fulfill an industrial land need, and the Port purchased the property from Portland General Electric in 1994 for future marine industrial use. A public process continues to explore annexation and creation of a long-range land use plan.

The Port introduced concept plans last September to demonstrate how the 800-acre property could accommodate 300 acres of industrial marine development and 500 acres of open space for natural resources and recreation. The plans were broad and conceptual – if annexation does occur, any future development would reflect needs of the market at that time.

Next steps include a conceptual mitigation plan with a cost-benefit analysis that considers the impacts of development and restoration opportunities. Zoning language will determine the types of uses allowed and accompanying

design standards. The beginning of a mitigation strategy will consider natural resources, traffic and the needs of the community.

There will be a briefing for the City of Portland Planning Commission this spring before the plan is taken before the Portland City Council this summer. For more information, see videos and additional resources available on the Port's website.

### SHOWCASING PORTLAND'S TRANSLOADING ADVANTAGES

With ideal location, excellent rail service, easy access to facilities and ample availability of equipment, transloading through Portland provides the competitive advantage that many inland importers seek.



What is transloading? At the Port, it starts with moving 20- or 40-foot international containers from the ships to warehouses and distribution centers. There, the goods inside are loaded into larger, 53-foot domestic containers to be transported by truck or train to destinations throughout the region and to larger inland markets.

A new video produced by the Port showcases the benefits of transloading containerized cargo through Portland. Featuring the Port's own Greg Borossay, general manager marine marketing, the brief presentation features animation, maps and video clips to illustrate the fast and affordable movement of goods through the supply chain.

Learn more about why Portland is a unique and desirable import gateway for transload and distribution savings. Access the video by visiting the Port's YouTube channel, or simply scan this quick response code with your smart phone.



### REPOWER PROJECTS DRIVE IMPROVED EFFICIENCY

Public and private sector leaders gathered at the Oregon Clean Diesel Initiative event last November to celebrate engine repower projects that are improving air quality and lowering operating costs for freight movers on the river system.

Older diesels are being replaced with lower-emitting, more efficient engines thanks in part to grant funding from the U.S. Environmental Protection Agency, and the support of the Oregon Department of Environmental Quality. Repowers result in a significant reduction in emissions, with the added benefit of saving thousands of gallons of fuel.

The Bernert Barge Lines towboat Kathryn B, and the Anchorage Launch Services pilot launch boats Triumph II, III, IV and V, were cited as examples of successful projects. At the event, EPA Region X announced the award of two further grants to support upgraded engines on Tidewater Barge Lines' Captain Bob and the Port's dredge Oregon.

The Port will receive approximately \$500,000 in Diesel Emission Reduction Act funding to support the repower of the Dredge Oregon. The work will replace the primary pump engine and two auxiliary power engines while modernizing controls. Higher efficiency engines will be used to match power more closely to demand. The retrofit will improve the efficiency and performance of the dredge, while yielding lower costs and lower emissions.

### PARTNERSHIP YIELDS SCULPTURE FOR CASCADE STATION

A unique public and private partnership has delivered a new public art work entitled "Cloud Cavu" to Cascade Station at the Mt. Hood Ave MAX Station.

The project was made possible through a collaborative effort by TriMet, the Portland Development Commission, Summit Group/Residence Inn and the Port of Portland.

The sculpture was designed, fabricated and installed by Portland's rhiza A+D architecture and design.

Composed of brushed aluminum and stainless steel, the piece filled a design void at the westernmost of the two light rail stops in Cascade Station. Since the development phase started, the eastern Cascades MAX Station appeared fully completed with lush landscaping and other pedestrian amenities. On the west end, the Mt. Hood Ave MAX Station lacked such enhancements.

When the Residence Inn was approved, developers at Summit Group offered \$30,000 in the form of a challenge toward a public art installation at the nearby station. The Portland Development Commission Board agreed to fund the \$30,000 match, which enabled design and construction.

"Cloud Cavu is formed around the experience of arriving and departing by plane through Portland's winter cloud-filled sky," says rhiza spokesman, Ean Eldred. "Riding MAX to the airport, one passes the sculpture with its allusion to takeoff and descent."

A delegation comprised of Oregon business leaders and elected officials accompanied Governor Kitzhaber on a 13-day mission to Asia last September. The group sought new market prospects and promoted Oregon agricultural products in Japan, South Korea and China. Represented in the delegation were Port Commissioner Peter Bragdon, Port Public Affairs Director Tom Imeson, Governor's Chief of Staff Curtis Robinhold, Governor John Kitzhaber and Port Executive Director Bill Wyatt.



# Business and Environment

## PORT OF PORTLAND REORGANIZES LEADERSHIP

Port of Portland Executive Director Bill Wyatt recently implemented changes to his management team that will serve to restructure the organization around functional lines and reduce administrative costs.



Sam Ruda, the Port's former director of marine and industrial development now holds the newly created position of chief commercial officer and is responsible for all of the Port's commercial and business development activities at the Port's marine and aviation facilities and its commercial

real estate holdings.

Vince Granato, the Port's former chief financial officer has stepped into the new role of chief operating officer and is responsible for all operations activities at the Port's marine and aviation facilities and its industrial parks.



Cindy Nichol has been named the Port's new chief financial officer.

She comes to the Port with more than 25 years of experience in airport and seaport financial planning and economic analysis, from both the airport management and consulting perspectives. Previously she served as Finance Director for San Francisco International Airport. She began her career at the Massachusetts Port Authority and served as a consultant for many years working largely with other ports and the Federal Aviation Administration. Nichol will join the Port of Portland April 16.

"Traditionally the Port has been organized by key business lines – Aviation, which focused on Portland International Airport and its two general aviation airports; and Marine and Industrial Development, which focused on the Port's four marine terminals and its five business parks. There were similar job functions within each, so my purpose in this reorganization is to eliminate duplicate organizational structures, take advantage of the obvious synergies and, over time, reduce the cost of operating the Port while improving customer focus and the bottom line," said Wyatt.

The Port has been working towards the consolidation of its operations for several years. Aviation and marine finance groups were consolidated as were all security functions. Administrative employees relocated to the Port's new headquarters building where further changes will increase efficiency and reduce costs over time.

## PORTLAND'S EXPORT MOMENT

With annual exports of more than \$22 billion, the Portland Metro region is an export powerhouse. Now, after a year of study in cooperation with the Brookings Institution, the region has a new strategy to take advantage of emerging global markets, bolster the strength of its export economy and grow local jobs.

The Brookings Institution conducted the study in cooperation with The City of Portland, the Portland Development Commission, the Port of Portland, Greater Portland Inc., Metro, Columbia River Economic Development Council, and Business Oregon.



**Peter Perez, International Trade Administration deputy assistant secretary for manufacturing; Amy Liu, Brookings Institution Metropolitan Policy Program co-director and senior fellow; and Bill Wyatt, Port of Portland executive director, helped launch the export strategy.**

Based on a market assessment and discussions with regional stakeholders, four strategy options emerged for Greater Portland:

**Support and Leverage Primary Exporters** – Increase local share of computer and electronic manufacturing supply-chain; address regional policy issues to enhance long-term competitiveness of industry.

**Catalyze Under-Exporters** – Work with a select group of key manufacturers to access new markets; provide market intelligence analysis, product diversification strategies, and targeted trade missions.

**Enhance the Export Pipeline** – Increase the number of small and medium size businesses exporting; develop export services roadmap

and create a "one-stop-shop" resource center; promote an export culture; offer peer-to-peer mentoring opportunities.

**Market Portland's Global Edge** – Capitalize on the region's reputation and expertise in clean tech adoption, sustainable energy generation, advanced urban design and transportation through an intense and proactive marketing strategy to sell Portland's Green Solutions internationally.

For more information and full strategy document, go to <http://bit.ly/zsIhGP>.

## 2011 GOOD YEAR AT THE PORT

Travel at Portland International Airport continued growing in 2011, totaling 13.7 million passengers. Air cargo volumes also continued increasing with 213,964 tons of freight and mail shipped through PDX.

The 3.7 percent passenger increase over 2010 was spurred by expanded PDX air service options for travelers via Jet Blue, Alaska Airlines and Spirit Airlines. The 2.3 percent cargo growth over 2010 was influenced by the launch of Asiana Cargo nonstop service connecting PDX with Korea and beyond.

Tonnage represents the total volume of all marine cargo that travels through the Port. For the second year in a row, the Port's marine operations handled the third most tonnage on record as 2011 totals improved upon results for 2010. The year-end report shows a two percent increase, with approximately 13.4 million tons handled.

Container volumes drove growth, which improved by 9 percent to nearly 200,000 TEU (twenty-foot equivalent units). Aside from containers, most other cargo categories stayed flat or showed minor decreases.

For more information visit the Port's website: <http://bit.ly/HbLeOj>.

## STUDY POINTS TO LACK OF LAND TO ATTRACT JOBS

A recently completed inventory of market-ready large-lot industrial parcels shows that the Portland Metro region lacks an adequate supply to retain and recruit traded sector firms and grow jobs. Key findings from the report include:

- Industrial land in the Metro area is significantly constrained (only 5 of 9 sites available for immediate development have broad marketability).
- Few larger sites (greater than 50 acres) are available in 7 months to 2½ years raising the potential of lost opportunity in national business development sitings.
- Most large lot industrial sites will require new investment and policy initiatives to become development ready.



- There are six potential 100-acre sites available to market in 2 1/2+ years but these will require significant investment and actions to bring to market.

The Port, along with Business Oregon, Portland Business Alliance, Metro and the Oregon Chapter of NAIOP – the commercial real estate development association – conducted the study.

“Clearly, investments and actions are needed to ensure a competitive supply of market ready industrial sites needed to grow our region’s job and tax base and support our economy,” said Keith Leavitt, the Port’s general manager of business development and properties.

For more information on the study go to: <http://bit.ly/y1WnwX>

### NEW STATS HIGHLIGHT PORT’S ECONOMIC PUNCH

The Port of Portland continues to be an economic driver for the region as shown by the Port’s newly released economic impact results for 2011. According to the new analysis, the Port generated 26,598 jobs, \$1.74 billion in wages, salaries and consumption impacts, and nearly \$164 million in state and local taxes in 2011.

The study, conducted by John C. Martin Associates, LLC, of Lancaster, Pa., concluded that maritime and aviation activity in the region accounts for approximately one in 13 jobs in the region.

“As these numbers show, the Port of Portland has a significant economic impact on our region,” said Port Executive Director Bill Wyatt. “Every customer who chooses to use our facilities and services adds to that impact.”

For more information visit the Port’s website: <http://bit.ly/GWkVOU>.

### SUN HELPS BATTLE AIRPORT ICE

Renewable electricity produced by solar panels is helping Portland International Airport win the war on winter and protect nearby waterways.



Solar arrays are contributing power to the treatment facility for the airport’s newly expanded deicing stormwater collection system. The facility treats runoff containing deicers used on the airfield and aircraft to enhance flight safety when the weather is cold.

The facility’s largest of two solar arrays is a 28-kilowatt ground-mount system featuring 120 SolarWorld panels commissioned in December 2011. The project was funded through a Blue Sky renewable energy grant from Pacific Power. Commissioned in November 2011, a 6.6-kilowatt ground-mount system utilizing 32 solar panels also serves the facility.

Following two years of construction, testing is now underway on the expanded deicing stormwater collection system. The system includes a new 3-million gallon

concentrated runoff storage tank, two 6.5-million gallon dilute runoff storage tanks and three pump stations. Also included is the treatment facility, more than six miles of underground piping and an outfall to the Columbia River. All system components are scheduled to fully operate in compliance with permit requirements by April 30, 2012, the Port of Portland’s compliance date with the Oregon Department of Environmental Quality.

### THE PLACE TO ‘BEE’ THIS SPRING

More than 70,000 honeybees are expected to make the Port of Portland headquarters their home this spring when they inhabit a custom-made Langstroth bee hive.

The first of its kind at the Port, the hive assembly was carefully constructed by Greg Sparks, Port project development manager and avid beekeeper. Sparks will install the hive on the ecoroof located on the 10th floor of the Port headquarters building. When in flower, the ecoroof acts as a foraging home for bees and native pollinators.

While honeybee pollination is vital in much agricultural food production, honeybee populations are in decline in North America. The hive will further Port environmental efforts by offering honeybees a secure place to live, thrive and propagate the species. The hive will also raise the awareness of the importance of honeybees.

The hive is made of natural pine and cedar and contains more than 40 frames that the bees will use to build comb for making and storing honey and for the queen to lay eggs and raise young bees. Once established, the colony could produce up to 100 pounds of honey during the six-month pollination period, and will forage for up to two miles from their home. Honey produced by the colony will not be harvested the first year to allow them to become a well established and thriving colony. The colony will not be treated with chemicals, but rather be allowed to exist naturally in their new environment.

ECONOMIC IMPACT OF THE PORT OF PORTLAND				
	Jobs	Income	Business Revenue	State/Local Taxes
Aviation	17,499	\$988,843,500	\$3,796,888,000	\$92,135,600
Marine	9,099	\$750,699,000	\$803,488,000	\$72,087,000
<b>TOTAL</b>	<b>26,598</b>	<b>\$1,739,572,000</b>	<b>\$4,600,382,000</b>	<b>\$164,267,600</b>

Source: Martin Associates, 2011





# TARGETING SHOVEL-READY PROPERTIES

It may not be your typical airport- or seaport-related property, but the Port's newest property acquisition could soon become another gateway to national and international markets. Currently named Gresham Vista Business Park, the property features just the kind of large, shovel-ready lots that are in short supply throughout the region. The site is poised to attract investment and jobs in the near future.

## Supply and Demand

While many think of ships and planes when they think of the Port, it is also the largest industrial land owner in the region, with five active business and industrial parks. Throughout its history, the Port has owned more than 5,000 acres of industrial property; much of that has been strategically sold, leased or developed. In many cases, there is synergy where tenants on Port property are also customers with the Port's aviation and marine business lines.

The Port has a proven track record with established expertise in development and management of Rivergate Industrial District, Swan Island, Portland International Center and Troutdale Reynolds Industrial Park. Tenants located on Port properties at business and industrial parks support more than 30,000 direct, indirect and induced jobs.

These facilities produce business revenue totaling more than \$5.3 billion, income of nearly \$1.5 billion and taxes of \$136 million to help support local services like schools, roads and law enforcement. The largest employing sectors at the Port's industrial parks are transportation and warehousing, and professional, scientific, and technical industries.

The mission of the Port is to enhance the region's economy and quality of life by providing efficient cargo and air passenger access to national and global markets. As a public entity, the Port is unique in its ability to hold land and, when the time is right, to responsibly develop it in a way that meets multiple regional objectives. A key part of attracting new investment and employment in the region – which ties directly into the economy and quality of life – is simply having available land in the right place at the right time.

To grow Oregon's exports, jobs and tax base, the Port is committed to providing sites for the recruitment and expansion of traded-sector businesses that sell goods or services internationally. This served as the impetus for the recent acquisition of the Gresham Vista Business Park site. Traded-sector jobs bring new wealth to the region, providing jobs and an expanded tax base.

## Growing in Gresham

Last October, Port commissioners voted unanimously to acquire approximately 222 acres in Gresham from LSI Logic Corp. for \$26.5 million. Available industrial sites of this size are becoming increasingly rare in our region, and they are needed to support future economic growth and competitiveness.

"Acquisition was a priority for the Port due to its unique size, shovel-ready status and potential to attract strategic investment and significant job creation," said Bill Wyatt, executive director of the Port of Portland.

Purchase of the site ensured that it would be master planned and marketed for strategic large-lot traded-sector development. Adjacent

to the existing ON Semiconductor manufacturing plant campus and a Portland General Electric substation, the site has promising potential as a home for clean tech, manufacturing, food processing, logistics, professional services and other traded-sector companies.

“We are excited about partnering with economic development partners at the city and state to transform this site into a successful business park and thriving jobs center,” said Keith Leavitt, general manager of property and business development.

Ultimately, the Port and the City of Gresham aim to attract an estimated 2,768 direct jobs to the site. The business park will include nine lots on 172 developable industrial acres. The balance of the 222 total acres is a mix of land zoned commercial, mixed use and residential. The site is well served by transportation arterials and utilities on all four sides.

“This property has been actively marketed for years, but without a local owner possessing expertise in industrial development. Its potential for employment and economic development has remained unrealized,” said Gresham Mayor Shane Bemis. “Together with this commitment by the Port, the city and state will combine efforts to successfully market and develop this strategic site.”

As a patient public developer, the Port is able to acquire and plan for strategic industrial development, working with regional partners on infrastructure development and recruitment and reinvesting revenue from the sale of property to advance similar projects elsewhere.

### East County Neighbors

Just down the road from Gresham, second phase development began last September at Troutdale Reynolds Industrial Park, scheduled to bring nine new lots to market on 180 acres located along Swigert Way and Sundial Road by the end of 2015.

The park is already home to a FedEx Ground regional distribution hub – a \$129 million, 441,000-square-foot facility that supports approximately 800 jobs on a 78-acre lot. Once fully completed, the three-phase, multiyear development is expected to yield an estimated 3,500 new jobs, \$141 million in personal income and \$46 million in state and local taxes.

“Troutdale Reynolds Industrial Park is a growing job center, providing construction and long term jobs at a time when we need them the most,” said Troutdale Mayor Jim Kight. “We appreciate the Port’s continued investment in and commitment to our community.”

The Port has worked closely on this development with the City of Troutdale since 2004, when Port commissioners first voted to acquire the site. In April, the development earned the Phoenix Award for top brownfield redevelopment project in the nation. It was also the largest brownfield redevelopment project in state history.

There has been interest from a variety of parties for the remaining lots from the first phase of development. Location is a prime selling point, with easy access to I-5 and I-84, Portland International Airport and Troutdale Airport. Electric and gas energy infrastructure on the site is also an asset. Development Partners has an active proposal to develop two natural gas-powered energy generation plants called Troutdale Energy Center.

Recreation, wetlands and natural spaces are also thriving at and around the park. Of the Port’s original property acquisition totaling more than 700 acres, about half will be developed and the other half has been set aside for natural resources and recreation. The Port constructed a public, multiuse trail along nearly two miles of the perimeter in 2008. An extension of that trail will soon connect with Blue Lake Park and the bike path on Marine Drive.

### Searching for More

Last June, the Port joined with four other economic development and planning interests to undertake a study called the Regional Industrial Lands Inventory to identify the supply of large-lot industrial sites greater than 25 acres in size within the Metro Urban Growth Boundary and selected urban reserves, and determine their market readiness (see story page 13).

Currently, the Gresham Vista Business Park is the only shovel-ready site in the region with more than 100 acres that are already zoned and ready for development. While there are six other sites of this size that have potential for future years, they require land assembly, annexation, urban growth expansion, a willing seller and other actions to move them to market readiness. Two of these sites would have aviation or marine use restrictions.

When site selectors and companies do a scan of available locations, it is possible that this region is simply being passed over. Port Commissioner Peter Bragdon, senior vice president of legal and corporate affairs for Columbia Sportswear, commented that based on his experience, options matter. “No one wants to go to their company president with only one possible site,” said Bragdon.

### Taking Action

Industrial land acquisition and development to support trade and traded-sector investment is the third leg of the Port economic development stool – one that supports the Port’s core mission of providing access to world markets by air and sea. With the recent acquisition in Gresham, the Port is bringing large-lot industrial sites to market in the short term alongside longer-term sites that require annexation and planning like West Hayden Island.

The Port – in partnership with others – is exploring opportunities to assemble, acquire and develop additional industrial sites. Just as it has for the past 50 years, the Port remains committed to enhancing the region’s economy and quality of life by ensuring an adequate supply of industrial land now and into the future.

by Josh Thomas





# PORTCALENDAR

## April

5

**PDX Community Advisory Committee**

2:30 - 5:30 p.m. • Chinook Room, Port of Portland headquarters

11

**Port of Portland Commission meeting**

9:30 - 11:00 a.m. • Chinook Room, Port of Portland headquarters

12

**Citizen's Noise Advisory Committee (CNAC)**

6:00 - 8:00 p.m. • Anchor Room, Port of Portland headquarters

## May

9

**Port of Portland Commission meeting**

9:30 - 11:00 a.m. • Chinook Room, Port of Portland headquarters

10

**Hillsboro Airport Issues Roundtable (HAIR)**

5:30 p.m. • Hillsboro Civic Center, 150 E. Main Street, Hillsboro

10

**Citizen's Noise Advisory Committee (CNAC)**

6:00 - 8:00 p.m. • Anchor Room, Port of Portland headquarters

## June

7

**PDX Community Advisory Committee**

2:30 - 5:30 p.m. • Chinook Room, Port of Portland headquarters

13

**Port of Portland Commission meeting**

9:30 - 11:00 a.m. • Chinook Room, Port of Portland headquarters

14

**Citizen's Noise Advisory Committee (CNAC)**