



PORT COMPASS

Strategic Plan Overview
2007 – 2011



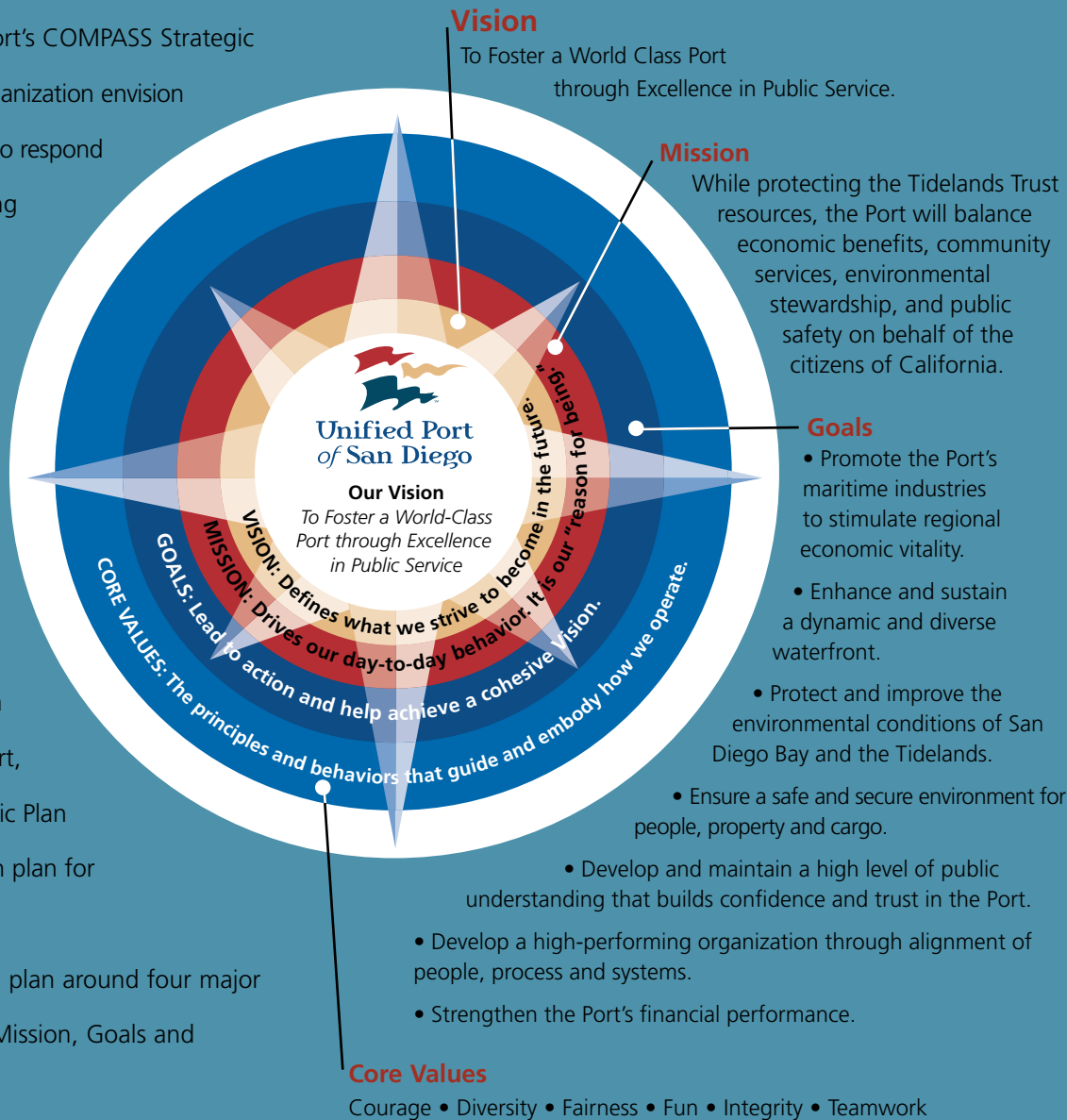
Unified Port
of San Diego

3165 Pacific Highway • San Diego, California 92101
P.O. Box 120488 • San Diego, CA 92112-0488
619.686.6200 • 619.400.4704 fax
portofsandiego.org

The COMPASS Strategic Plan

How It All Fits Together...

The purpose of the Port's COMPASS Strategic Plan is to help the organization envision its future and be able to respond to a dynamic, changing environment. The strategic plan guides fundamental decisions and actions that are responsive to these changes, and shape and guide our organization toward a defined future. In short, the COMPASS Strategic Plan is our long-term action plan for achieving our goals. We have centered the plan around four major components: Vision, Mission, Goals and Core Values.



Our Role in the Community

The Port of San Diego is a regional public agency established in 1962 by an act of the California State Legislature to consolidate management responsibilities for San Diego Bay.

The Port is governed by a seven-member Board of Port Commissioners who are appointed to four-year terms by the member city councils of Chula Vista, Coronado, Imperial Beach, National City and San Diego. The Commissioners establish policies that the Port's staff, under the direction of the President/CEO, use to conduct daily operations.

The Port is a self-supporting entity which has operated without the benefit of tax dollars since 1969.

Environmental Steward

The Port is actively involved in protecting San Diego Bay's natural resources by promoting ecologically minded development along the tidelands and working with waterfront businesses to help keep the Bay clean. The Port also works in partnership with other agencies in the region to combat the effects of stormwater pollution.

Economic Engine

The Port of San Diego is a regional economic engine which annually creates \$8.4 billion in regional economic benefit and supports 42,000 jobs. The Port's Maritime and Real Estate operations contribute to much of the impact to the region's economy.

Community Service Provider

The Port of San Diego is committed to making the San Diego Bay tidelands a vibrant atmosphere for the enjoyment of residents and visitors to the region. The Port builds and maintains public parks, miles of scenic walkways and bicycle paths, beaches, boat docks, boat launch ramps, sport fishing enterprises, playgrounds, piers and award-winning public art throughout the tidelands.

Public Safety Champion

The Port manages a Harbor Police Department whose officers ensure public safety on and around San Diego Bay. The department routinely works with the U.S. Coast Guard, the U.S. Navy, Immigration Customs Enforcement and other agencies to ensure there is a maximized effort toward Homeland Security. Additionally their services include, marine firefighting and patrol, traffic enforcement, dive team and water rescue, harbor and airport security, and canine explosive detection.

For additional information about the COMPASS Strategic Plan or the Port of San Diego, please visit our website at portofsandiego.org or call (619) 686-6200.