

# UIPA QUARTERLY METRICS

## Organizational Reporting

PERIOD	MEASURE QUANTITATIVE	MEASURE QUALITATIVE
<b>WESITE QUERIES</b>		
Q2 2020	442 web queries 439 closed, 3 open (queries submitted directly through the website)	Trending subjects: - Comment on Business Plan, - Media Requests, - Sales/ career inquiries
Q3 2020	47 web queries 47 closed, 0 open	Trending subjects: - Employment - Partnering opportunities - Sales/ career enquiries
Q4 2020	36 web queries 35 closed 1 in process	Trending subjects: - Trucking Transportation Inquiries - Public Comment - Sales Requests
Q1 2021	24 web queries 18 closed 6 in process	Trending subjects: - Newsletter Sign Up - Job Opportunities - Warehouse Distribution
<b>MEDIA REPORTING</b>		
Q2 2020	30 Media hits	Trending subjects: - Strategic Business Plan - Air quality - Dominion Energy
Q3 2020	12 Media hits	Trending subjects: - Satellite ports - Tech
Q4 2020	26 Media hits	Trending subjects: - Infrastructure bank legislation - Rural/regional participation - SITLA land questions
Q1 2021	21 Media Hits	Trending Subjects: - Port of Oakland agreement - Port of Long Beach agreement - Infrastructure bank bill signing
<b>FINANCE</b>		
Q1 2021 FISCAL YEAR	10% YTD	\$ 205,601.00 total expenditures
Q2 2021 FISCAL YEAR	33% YTD	\$ 492,987.00 total expenditures
Q3 2021	45% YTD ** Includes one-time	\$ 1,797,571 total expenditures

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FISCAL YEAR	legislative appropriation	
Q4 2021 FISCAL YEAR	92% YTD	\$ 3,750,644 total expenditures
<b>PROGRAM MANAGEMENT</b>		
Portfolio overview	Green	100% short term initiatives underway
<b>BUSINESS DEVELOPMENT</b>		
Q2 2020	<ul style="list-style-type: none"> <li>• Mapping of businesses in the jurisdiction and around</li> <li>• Cold Chain company analysis and contacts</li> <li>• Trucking contacts &amp; warehouse analysis as it relates to vacant to occupied.</li> </ul>	
Q3 2020	<ul style="list-style-type: none"> <li>• Rural and regional opportunities</li> <li>• Cold Chain logistical needs</li> </ul>	
Q4 2020	<ul style="list-style-type: none"> <li>• Rural and regional opportunities</li> <li>• Truck parking opportunities</li> <li>• Warehousing opportunities</li> </ul>	
Q1 2021	<ul style="list-style-type: none"> <li>• State-wide truck parking opportunities</li> <li>• Rural and regional development opportunities</li> <li>• Rail and container needs, import and export</li> </ul>	

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## Strategic Reporting

SHORT TERM		MEDIUM TERM		LONG TERM	
Satellite Port Analyses (ongoing)		Neighborhood Impacts and Mitigation Plan		Sustainable zoning and standards through municipal outreach	
Trans-modal Study		Public-Private Partnership Development		Air quality, water quality, preservation strategies are codified in UIPA areas	
Energy storage Study	CL	Clean Vehicles Deployment		Research and Development Center with UIPA jurisdiction	
Tax Deferral Policy	CL	Business Attraction Plan		Foreign Trade Zone Opportunities	
Advisory and Communication Plans		Connectivity and mobility studies for smart port needs			
Supply Chain Issues		Training and Education Support Programming in Community			