

# Case Study: Public Access Investment Plan Port Of Los Angeles, CA

Arley Baker

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# Public Access Investment Plan

*A Framework for Community Investment & Partnerships*

**THE PORT**  
OF LOS ANGELES 

February 2018



# Situation

- POLA expended \$600M+ on non-cargo waterfront development between 2004 and 2014
- Spending rate was unsustainable in light of cargo infrastructure and environmental commitments
- Limited public understanding/recognition for POLA's variety of investments in community programs, events and tourism marketing

# Solution

- Create a **Public Access Investment Plan** through an extensive community outreach effort
  - “Open the books” and discuss the port’s annual revenues & expenses
  - Community stakeholders would ID public access infrastructure projects that were top priorities
- Create a **\$1M Community Investment Grants** program that would normalize sponsorships & donations to local non-profits + set partnership expectations
- Share our waterfront **Economic Development Strategy** with community and visitor-serving stakeholders so they could understand and participate in efforts
- **GOALS:** transparency, sustainability & predictability

# Public Access Infrastructure Plan

Guidelines  
Approved  
In February  
2015

**10**

**YEAR BUDGETARY  
GUIDELINE**

# Waterfront Strategy



# Port Financials

Port revenues, expenses, and income

$$\begin{array}{r} \$400\text{M} \text{ REVENUES} \\ - \$200\text{M} \text{ EXPENSES} \\ \hline = \$200\text{M} \text{ INCOME} \end{array}$$

10%

OF ANNUAL  
OPERATING  
INCOME

**\$200M**

**PUBLIC ACCESS  
PROJECTS**

**\$200M**

**PUBLIC BENEFITS  
PROGRAMS**

**\$400M Allocated Over 10 Years**

# Community Input – 6 Projects Selected

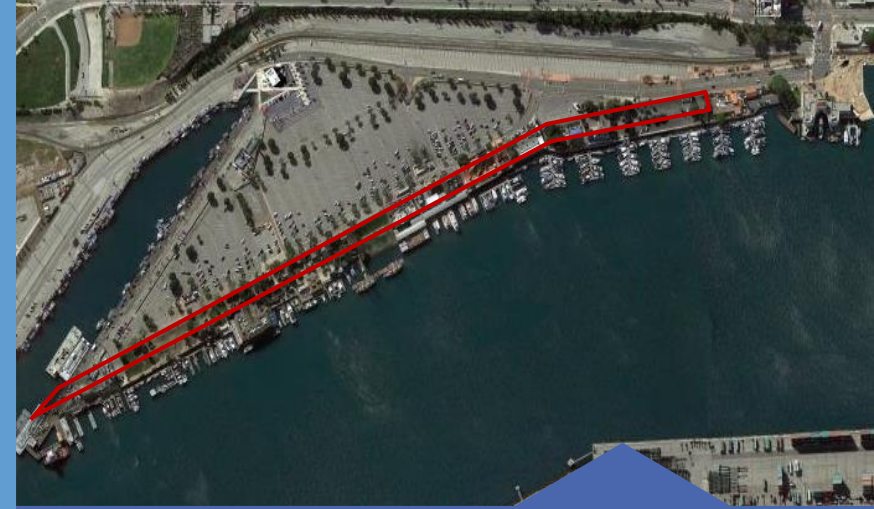






2

Town Square at 6<sup>th</sup> Street



1

Samson Way & 7<sup>th</sup> Street  
Intersection Improvements



3

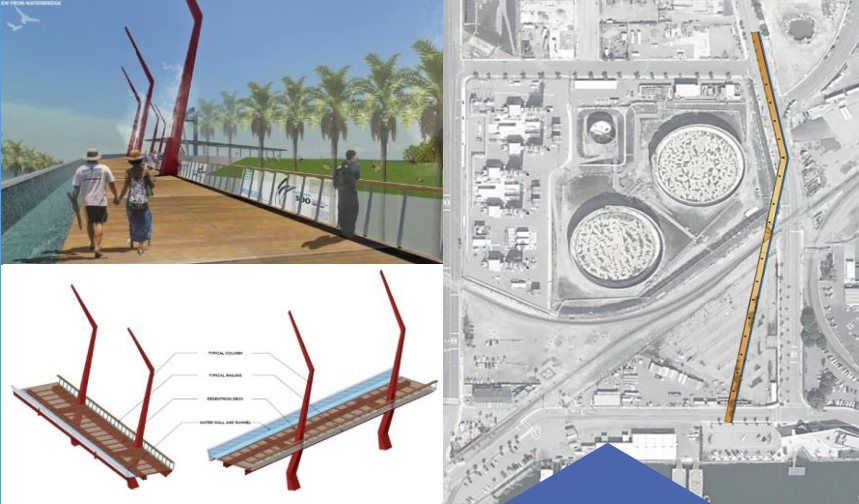
Ports O' Call Promenade  
and Parking

# San Pedro Waterfront



# 5

## Harry Bridges Boulevard Beautification Island Avenue to Avalon Boulevard



# 4

## Wilmington Waterfront Promenade and demolition of Catalina Freight building



# 6

## Wilmington Waterfront Pedestrian Bridge

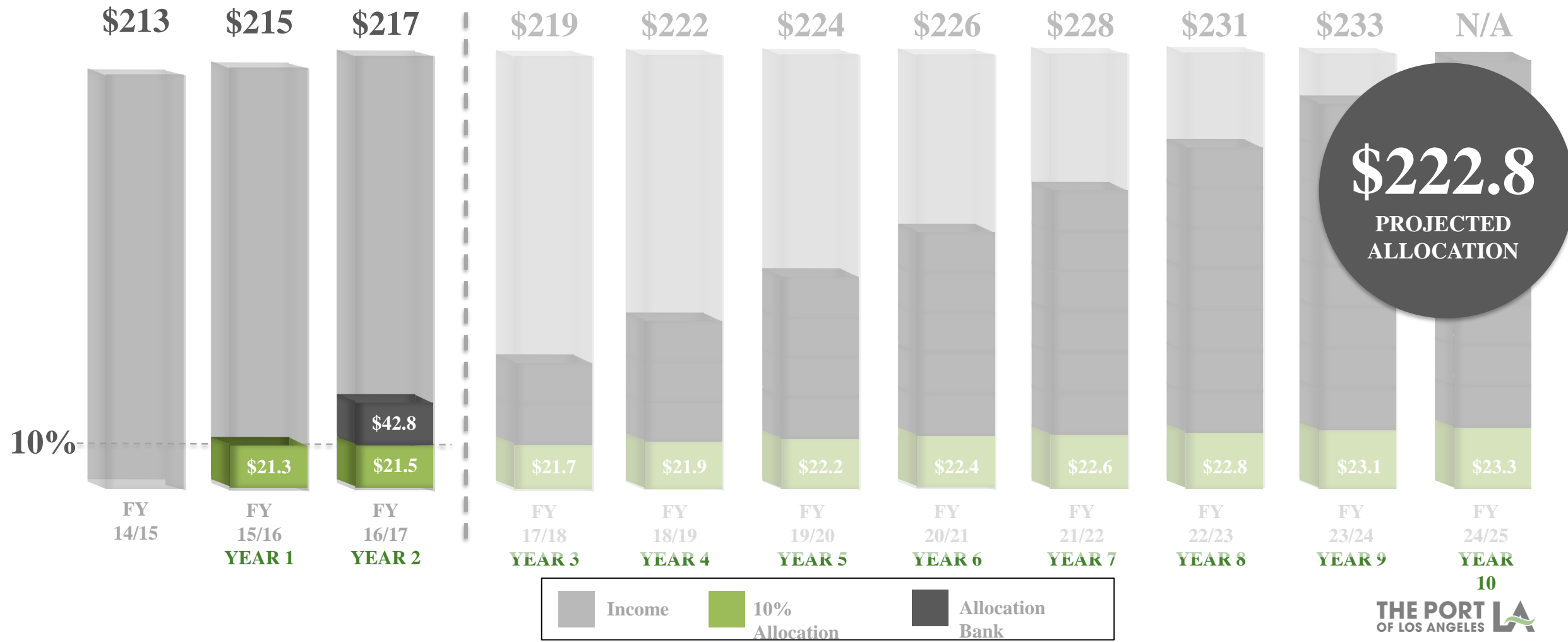
# Wilmington Waterfront

Port  
Success  
Means  
Community  
Success



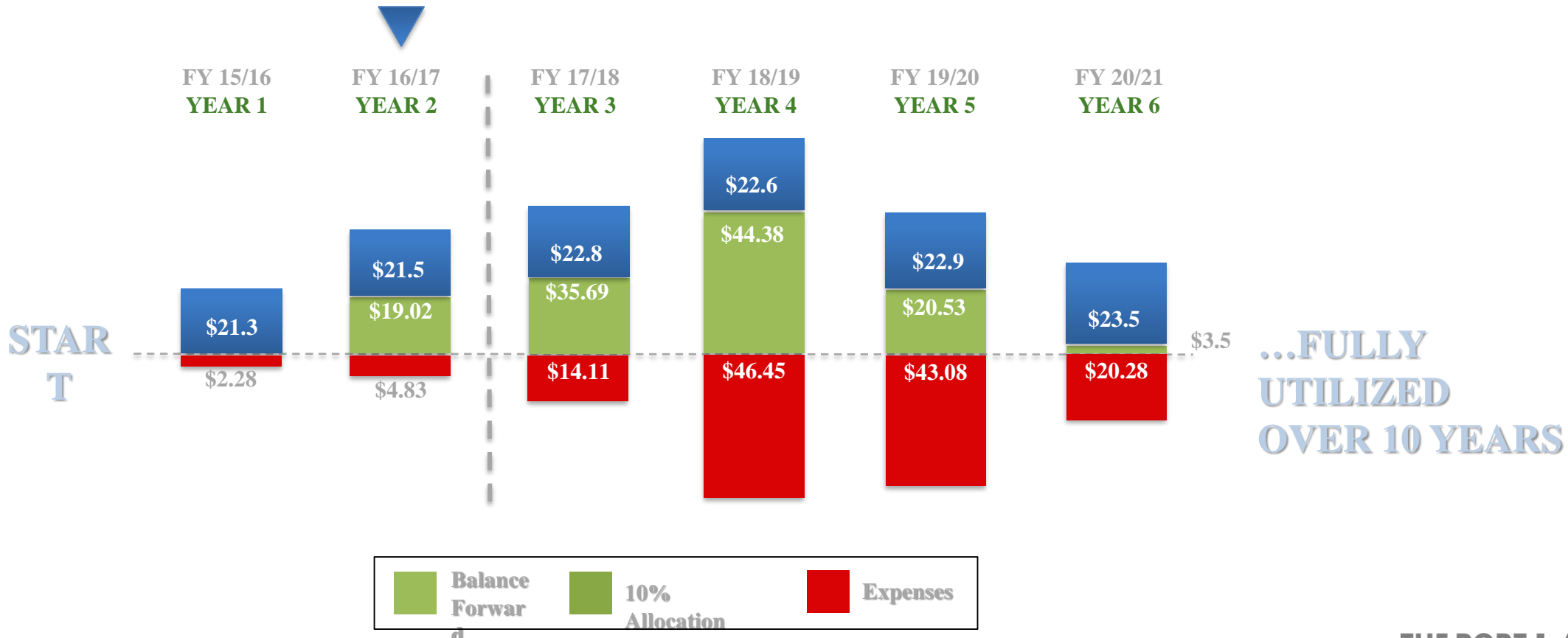
# Operating **Income** Under PAIP

We are in year three. Years three through ten are projections.



# Bank Allocation Balance Over Time

Income does not always directly correlate to expenses. Expenses fluctuate over time. As this chart shows the fund builds during the early years but is utilized more aggressively in later years. To the stated goal that the entire fund is utilized at 10 years.



# 2017 Project Schedule

Projects	14/15 Curre	15/16 Y1	16/17 Y2	17/18 Y3	18/19 Y4	19/20 Y5	20/21 Y6	14/15 Y7	14/15 Y8	14/15 Y9	14/15 Y10	10 year CIP
Sampson Way & 7 <sup>th</sup> Street Intersection Improvements												\$14.8
San Pedro Public Market And Town Square												\$41.1
<b>TOTAL SAN PEDRO WATERFRONT</b>												<b>\$55.9</b>
Wilmington Waterfront Promenade												\$52.7
Avalon Promenade and Gateway												\$23.8
Harry Bridges Beautification Between Island and Avalon												\$17.4
<b>TOTAL WILMINGTON WATERFRONT</b>												<b>\$93.9</b>
<b>TOTAL</b>												<b>\$149.8</b>

# Future Projects Process

Public outreach to prioritize new projects in 2018

\$222.8M	PROJECTED INCOME
- \$149.8M	ALREADY COMMITTED
<hr/>	
= \$ 73.0M	BALANCE FORWARD

**\$73M**  
YEARS 6-10

# Public Benefit Programs





# PAIP Public Benefit Program

Operations & Maintenance of Public Parks, Promenades & Visitor Assets on Port Tidelands



LA Maritime  
Museum



Wilmington  
Waterfront Park



Cabrillo Aquarium

# PAIP Public Benefits Programs

Community Events & Sponsorships

Education & Workforce Training Programs



Community Events

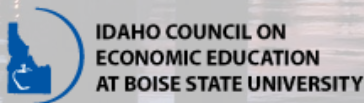


Major “partnering” events  
(LA Fleet Week)



Educational Programs

# Community Investment Grant Program



Pacific Unicom Corp.

# Destination Marketing Partners



# Additional Accomplishments

## Private Investment



An aerial photograph of a coastal city, likely San Francisco, showing a dense urban area, a large harbor with numerous ships, and a prominent island in the foreground. The text "THANK YOU" is overlaid in large, bold, yellow capital letters across the center of the image. The background features a blue sky with light clouds and distant mountains.

THANK YOU