

# Strategic Plan 2023



### **Table of Contents**

Message to the Community
Port at a Glance
Strategic Plan 2023 at a Glance
The Port's Strategic Planning Process
Strategic Goals + S.M.A.R.T. Objectives
Goal 1 :: Foster Strategic Growth
Goal 2 :: Be a Good Business + Community Partner
Goal 3 :: Provide Facilities + Services to Meet Customer Needs
Goal 4 :: Be an Environmental Leader
Goal 5 :: Fund Our Vision
Goal 6 :: Cultivate the Workforce + Tools of the Future
The Decade Ahead

Appendix 1 :: Summary of Past Initiatives
2014 S.W.O.T. Analysis
2014 Strategic Plan Implementation

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Goals	#	Objectives	Lead	Target End
	1	Develop decision support tool to systematically evaluate business development opportunities	Planning	Q4 2019
	2	Develop standard lease language/template that includes clear terms and standards for maintenance of Port-owned assets	Real Estate	Q2 2020
	3	Develop standard language/template for user agreements for public docks	Real Estate	Q2 2020
<b>-</b>	4	Implement Customer Relationship Management (CRM) database	Commercial	Q2 2020
Foster	5	Develop decision support tool for determining highest and best use of Port-owned property	Planning	Q2 2020
Strategic	6	Develop decision support tool for prioritizing strategic property acquisition	Planning	Q2 2020
Growth	7	Co-sponsor a Ports and Waterways Safety Assessment (PAWSA) to evaluate feasibility of establishing a designated marine exchange	Harbor Master	Q2 2020
	8	Update Property Planning Guide to inform land use decisions	Planning	Q2 2021
	9	Develop multi-year plan to acquire and protect property	Real Estate	Q2 2021
	10	Implement operational changes per Port Optimization Committee recommendations to increase total cargo moved across all public docks each year relative to prior year	Harbor Master + CEO	Recurring
	1	Adopt Regional Mutual Aid Agreement	Port Security	Q3 2019
	2	Develop new (internal) Emergency Action Plan	Emergency Mgmt.	Q3 2019
	3	Develop master database for managing stakeholder engagements	Community Relations	Q4 2019
	4	Develop master database for managing engagements with Government Affairs stakeholders	Government Affairs	Q4 2019
Be a Good	5	Develop working plan and budget for expenditure of Promotion and Development funds	Communication	Q1 2020
Business +	6	Develop Stakeholder Engagement Checklist for use in project scoping / implementation	Communication	Q2 2020
	7	Implement protocol for managing/responding to/tracking stakeholder inquiries (including social media)	Community Relations	Q2 2020
Community	8	Develop STEM-based educational module(s) about PCCA targeting school-aged audiences (but applicable for multiple audiences)	Communications	Q2 2020
Partner	9	Develop PCCA Style Guide Part 1 to help standardize all PCCA branding	Community Relations	Q2 2020
	10	Establish Port Ambassador Program	Community Relations	Q2 2020
	11	Conduct SWOT analysis/charrette (customers + security + shippers) to define safety priorities and right-size procedures for accessing secure locations	Planning	Q2 2020
	12	Develop all-hazards (internal/external) Emergency Management Plan	Emergency Mgmt.	Q4 2020
	1	Develop a protocol for assessing dock utilization relative to capacity	Planning	Q4 2019
	2	Conduct economic analysis of potential beneficial use alternatives for new dredge material	Planning	Q2 2020
	3	Develop capital infrastructure planning decision support tool	Planning	Q2 2020
Dominista	4	Update design standards and guidelines for infrastructure	Engineering	Q2 2020
Provide	5	Update Project Management Manual	Engineering	Q2 2020
Facilities +	6	Update 2012 Rail Capital Plan	Planning	Q2 2020
Services	7	Establish protocol for facility audits of marine assets (Phase I) to inform asset management/capital maintenance planning	Operations	Q2 2020
to Meet Customer	8	Evaluate alternatives and define actionable strategy for developing additional dredge material placement capacity along north side of Inner Harbor	Engineering	Q4 2020
Needs	9	Evaluate alternatives and define actionable strategy for developing additional dredge material placement capacity to serve Outer Harbor (including La Quinta Channel reach)	Engineering	Q4 2020
	10	Develop comprehensive, regional/collaborative Rail Master Plan	Planning	Q4 2020
		Implement Phase I (marine assets + Bulk Terminal + vehicle and equipment fleets) of an Asset Management System	Operations	Q2 2021
		Update Bulk Terminal Master Plan to include Asset Management	Planning + B. T.	Q2 2021

Goals	#	Objectives	Lead	Target End
	1	Establish a Port Scientific Advisory Committee to enhance integration of best available science from local practitioners in planning and development decisions	Planning	Q4 2019
	2	Update Environmental Standards to specify that all new terminals constructed after 2019 will be Green Marine certified	Environmental	Q4 2019
	3	Develop/initiate a Clean Fleet (administrative + field vehicles) Conversion Program	Environmental	Q4 2019
	4	Develop/initiate a Clean Equipment Conversion Program	Environmental	Q4 2020
Be an	5	Develop a decision support tool to 1. identify and 2. prioritize habitat restoration and/or creation projects	Planning	Q2 2021
Environmental	6	Facilitate creation of the state's first marine park (or equivalent designation)	Planning	Q2 2022
Leader	7	Achieve highest level of Green Marine Certification in five (Greenhouse Gases and Air Pollutants; Spill Prevention; Dry Bulk Handling & Storage; Community Impacts; Waste Mgmt.) of seven program areas	Environmental	Q3 2022
	8	Establish minimum of one new standard port-wide (including users) on at least two environmental precepts per year	Environmental	Recurring
	9	Each year for next five years, implement at least one new (relative to 2018 baseline) water quality treatment Best Management Practice in 10% of stormwater sub-basins on PCCA property (per Stormwater Master Plan)	Environmental	Recurring
	10	Uphold policy of purchasing electricity from 100% renewable sources	Environmental	Recurring
	11	Uphold ISO 140001 certification for PCCA's Environmental Management System	Environmental	Recurring
	1	Procure Enterprise Resource Planning (ERP) System	Information Technology	Q4 2019
	2	Develop a protocol for calculating revenue per commodity by acre	Planning	Q4 2019
	3	Implement mechanism(s) to begin tracking non-water borne freight (pipe, truck, rail) to expand revenue capture	Finance	Q4 2019
Fund Our	4	Create decision support tool to systematically evaluate grant opportunities, including a process and schedule pro forma to guide management of application process	Planning	Q2 2020
Vision	5	Implement organization-wide, centralized document control and storage policy/protocol	Records Mgmt.	Q2 2020
	6	Develop process for capturing operational risk, including integrating it into existing Risk Matrix and associated Heat Map	Risk Mgmt.	Q2 2020
	7	Implement all modules within Enterprise Resource Planning (ERP) system	Information Technology	Q4 2021
	8	Impose structure on existing self-insurance program to include actuarial-based budget that informs organizational budgeting process and includes case reserves for litigation	Risk Mgmt.	Q2 2022
	1	Procure Talent Management System (TMS) software	Human Resources	Q4 2019
	2	Complete assessment of needs and opportunities for potential UAS applications in Port operations	Planning	Q4 2019
	3	Update Port's GIS Server (hardware + software)	Planning	Q2 2020
Cultivate the	4	Integrate geospatial analyses to enhance departmental workflow in Real Estate, Engineering, and Environmental	CEO + Legal	Q2 2020
Workforce +	5	Update training program (content + schedule) for recurring training of Port Commission	Human Resources	Q2 2020
Tools of the	6	Develop template and codification protocol for establishing new organization-wide policy	Planning	Q2 2020
Future	7	Update full suite of Human Resources policies	Human Resources	Q2 2021
	8	Achieve 45001 accreditation for occupational health and safety	Safety	Q2 2022
	9	Implement all modules within Talent Management System (TMS)	Human Resources	Q2 2022
	10	Within 12 months of acquisition of a given module in TMS, develop procedures and implement training for that module for all stakeholders	Human Resources	Q2 2022

# Strategic Goal 2 :: Be a Good Business + Community Partner

"Productive partnerships are the lifeblood of our business at the Port of Corpus Christi, and we understand that transparency, consistency, and good communication are the cornerstones of those relationships. In the face of tremendous growth, we've invested heavily in new staff and new tools to help the Port be an ever better partner to our customers and neighbors."



Omar Garcia, Chief External Affairs Officer

	Objectives	Lead	2019	2020	2021	2022
	1 Adopt Regional Mutual Aid Agreement	Port Security	•			
<	Develop new (internal) Emergency Action Plan	Emergency Management	•			
	3 Develop master database for managing stakeholder engagements	Community Relations	• •			
	4 Develop master database for managing engagements with government affairs stakeholders	Government Affairs	• •			
	5 Develop working plan and budget for expenditure of Promotion + Development funds	Community Relations	• •	•		
	6 Develop Stakeholder Engagement Checklist for use in scoping + implementation	Community Relations	• •	• •		
/	7 Implement protocol for managing/responding to/tracking stakeholder inquiries (including social media)	Communication	• •	• •		
	8 Develop STEM-based educational module(s) about PCCA targeting school-aged audiences (but applicable for multiple audiences)	Communication	• •	• •		
	Develop PCCA Style Guide Part 1 to help standardize all PCCA branding	Communication	• •	• •		
	10 Establish Port Ambassador Program	Community Relations	• •	• •		
	11 Conduct SWOT analysis/charrette (customers + security + shippers) to define safety priorities and right-size procedures for accessing locations	Planning	• •	• •		
<	12 Develop all-hazards (internal + external) Emergency Management Plan	Emergency Management	• •	• • • •		

### Be a Good Business + Community Partner

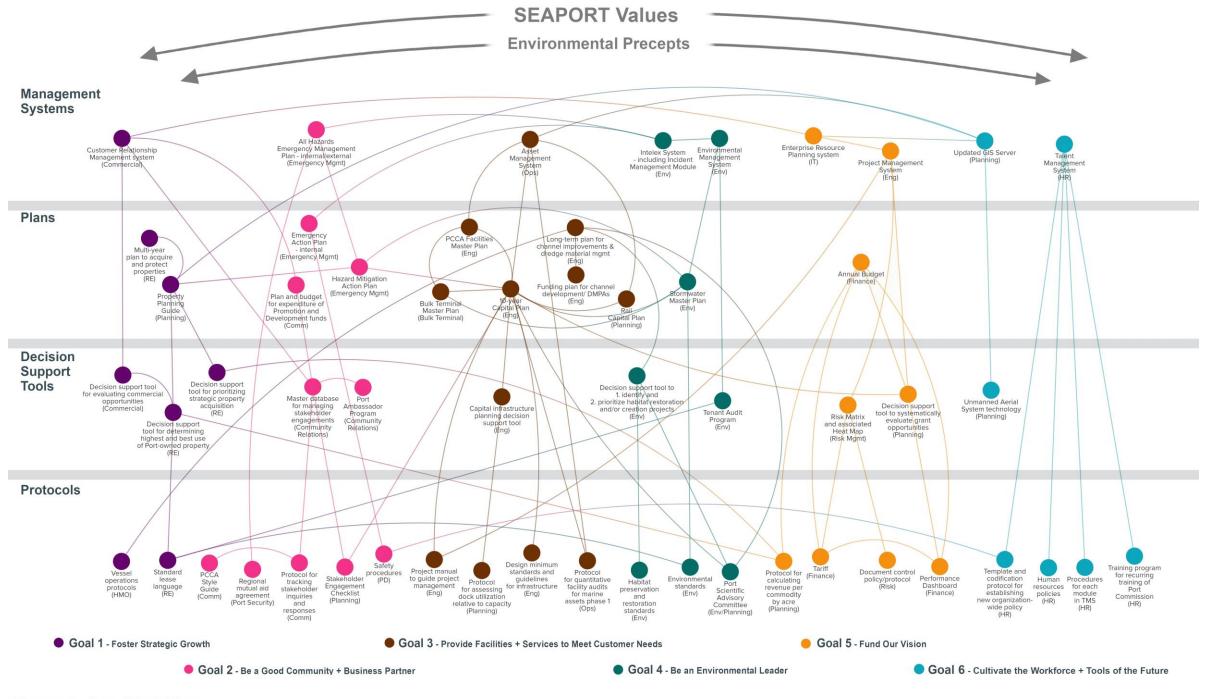
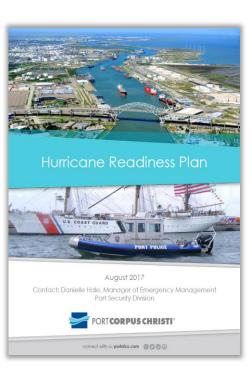


Figure 1 - Port Work Flow

# All-Hazards Plan Integration



**Hazard Specific** 

Emergency Actions

- Environmental Management System
- Occupational Health & Safety

Risk & Damage Assessment

- Insurance Gap Analysis
- Asset Management

Disaster Finance

- Finance Procedures and Grant Management
- Disaster Events Policy & Procedure

Debris Management

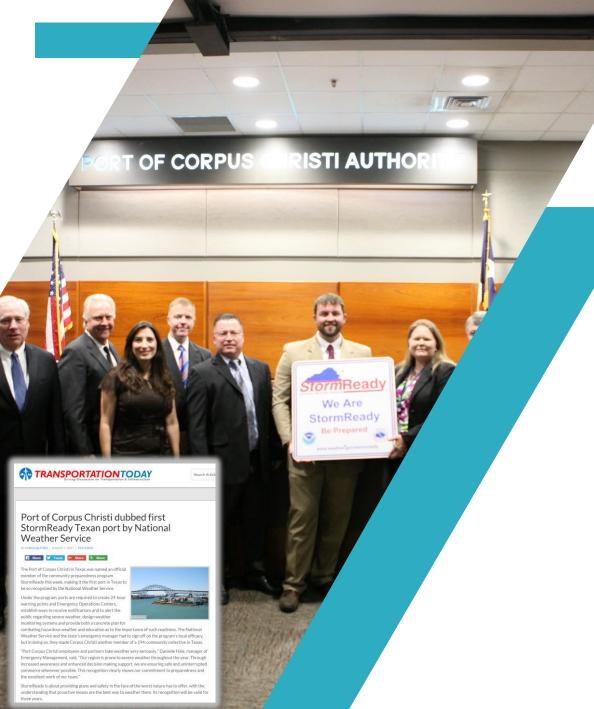
- Channel Development & Improvement
- Environmental Planning & Compliance





# **NOAA Storm Ready**

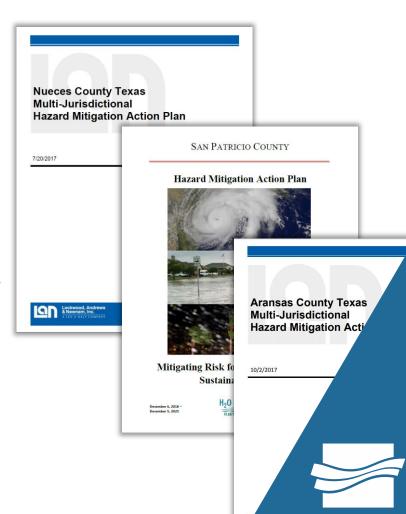
- Conference Center Special Events
- Port Optimization
  - Physical Oceanographic Real-Time System (PORTS)
  - Fog Coordination
  - Lightning Detection



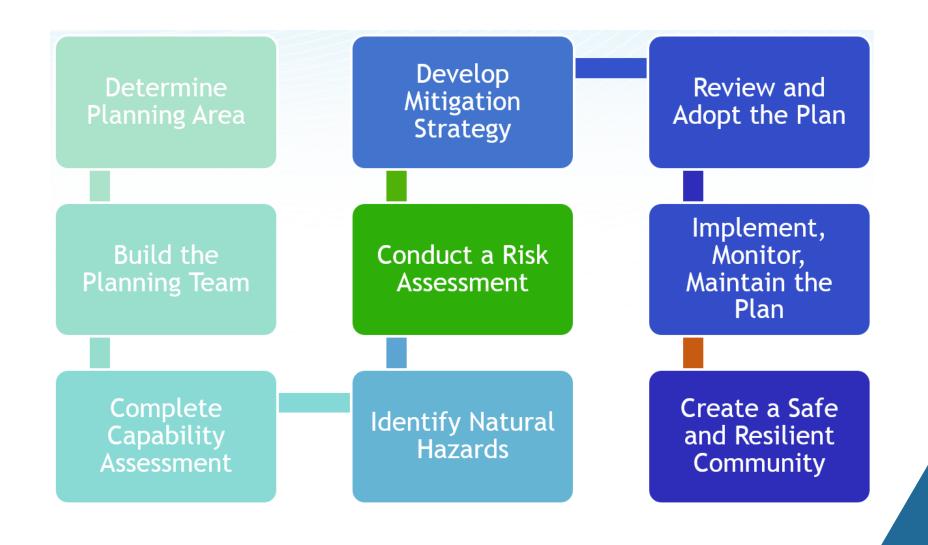
# Hazard Mitigation Planning

Under the Disaster Mitigation Act of 2000, required to implement a Mitigation Action Plan (MAP) to:

- Prevent or reduce future loss of life and property
- Identify cost-effective mitigation measures
- Build partnerships with stakeholders and public
- Leverage FEMA hazard mitigation funding



# MAP Planning Process





## Capability Assessment

- Describes existing authorities, policies, programs and resources
- Identify opportunities to integrate into other plans, programs and policies
- Identify mitigation measures already in place or underway
- One assessment per jurisdiction



### Natural Hazards

- Floods
- Hurricanes / Tropical Storms
- Wildfire
- Tornado
- Drought
- Coastal Erosion
- Dam/Levee Failure

- Expansive Soils
- Extreme Heat
- Hailstorms
- Land Subsidence
- Extreme Winter Storm
- Windstorms
- Lightening

### Other:

Climate Change / Sea Level Change
Man Made Hazards such as Cyber Security, Terrorism and HazMat Spills



# Risk Analysis Example

#### Port of Corpus Christi Authority Tornado Hazard

U	DCATION
Juris	diction Wide

OCCURENCE	EXTENT						
Number of Events 1950-		Magnitude (Fujita Scale)					
2006*	N/A	F0	F1	F2	F3	F4	F5
3	0	0	0	3	0	0	0
Number of			Magnitude	(Enhanced F	ujita Scale)		
Events 2007- 2016*	N/A	EF0	EF1	EF2	EF3	EF4	EF5
1	0	0	1	0	0	0	0

<sup>\*</sup> Fujita Scale replaced with Enhanced Fujita Scale in 2007

The Port of Corpus Christi experienced four of the 51 tornadoes that took place within the City of Corpus Christi from 1950 – 2016.

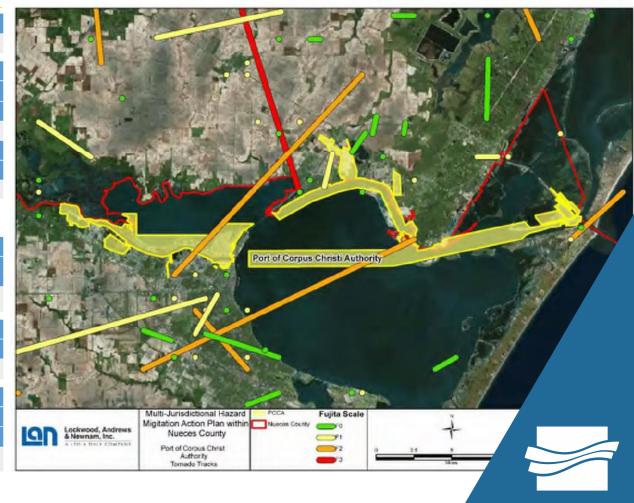
PROBABILITY						
Number of Events	Record Time Period	Time Period Years	Probability			
4	11/1/1950 to 11/30/2016	66	1 TORNADO TOUCHDOWNS ESTIMATED EVERY 16.5 YEARS			

IMPACT						
Number of Events	Deaths	Injuries	Property Damage			
0	0	0	\$51,000			

VULNERABILITY							
Population	Property	/ Value**	Crop Land***				
(County)*	Commercial	Residential	Acres	Value			
N/A Industrial Area	\$174,026,681	\$0	0	\$0			

<sup>\*</sup>Texas Association of Counties, 2015

Figure 12-10. Port of Corpus Christi Authority Tornado Hazard Map (1950 – 2016)



<sup>\*\*</sup>Nueces County Appraisal District, Reappraisal Plan 2015-2016

<sup>\*\*\*</sup>Census of Agriculture, 2012 (The latest Agriculture Census published 2012)

### Mitigation Strategy

 Mitigation Actions/Goals- Once capabilities have been assessed, hazards analyzed, risks addressed, mitigation actions are developed to reduce the threat to known hazards.

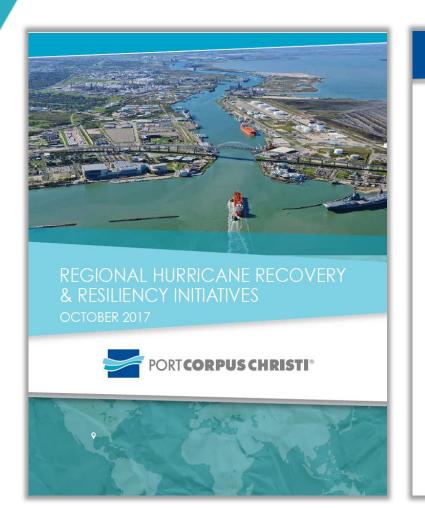
### Types of Actions

- Local Plans and Regulations
- Structural and Infrastructure
- Natural Systems Protection
- Education and Awareness



# Real World Application

### Post Hurricane Harvey Requests for Information



### **CRITICAL INITIATIVES**

#### SHORELINE & LEVEE STABILIZATION

TYPE: Environmental Protectio

PARTNERS: US Army Corps of Engineers, US Fish & Wildlife Service, Texas Parks & Wildlife Department, Coastal Bend Bays & Estuaries, Coastal Bend Bays Foundation COST ESTIMATE: \$44,934,000

PROPOSED ACTIONS: Provide shoreline and drage material placement area protection against storm generated waves and currents along leves exposed directly to Nuesce Bay to reduce impacts from tropical storms and humicanes. Protection of dradge material placement areas that are used to receive emergency dradging to reopen the stell placement areas that are used to receive emergency dradging to reopen the stell placement. Provide additional shoreline stallization and devision protecti along Corpus Christi Ship Channel, Nuesces River, Nuesces Bay including the public fishing areas.



- Provide additional shoreline erosion protection along Corpus Christi Ship Channel, Nueces River, Nueces Bay including the public fishing areas ESTIMATION: \$9,504,000
- Breakwater Revetment at Open Water Beneficial Use Sites to reduce erosion from wave action ESTIMATION: \$3,180,000
- Establish near shore vegetation buffer areas ESTIMATION: \$250,000
- Reinforce shoreline levees from South Shore Cells A & B and Herbie A. Maurer dredge material placement areas
   FETIMATION: \$10,000,000
- Active dredge material placement area shoreline protection
   ESTIMATION: \$9,000,000
- Inactive dredge material placement area and property ESTIMATION: \$3,000,000
- Increase height of levee systell ESTIMATION: \$10,000,000

RISK REDUCTION BENETS. Shorelines stabilization to miligate and prevent future erosion is important for protection of wetland and see grass ecosystems which provide habitat for fish and wildlife, including endangered species. Shoreline habitat is also a critical component for improving water quality and storm water runoff. Protected shorelines reduce impacts from wave action.

Protection of shoreline through soft stabilization and regeneration helps by maintaining dynamics and healthy sand movement, enhances shoreline habitat for fish and wildlife, reduces wave energy, protects against storm surge and flooding, and improves water quality through filtration.

Breakwater revelments will protect open water beneficial use sites which are comprised of marsh, sand flats and sea grass areas. These important ecosystems provide habitat for this and wildlife spawning, and important podery and nesting habitats for binds. These beneficial use sites were created to also provide protection to the coastiline from shorms, surf, and full alsupes.

Current dredge material placement area levee structures along environmentally sensitive Nuesces Bay are vulnerable to damages associated with excessive rainfall, storm surge and storm generated waves and currents. These levee structures if not properly protected will register prior for occurrentfulling usage potentially delaying recogning of the ship channel and will better ensure dredge material does not enter the environmentally sensitive Nuesces Bay.

### HIGH PRIORITY INITIATIVES

#### DOCK & MOORING SURGE PROTECTION

TYPE: Continuity of Operations
PARTNERS: US Army Corps of Engineers
COST ESTIMATE: \$135,550,000

#### PROPOSED ACTION

- Provide safe mooring locations in Ingleside and the Rincon Industrial Park for vessels, reducing the potential for spills and casualty ESTIMATION: \$10,500,000
- Oil dock storm surge protection resiliency upgrades to prevent or avoid damagestimATION: \$100,000,000
- Elevate oil & cargo docks to meet current flood plain standards, limit storm surge impacts, reduce sea level rise vulnerability, and reduce the potential for business operation interruptions
   ESTIMATION: \$20,000,000
- Mooring Structure Analysis & Severe Weather Berthing Policy Update assess existing mooring structures to identify mitigation actions to reduce damages from suge and sway conditions. Results to be considered in the severe weather berthing policy review and update as determined appropriate STIMATION \$50.000
- Harbor Island Restoration Project remove dilapidated/abandoned Harbor Island docks to reduce potential navigation obstructions in the ship channel ESTIMATION: \$5,000,000

RISK REDUCTION BENEFIT: Dock and Mooring Surge Protection will increase resiliency, reduce the potential for damage, spills and casualties, and provide safe harbor for vessels. Dock operations are critical to PCCA and its customers, and protecting the docks will reduce down time post event.

### TOTAL HURRICANE RECOVERY & RESILIENCY INITIATIVES

GRAND TOTAL: \$650,656,927



