

Evolution of Community Relations

AAPA Commissioners Seminar

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Then: Pre-Asian Trade Boom

When the Port was small, and working quietly at the edge of the world, the community paid little attention to the Port



Now: Center of Global Trade



One of World's Busiest Container Seaports

Today's Port

Major economic engine

- World-class trade center
- \$100 billion a year in trade
- Supporting 1.4 million jobs nationally



The Flip Side

- More air pollution
- Greater health risks
- Increasing traffic congestion



Community Concern



What's Happening at the Port!?!

Importance of Community Relations

- We need the community's permission to develop the Port.
- To gain public support, we need to inform and educate the community about the importance of international trade and port operations.

Tools for Engaging the Community

- Internet
- Publications
- Video
- Port Tours
- Community meetings
- Special Events



www.polb.com

- Features:
 - Spotlight on the news
 - On-line boat tour reservations
 - Featured videos from Pulse of the Port TV
 - 24/7 air monitoring
 - Questions & Comments button



Publications

- Re:Port community newsletter
 - 150,000 circulation, quarterly
 - Port news
 - Updates on environmental and community initiatives



InFocus: How the Port Works

Import Cargo Containers

Where they go once they arrive at the Port of Long Beach

From the Port of Long Beach, containers are either transported by truck or by train to their final destination, or to one of several intermediate distribution hubs such as a rail yard, warehouse, distribution center, or "transload" facility for sorting, sorting, and their own storage building. A container's final destination will determine exactly what path it will take once it leaves the dock.

1. Flight forwarder

A container's movements are determined by the ship's owner, an industry professional known as a flight forwarder or "logistics provider." The flight forwarder will provide direction to the trucker, train operator and assist a trucking company or train carrier to move the container off the dock.

2. On-dock rail yard

Cargo can be placed directly onto "on-dock" railcars. On-dock railcars are specified by ocean carriers. The method of transportation is the most environmentally friendly, as it reduces truck traffic and air pollution generated by goods movement.

3. Unloading the ship

When a ship arrives at the Port, the marine terminal operator will arrange for unloading equipment to unload the vessel. The terminal operator directs the equipment operators to place the cargo containers where they belong on trains, trucks or any temporary property for temporary storage.

4. Near-dock rail yard

Cargo is often transported by truck to Long Beach "near-dock" rail yards close to the Port. This requires a shorter local truck trip than "off-dock" rail yards or long-distance truck trips. Near-dock rail yards serve multiple marine terminals.

5. Off-dock rail yard

Shipping containers are often moved initially to a "transload" facility where trailers unload the cargo from the marine container, sort it and repackage it into longer-haul truck trailers. The longer trailers are used to transport the cargo from the transload facility to regional distribution centers, local states or off-dock rail yards.

6. Warehouse or storage yard

Shipping containers are often moved initially to a "transload" facility where trailers unload the cargo from the marine container, sort it and repackage it into longer-haul truck trailers. The longer trailers are used to transport the cargo from the transload facility to regional distribution centers, local states or off-dock rail yards.

7. Street delivery

In the selected transportation path, a single container is picked by a company for its own use which is delivered by truck directly from the container to a local store or facility.

Final destinations



Imports by train

Nearly half of all imported containers at the Port of Long Beach are transported directly to on-dock distribution by train. Half of that train cargo begins at an off-dock rail yard, awaiting an inbound truck leg. The remaining half of train cargo is first moved by truck to an off-dock rail yard.

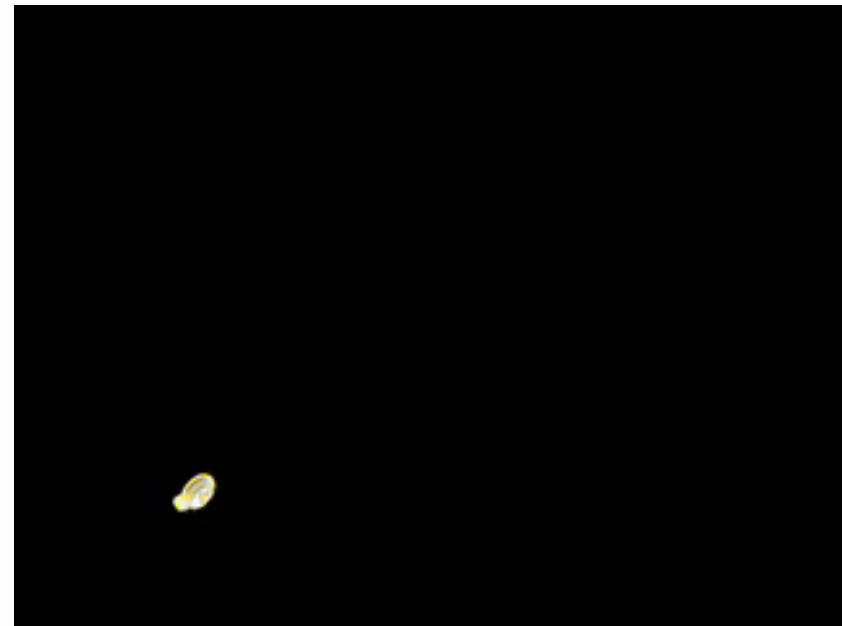
Imports by truck

Slightly more than half of all imported containers at the Port of Long Beach are transported by truck to a local warehouse, transload facility, or facility, the majority of this locally delivered cargo is received locally. The remainder is delivered by truck, sorted and delivered to our local destinations.



Port Television

- “Pulse of the Port”
News magazine
- Viewed on cable TV
and at www.polb.com
- Clean Air Action Plan
segment



Port Boat Tours



More than 20 free, narrated cruises for 2,000 passengers from May through October.



Green Port Open House

- 5,000 visitors in 2006
- Exhibits, port boat tours, demonstrations, entertainment, activities for children



Community Outreach

- Outreach to homeowner groups, clubs, neighborhood associations
- Updates on Port projects, issues



Small Business Program

- Encourage and assist smaller businesses in doing business with the Port.
- The participation goal was 20% in 2005 and 25% in 2006.



Community Events

Sponsorship and participation in Snow Days, bicycle race, parades, civic lunches



Thank You!