



“The New Normal”

AAPA Executive Management Seminar
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The New Normal

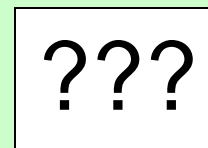


- Growing Trade Demands
 - Doubling or tripling of cargo volumes
- Environmental Concerns
 - Air pollution and traffic congestion
- Post 9-11 Security Fears
 - Threat of terrorism
- Government Transparency
 - Community engagement

A New Day



- Before
 - Focused on becoming major international port and America's most modern
- Now
 - Innovative, world-class port
 - Trailblazing environmental steward
 - Community partner



New Approach, a New Look



Business,
Maritime
Industry



Marine life, Neighbors



Trees, Homes



Children, Birds



Partner for our entire community

Shaping a Vibrant Community



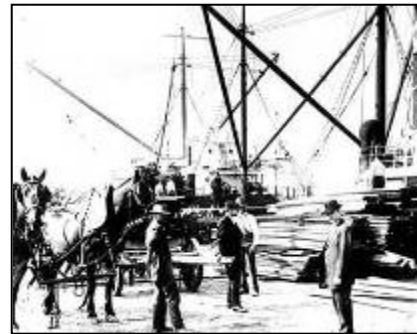
The Port of
LONG BEACH

Business, Environmental and Community
friendly Port of Long Beach

Who We Were...



- Port opened in 1911
- Develop shipping terminals
- Compete with Port of Los Angeles for cargo

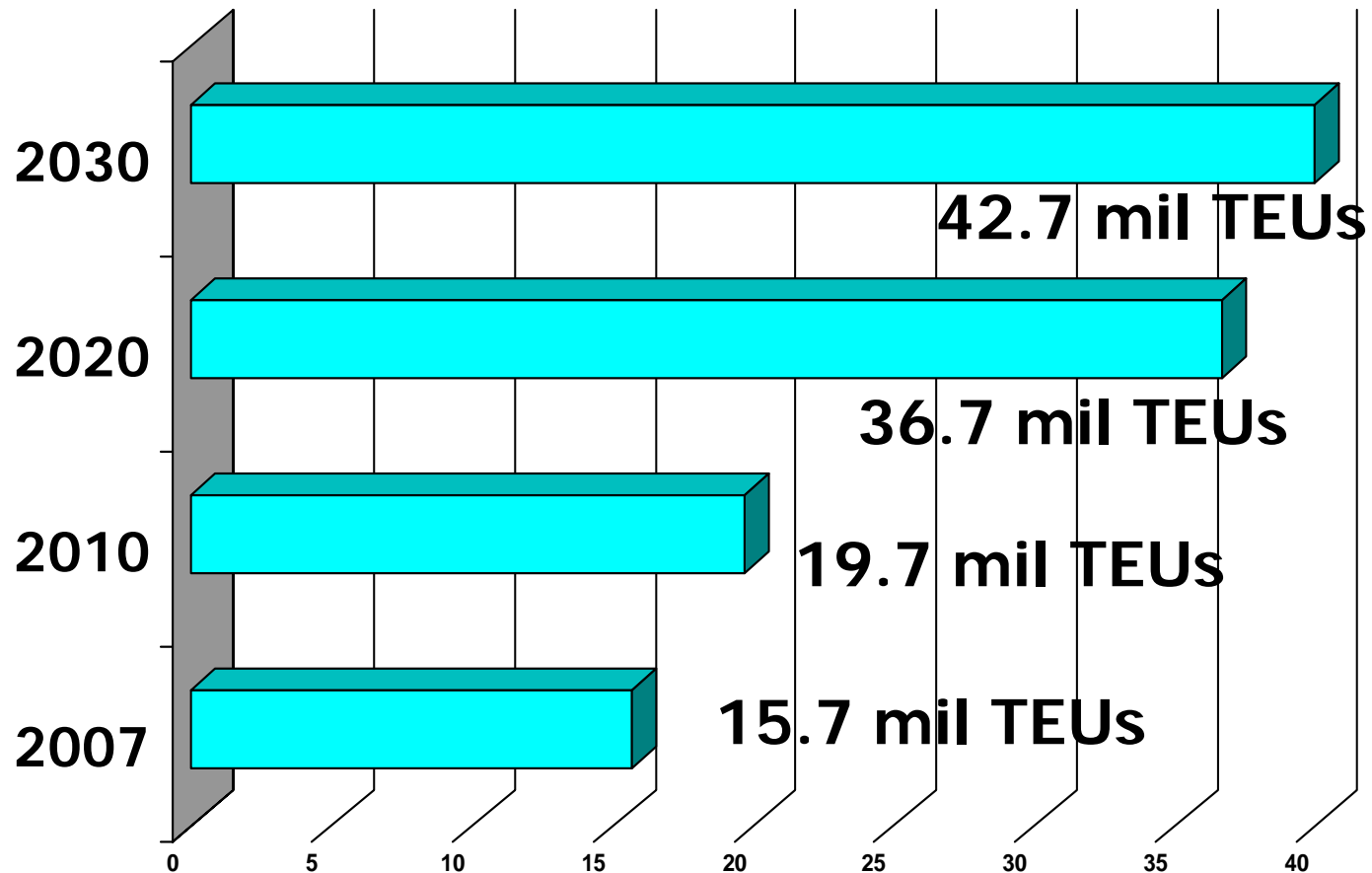


New Economic Reality



- More than \$140 billion a year in cargo
- Supporting 30,000 jobs in Long Beach
- Supporting 316,000 jobs in Southern California

New Normal: POLB/POLA Forecast



Competitors, Now Collaborators



U.S West Coast Ports

- Long Beach
- Los Angeles
- Seattle
- Tacoma
- Oakland



Other West Coast Ports



- Canada
 - Vancouver, Prince Rupert
- Mexico
 - Ensenada, Manzanillo, Punta Colonet, Lazaro Cardenas
- Panama Canal
 - All water to U.S. East and Gulf Coasts ports

Upgrading infrastructure



- Middle Harbor Terminal Redevelopment (\$750 million)
- Gerald Desmond Bridge replacement (\$850 million)
- Pier S Terminal Development (\$650 million)



Improvement Projects



- Gerald Desmond Bridge replacement (\$850 million)
 - Ease traffic congestion
- Pier S Terminal Development (\$650 million)
 - Green terminal



Our Biggest Challenge



"It's Not Easy Bein'
Green"

-- Kermit the Frog



Green Port Policy



- Adopted January 2005
- Protect community from harmful impacts of port operations
- Use best technology
- Promote sustainability
- Environmental leadership
- Engage and educate the community



Clean Air Action Plan



- Reduce San Pedro Bay pollution by 45% in five years
- Shore-side electricity
- Clean vehicles, vessels and equipment
- Alternative technology



Clean Trucks



- Ban 1988 and older trucks on Oct. 1, 2008
- Ban all pre-2007 trucks by Jan. 1, 2012
- Replace or retrofit 16,000 dirty diesel trucks within five years
- \$35/loaded TEU cargo fee to finance truck replacement grants/loans



Post 9-11 Security



- Multi-layers, multi-jurisdictional security
- Radiation Detection Portals
- Surveillance cameras



More Port Security



- \$21 million Command and Control Center
- Video-equipped Underwater Robots
- Transportation Worker Identification Credential (TWIC)

Community Engagement



- Live board meeting webcasts
- Free public boat tours
- Green Port Fest (Oct. 4, 2008)



Reaching Out



- Let's Talk Port forums
- 'Pulse of the Port' TV
- Subscribe for e-updates at www.polb.com
- Major community partner



Thank You



The Port of
LONG BEACH