

# SEAPORT SUSTAINABILITY in a CHALLENGING ECONOMY



The Port of  
**LONG BEACH**

AAPA Latin American and Caribbean  
Executive Management Conference  
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# Who I Am



## Christine Houston

- Senior Environmental Remediation Specialist
- Coordinates and advocates sustainability initiatives and training
- Member of AAPA's Sustainability Task Force
- 13 years at the Port of Long Beach
- 18 years as an environmental consultant
- BS Geology

# Goals of this Presentation



- Summarize the economic state-of-affairs at the Port of Long Beach
- Offer ideas for using internal resources - human capital – to implement sustainability with minimal expenditure of financial capital
- Provide examples of how external partnerships can be leveraged
- Present POLB's plans to move forward to meet the challenges of this economy

# POLB – ECONOMIC OUTLOOK



POLB container cargo dropped 11% in 2008!

Largest single-year decline in over 20 years

7.3 million TEUs in 2007

6.5 million TEUs in 2008

Exports dropped by 34.2% in December 2008

National unemployment is highest in decades

New California greenhouse gas regulations will be very expensive to implement

# POLB – November 2008



# The Triple Bottom Line in a Poor Economy



more  
important



less  
important

**FINANCIAL SOLVENCY**

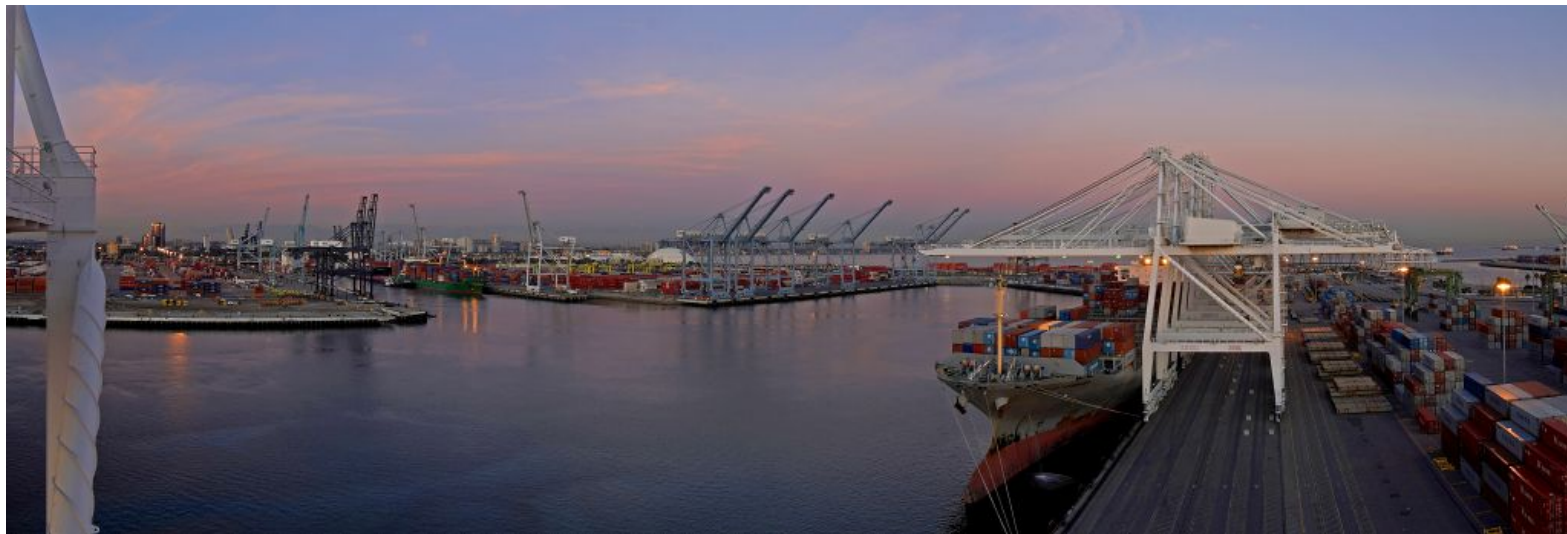
**ENVIRONMENTAL STEWARDSHIP**

**COMMUNITY SUPPORT**

# The Main Question



What can ports do in tough economic times to ensure that their sustainability programs don't lose momentum?



# Internal Measures for Sustainability



Examine and optimize business practices by reviewing or initiating Standard Operating Procedures to identify:

- Areas of redundancy
- Weak points in compliance or security
- Best management/technological practices
- Opportunities for collaboration within the organization



# Internal Measures for Sustainability



Tap into your employee's values and resources:

- Use human capital to discover cost-effective opportunities for sustainable practices
- Find unique ways of promoting and rewarding cost- or resource-saving suggestions
- Show good leadership by example!

# External Measures for Sustainability



## Expand partnerships:

- Work with consultants and contractors to ensure that their work for you is conducted sustainably
- Join with other organizations, such as the military, local and regional governments, and customers to leverage resources and experience; build upon economies of scale
- Collaborate with regulators to improve the environment and save resources with programs that they will subsidize through grants or incentives

# Community Support



Improve your port's relationship with the community by:

- Making your operation as transparent as possible
- Encouraging your customers to support the community
- Incentivizing employee participation
- Working with schools to develop engineering and science curriculums, scholarships, and trade programs

# Harbor Arbor Day



# Port Fest 2008



# Moving Forward at POLB



We will continue to:

- Modernize our terminals (creates jobs, reduces pollution)
- Work on pollution and greenhouse gas strategies
- Invest in emerging technology to create and promote “green collar” jobs (<http://www.cleanairactionplan.org/tech/default.asp>)
- Operate in a fiscally-responsible and transparent manner
- Listen to our employees, customers, and community

# The Green Port Policy



## Five guiding principles:

- Protect the community from harmful environmental impacts of Port operations.
- Distinguish the Port as a leader in environmental stewardship and compliance
- Promote sustainability.
- Employ best available technology to avoid or reduce environmental impacts.
- Engage and educate the community.