



**South
Carolina
Ports**

Environmental Sustainability in the Port of Charleston

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Vice Chairman
South Carolina State Ports Authority



Mission & Background:

- **Founded by S.C. General Assembly in 1942 with a mission to...**
 - Provide cost-competitive facilities
 - Work with customers, stakeholders
 - Remain self-sufficient
- **9th Largest U.S. Seaport**
 - \$44.8 billion in cargo value annually; 260,800 jobs statewide; customers across S.C.
- **Environmental Programs Leading the Southeast**



Key Audiences Judging Our Performance:

- **Neighbors** – because of proximity to facilities, most immediately interested.
- **Constituents** – many and varied, including maritime industry, politicians, others in local area and statewide.
- **Regulators** – state and federal agencies.
- **Customers** – have an expectation of having ‘green’ and responsible business partners.
- **Employees** – part of and invested in environmental position.

The Ports Authority: balancing all interests.

Navy Base Terminal



	Phase 1	Full Project
Acres	171	286
Berth	2,400 ft.	3,510 ft.
Capacity	745,200 TEU	1.4m TEU
Cost	\$525m	N/A



Pledge for Growth: Environmental Brand

- Established in 2008 to keep key audiences informed of how the port is performing.
- Based on premise that the growth of the port and environmental improvement are mutually attainable goals.
- Grouped the port's diverse environmental programming into four main areas: Land, Air, Water and People.



www.PledgeForGrowth.com



Equipment Retrofit Program





Oyster Reef Restoration Project





Cleaner Fuels





Specific Environmental Actions:

Air

Action plan for emissions reduction.

First-ever air inventory & monitoring.

\$5M+ in projects for on-terminal equipment and trucks.

Using alt fuels.

Working with CRT on SE port truck program.

Land

Restoring marshlands.

Preserving barrier islands.

Conservation easements on endangered properties.

Water

Re-creating oyster reefs in Charleston Harbor and connected rivers.

Funding aerial surveys for right whale activity.

People

Affordable housing initiative.

Job opportunities and jobs training.

Community center, health facility enhancements.

2010 "G50" Top 50 Green Supply Chain Partner

Inbound Logistics Magazine

2009 Stakeholder Awareness Award

American Association of Port Authorities

2009 Environmental Justice Achievement Award

U.S. Environmental Protection Agency



Charleston's Cruise Business:

- Cruises in Charleston since 1973
- In May, Carnival launched Charleston's first year-round cruise calendar
- 67 ships in 2010, 94 planned in 2011
- Initiated major redevelopment planning effort last fall
 - Plans for new cruise terminal
 - Relocation of ro-ro cargo operations from Union Pier Terminal
- Increased number of sailings brought push back from environmental and neighborhood groups
- Port undertook major public outreach and engagement effort to earn approval and buy-in



Actions:

70+ community meetings

Six mailings to downtown residents

Dedicated website

Cruise Notice opt-in email list

Behind-the-scenes environmental ship tour

Establishment of a downtown neighbors advisory council





Result:

- Overall community buy-in for the development plan, new cruise terminal and a self-managed cruise business.
- Charleston City Council's approval on September 14.

The Post and Courier
 THE SOUTH'S OLDEST DAILY NEWSPAPER - FOUNDED 1803
 Wednesday September 15, 2010 POSTANDCOURIER.COM Charleston - North Charleston, S.C. * 75¢

WEATHER OUTLOOK
 Sunny and warm.
 High 90, Low 66.
 Complete 5-day forecast, 10B

City's cruise plan steams ahead
 After long debate, council OKs creation of new terminal

BY DAVID SLADE
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The cruise ship terminal would replace an existing one at the foot of Market Street, and is part of a larger \$25 million State Ports Authority plan to redevelop the sprawling Union Pier Terminal property and shift cargo traffic north to the Columbus Street Terminal.

A controversial plan to develop a new terminal in Charleston to serve roughly two cruise ships a week won City Council's approval Tuesday night after hours of discussion.

READ MORE
 To read the resolution and letters of support for the cruise ship plan, go to postandcourier.com.

The city has been eyeing the Union Pier property for redevelopment for decades, and officials are excited about the prospect of remaking the waterfront at Market Street, but the increasing frequency of cruise ship visits has led to much controversy. At the City Council meeting, about two dozen people spoke for and against the cruise ship plan in a three-hour debate that council members participated in before agreeing — without a single “nay” vote — to a resolution

Please see **CRUISES**, Page 9A





Summary:



By educating and engaging key publics with a clear, compelling case that:

- Demonstrates environmental responsibility, and
- Serves the Ports Authority's mission,

True environmental sustainability is achieved.



Thank You!

www.scspa.com

www.PledgeForGrowth.com

www.UnionPierPlan.com