

Three elements:

- ▶ Successfully communicate
- ▶ Importance of Ports and Infrastructure Investment
- ▶ In a changing political climate

The changing political climate

- ▶ The Administration's priorities must become more supportive of developing traditional water and water related resources infrastructure
- ▶ The Congress has yet to redefine its role in the appropriations and authorization processes
- ▶ Power has shifted to the President and the Executive Branch

The Administration's initiatives

- ▶ The Administration's priorities on traditional projects must increase
 - Reflected in new planning guidance and in 2012 Budget
- ▶ Increased emphasis in 2012 Budget on non-federal funding sources—This is targeted at traditional economic development projects including port and harbor developments.
 - Broadened use of Harbor Maintenance Trust Fund

New Principles & Guidelines

Proposed December 3, 2009

- ▶ “America’s streams, rivers, wetlands, estuaries, lakes and coasts support billions of dollars in commerce, provide drinking water for millions of Americans, help protect communities from the effects of floods and storms, and supply needed habitat for fish and wildlife, among other benefits,” said Nancy Sutley, Chair of the White House Council on Environmental Quality. “While the existing document emphasizes economic development alone, the proposed new approach calls for development of water resources projects based on sound science that maximize net national economic, environmental, and social benefits, which is critical for future generations.”

The Budgetary Climate

- ▶ Future President's budgets for Civil Works must increase support of navigation investment
- ▶ Emphasizes project productivity as a prioritization criterion but expands the basis—economic performance is now coupled with environmental and safety considerations
- ▶ Study and project construction new starts are non-traditional. Ecological restoration, restoration, restoration. Traditional approaches must be increasingly advocated [jobs, jobs, jobs]

President's Budget looks for port funding alternatives:

- ▶ “...expand the authorized uses of the Harbor Maintenance Trust Fund...to finance the Federal Share of other Federal efforts in support of commercial navigation through our ports.”
- ▶ “Require non-Federal cost sharing that reflects the benefits received by non-Federal parties. Where an investment primarily serves an identifiable group or a specific geographic area, those who benefit most directly should pay all or a substantial share of the costs....”

National Export Initiative

- ▶ Executive Order, March 11, 2011
 - The National Export Initiative (NEI) shall be an Administration initiative to improve conditions that directly affect the private sector's ability to export.
- ▶ Limited to removal of legal trade barriers and financing assistance
- ▶ Has no infrastructure improvement component to it, and this must be added.
- ▶ Membership of either the Secretary of Transportation or the Secretary of Defense

Congress is changing fast

- ▶ Immediate emphasis is on reducing deficits and the long term debt burden
- ▶ The tradeoff between short-term stimulus and long-term certainty remains in play
- ▶ The definition and implementation of the earmarks ban remains on the table as it relates to the Civil Works program
- ▶ A WRDA bill in 2011 is very unlikely, but voices need to be heard for 2011 and especially 2012

Lights at the end of the tunnel?

- ▶ Congress and the President may be able to agree on a long-term comprehensive plan to address the deficit crisis and provide a more certain fiscal environment
 - Essential for both private and public sector long term planning and investment
- ▶ A new understanding of the place of “earmarks” in the authorization and budgetary processes will rebalance power between Congress and the President

Connecting the dots between ports and policy --Talking points for the political arena

- ▶ Need to speak of value in both economic and environmental terms
- ▶ The port community speaks clearly to the advocates of a full-employed growing economy
- ▶ The message that port development supports environmental protection should become a parallel theme

Port development and environmental values

- ▶ The opposition to new port investments and even continued maintenance of existing capabilities typically focuses on concerns with local or regional environmental resources.
- ▶ These concerns will not go away and must be dealt with on a project-specific basis
- ▶ A new focus must be placed on the larger picture based on international trade as means of minimizing environmental impacts of growth.

The classical economic paradigm

- ▶ In 1776, Adam Smith told the world that specialization combined with voluntary exchange produced benefits for both parties to the exchange
- ▶ Trade expansion is essential for economic growth to take place in the least costly way
- ▶ Expanding trade, as the Administration recognizes, can be an engine for growth
- ▶ Port improvements contribute spectacularly to that growth

Expanded arguments are necessary in a changing world

- ▶ Trade also facilitates economic growth that minimizes adverse impacts on natural systems and values
- ▶ For example, the United States has a comparative advantage in grain production; feeding much of the world with US grain preserves forests and other natural areas less suited to such production elsewhere—a doubled yield cuts land requirements in half

Raising living standards world wide encourages greater environmental protection

- ▶ It's hard to worry about the trees when you are hungry
- ▶ When their incomes rise, people demand greater environmental protection—our own history is a case in point
- ▶ Because the specialization allowed by trade raises incomes worldwide at a faster rate, so also will grow public and private initiatives to protect the environment
- ▶ **International competitiveness is powerful and competes well with environmental concerns**

The runway!

- ▶ The pathway to success for ports will be new and must be invigorated with new merit and new persuasive advocacy
- ▶ With the rise of the environmental movement and its influence the traditional economic arguments alone no longer carry the day
- ▶ Port expansion must continue because trade growth is also essential to ensuring that environmental values are protected and preserved, but advocacy is required

Old and new advocacy keys

- ▶ 10 Commandments of Advocacy provide one set of guidelines

Commandment One: Always tell the truth, and advise of weak spots, if any.

Commandment Two: Always ask for something.

Old and new advocacy keys

Commandment Three: Promise less than you can deliver, and then deliver more than you have promised

Commandment Four: Leave a one-pager + supporting materials. Use visual aids and memorable exhibits

Old and new advocacy keys

Commandment Five: Bi-partisanship (champions on both sides of the aisle) is a must.

Commandment Six: Bring in the guys with mud on their boots – those who have to live with the problem if it is not addressed

Old and new advocacy keys

Commandment Seven: Help your champion(s) be successful.

Commandment Eight: Organize your time & use it wisely in meeting with members/staff. Practice, practice, practice. Use a script. [“The will to win is not nearly as important as the will to prepare to win.” –Bobby Knight]

Old and new advocacy keys

Commandment Nine: Be patient with young or inexperienced officials (the Chiefs of Staff of tomorrow); treat them with respect.

Commandment Ten: Work harder and smarter on advocacy in 2011 and beyond.

Invest in America's Ports



**Good for jobs
Good for the
environment
Good for
international
competitiveness**