



Building a Better Mousetrap

Best practices and lessons learned

Robert Morris, Senior Director Corporate Communications

WE USE LESS TO MOVE MORE

54%
REDUCTION
IN ENERGY CONSUMPTION PER
TONNE-MILE SINCE 1990

2.9
BILLION
TONNE-MILES OF FREIGHT
HANDLED SINCE 1990

4.8
BILLION
TONNE-MILES OF FREIGHT
HANDLED SINCE 1990

34%
REDUCTION
IN EMISSIONS OF THE TOP 10
AIR POLLUTANTS SINCE 1990

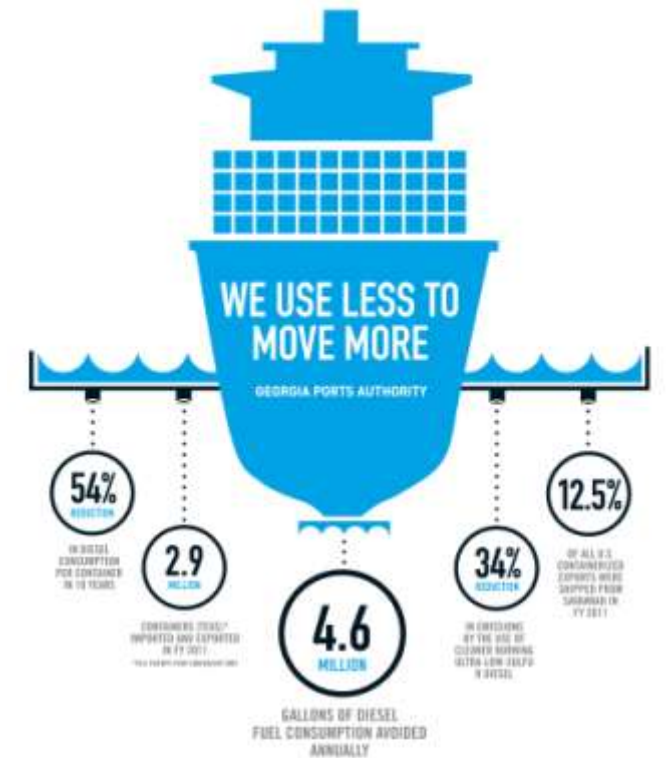
12.4%
OF ALL U.S. COMMERCE
TRADE TONS SHIPPED
THROUGH ATLANTA



WE DO MORE




Corporate Communications Team



EFFICIENCY, SUSTAINABILITY AND GLOBAL COMPETITIVENESS.

The Port of Savannah is one of the most efficient in the world. The more efficiently we serve our customers, the more effectively we conserve natural and financial resources. Together we are sustaining our environment, our global competitiveness and our way of life.



www.gaports.com

We Use Less To Move More

Campaign Goal: To communicate GPA's commercial advantages while highlighting our customer service, economic development and sustainable practices.

WE USE
LESS
TO MOVE
MORE

The Port of Savannah

is one of the most efficient in the world. The deep water ports are perfectly positioned to handle a growing export market. Georgia Ports Authority is committed to conducting port operations in an efficient and environmentally respectful manner. We continually improve our operations and facilities with these goals in mind. See what we are doing around the Port to protect and preserve the surrounding wetlands, to reduce emissions and to help our community.

[VIEW SLIDESHOW](#)



[FOLLOW A CONTAINER](#)



GaPorts.com/Sustainability

WE USE
LESS
TO MOVE
MORE

9 ACRES

OF DIVERSE WETLAND (AT THE GARDEN CITY
TERMINAL) ARE PROTECTED BY GPA

By discharging runoff into wetlands,
GPA helps remove multiple types of
pollutants while providing flood control
and habitat protection.



Wetlands

the needs of the present without
are committed to conducting
mentally sensitive and
g natural resources most
act to preserve our wetlands and



FOLLOW A CONTAINER

WE USE
LESS
TO MOVE
MORE

1,857,000

GALLONS OF FUEL ARE SAVED ANNUALLY BY
ELECTRIFYING SHIP-TO-SHORE CRANES



Ship-to-shore cranes at the GPA
have been converted from diesel
to electric power.

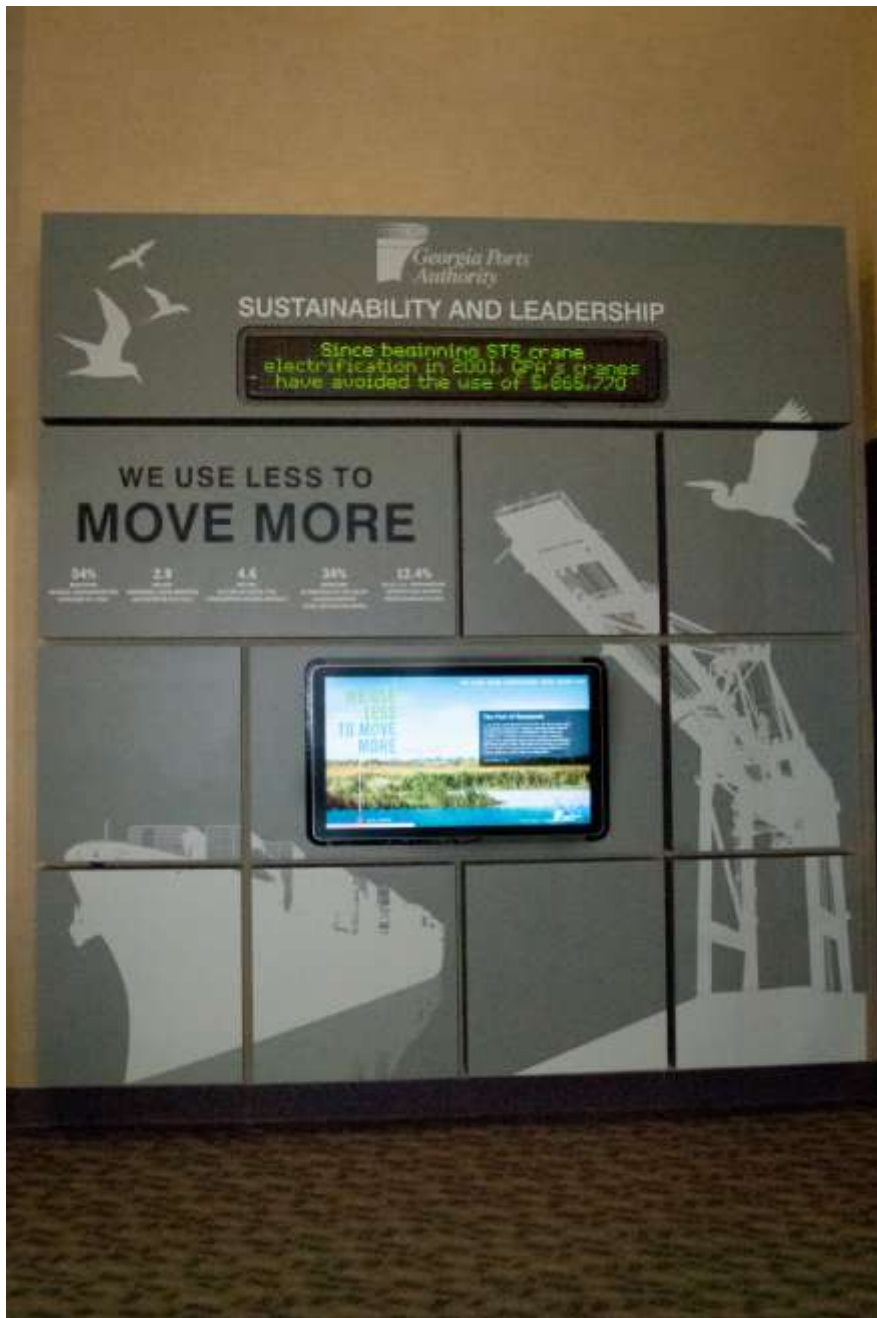


Emissions

ation of technology and engine
impact the use of energy within
ements have expedited cargo
ed and efficient. At every stage,
the least possible energy in the
converted from diesel to electric
gallons of diesel fuel annually.



FOLLOW A CONTAINER



Lobby Display



Brochure



Brochure Content



Georgia Ports Authority "We Use Less To Move More"



Georgia Ports - 5 videos



Subscribed

466 views



Sustainability Video



Arbor Day Event



Protecting Natural History

26 trees representing nearly
5,000 years of old growth
protected

Two trees estimated to be
more than 360 years old
predate Oglethorpe's landing
at Savannah

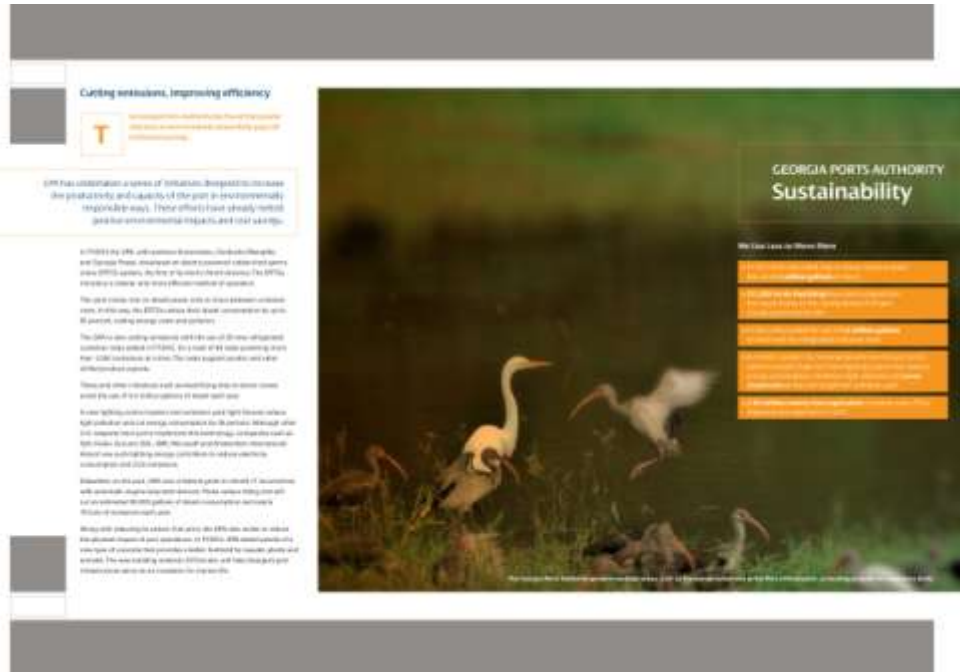


WE USE LESS TO MOVE MORE

At the GPA, making our world a little greener means using less to move more.

- 212,000 sea turtle hatchlings released through GPA-supported project
- 5.4 million gallons of fuel saved annually
- 27.1 million tons of cargo moved in 2012

Community Relations Ad



Elements in Annual Publications

MORE JOBS

WE DO MORE FOR GEORGIA'S PEOPLE



CREATING MORE THAN 352,000 JOBS

Georgia's deepwater ports have made our state the transportation and logistics hub for the region, serving markets around the world and driving our economy. With far-reaching impact, our ports provide Georgia's and the Southeast's families and businesses with more opportunities to grow and succeed every day.

- \$18.5 billion in income
- \$66.9 billion in sales
- \$32.4 billion in state GDP
- \$4.5 billion in federal taxes
- \$1.4 billion in state taxes
- \$1.1 billion in local taxes

CREATING MORE at
gports.com/MOREIMPACT



THE GEORGIA PORTS
AUTHORITY IS A PROUD
SPONSOR OF THE BRUNSWICK
CHAMBER OF COMMERCE



We Do More

Campaign Goal: To communicate GPA's commercial advantages and economic impact.

MORE SERVICES THAN ANY EAST OR GULF COAST PORT

MORE OPTIONS FOR DELIVERING TO KEY MARKETS

- The largest single terminal container port in North America
- Two Class I railroads on terminal
- Over 4 million ft² of warehouse space available within 20 miles of port
- Immediate access to two major interstates — I-16 (East/West) and I-95 (North/South)
- 3,700 feet of contiguous berth space

DELIVERING MORE at ports.com/More



WE DO MORE THAN OTHER PORTS

THE LARGEST SINGLE CONTAINER TERMINAL IN NORTH AMERICA

MORE ROOM FOR GREATER FLEXIBILITY TO MEET SHIFTING SCHEDULES

- > Two Class I railroads on terminal
- > Over 4 million ft² of warehouse space available within 30 miles of port
- > More services than any East or Gulf Coast port
- > Immediate access to two major interstates — I-16 (East/West) and I-95 (North/South)
- > 9,700 feet of contiguous berth space

FLEXING MORE at gaports.com/MORE



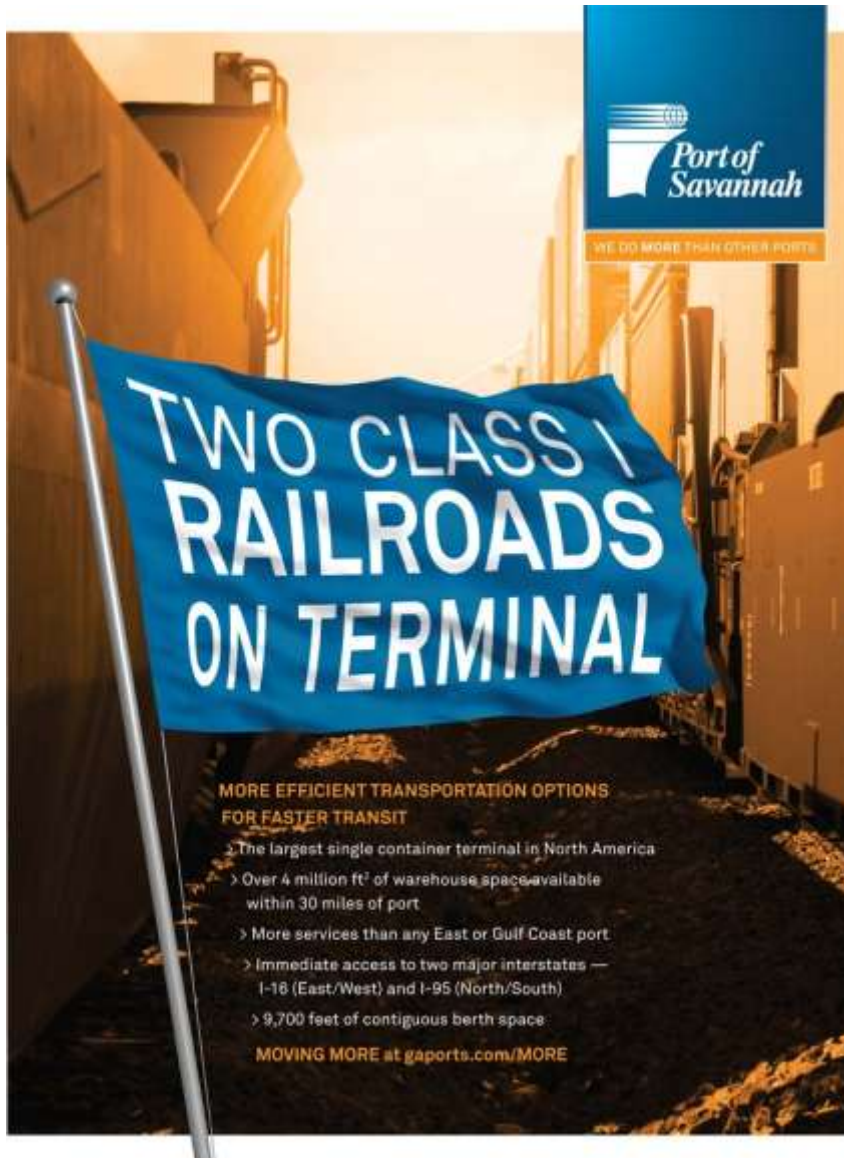
WE DO MORE THAN OTHER PORTS

4 MILLION SQUARE FEET OF AVAILABLE WAREHOUSE SPACE WITHIN 30 MILES

MORE CAPACITY FOR STREAMLINED DISTRIBUTION TO KEY MARKETS

- > The largest single container terminal in North America
- > Two Class I railroads on terminal
- > More services than any East or Gulf Coast port
- > Immediate access to two major interstates — I-16 (East/West) and I-95 (North/South)
- > 9,700 feet of contiguous berth space

STREAMLINING MORE at gaports.com/MORE



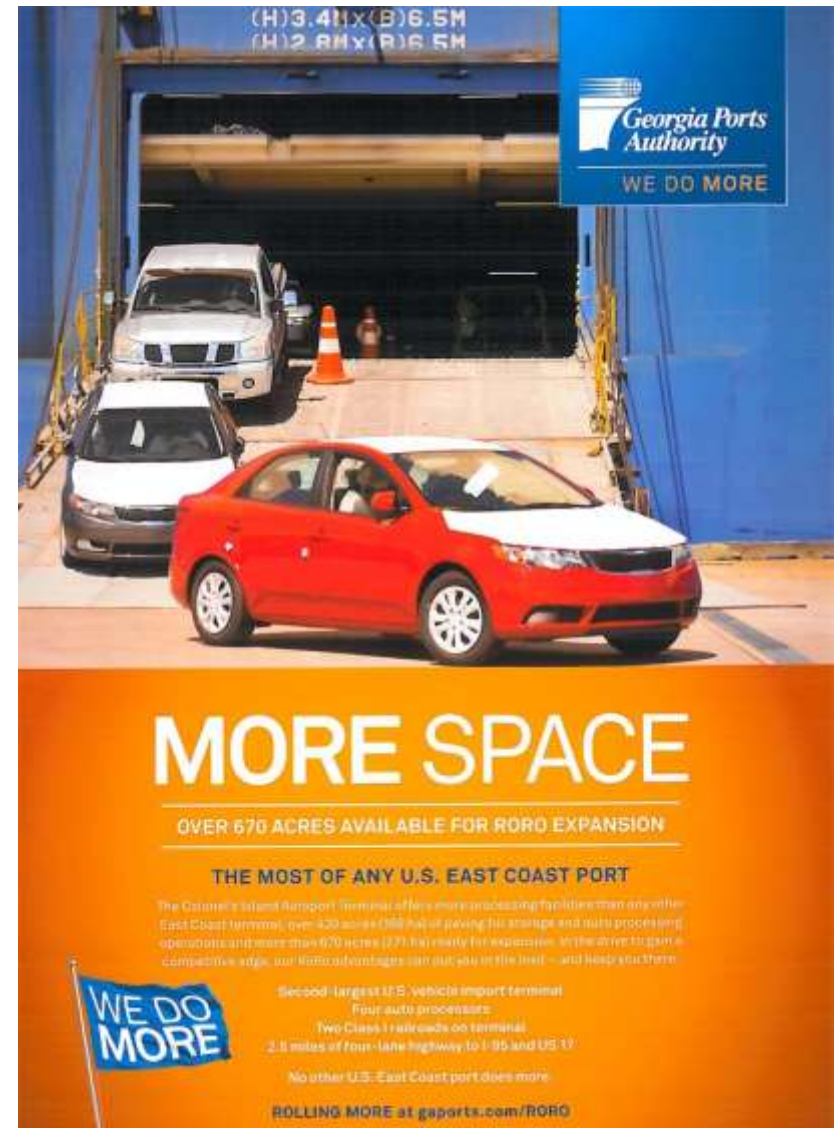
Port of Savannah
WE DO MORE THAN OTHER PORTS

TWO CLASS I RAILROADS ON TERMINAL

MORE EFFICIENT TRANSPORTATION OPTIONS FOR FASTER TRANSIT

- > The largest single container terminal in North America
- > Over 4 million ft² of warehouse space available within 30 miles of port
- > More services than any East or Gulf Coast port
- > Immediate access to two major interstates — I-16 (East/West) and I-95 (North/South)
- > 9,700 feet of contiguous berth space

MOVING MORE at gaports.com/MORE



Georgia Ports Authority
WE DO MORE

MORE SPACE

OVER 670 ACRES AVAILABLE FOR RORO EXPANSION

THE MOST OF ANY U.S. EAST COAST PORT

The Colonel's Island Roroport Terminal offers more processing facilities than any other East Coast terminal, over 400 acres (160 ha) of paving for storage and auto processing operations and more than 670 acres (271 ha) ready for expansion. As the drive to gain a competitive edge, our Roro advantages can put you in the lead — and keep you there.

- Second-largest U.S. vehicle import terminal
- Four auto processors
- Two Class I railroads on terminal
- 2.8 miles of four-lane highway to I-95 and US 17
- No other U.S. East Coast port does more

ROLLING MORE at gaports.com/RORO



MORE CAPACITY

DEDICATED REFRIGERATED CONTAINER SPACES

THE MOST OF ANY OTHER U.S. EAST OR GULF COAST TERMINAL

More capacity means more efficiency in moving your temperature-controlled cargo. That's why the Port of Savannah has invested in more than 2,000 dedicated refrigerated container spaces, with more on the way. And with the first single-terminal operations, more land-side cold storage and a strategic location closer to huge markets, we have all the advantages you need for your perishable cargo.

Dedicated Refrigerated Cargo Team • USCBP & USDA on Terminal
Nine Deepwater Berths • More Than 722,000 ft³ of Cold Storage
38% of All U.S. Containerized Poultry Exports
Move Through Savannah

No other U.S. East Coast or Gulf Coast port does more.

PROTECTING MORE at gaports.com/MORE



MORE FLEXIBILITY

PROVEN PROJECT CARGO EXPERIENCE

ALL THE OPTIONS YOU NEED, ALL IN ONE PLACE

Big moves require attention to small details. You've got to know how to adapt quickly to any situation. And have the services available to make it happen. Ocean Terminal's dedicated project cargo team has the experience, backed by the options to give you the flexibility you expect.

Ship-side Rail Access • Dedicated RoRo Facility
5 Deepwater Berths • 3 Million ft³ Covered Storage
81 Acres Open Storage

No other U.S. East Coast or Gulf Coast port does more.

PROVING MORE at gaports.com/MORE





WE DO MORE THAN OTHER PORTS



Largest Single Container Terminal



More Services



Immediate Access to 2 Major Interstates



2 Class I Railroads on Terminal



Sustainability



Benefits



MORE Port Facts



9,700 Ft of Contiguous Berth Space



Over 4 Million Ft² of Available Warehouse Space

02.06.13
Haier Chooses Savannah [↗](#)

01.28.13
GPA Has A Strong December [↗](#)

04.15.13
New convertible temperature-control [↗](#)

04.02.13
Deal to Ink Budget [↗](#)



GaPorts.com/More

WE DO MORE THAN OTHER PORTS



Largest Single Container Terminal



Immediate Access to 2 Major
Interstates



Sustainability



Benefits



9,700 Ft of Contiguous Berth Space



MORE Port Facts



MORE EFFICIENCY

LARGEST SINGLE CONTAINER TERMINAL IN NORTH AMERICA



[Client Relations Center](#) – One point of contact, one-of-a-kind support



[WebAccess](#) – 24/7 visibility and real-time shipment status



[Intermodal Container Transfer Facilities](#) – On-terminal rail saves time and money



Reefer service – Largest refrigerated container gateway in the U.S.

[Garden City Terminal](#) comprises 1,200 acres, all dedicated to container cargo. Everything you need is all in one place, including centralized USCBP to expedite clearance and consolidate security, reducing your delays and costs.

This streamlines processes for you inbound and out. More efficiency drives greater productivity to get you in, out and on your way. Leverage our concentration of manpower, technology and equipment and simplify your shipping.

[Contact us](#) to find out how much more efficiency the Port of Savannah can give you.

WE DO MORE THAN OTHER PORTS



Largest Single Container Term



Immediate Access to 2 Major
Interstates



Sustainability



Benefits



9,700 Ft of Contiguous Berth Space



MORE Port Facts



MORE CHOICES

OVER 4 MILLION FT² OF WAREHOUSE SPACE



Available within 30 miles of port



Tour sites via [Georgia's Commercial Corridors Tool](#) ↗

Streamline your supply chain. Leverage our proximity to [more warehousing options](#) ↗ to fit more of your distribution needs. Speed processing, getting items in your system and onto store shelves fast.

With so much available warehousing to choose from, we can make finding the right space for you simple. Take an online, interactive tour or contact our dedicated [Economic Development Team](#) ↗

[Contact us](#) to find out how we can be your one source for more choices.

Over 4 Million Ft² of Available
Warehouse Space



Collateral Material for Sales



GPA 's Port of Savannah Executive Director Curtis Foltz Discusses Key P...



Georgia Ports - 5 videos

✓ Subscribed

526 views

👍 2 👎 0

We Do More Video



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Georgia Ports

7

7

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Georgia Ports Authority Arbor Day Commitment 2013

91 views

<http://www.gaports.com/sust...>
 Today, on National Arbor Day, the Georgia Ports Authority made a commitment to put dozens of historic trees that are more than 200

GPA Jobs & Economic Impact spot

81 views

GPA Jobs & Economic Impact

344 views

GPA's Port of Savannah Executive Director Curtis Foltz Discusses Key Port Advantages

544 views

Georgia Ports

At the Port of Savannah, more is what we deliver every day. More efficiency. More flexibility. More choices. More services. More reach. More access. And we strive to do it all in an environment of more sustainability.

Georgia Ports Authority · More

by Georgia Ports

Date Joined

Jan 9, 2013

Country

United States

YouTube

27



Lessons Learned

Launch brand campaign across several platforms including earned media, advertising and social media

Create events that introduce and emphasize campaigns

Links between commercial and sustainability goals



Departmental Feedback

Garnered compelling stories

Translated into a strong sense
of team as well as increased
reach in the media



Making it Real

Community events like the Arbor Day Event spurred community involvement as well as notice from other organizations.

GPA received Georgia's Urban Forest Council's 2013 outstanding Business Award as well as an award from the EPA.



Sustainability Video



THANK YOU
