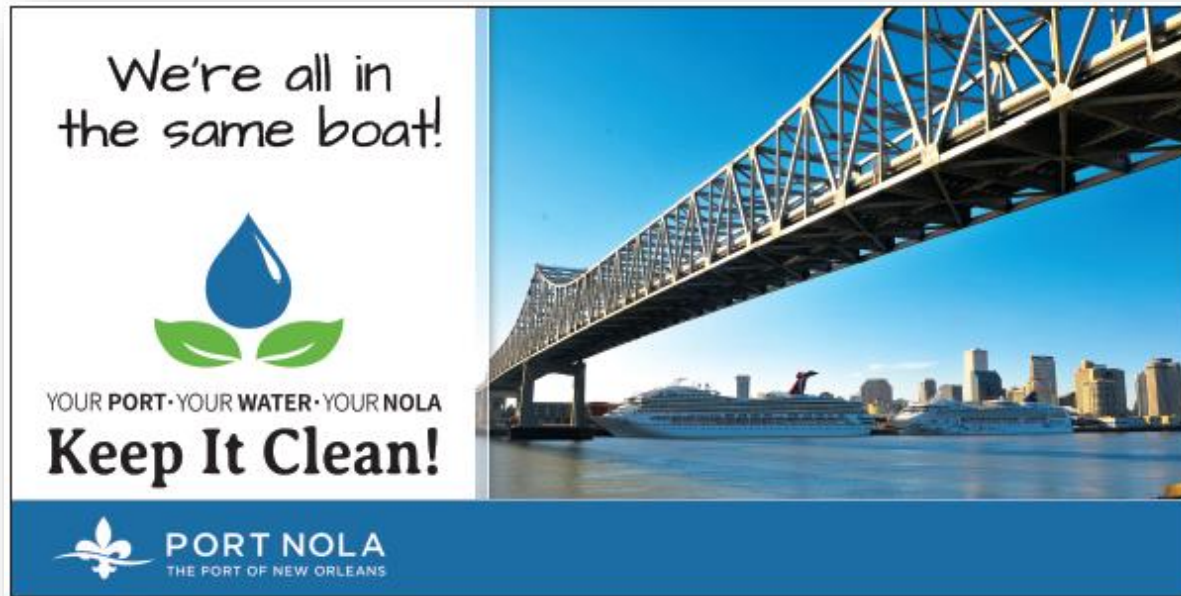


Trash Free Waters Project: A Collaborative Stakeholder Process



PORT NOLA
THE PORT OF NEW ORLEANS



Port NOLA Trash Free Waters (TFW) Pilot Project

In collaboration with U.S. EPA, port tenants and community stakeholders, Port NOLA is working to address the universal issue of trash, litter and debris and to prevent it from reaching our waterways.



U.S. Environmental Protection Agency's Trash Free Waters Program

A strategic approach to reduce trash in aquatic ecosystems



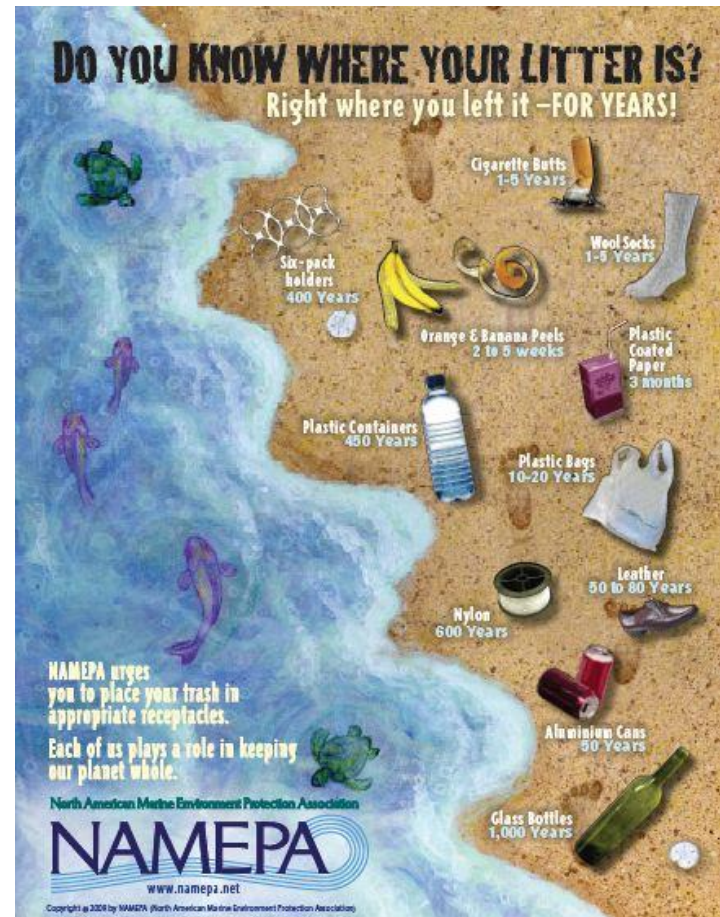
EPA Goal Statement: Significantly reduce the amount of trash entering U.S. water bodies and the ocean through actions taken by government (at all levels), the business community, and individual citizens, approaching zero loadings of trash into aquatic ecosystems within 10 years.

- Calculating the direct and indirect *costs of trash* to society.
- Assessing *ecological and human health effects* from microplastics in the marine food chain.
- Exploring *public/private partnerships* for litter prevention and behavior modification.
- Defining *credible metrics* to assess the success of aquatic trash reduction programs.



An Environmental and Economic Issue with Social Impacts = Sustainability Challenge

- 80% of aquatic trash comes from land-based sources.
- Millions of tons of litter flow through the Mississippi River Watershed annually to the Gulf of Mexico
- State and local government agencies spend **\$40 million per year** cleaning up litter in Louisiana
- Port NOLA spends >800 labor hours or **\$30,000 annually** picking up trash and litter.



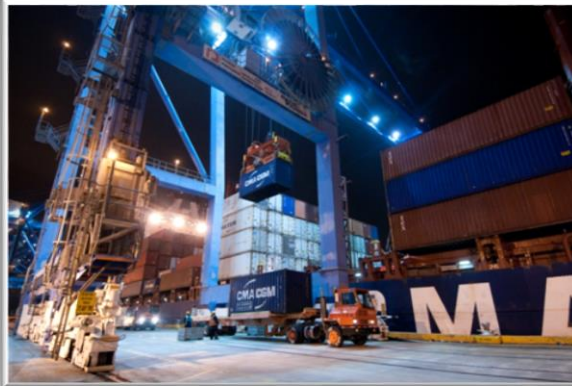
The Landscape: Diversified Port Cargo, Operators and Customers

CARGO

BREAKBULK



CONTAINERS



CRUISE



HEAVY LIFT



REFRIGERATED CARGO



REAL ESTATE



GATEWAY TO INLAND WATERWAYS

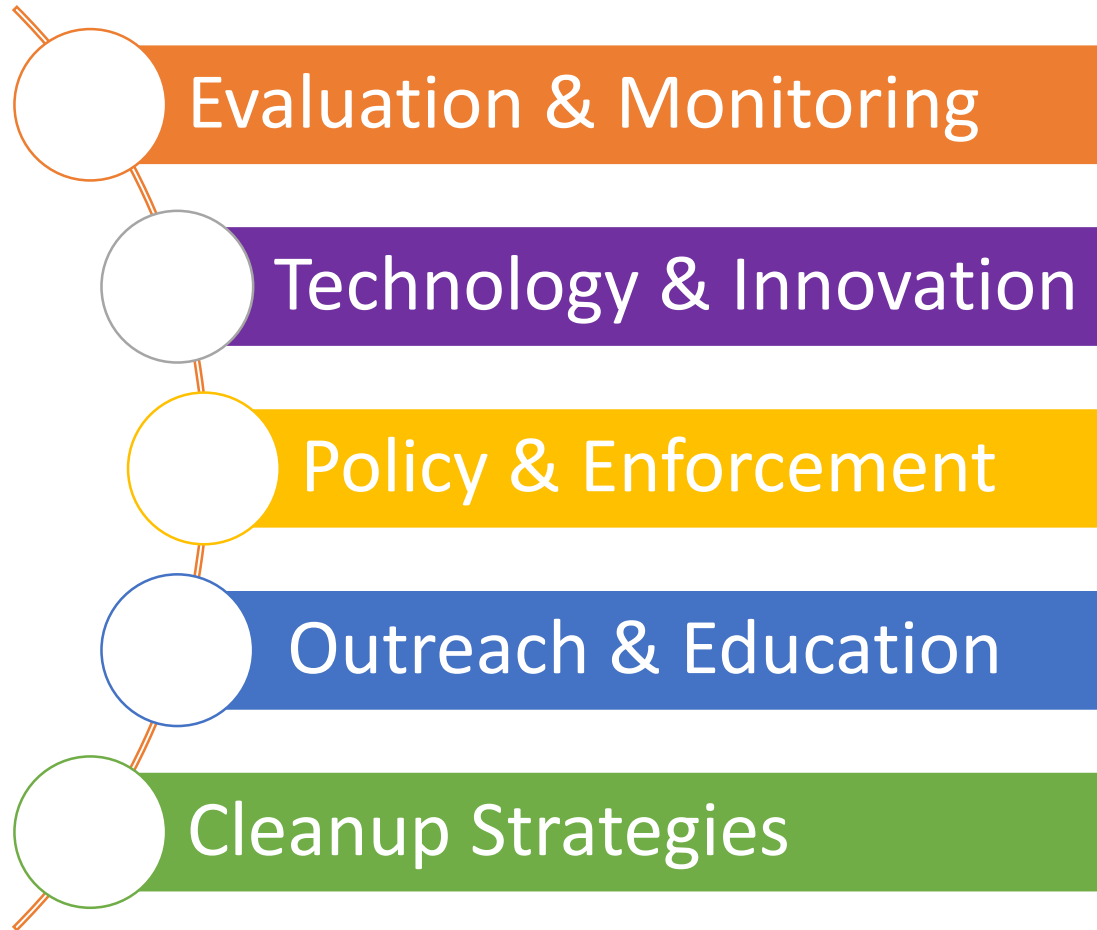


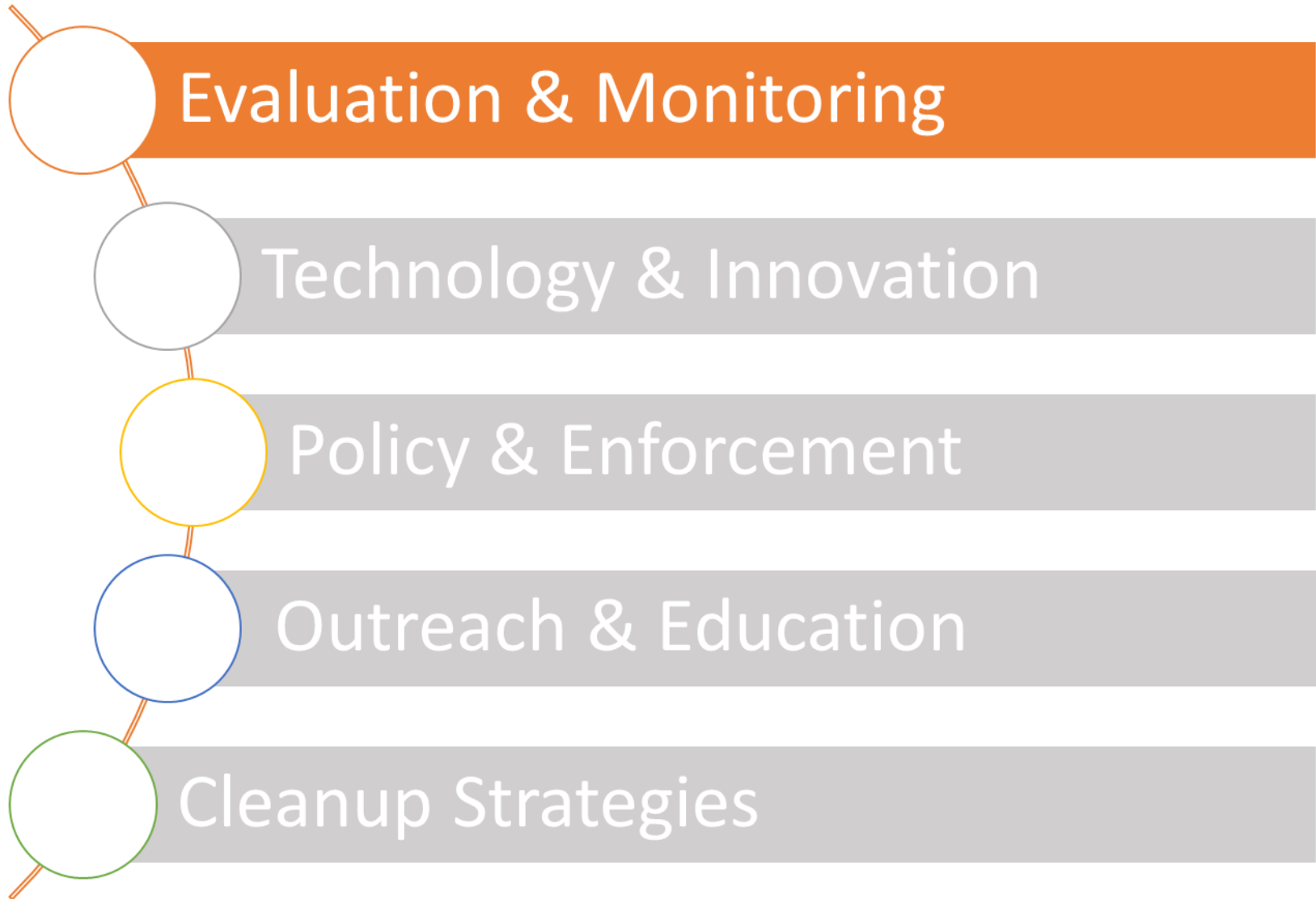
- 23,000 km system of navigable waterways (14,500 miles).
- Provides connectivity to 33 states and Canada.
- Most environmentally-friendly means of transporting cargo.
- Located at the bottom of largest watershed in North America - how can we have an impact?



Inclusive Stakeholder Process Focused on Feasible, Collaborative Solutions



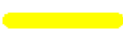
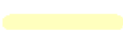
Triple G Express
Southern Recycling
TCI Trucking
Coastal Cargo
Ports America
New Orleans Terminal
Audubon Aquarium
Regional Planning Commission
LA DEQ
Sewerage and Water Board
City of New Orleans
Jefferson Parish
UNO, Nicholls State
Lake Pontchartrain Basin
Foundation
NOAA
Institute for Local Innovation
New Orleans Business Alliance





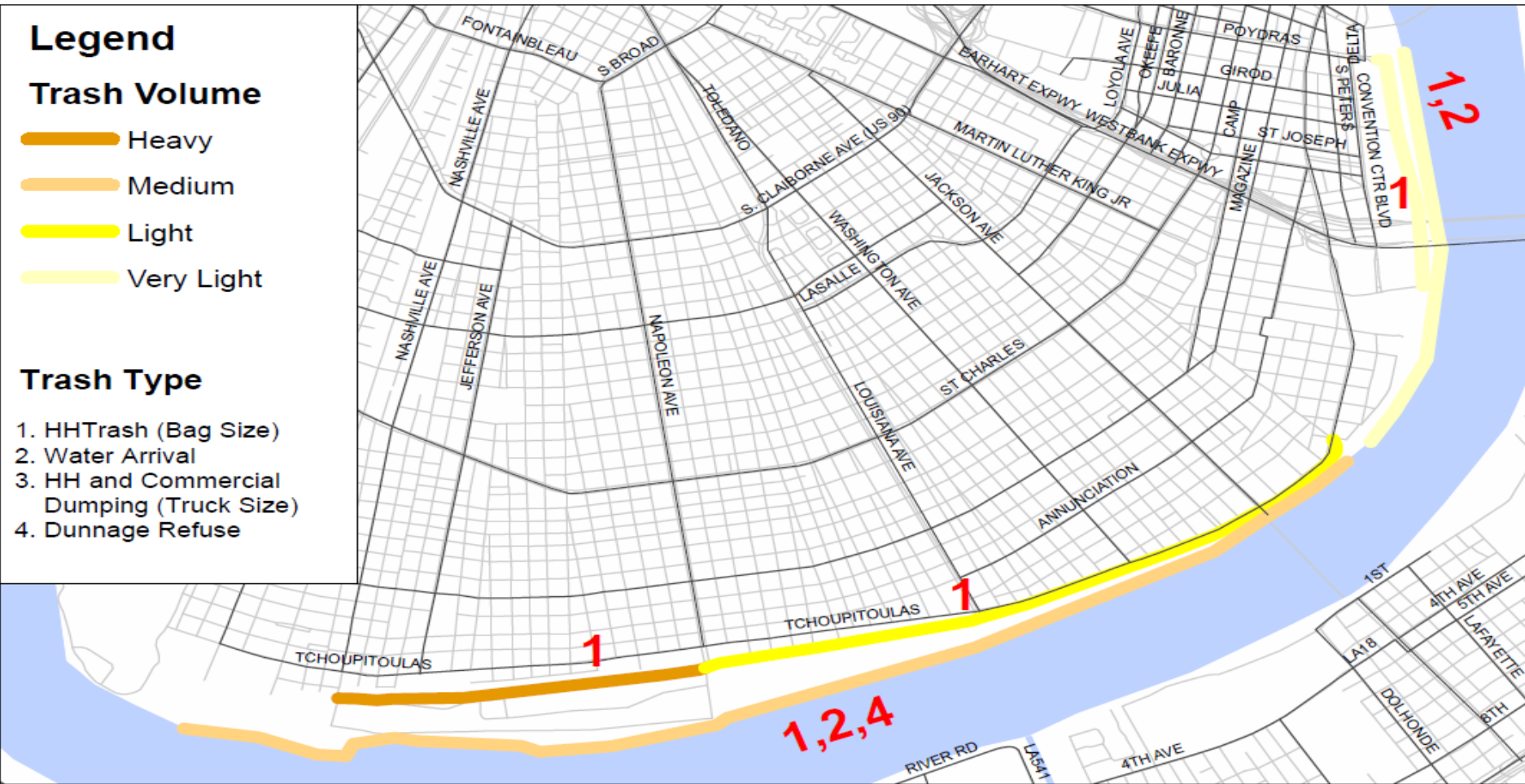
Legend

Trash Volume

-  Heavy
-  Medium
-  Light
-  Very Light

Trash Type

1. HHTrash (Bag Size)
2. Water Arrival
3. HH and Commercial Dumping (Truck Size)
4. Dunnage Refuse



Port of New Orleans Trash Free Waters Inventory (Draft)

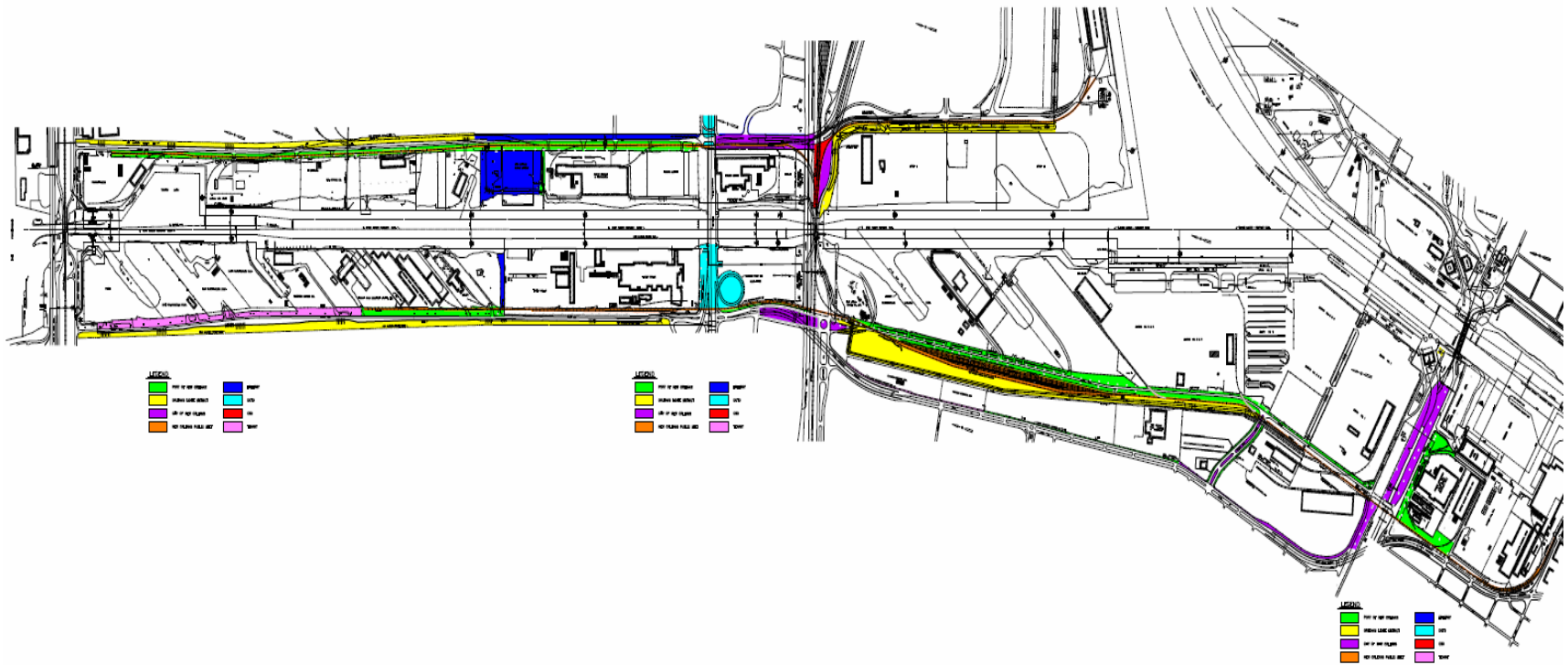
Prepared by
The Regional Planning Commission for
Jefferson, Orleans, Plaquemines, St. Bernard, St. Tammany and Tangipahoa Parishes
and The Port of New Orleans
01/29/2015

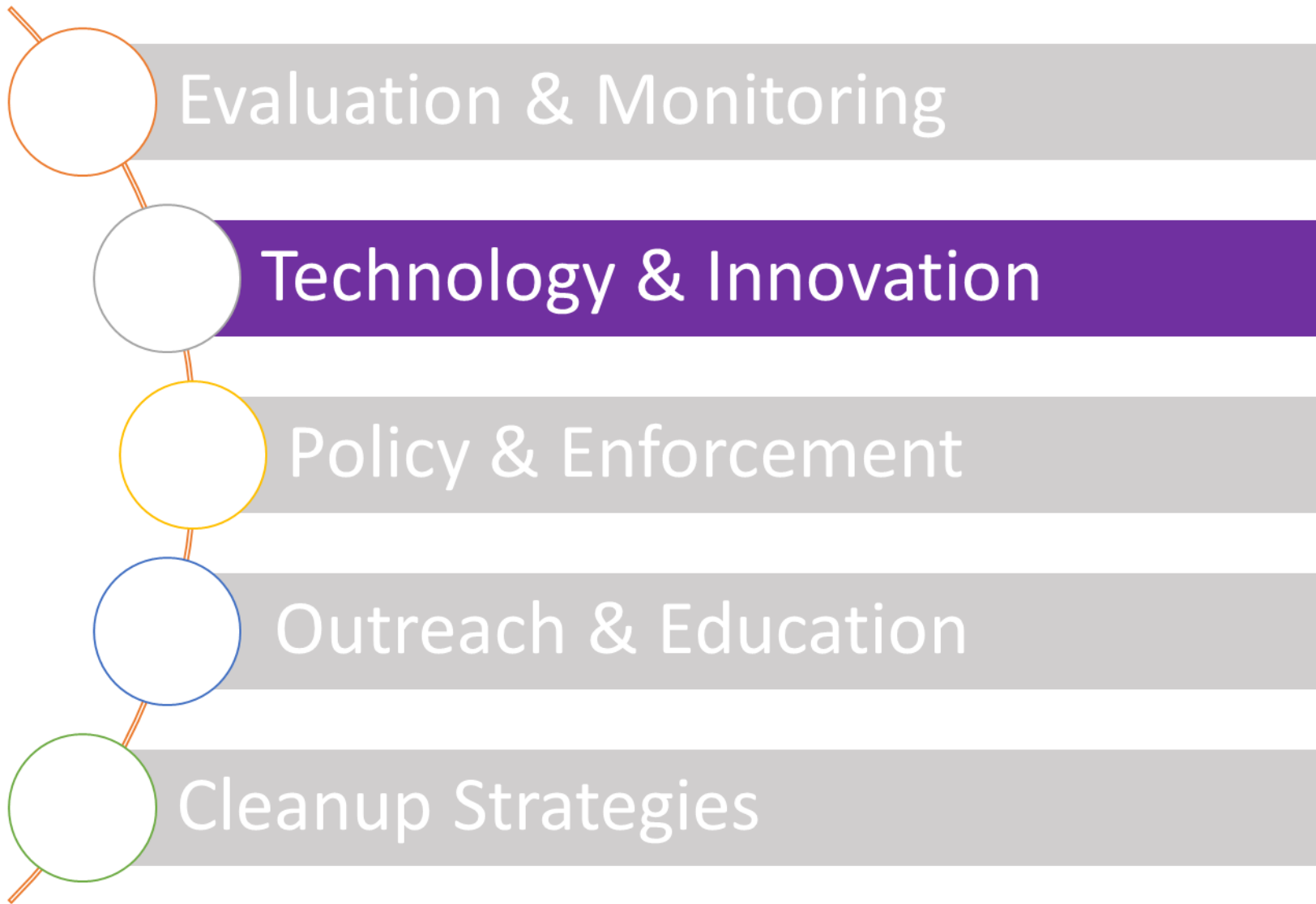


Disclaimer: This map was prepared for informational purposes only. It is not intended to be used as a legal document. The information contained herein is subject to change without notice. The Port of New Orleans is not responsible for any errors or omissions in this map. The Port of New Orleans is not responsible for any damages or liabilities arising from the use of this map. The Port of New Orleans is not responsible for any claims or lawsuits arising from the use of this map. The Port of New Orleans is not responsible for any claims or lawsuits arising from the use of this map.



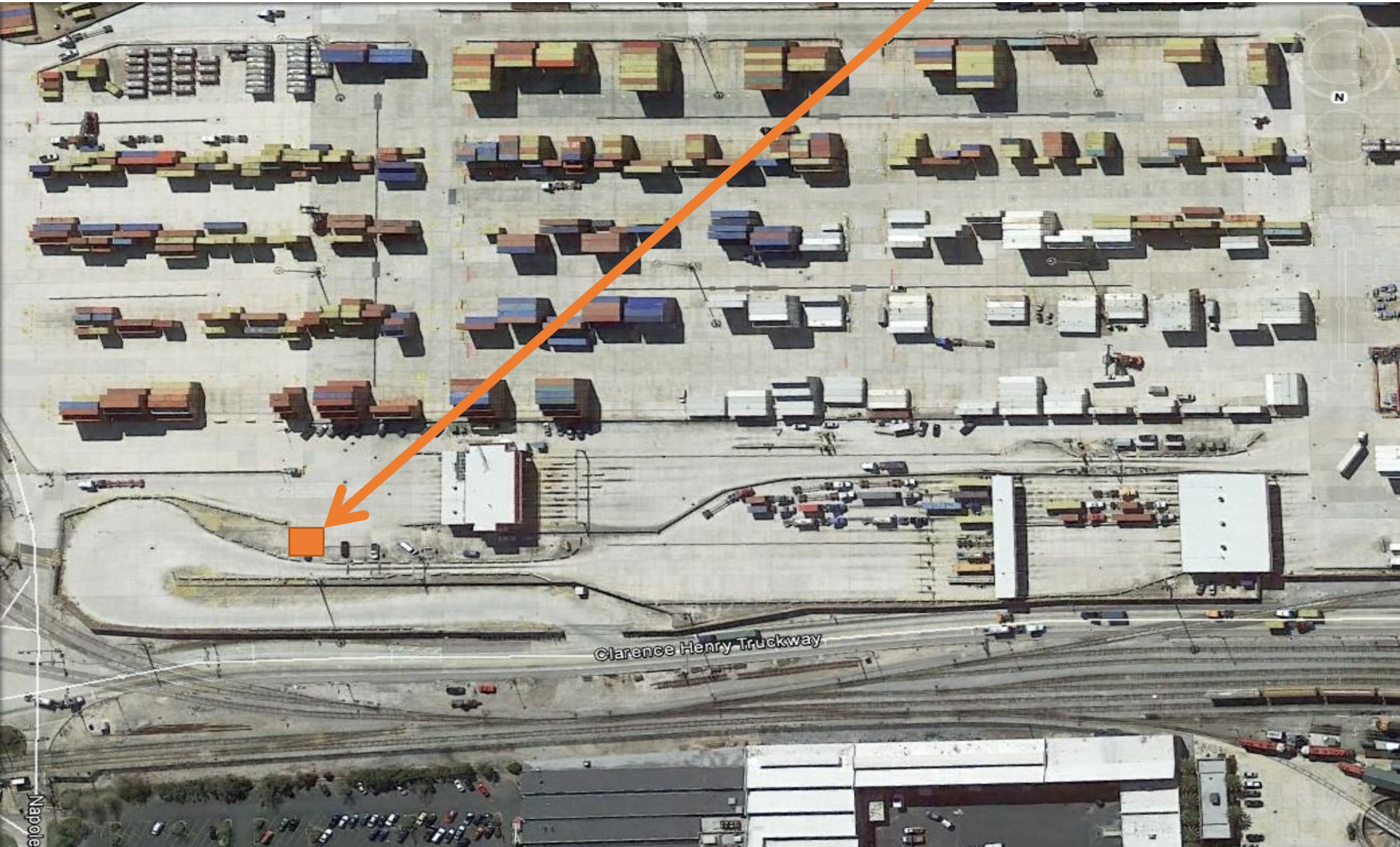
Grounds Maintenance Map: A Complex Web of Responsibilities







Proposed Port Funded Solution





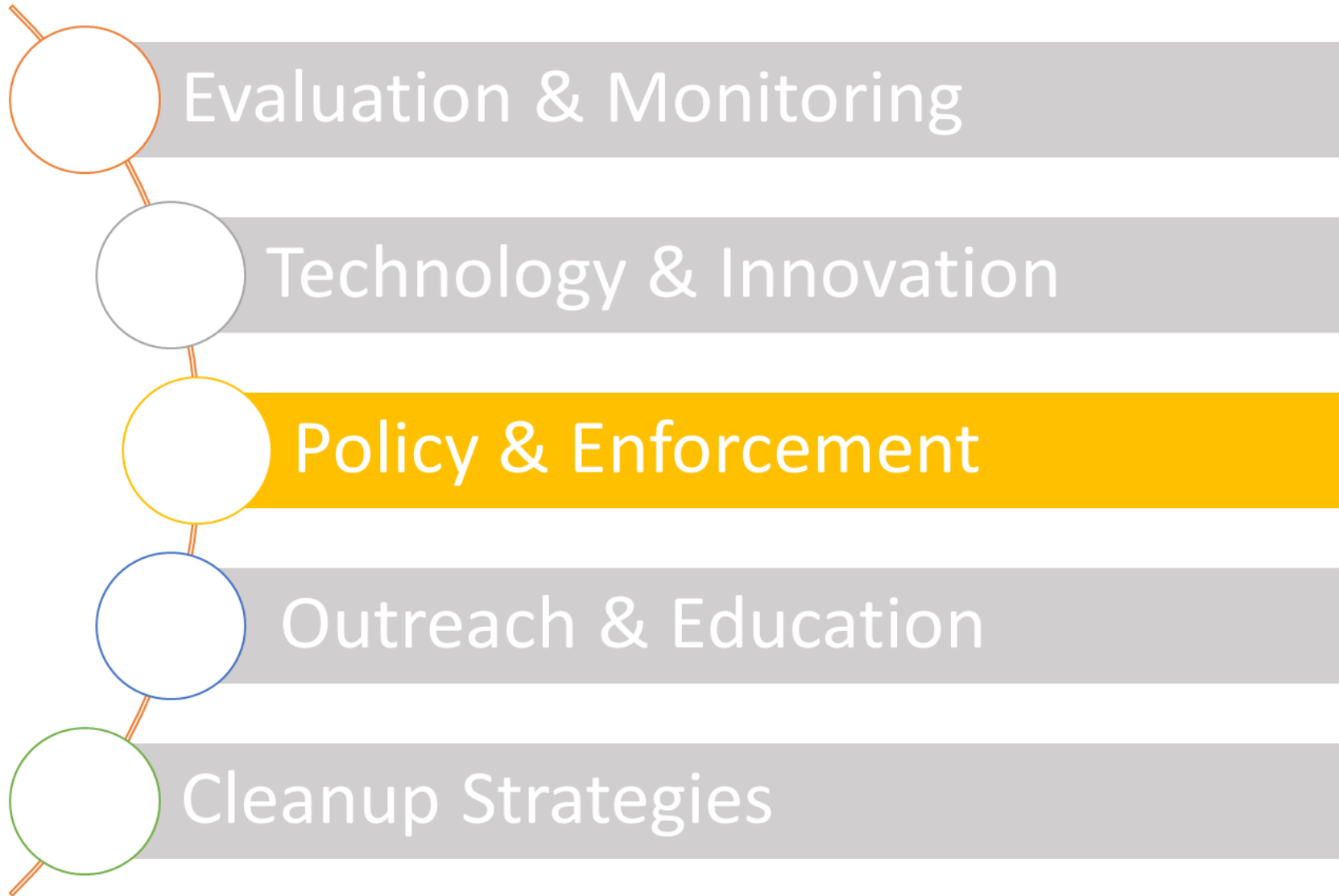
Port of New Orleans BMP Standards for New Storm Drain Grates

- Must maintain current weight loading standards.
- Must allow for adequate flow of stormwater.
- Hole size must be smaller than 2" square; 1.25" width maximum if rectangular slots.

Standards based on:

- Research from current drain grates available foundry catalogs.
- Measurements of common waste items that currently pass through grates on CHT.

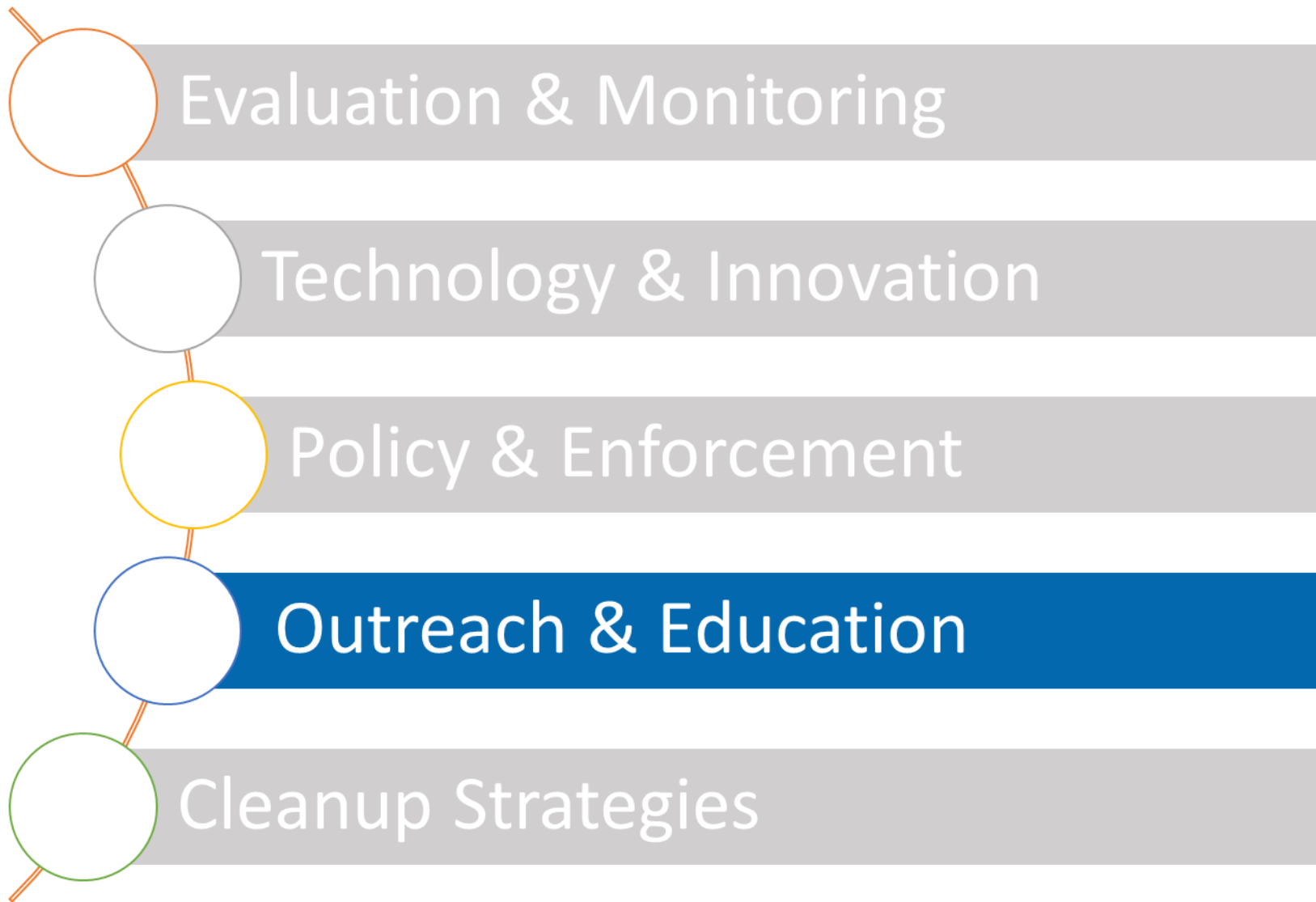




Board of Commissioners Adopt Trash Free Waters Policy and Program Commitment

- 1. Holistic approach to land-based and water-based litter and debris.**
- 2. Embraces the approach of Trash Free Waters.**
- 3. Acknowledges existing ordinances and enforcement limitations.**
- 4. Relies on community participation and collective efforts.**
- 5. Multiple lines of action: technologies, prevention, communications, behavioral changes, and cleanup.**
- 6. Feasible and replicable.**





Campaign Brand and Strategy Were Created and Tested with a Diverse Team

Measurable Goal: increase “water literacy” and change behavior at the Port and beyond.

Targeted Audience: 1) Truckway: Port workers, drivers and operators 2) Port visitors & the public.

Multi-Media: Giveaways, banners, trash can signage, print and social media.

Positive Message: Port is a public asset, so are our waterways. Ownership is collective – take pride and responsibility.



YOUR **PORT** • YOUR **WATER** • YOUR **NOLA**

Keep It  **Clean!**



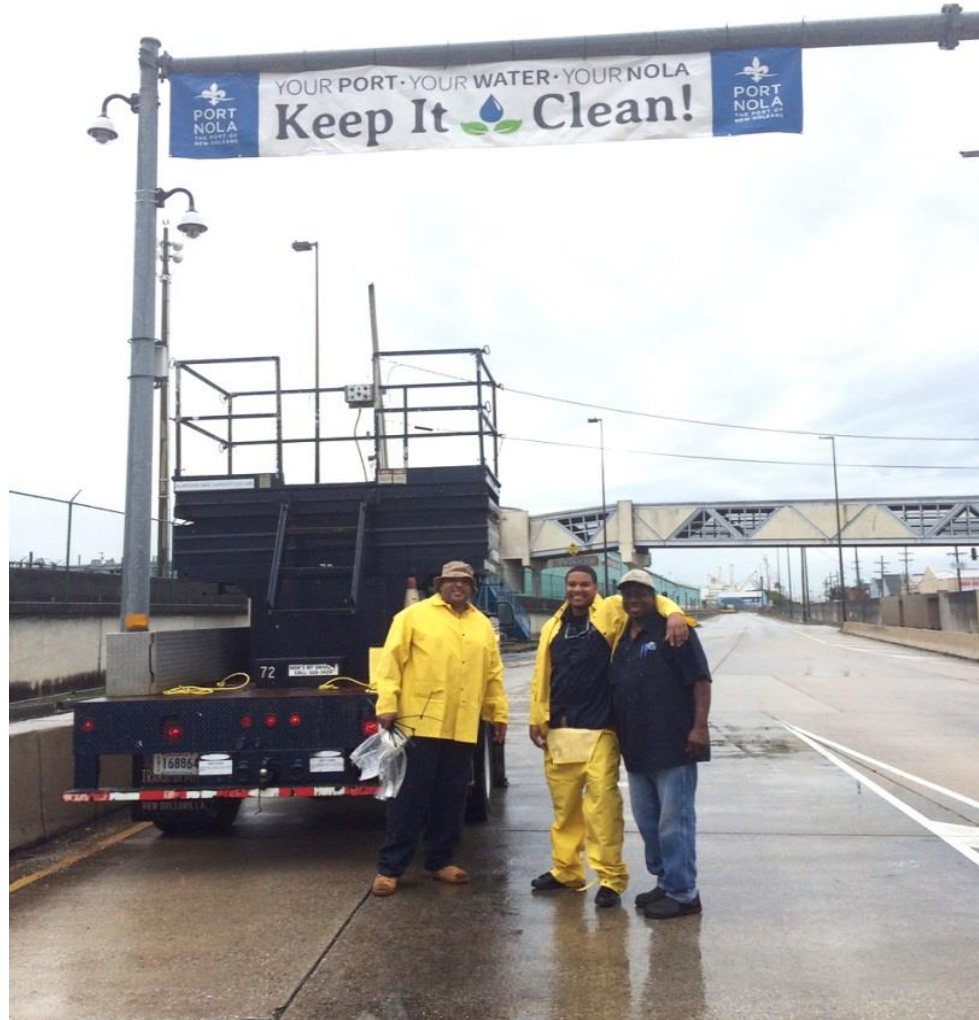
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Multi-Media Campaign Approach

1. **Giveaways:** Truck drivers, Port workers, cleanup volunteers.
2. **Terminal Operators and Truck Companies:** Fleets, equipment & trash cans.
3. **Board:** Fleets, equipment & trash cans
4. **Signage:** LED traffic signs, banners & yard signs.
5. **Online:** Port website, TFW partner websites and social media.
6. **Print:** Press release, Port Record & tenant / dispatch notices.



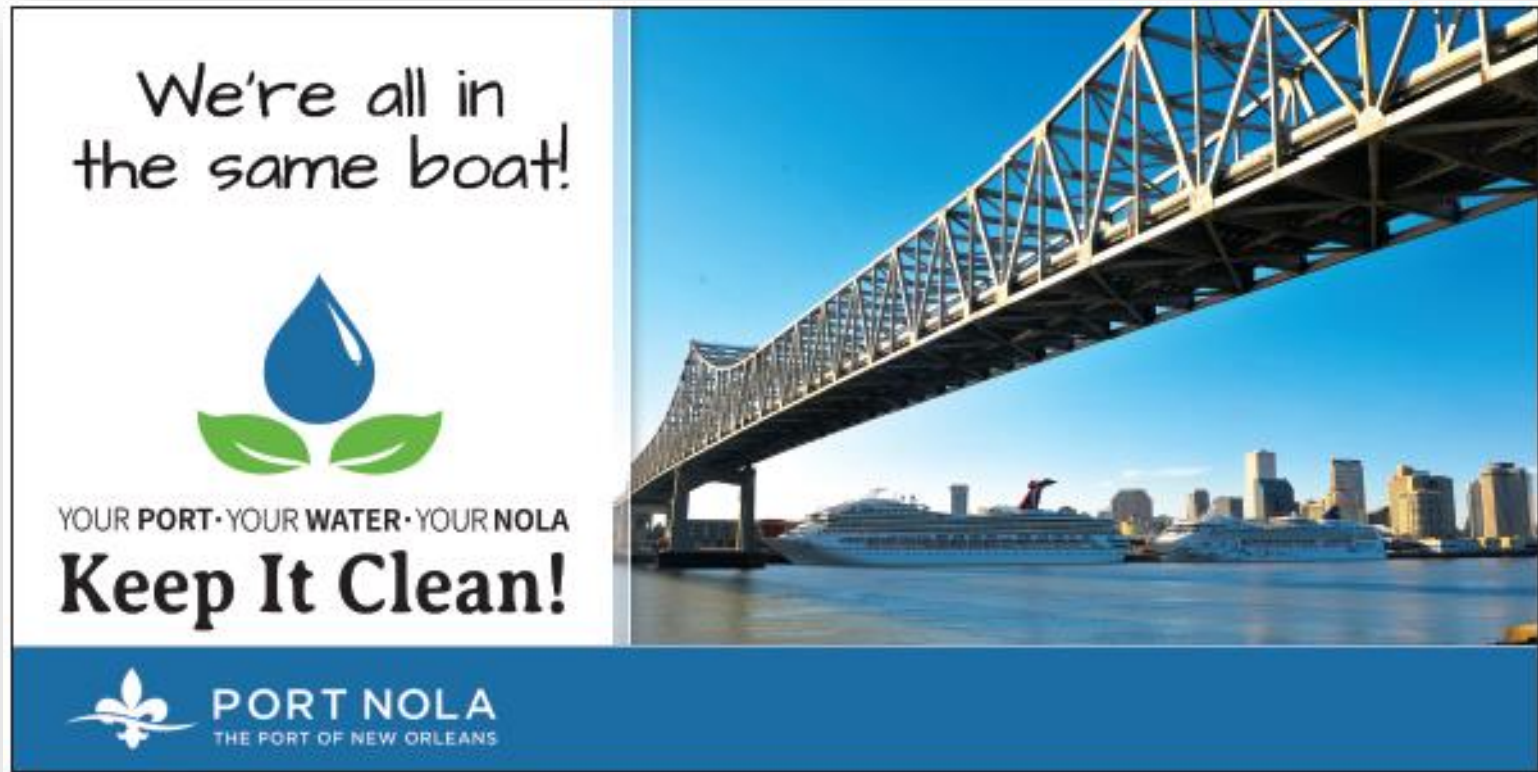
High Visibility Messaging




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We All Play a Part in Water Quality


Including Administration Building visitors and cruise passengers in campaign launch for broader awareness and participation.



We're all in
the same boat!



YOUR PORT · YOUR WATER · YOUR NOLA
Keep It Clean!



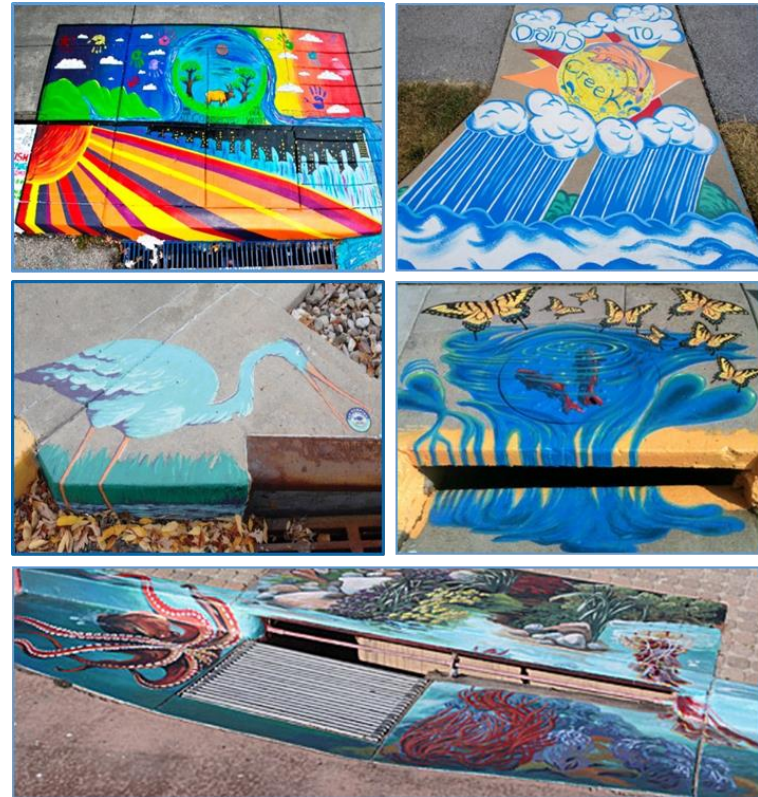
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By-You Drainscapes

A Port of New Orleans Community Initiative

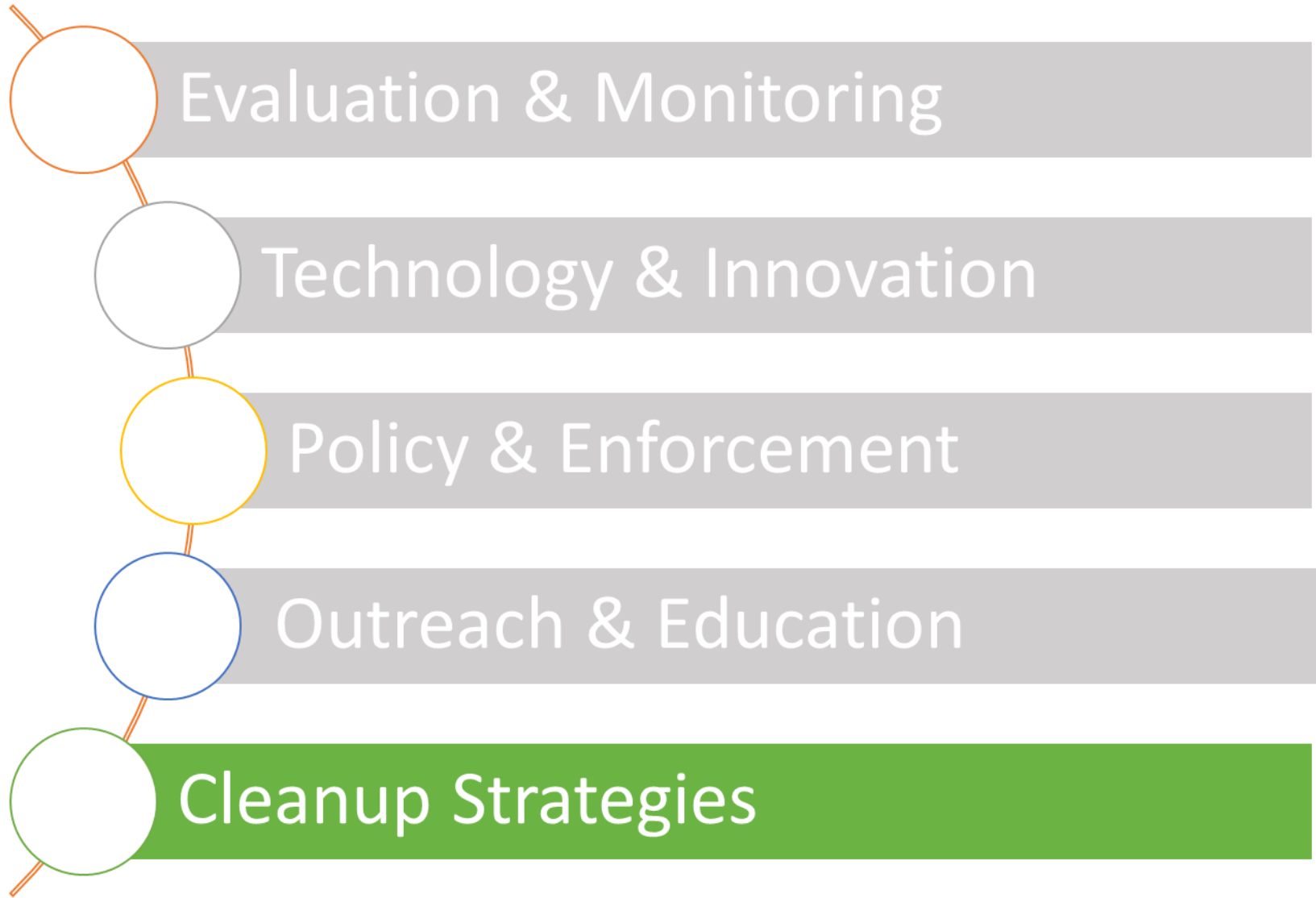
Examples of public storm drain art from other cities:



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Earth Day 2015: Great Mississippi River Cleanup



229 bags of trash

1 car bumper

6 mattresses

1 tire

48 bags of recyclables

house siding

PVC pipe

plastic car parts

wood and wire debris

cans & bottles

a leather vest

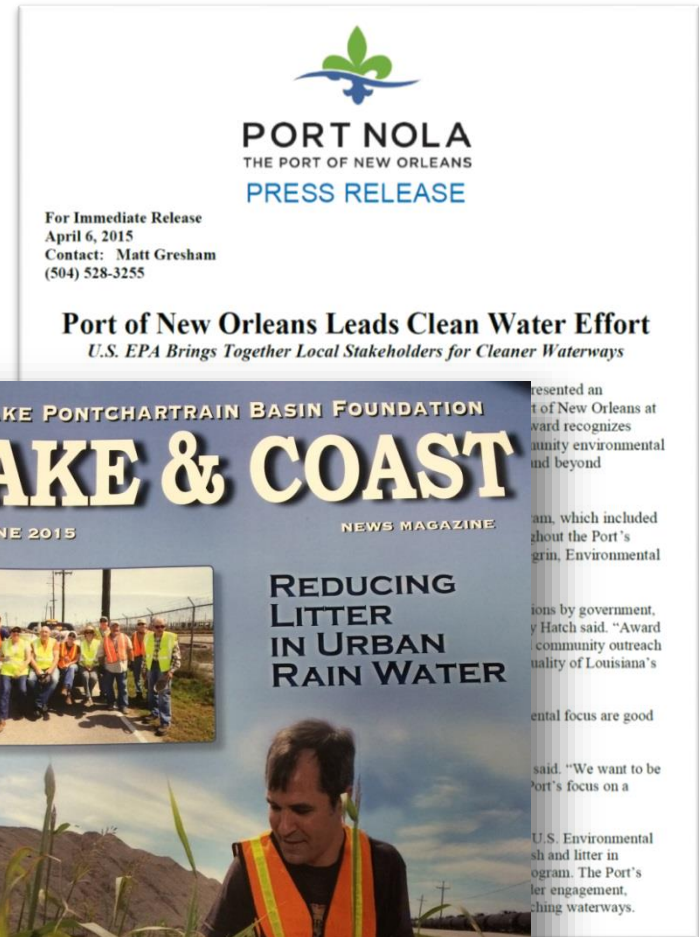
hard hat



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Lessons Learned

- Short timeline helped to balance the time commitment.
- Credibility gains were a direct result of implementation.
- Trust building a major benefit: new and enhanced relationships.



Involvement From Industry Partners Was Critical For Success and Implementation

New Orleans Terminal, Ports America's and the Trucking Industry input and participation throughout the TFW process was a critical success factor...and led to our 2015 AAPA Environmental Award!



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Humility: The Best Ideas Are Not Ours

A Port-funded solution for container truck traffic: adding a dumpster in the terminal with signage.



Throw me something, Mister!



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Keep It Clean!



Aim for VISIBLE Outcomes



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Engage New Partners



Volunteers from Global Maritime Ministries help stuff bags of Keep It Clean campaign giveaways.



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Put Some Skin in the Game



Port Environmental staff hand truckers and port workers reusable water bottles, reusable trash receptacles and more at the Felicity Street gate.



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Keep it Positive



Campaign launch was coordinated with National Truck Driver Appreciation Week and multiple events around the port for truck drivers.



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Thank you !

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Port of New Orleans

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