

PORT OF HUENEME

CEO AND PORT DIRECTOR KRISTIN DECAS

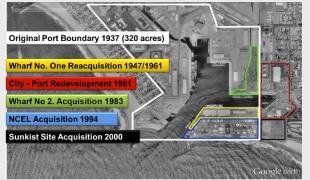
Thriving California Hub

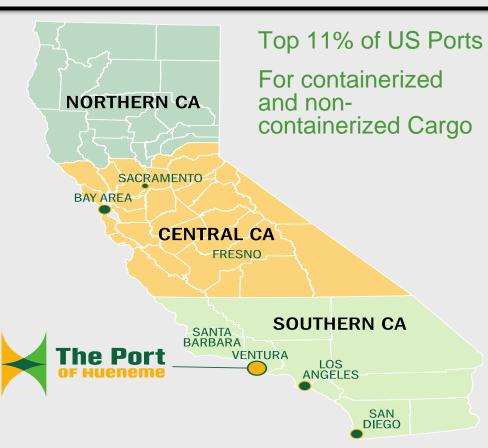








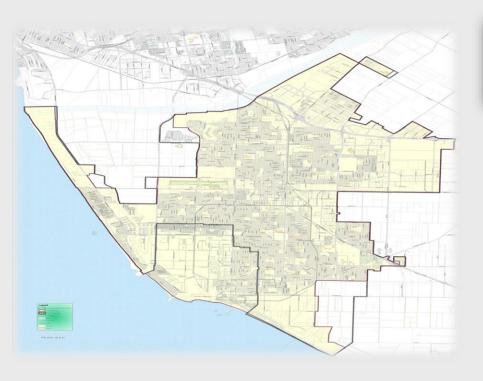




Port Governance



We get the job done. The Port has a flexible, "can do" attitude, with an open door policy and easy access to Port management and decision makers













- Created in 1937 Act of the Legislature
- Special District H&N Code
- Board of 5 Elected Commissioners
- Oxnard 200,000 Population
- Port Hueneme 22,500 Population

Vision and Mission









Vision

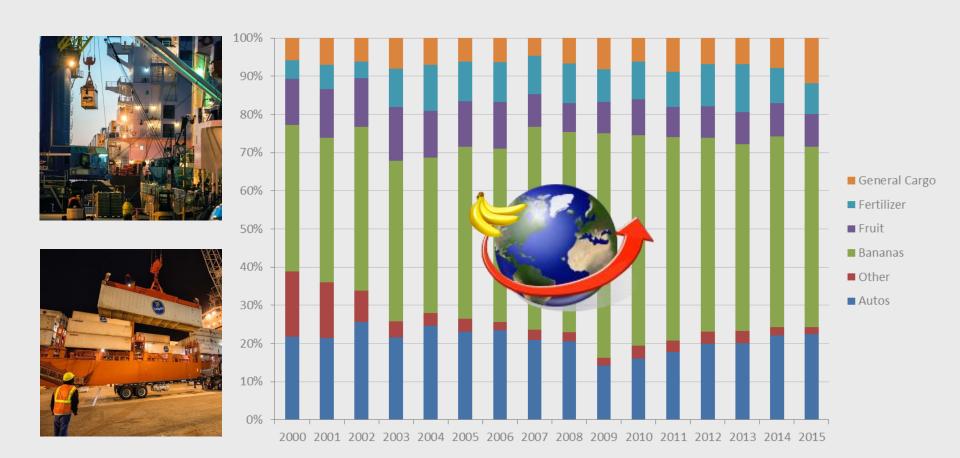
To operate as a **self-supporting** Port that enforces the principles of sound public stewardship maximizing the potential of maritime-related commerce and regional economic benefit.

Mission

To be the preferred port for **specialized cargo** and provide the maximum possible economic and social benefits to our community and industries served.

Cargo Portfolio

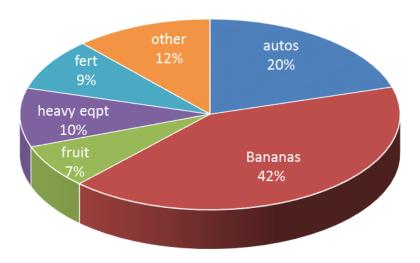




Volume and Revenue

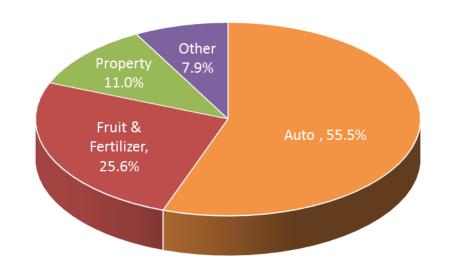






*Cargo Tonnage in the Autos segment is per vehicle

Revenue Tonnage by Segment



Port Performance









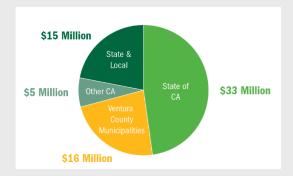
Total Cargo Throughput



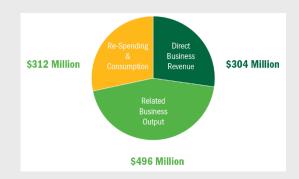
Port Economy

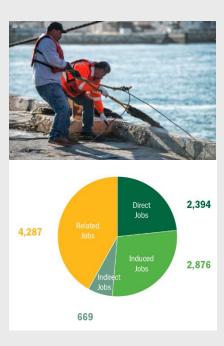


\$1.1 Billion Total Economic Activity



\$69 Million in State and Local Taxes From Maritime Activity.





10,226 Jobs

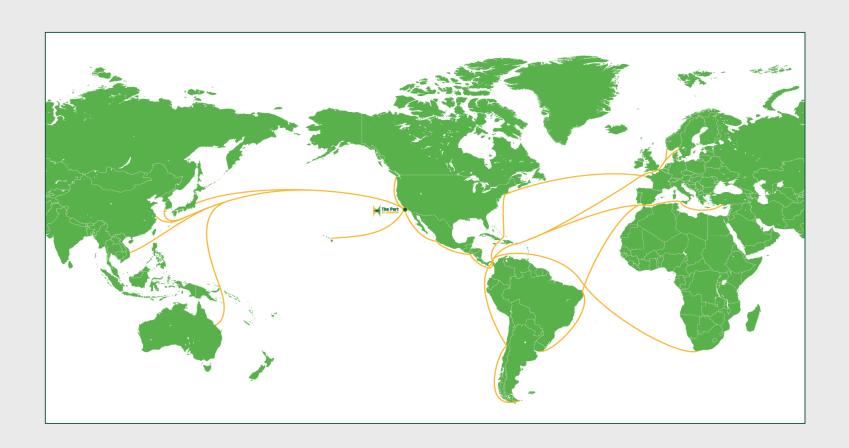


Why Hueneme?



Ideal Seaport Hub





World Class Infrastructure





Off-Port Capacity





Optimal Freight Corridor





Efficiency, Optimization



- Less Congested. We know EVERY DAY COUNTS!
- Save Time and Money. Timely inspections result in reduced costs
- No Waiting. In line at the gate or in the channel
- Value. Free X-rays by CBP plus all cargo scanned for radiation signatures at no cost (at gate)
- **Efficient.** 130 pallets an hour average breakbulk throughput; 25 container moves an hour; 672+ reefer plugs
- Access. Pilots and purpose-built tugs provide quick approach and departure. Less than one hour approach and 30 minute departure.
- Labor. Skilled, well trained, highly productive, motivated labor force focused on unique customer requirements and cargo throughput.





Premium Service



Shipping Lines

- Champion Tankers
- COSCO
- CSAV
- EUKOR
- Great White Fleet
- Glovis
- Hamburg Sud
- K-Line
- Mitsui OSK Lines
- Norbulk
- Cool Carriers
- NYK Lines
- Seim Car Carriers
- WWL
- Liberty Global Logistics
- Sea Trade

Services

- Brusco Tug & Barge
- Stevedores: Ceres, Pacific Ro-Ro, Ports America, SSA Marine
- MSRC
- NRC
- Port Hueneme Ice
- OST Truck & Crane
- T&T Truck & Crane
- Port Hueneme Pilots
 Association
- Securitas Security
- TracTide Marine Fuels

DC & Warehousing

- Channel Islands Logistics
- Channel IslandsWarehousing
- Del Norte Warehousing
- Lineage Logistics
- Seaboard Produce
- Western Precooling
- Mission Produce
- Chiquita

Leadership Priorities For Sustainable Growth





Dynamic Global Economy



- Global Shipping Line Alliances and their expansions
- Sizes of new vessel orders continues to grow
- Containerization increasing in trade compared to breakbulk
- Demographic Trends causing industry shifts--China, India and South America –global seaborne trade will double by 2030
- Technology advances of E-Commerce; Automation; Oil and Energy; LNG Bunkering
- Environmental Sustainability important to long term growth and profitability of the global supply- chain





Strategic 2020 Plan



- Launched strategic plan efforts with AECOM in August 2014
- Conducted over 35 interviews with different stakeholders, potential customers and key industry leaders over the course of 4 months- October 2014 through January 2015
- Community Workshop, January 22, 2015
- Draft of Strategic plan submitted in March 2015
- Future Milestones:
 - Draft to board Week of 5/4
 - Board comments on draft-5/11
 - Public hearing-7/13
 - Adopt Strategic plan- October 2015



Building for the Future



Steady Growth



Expanded Terminal Footprint



Shift to Containerization



Bulk Perishables



North Terminal Rail Service



Automobile Focus



- Hypothetical Development Scenarios
- 30-year outlook, \$37M-\$91M
- Identifies common operational requirements and potential bottlenecks
- Sets potential performance objectives for future Port Master Planning efforts
- Identifies operations and capital investment policy stances and business development priorities for the Strategic Plan

Business Development Investment









Environment



Goal

- ✓ Expansion with least environmental impact
- ✓ Inform and influence regulation and policy





Marketing



- Media Plan for Trade Publications
- Participated in Speaking Engagements
- Participated in Trade Shows
- Developed Business Kit
- PR Distribution Strategy (Local, Regional, National), Hits increased 10 fold
- Email List Database
- eNewsletters
- New Website
- Social Media (Facebook, Twitter, LinkedIn)









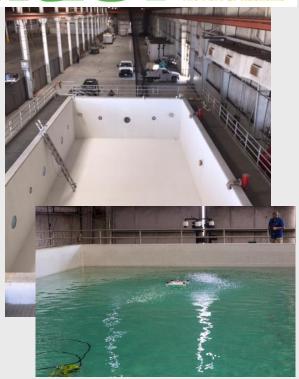




Innovation and Technology







On-going Initiatives

- MAST: 3rd Annual Technology Expo in Planning (Spring 2016)
- UAV/ROV Testing
- Invasive Species Research
- Alternative Energy Technologies
- Lab-Incubator Hub
- GIS Mapping
- Pilot Projects
- Local school involvement
 - STEM
 - AUVSI
 - Robotics





Strategic Partnerships



Key Relationships!

- Actively participate with <u>Our Community</u> to promote Port-related economic development:
 - City of Port Hueneme
 - City of Oxnard
 - County of Ventura
 - Naval Base Ventura County
 - Economic Development
 Collaborative—Ventura
 County (EDC-VC)
 - Ventura County Economic
 Development Association (VCEDA)
 - Workforce Investment Board of Ventura County (WIB)
 - Economic Development Corporation of Oxnard (EDCO)
- Build Ladders of Opportunity and partner with all levels of Education Partners
- Continue active participation representing port and maritime interests at the federal and state levels

- Working with <u>regional transportation agencies</u>, VCTC, CalTrans and the Southern California Association of Governments (SCAG), support and advocate for integrated transportation planning
- Further develop <u>Innovation Partnerships</u> under the MAST program, such as the successful work with Stellar Biotechnology
- Work with <u>Labor Partners</u>, ILWU Local #46 to sustain the high-caliber workforce and service the Port is known to consistently deliver
- Collaborate with trade and maritime partners, <u>Industry</u> <u>and Industry Associations</u> and government agencies to achieve common goals.



Community Events



- Customer Appreciation Events
- Banana Festival
- Career Day
- President's Dinner
- Salsa Festival
- Joint Chambers Military Mixer
- Military Appreciation Gala
- Chamber Installation Gala
- Port Tours
- Port Class with High School Students
- Channel Island Museum New Port Exhibit
- Hueneme Beach Festival Booth
- Santa to the Sea Port Booth & Team
- Oxnard Christmas Parade
- Alex's Lemonade Cancer Walk ILWU





Community Campaign



The Brand

Unity for OpPORTtunity	Go Beyond! Your SeaPort Community	Our SeaPort Community
Community	Moving Commerce.	Gateway to
Connection	Building Community.	Opportunity

The Activities



The Press!



Roll out the red carpet, it works!

- Port Overview
- Port tour and lunch
- Business Tour
- Advertise

Examples of Success

- CBP Sequestration
- Measure M
- Economic Success
- Vehicles in the Community





THANK YOU

AAPA LATIN AMERICA CONFERENCE

