

**AAPA Port Property Management & Pricing Seminar**

# **Port Expansion Capacity Strategies**

**Ron Popham, Sr. Director, Maritime Division**

**Port of San Diego**

**October 24, 2006**

# Tenth Avenue Marine Terminal History

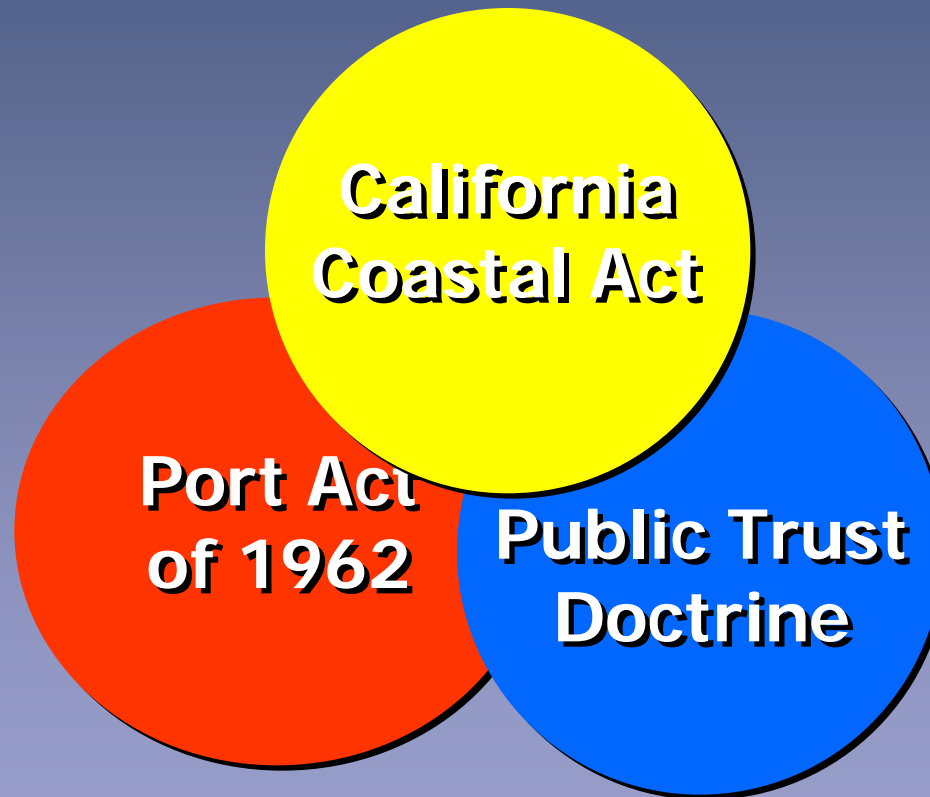
- Established in 1957; 96 acres, 8 berths
- Late 80's early 90's: Low tonnage
- 1997 Pressures to redevelop
  - Cruise Terminal
  - Movie Studio
  - Stadium



# Tenth Avenue Marine Terminal History



# Cal. Regulatory Framework Supports Port Uses

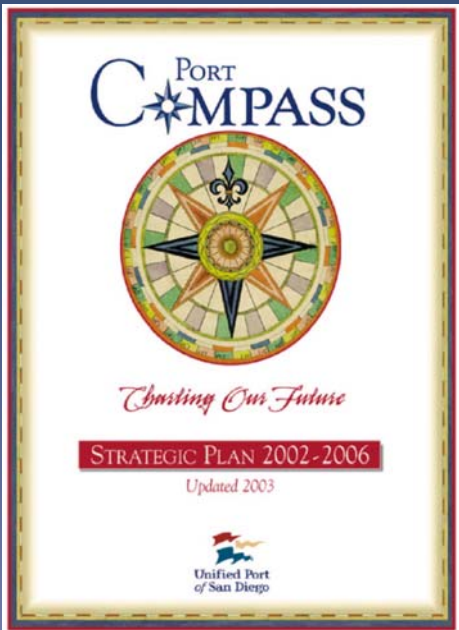


# Establish a Long-term Vision

# Port's Maritime Master Plan Set a Vision

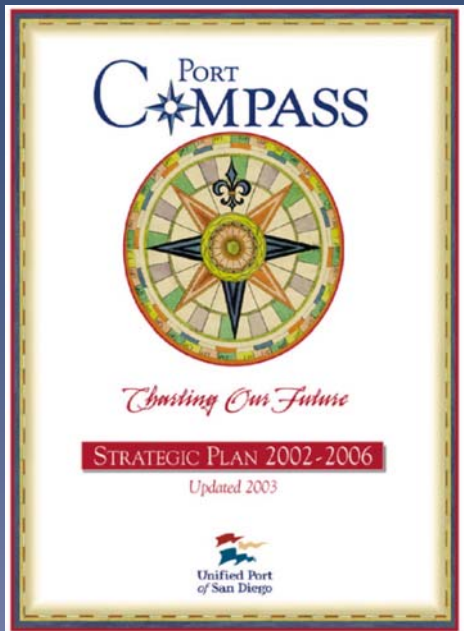
- Adoption of Maritime Master Plan – 1999
  - Grow cruise business at B Street and Broadway Piers
  - Focus on Lumber and Autos at NCMT and consolidate “deep-draft” cargoes at TAMT
  - Begin “market-based”, phased introduction of container operations at TAMT

# Port Vision & Mission



**Our Vision is:** To Foster a World Class Port through Excellence in Public Service

**Our Mission is:** To balance regional Economic Benefits, Recreational Opportunities, Environmental Stewardship and Public Safety while protecting Tidelands Trust resources on behalf of the citizens of California



# Port Strategic Goals

- Optimize the Port's positive economic impact to the Region
- Improve the environmental conditions of the Tidelands Trust Resources
- Enhance safety and security of the Tidelands
- Increase the Port's responsiveness to community needs
- Enhance organizational performance
- Maintain the Port's financial stability



# . . . Take Actions Consistent with Long-term Vision

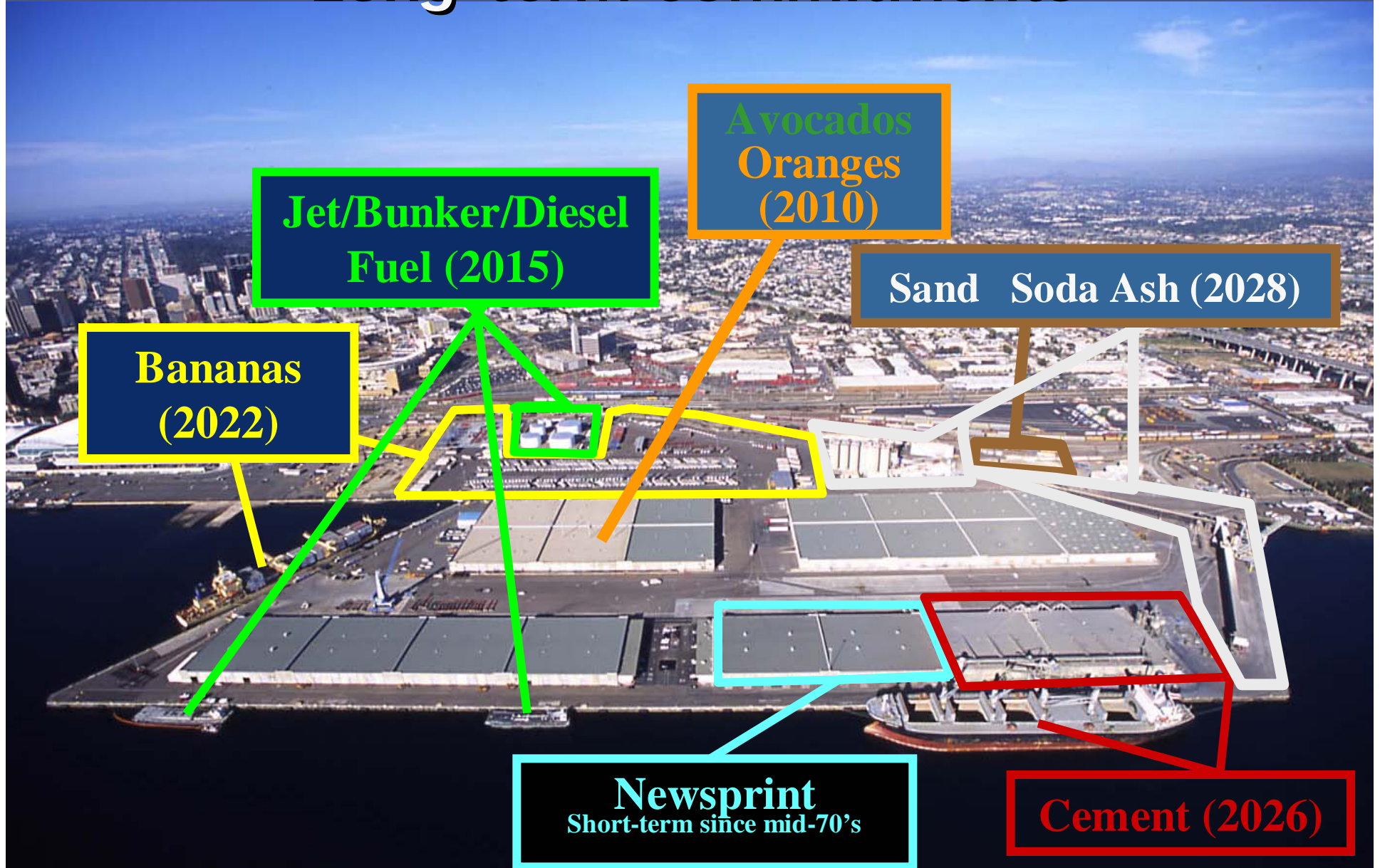
- Approved Environmental Documents for Container Development – 2000
- Approved \$25M Dole Container Terminal – 2001
- Adopted COMPASS Strategic Plan – 2002
- Approved TAMT 42' Dredging Project – 2003

... meanwhile

Foster Long-term  
Commitments ...

# TENTH AVENUE MARINE TERMINAL

## Long-term Commitments



**Bananas**  
(2022)

**Jet/Bunker/Diesel Fuel**  
(2015)

**Avocados**  
**Oranges**  
(2010)

**Sand Soda Ash**  
(2028)

**Newsprint**  
Short-term since mid-70's

**Cement**  
(2026)

**. . . meanwhile**

**Continue Proactive Marketing . . .**

# Key Markets

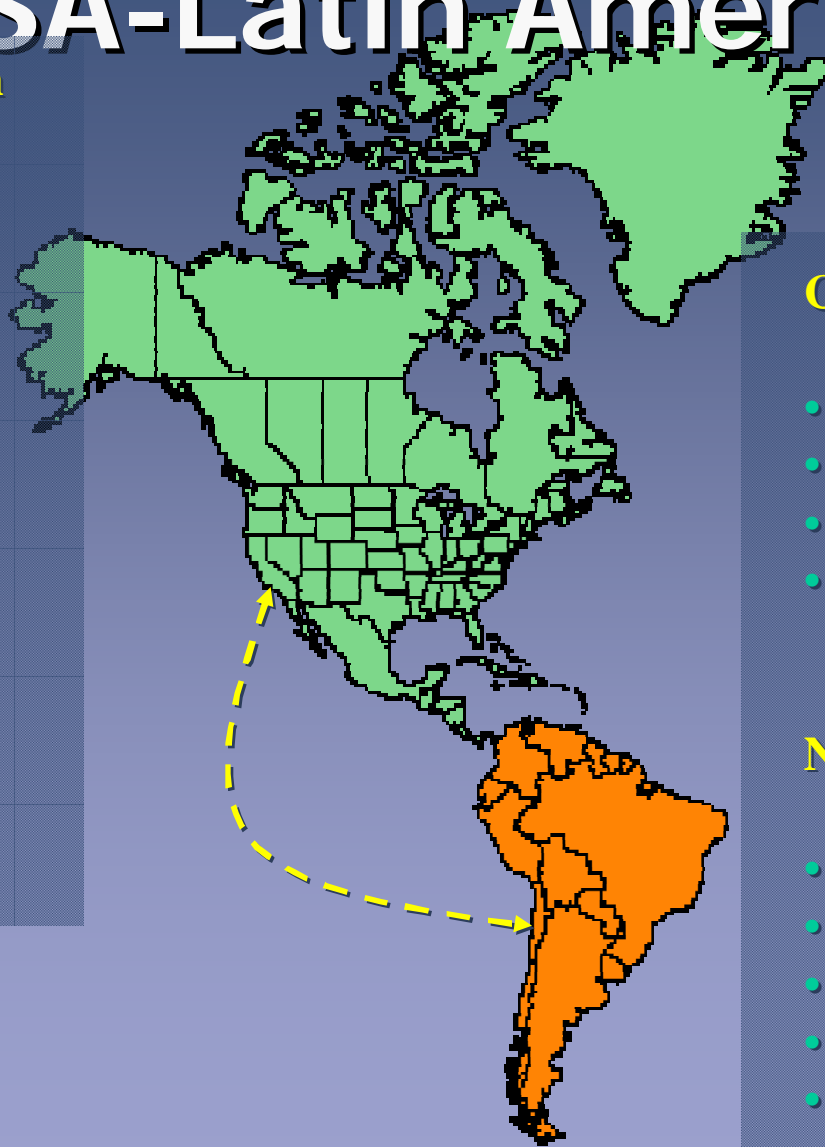
## USA-Latin America

### Cnt Imports fr Latin America

- Bananas
- Fresh Fruits
- Ceramic Tiles
- Granite Slabs
- Plastic Products

### Non-Cnt Imports fr Latin America

- Fresh Fruits
- Sand/Aggregates
- Steel
- Fuel
- Crude



### Cnt Exports to Latin America

- TV Sets
- Paper Prods
- Fabrics
- FAK

### Non-Cnt Export to Latin America

- Coke
- Petroleum
- Grains
- Sulfur
- Oil well supplies

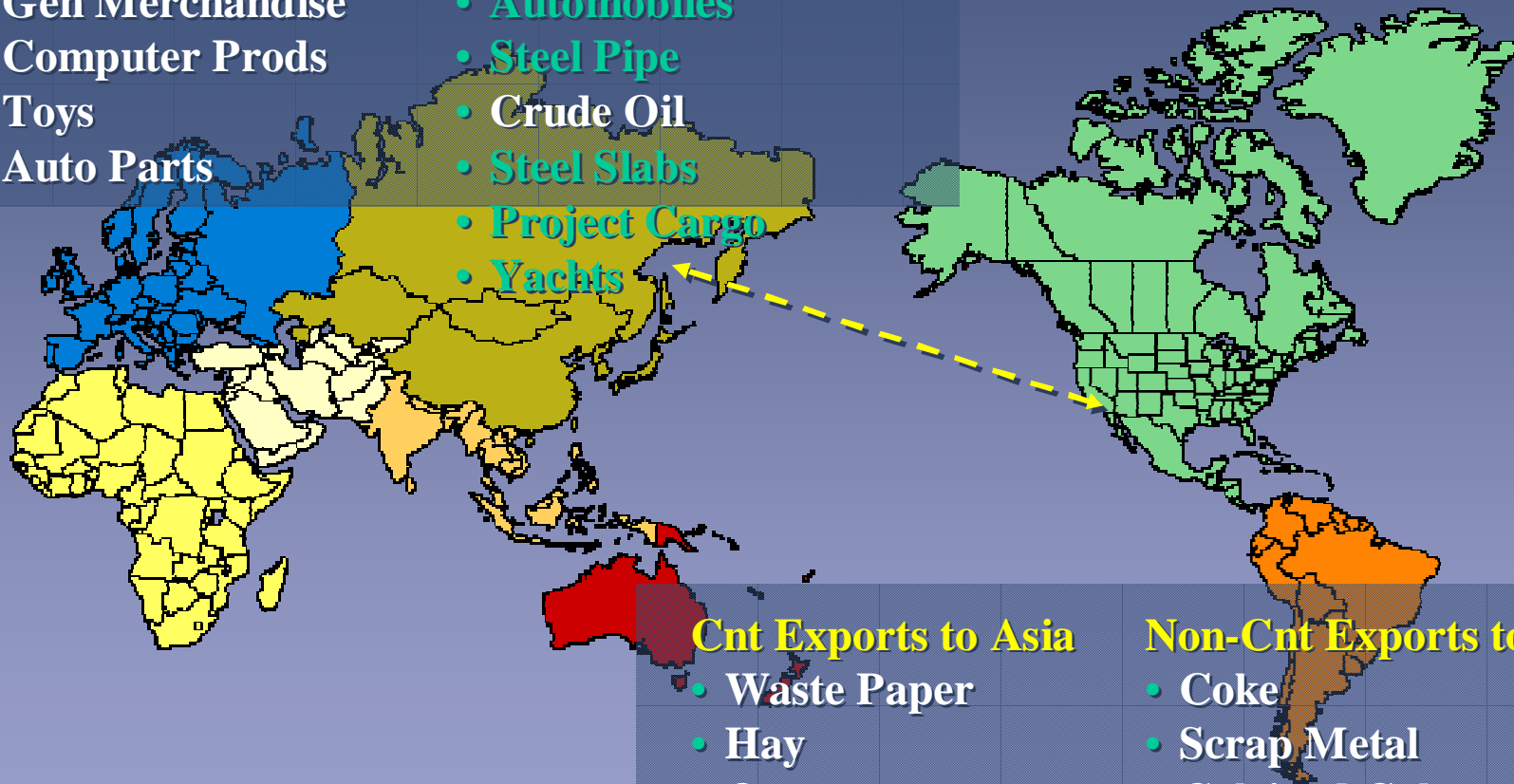
# USA-Asia Market

## Cnt Imports fr Asia

- Furniture
- Gen Merchandise
- Computer Prods
- Toys
- Auto Parts

## Non-Cnt Imports fr Asia

- Cement
- Automobiles
- Steel Pipe
- Crude Oil
- Steel Slabs
- Project Cargo
- Yachts



## Cnt Exports to Asia

- Waste Paper
- Hay
- Oranges
- Cotton
- Scrap Metal

## Non-Cnt Exports to Asia

- Coke
- Scrap Metal
- Calcined Coke
- Fuel Oil
- Black Oil

# USA-Europe Market

## Cnt Exports to EU

- Cotton
- Nuts
- Diatomaceous Earth
- Auto Parts
- Animal Feed

## Non-Cnt Exports to EU

- Erobor
- Octoborate
- Petcoke
- Frozen Chicken
- Borax



## Cnt Imports fr EU

- Ceramic Tiles
- Beer
- Furniture
- Marble
- Auto Parts

## Non-Cnt Imports fr EU

- Steel Slabs
- Steel Coil
- Fertilizer
- Gas Oil
- Prime Steel
- Wire Rod
- Project Cargo
- Yachts

Piers FY2002

# Results



Unified Port  
of San Diego

40 YEARS OF SERVICE



**. . . meanwhile Resolve  
Community Concerns and  
Expand infrastructure. . .**

# Community Concern: Increased trucks



# Community Concerns

## WORKING WATERFRONT ISSUES

- Adequate freeway access
- Meeting cargo growth
- Expanding jobs
- Operating safety
- Who to talk to?

NEED CESAR CHAVEZ PKWY

## BARRIO LOGAN ISSUES

- Volume of trucks
- Diesel emissions
- Community safety

STOP TRUCK TRAFFIC GROWTH

Two sides rarely spoke

# Marine Terminal Community Committee established to resolve neighbor concerns



United African American Ministerial Action Council

Mercado Apartments



Local Residents



Inner City Business Association



King/Chavez Academy of Excellence



SDRS San Diego Refrigerated Services

# MTCC Successes



- Toured facilities
- Held Meetings
- Discussed issues
  - Residents revealed desire for more waterfront jobs
- Developed strategies



# Enhancing Infrastructure

Freeway Access Program (\$194 M)

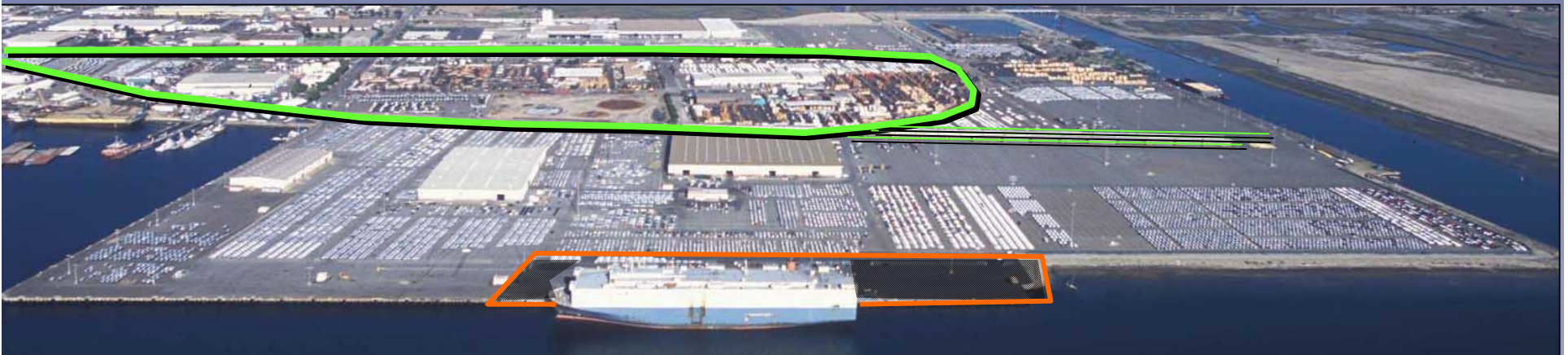


# Enhancing Infrastructure

Dredging TAMT to  
42' (\$4M)



NCMT Balloon Track (\$26M by BNSF)



NCMT Wharf Extension (\$25M)

# Communicate the results of your Long-term Vision

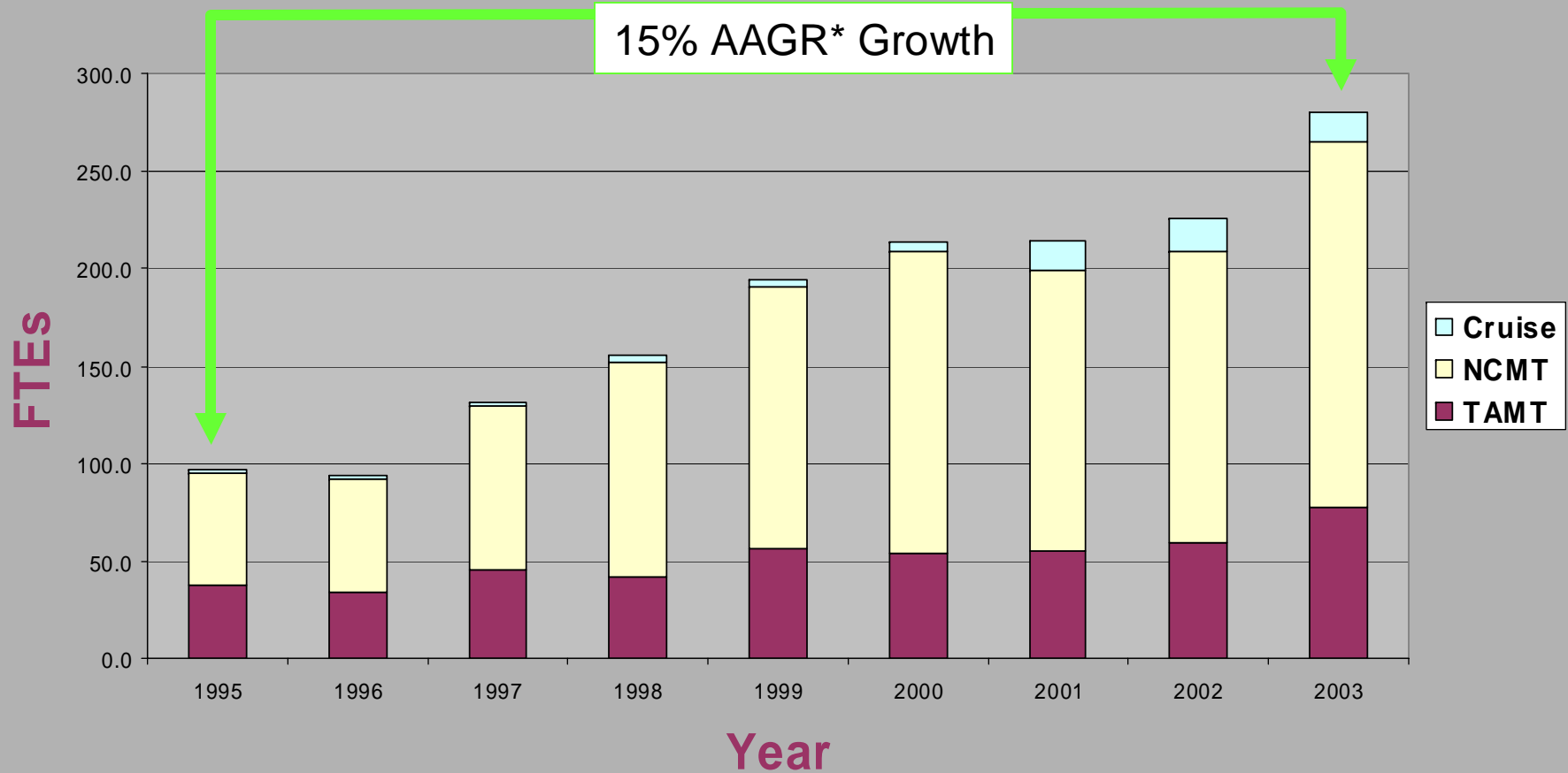


# 2003 Economic Impacts

|               | <b>Jobs</b>  | <b>Economic Impacts</b> |
|---------------|--------------|-------------------------|
| <b>Cruise</b> | 1,616        | \$248 million           |
| <b>Cargo</b>  | 2,350        | \$262 million           |
| <b>Total</b>  | <b>3,966</b> | <b>\$510 million</b>    |

# ILWU

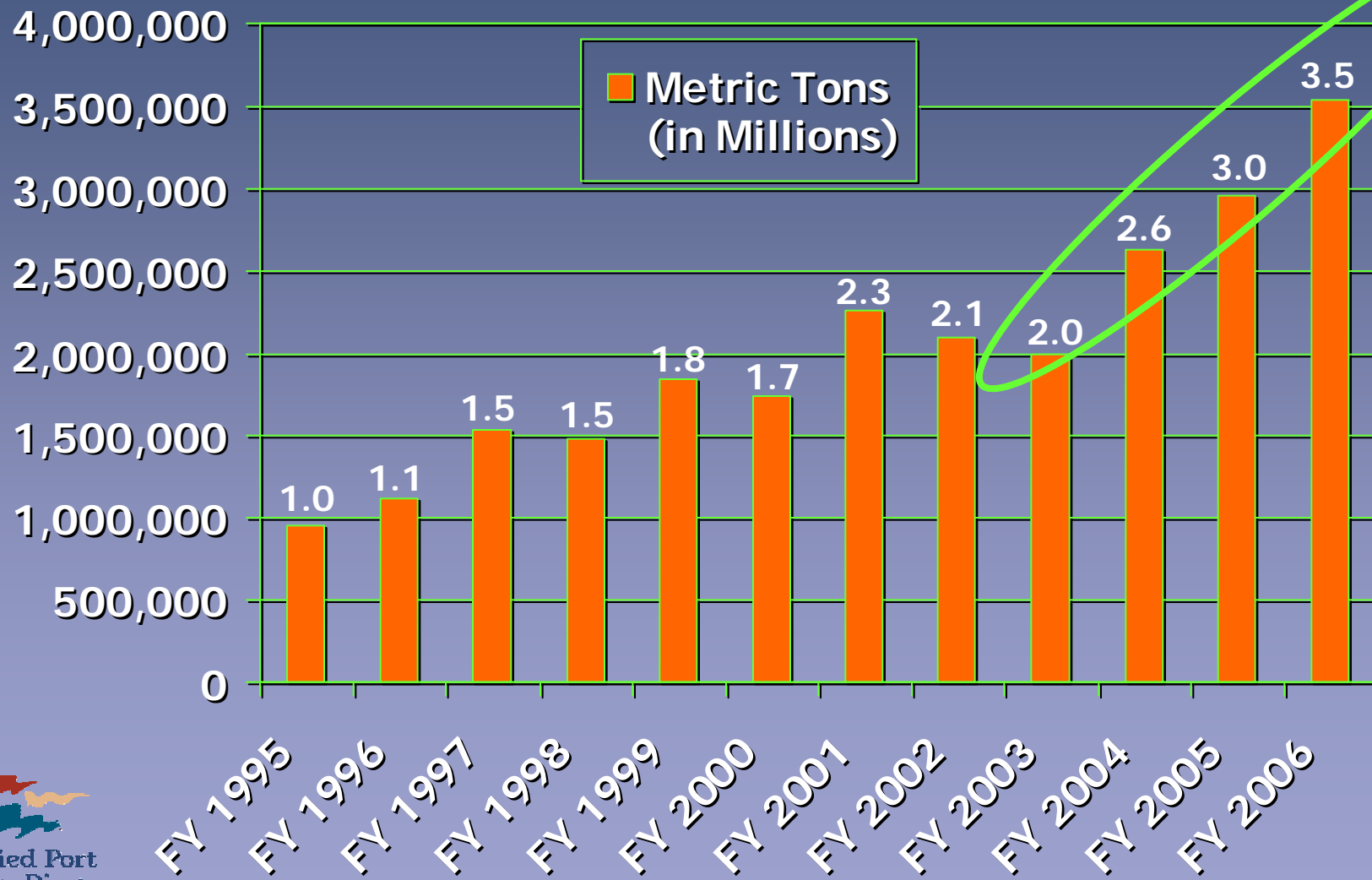
## Full Time Equivalent Units (FTEs)

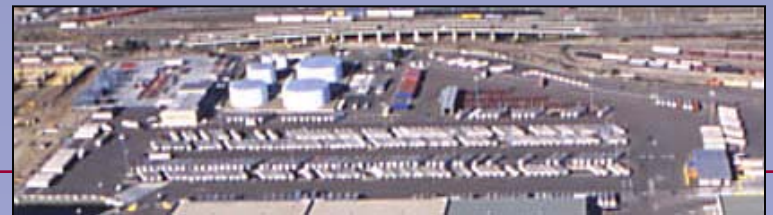
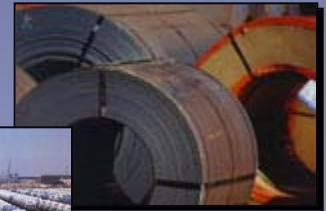


Source: Pacific Maritime Association 2003 Annual Report

\*AAGR=Average Annual Growth Rate

# Results of Port of San Diego Expansion Strategies





# Questions?

# Distances from Marine Terminal to I-5/805 Merge



19.6 miles



18.0 miles