

MOFFATT & NICHOL



Creative People, Practical Solutions.

# Ports and Local Communities- The Social License to Operate

AAPA Commissioners Seminar

June 3-5, 2014

# What is your Ports Role in the Community?

.....

- Economic Engine
- Job Generator
- Trade and Commerce Facilitator
- Recreation and Waterfront Access
- Real Estate Developer
- DOES THE COMMUNITY SEE IT THE SAME WAY?

# Pier J South

.....



# 710 Congestion

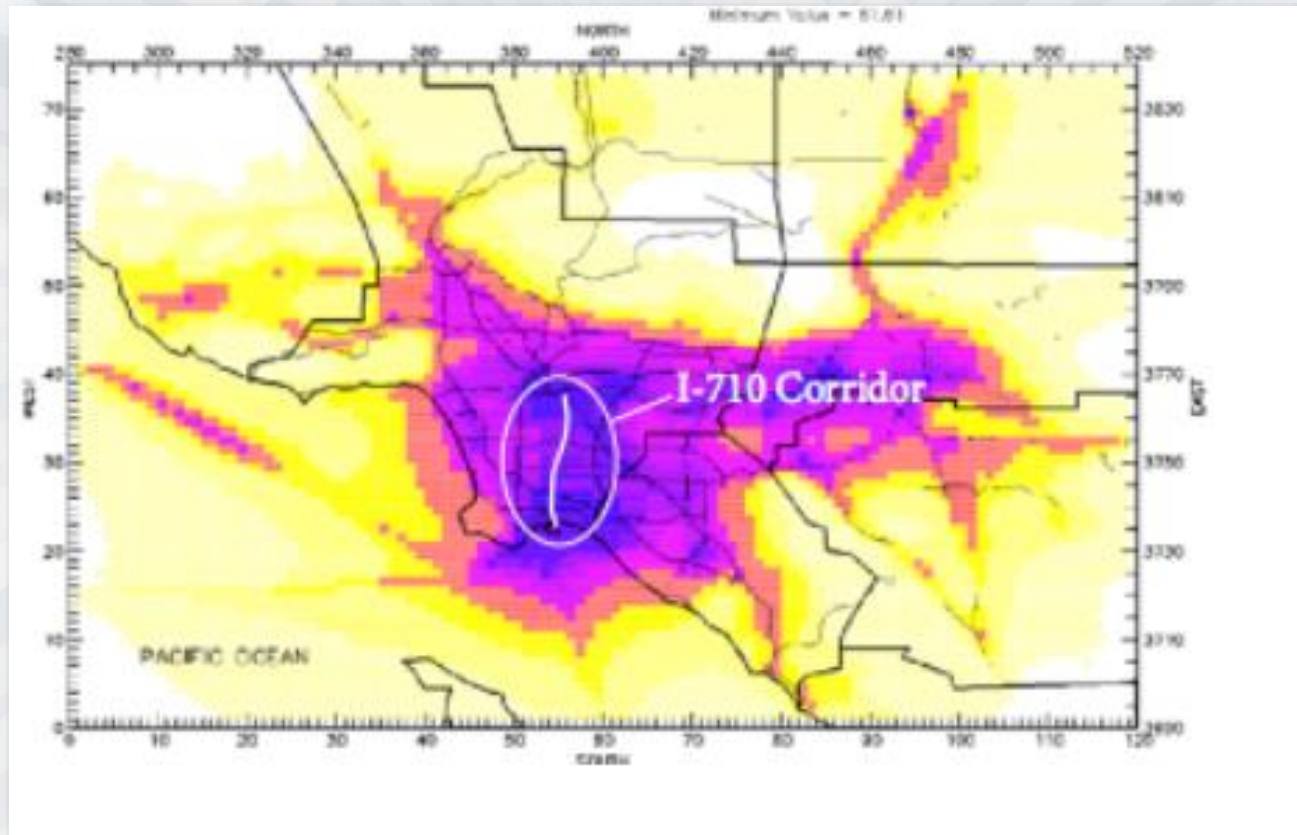
.....





# Diesel Death Zone

.....



# Green Port Policy

. . . . .

## The Green Port Policy

The Port of Long Beach is committed to improving the environment, as demonstrated by its 20-year record of environmental protection programs. With the Port's rapid trade growth in recent years—cargo has nearly quadrupled in the past 15 years and is projected to nearly triple in the next 15 years (FIGURE 1)—the Port recognizes the need for a more aggressive, comprehensive and coordinated approach to reduce the negative impacts of Port operations.

In 2002 the Port established its Healthy Harbor program to manage its various environmental programs and practices. The Port has since recognized that the Healthy Harbor program, while significant, lacked a unified policy and a clear statement of the environmental ethic needed to guide Port development and operations. In November 2004 the Board of Harbor Commissioners (Board) directed the Port to develop a new, improved policy that would encompass wide-ranging environmental goals. This Green Port Policy, which the Board adopted in January 2005, serves as a guide for decision making and established a framework for environmentally friendly Port operations. The policy's five guiding principles are:

1. Protect the community from harmful environmental impacts of Port operations
2. Distinguish the Port as a leader in environmental stewardship and compliance
3. Promote sustainability
4. Employ best available technology to avoid or reduce environmental impacts

5. ENGAGE AND EDUCATE THE COMMUNITY



# Green Port Open House

.....



# Community Meetings

.....

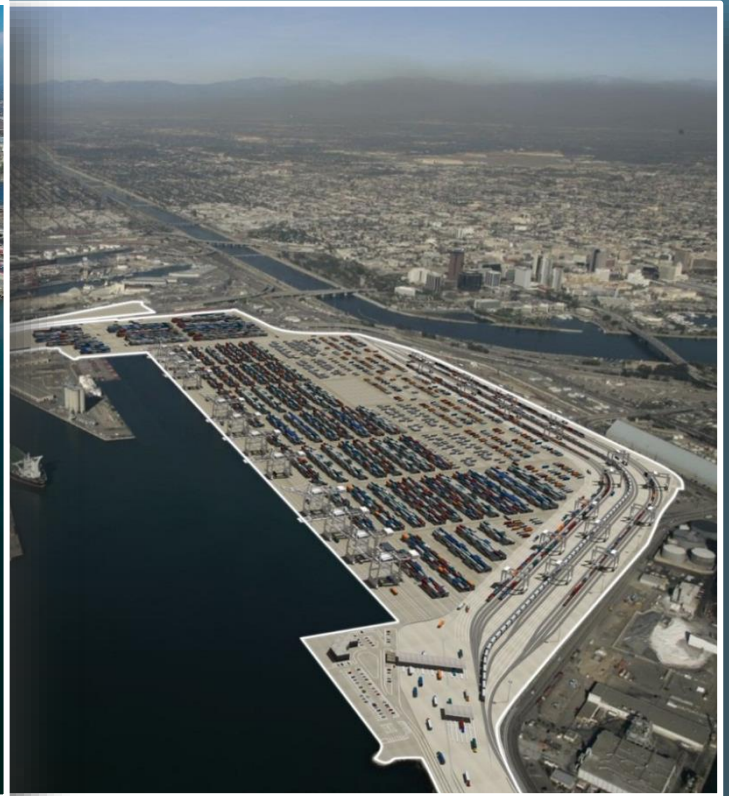
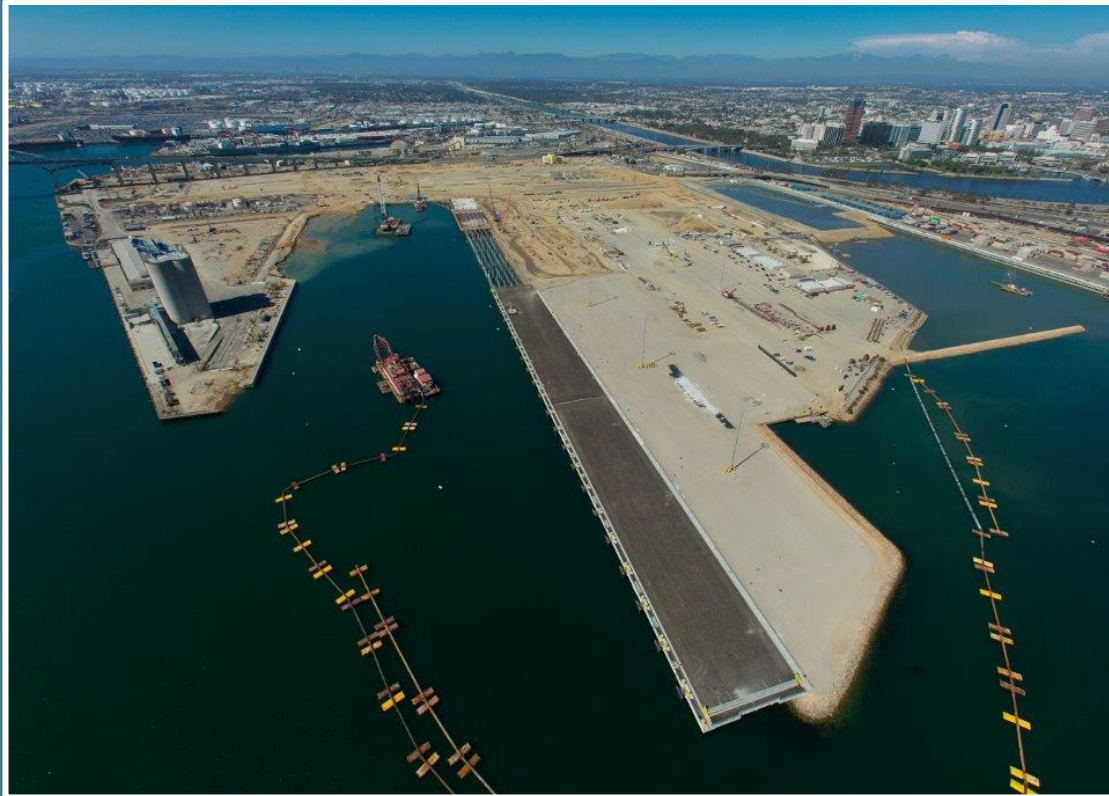




# Social License Levels

.....

- Acknowledgement (no buy in)
  - Acceptance (tolerate it)
  - Approval (favorable regard)
  - Advocacy (being a “co-owner”)
- 
- Don’t confuse:
  - Acceptance for Approval
  - Co-operation for Trust
  - TECHNICAL credibility for SOCIAL credibility



.....

THANK YOU!

