

We Make Cargo Move

SUSTAINABLE PORT DEVELOPMENT & OPERATIONS

September 17, 2015

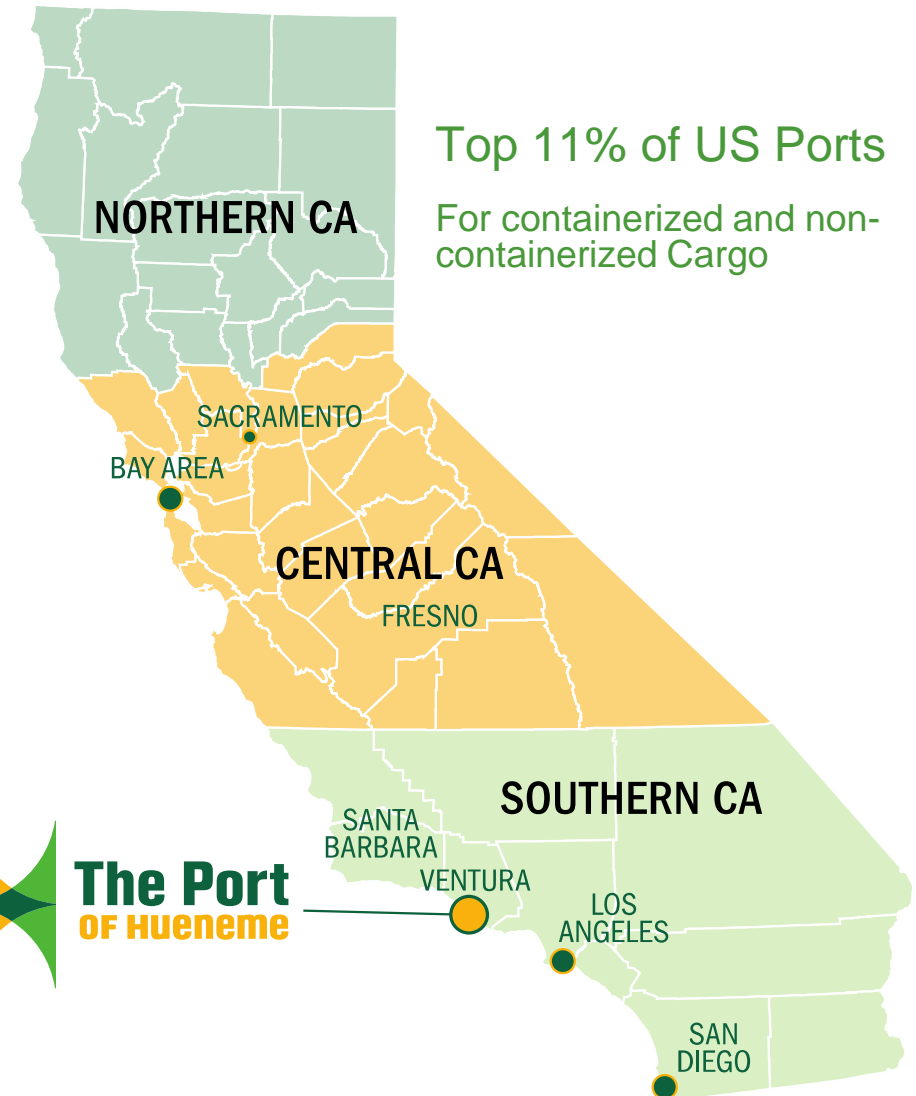
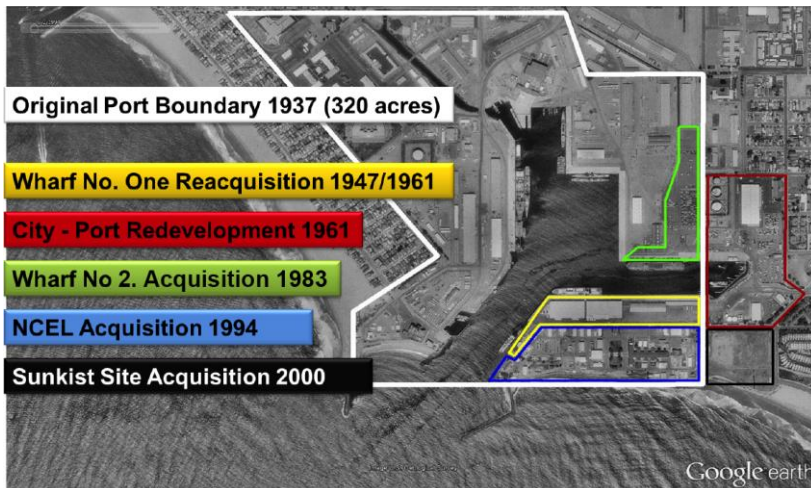


The Port
OF Hueneme
Oxnard Harbor District

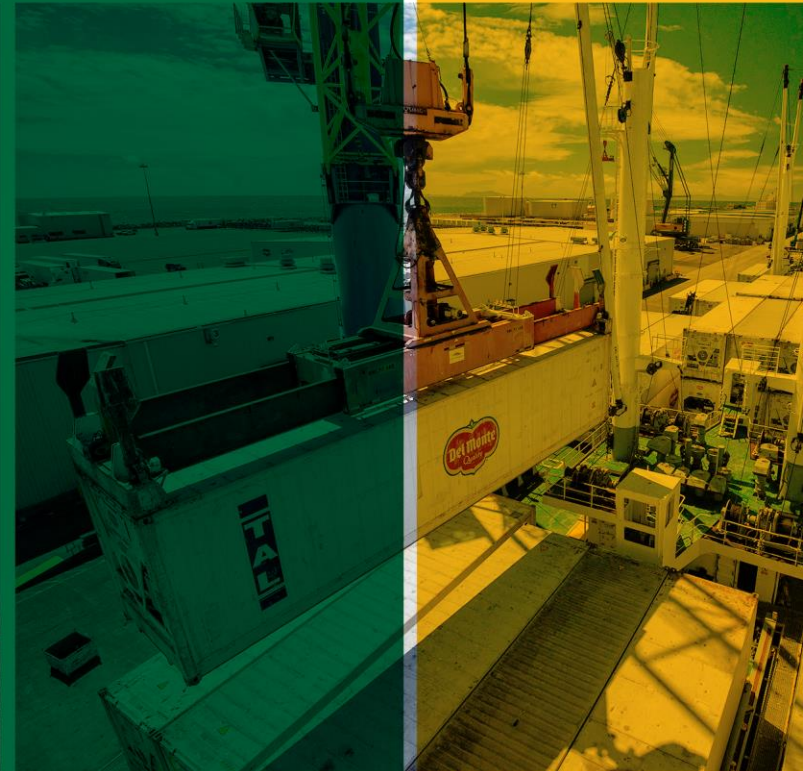
Thriving California Hub



We Make Cargo Move



We Make Cargo Move

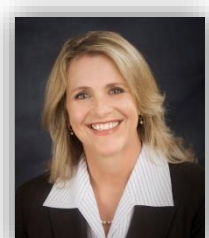
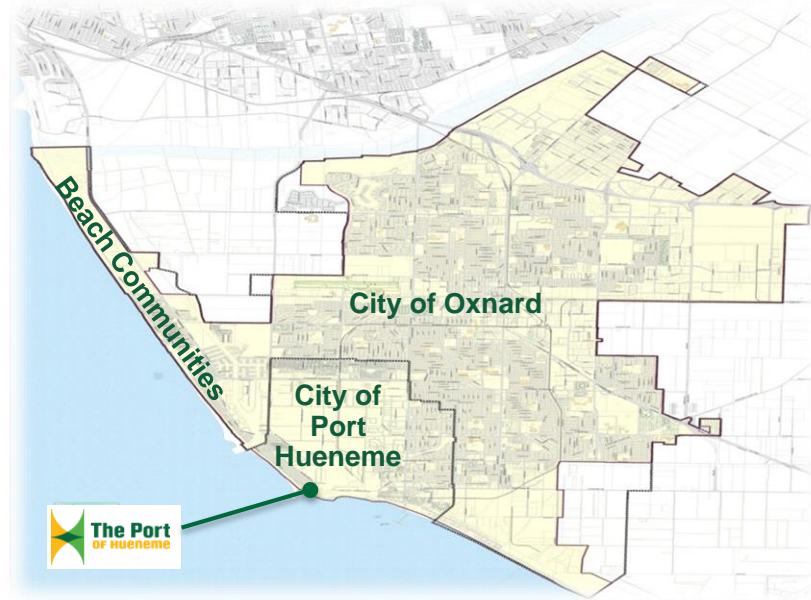


Port Governance
Commercial Trade Gateway



The Port
OF HUENEME
Oxnard Harbor District

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



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



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.

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Why Hueneme?

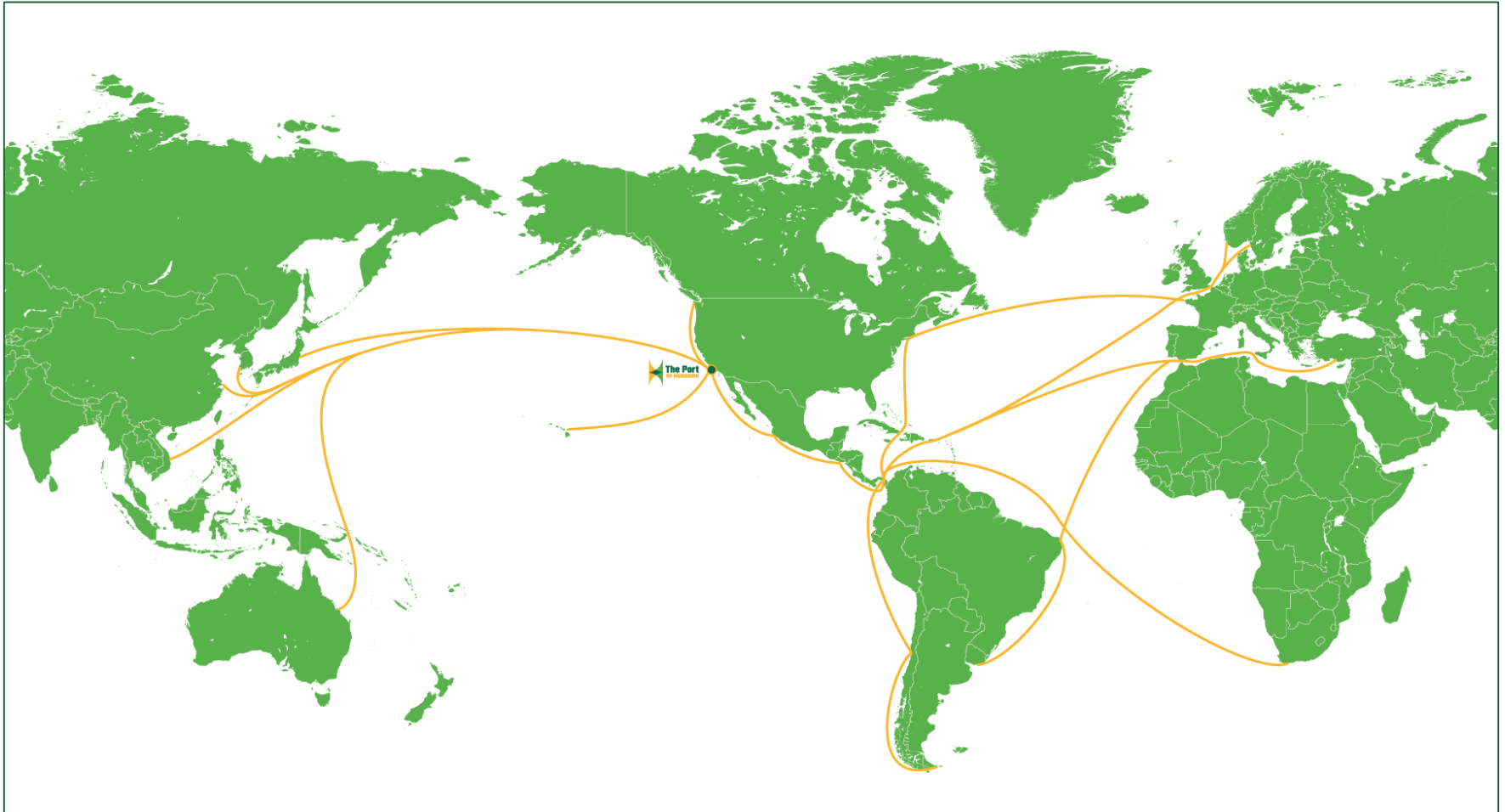


The Port
OF Hueneme
Oxnard Harbor District

Prime Location



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Commercial Trade Gateway to North, Central and South America,
Asia, Europe and Scandinavia

Port Overview



World Class Distribution Centers



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279 Acres Private / 15 Acres Public



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Cargo Performance
Vital Niche Market Port



The Port
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Oxnard Harbor District

Shipping Lines

- Champion Tankers
- COSCO
- CSAV
- EUKOR
- GLOVIS
- Hamburg Sud
- K-Line
- Mitsui OSK Lines
- Norbulk
- Cool Carriers
- NYK Lines
- Seim Car Carriers
- WWL
- Liberty Logistics
- Sea Trade
- Hoegh

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
- Guardsmark Security
- TracTide Marine Fuels

DC & Warehousing

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

Our Customers Make Us Thrive



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Auto

- BMW
- GLOVIS
- WWLA

Fresh Produce

- Chiquita (NYK Cool)
- Del Monte

Offshore Oil Industry

- DCOR
- EXXON Mobil
- Freeport McMoran
- Irwin Industries

Liquid Bulk

- Yara North America

Fish

- Oxnard Unloading Services

Vehicle Brands

- BMW, Mini Cooper, Rolls Royce, Volvo, Land Rover, Jaguar, Maserati, Ford, Hyundai, Kia, Aston Martin, Mitsubishi, General Motors, Honda, Toyota, Nissan, Tesla

Ro-Ro/High and Heavy Products

- Caterpillar, John Deere, New Holland, Case, Hyster, Specialized Construction and Mining Equipment

Military Cargo

- Liberty Logistics

Specialized Project Cargo Customers

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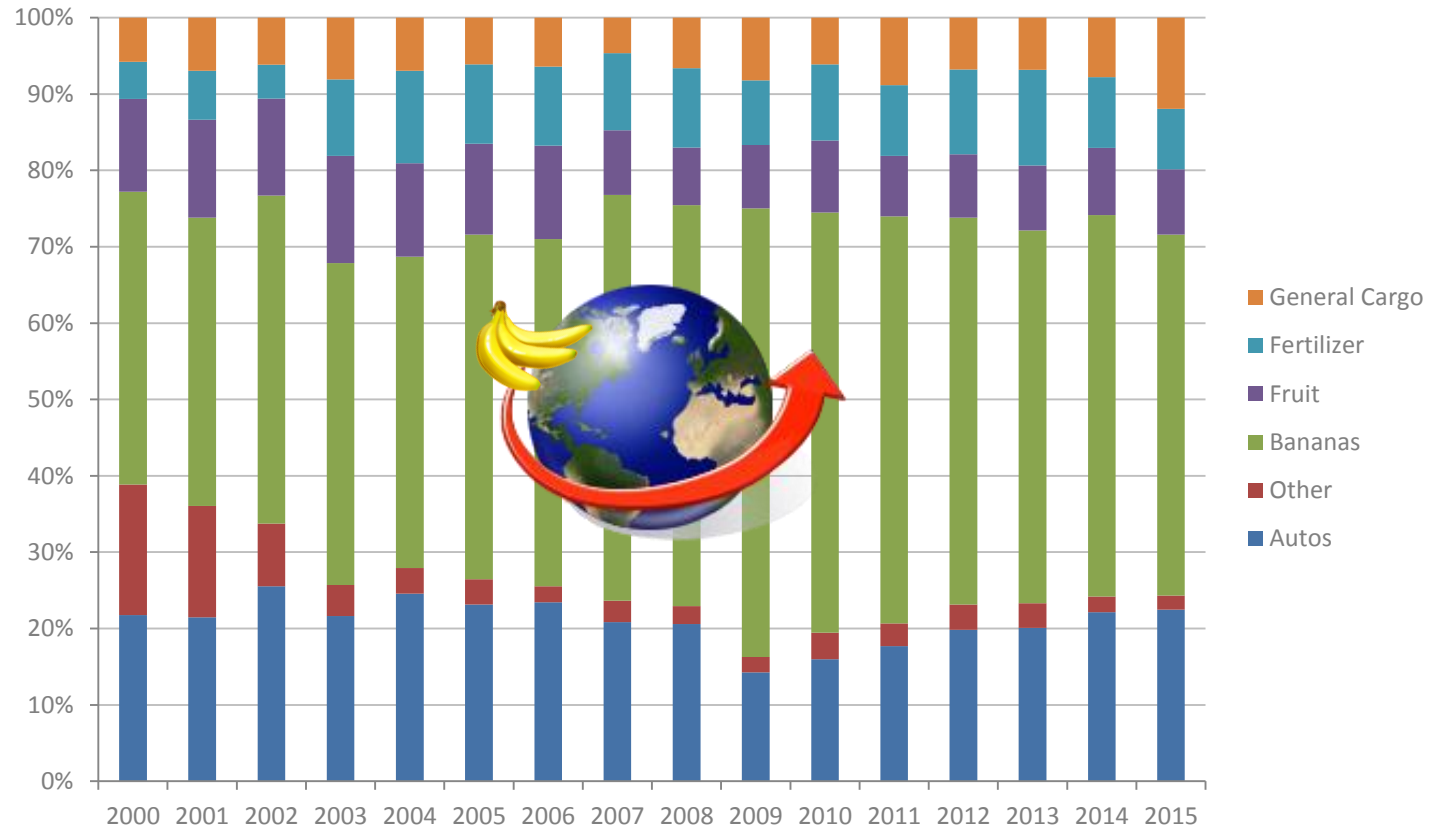
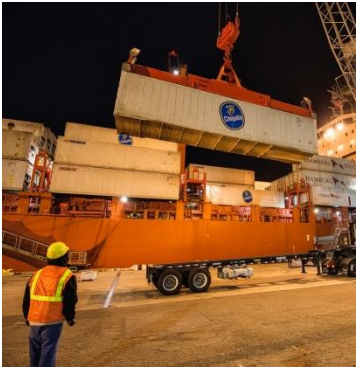


Cargo Performance
Vital Niche Market Port



The Port
OF Hueneme
Oxnard Harbor District

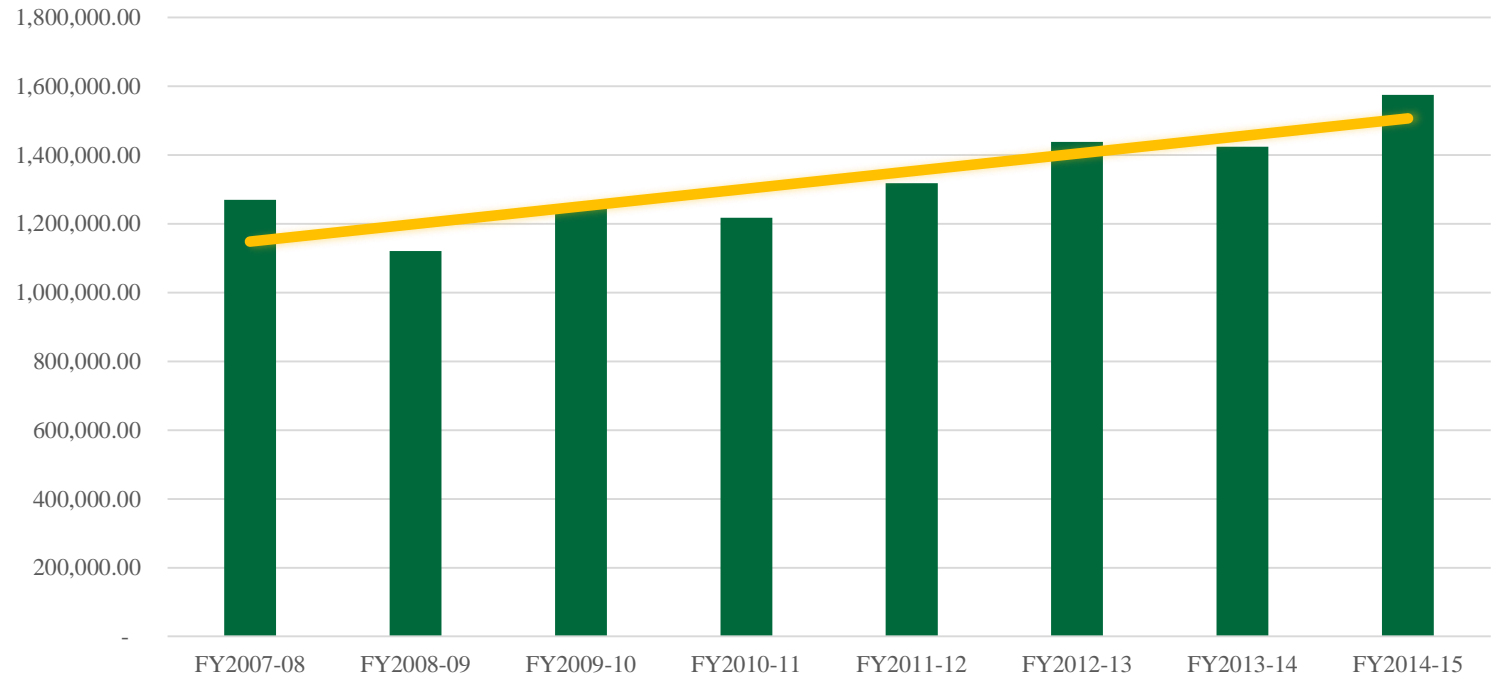
Tonnage By Commodity



Historical Cargo Throughput



Total Cargo Throughput



Total Cargo increased by 10.6% to 1,574,903
Measurement Tons, Record Year

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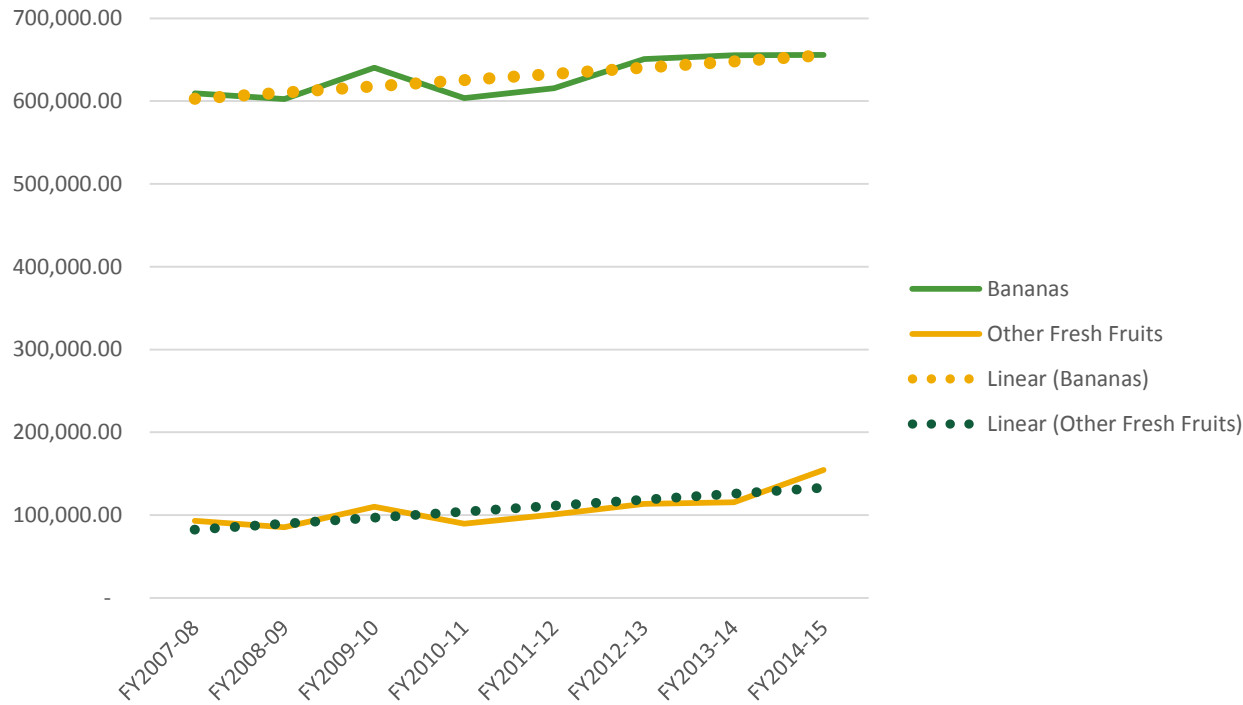


The Port That Farmers Built



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Oxnard Harbor District

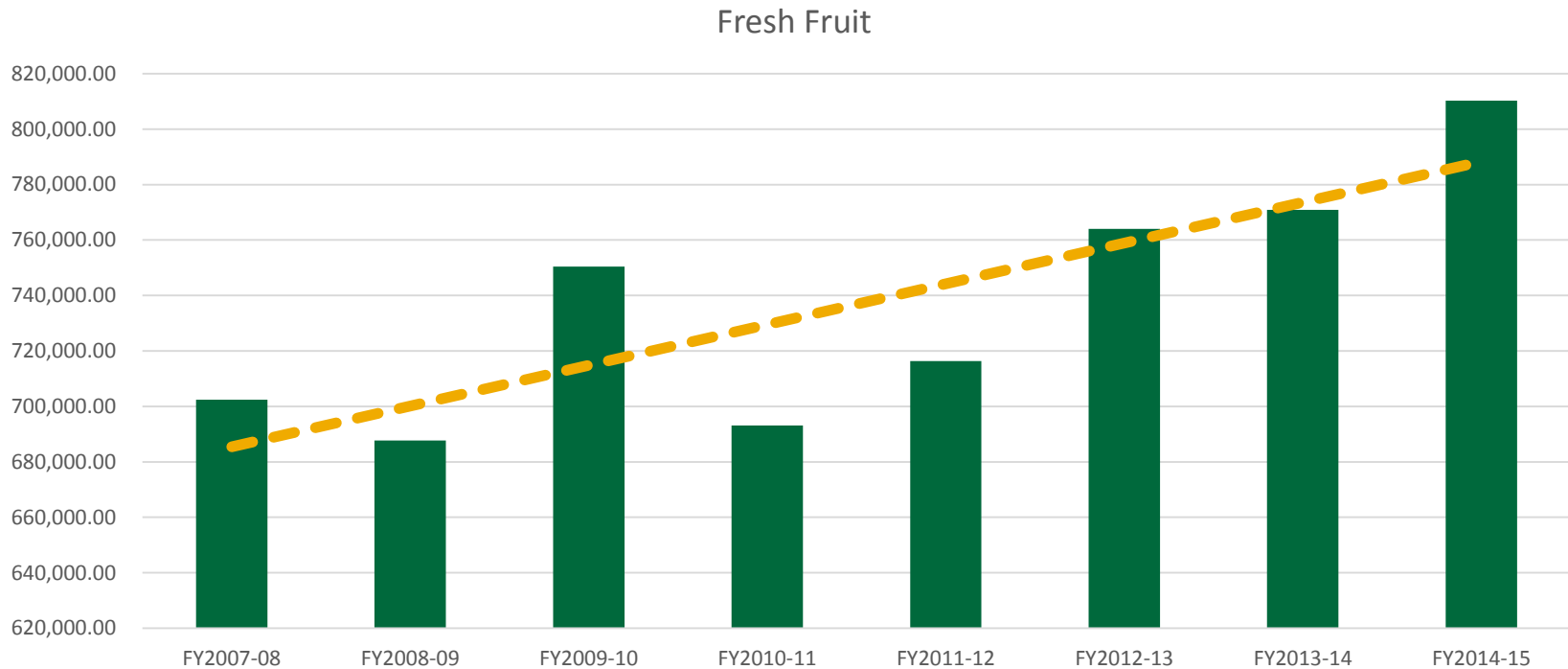
PERFORMANCE – FRUIT



Banana imports were unchanged from last year, while the other fresh fruit category, which includes exports, increased by 34.1%.

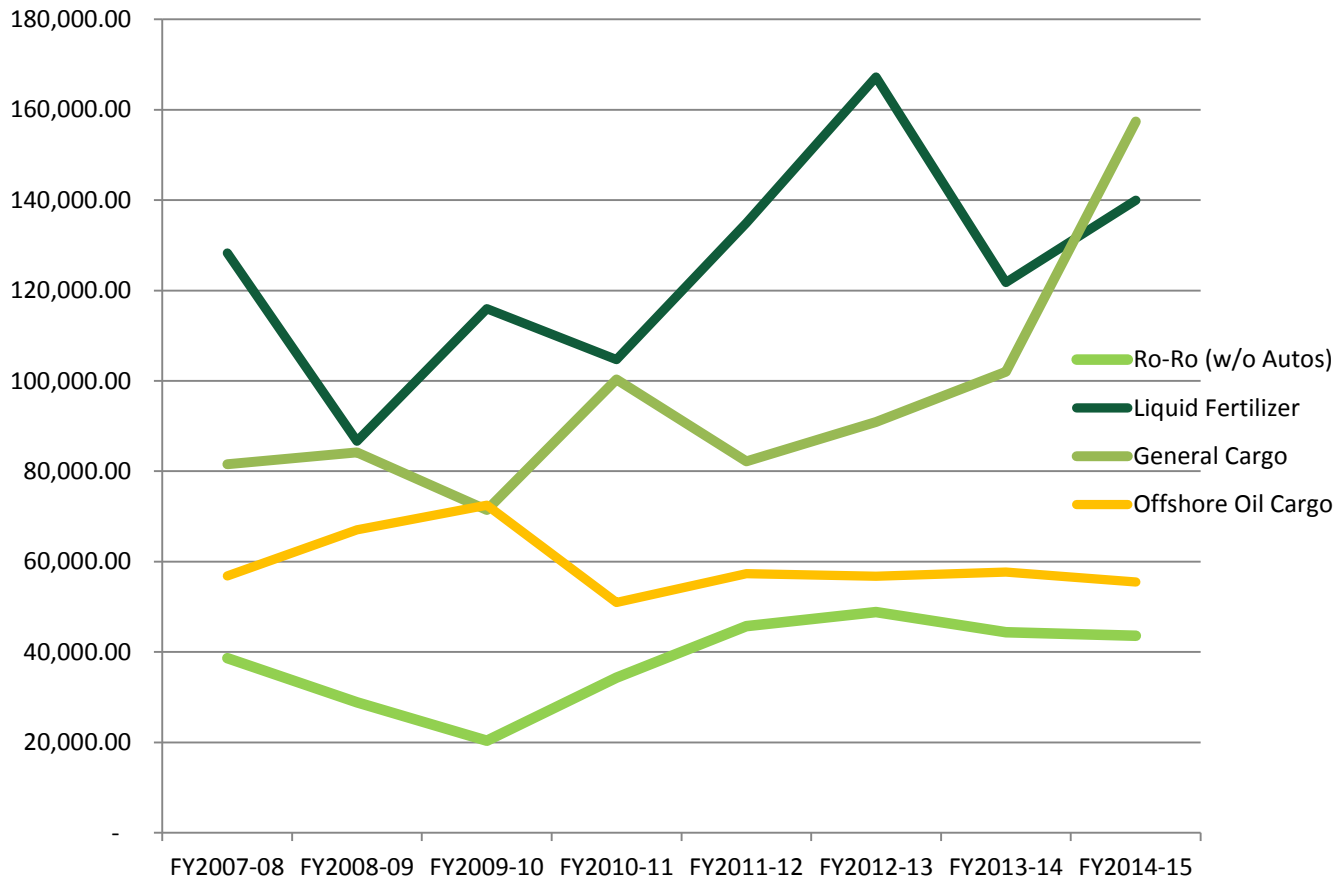


Fresh Fruit Performance



Overall, the fresh fruit sector increased by 5.1%, to 810,224 metric tons.

Liquid Fertilizer and Other Sectors



In other sectors, General Cargo was up 54.3%, Liquid Bulk Fertilizer was up 15.0%, Non-automotive Ro-Ro was down 1.8%, and Offshore Cargo was down 3.8%.



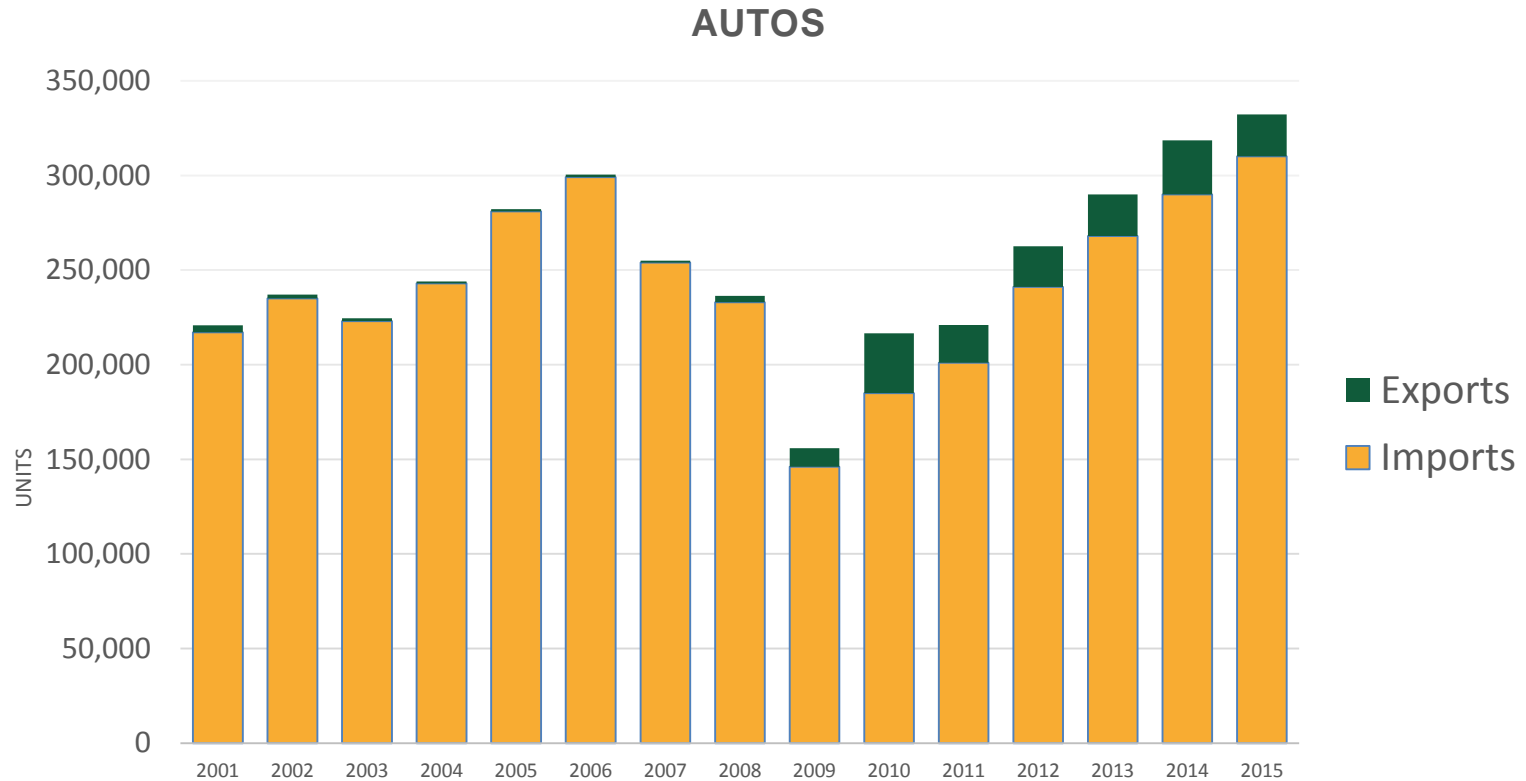
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An Active Auto Port



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Oxnard Harbor District



Automobile imports increased by 14.6%, while exports, a small part of the overall line, decreased by 26.6%.

One Millionth Honda Export

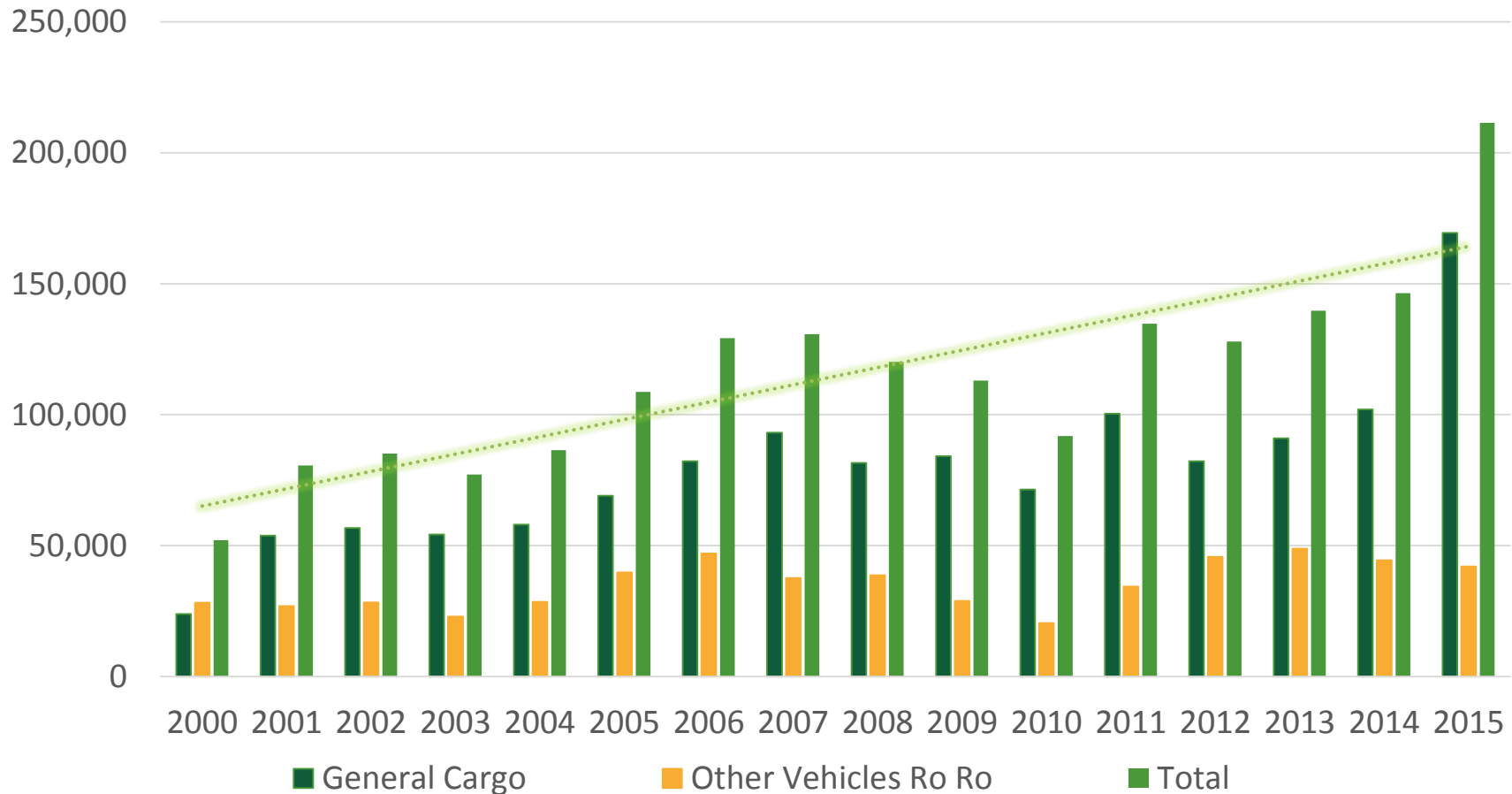


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On December 11, 2012, Honda Motors USA exported its 1,000,000th U.S. Manufactured Honda



Performance – High and Heavy, Rolling Stock



For the other ocean freight lines of business, volumes are up 66.1% for general cargo, down 5.3% for other vehicles Ro-Ro.

*FY2014-15 is projected based on year-to-date

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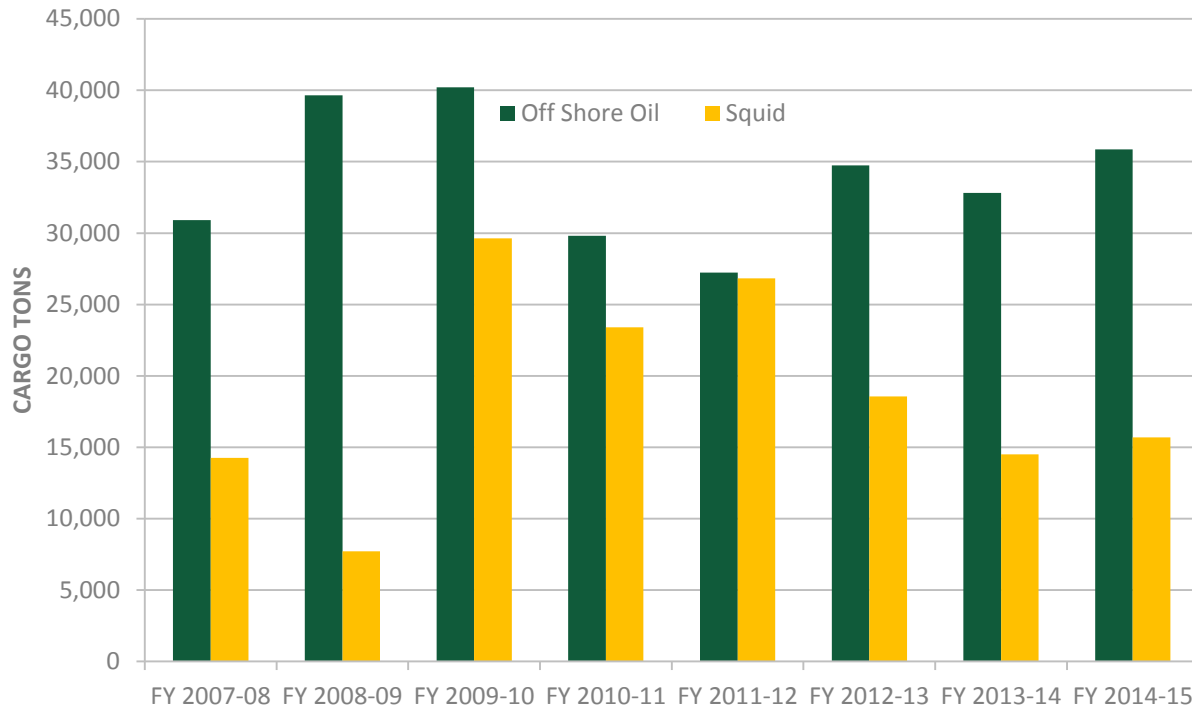


Domestic Cargo
Support to Oil Rigs and Squid Fishery



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Oxnard Harbor District

Domestic Cargo

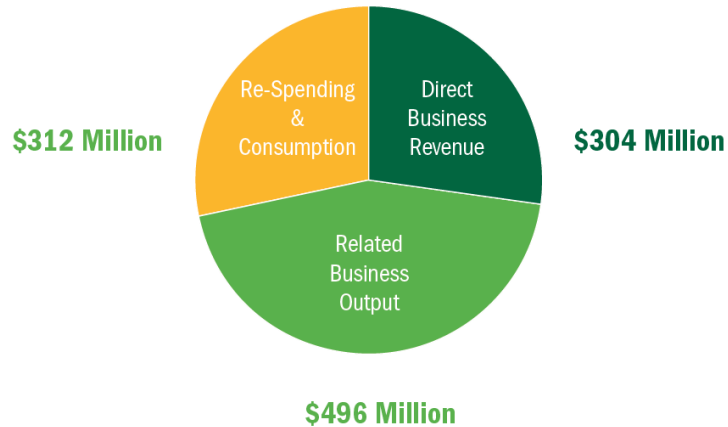


In domestic cargo, the fish catch is up 8.2% and the offshore oil cargo business line increased by 8.1% over the same period last year.

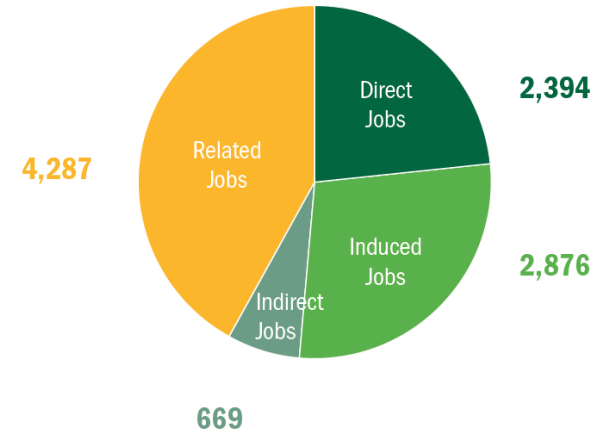
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Economic Engine for the County

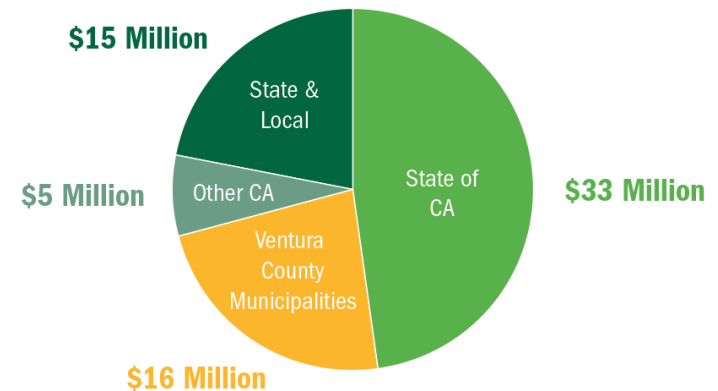
\$1.1 Billion Total Economic Activity



10,226 Total Direct, Induced, Indirect and Related Jobs.



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



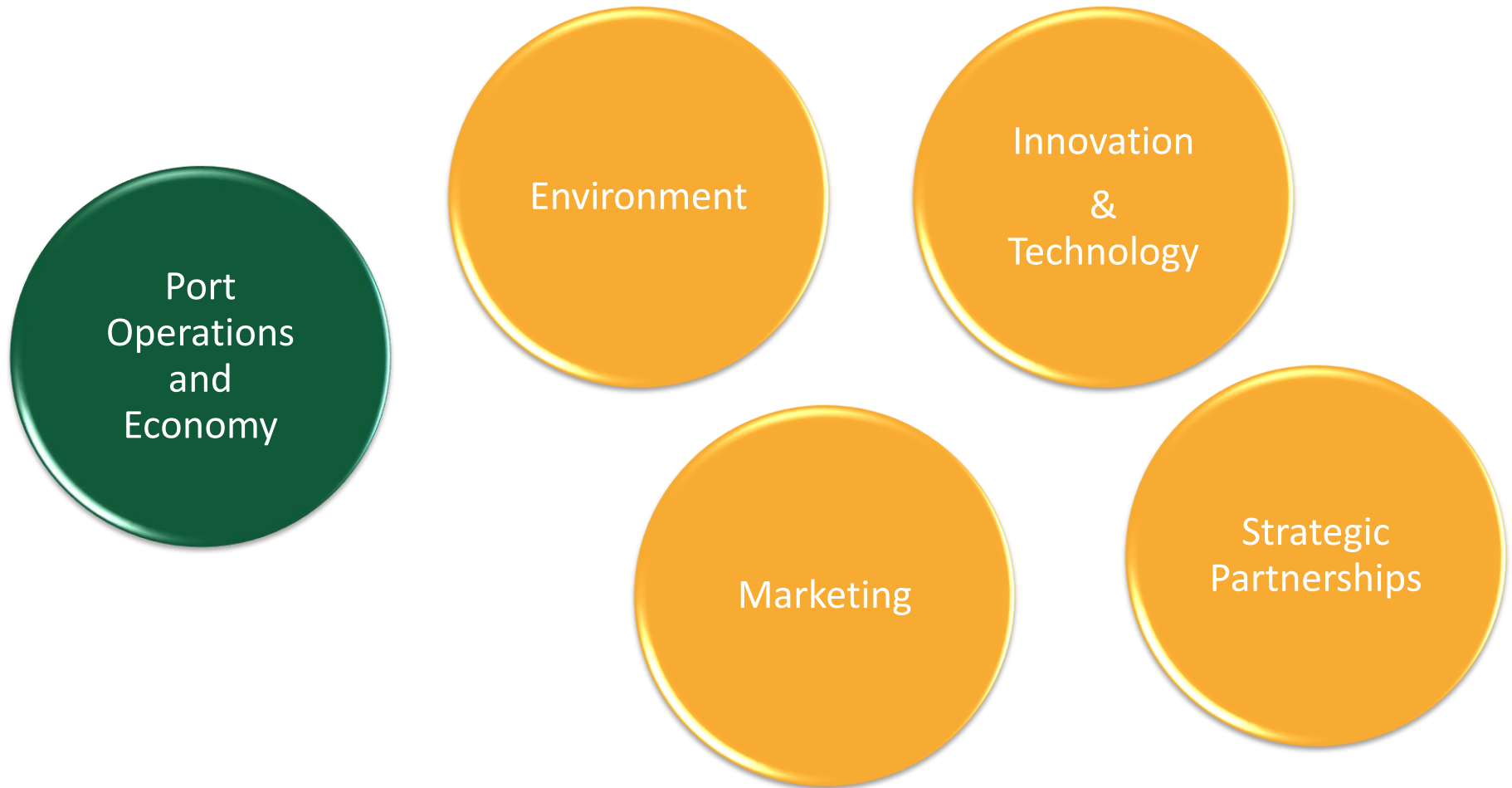
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Port Operations and Sustainability



The Port
OF Hueneme
Oxnard Harbor District



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Port Operations

The Terminal: Today and the Future



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OF HUENEME
Oxnard Harbor District

Port Operations – Effective Strategies

The Operations team ensures all operations are running efficiently, rules are being complied with and port facilities are properly developed and well maintained.

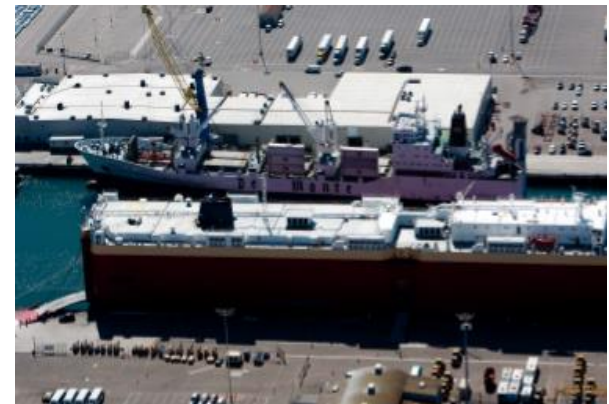
As a landlord port, Operations personnel rely on “customer services in a cost effective manner” to meet the goals and objectives of the Port.

Responsibilities:

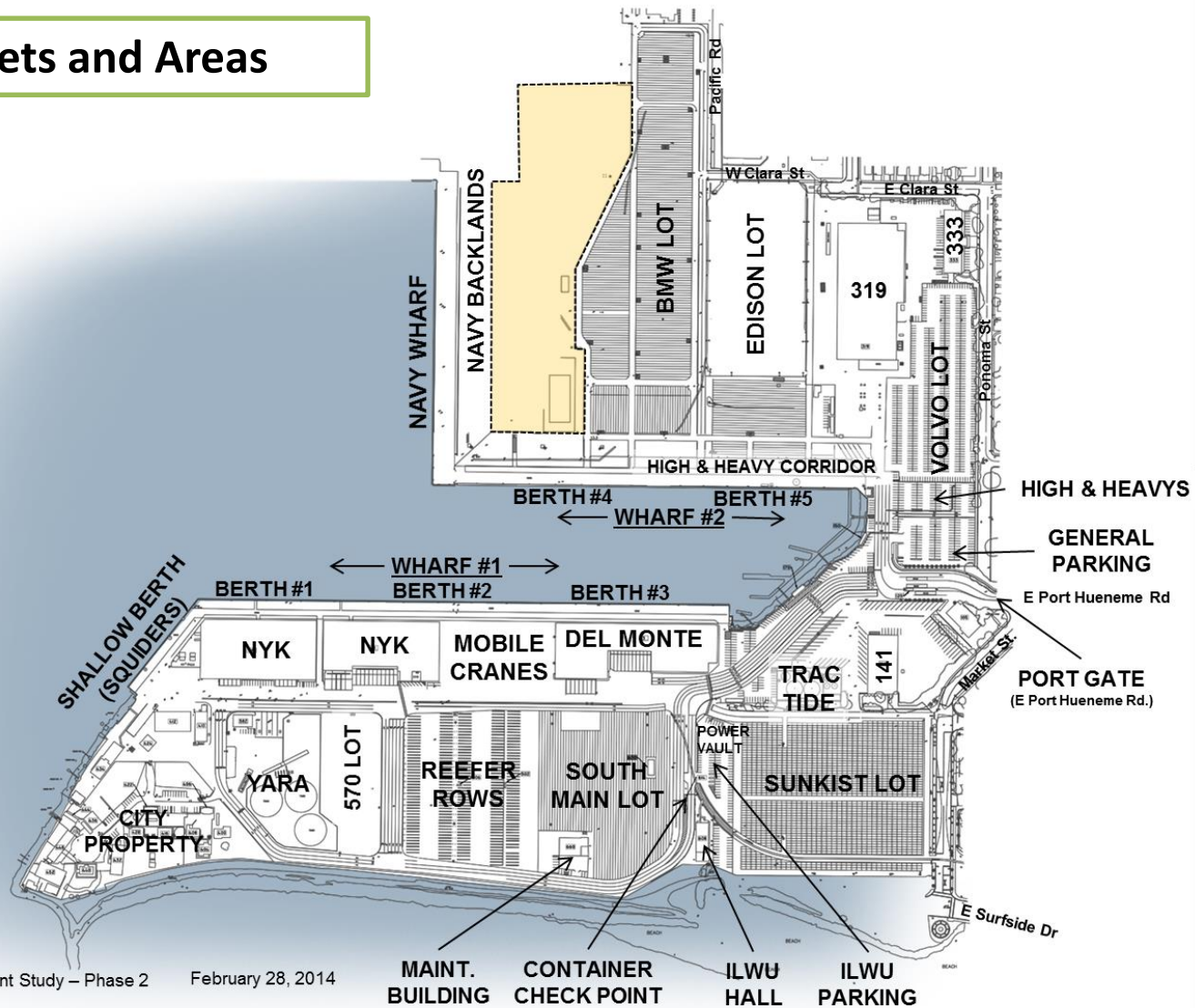
- Administration, maintenance, development and sustainability of the Port’s commercial marine terminal properties consistent with the Port Master Plan and the core Port priorities.

Key areas of focus:

- Productivity
- Strategic communication and information flows
- Safety and security
- Quality control
- Information technology (IT)
- Maintenance and repair
- Scheduling
- Customer satisfaction



Port Assets and Areas



Key Objectives:

- Customer Satisfaction (business growth and retention)
- Assist Port pilots in the docking of vessels in a safe and timely manner
- Effective management of Port terminal space to ensure proper collection of revenue
- Enforce rules and regulations for Port Hueneme Terminal Tariffs
- Ensure compliance with local, State, Federal Government officials and agencies, as related to maritime operations (U.S. Coast Guard, Homeland Security, U.S. Customs, USDA, etc.)

SUSTAINABILITY!!!



Traffic Management Planning and Implementation



Traffic Management to Ensure Safe Flow of Freight

New Pavement Markings

- Stenciling in travel lanes to support way finding
- Designate truck queuing areas
- Speed limits in travel lanes
- Define through-traffic lanes

“Blue Light” During Auto Operations

- Heightened awareness
- Expect higher speeds and caravans

Variable Message Signs

- On-terminal Communications
- Intercept inbound trucks early if Gate blocked (Off-terminal)

Comprehensive Port Sign Plan

- Design standards
- Way finding with current customers



What's Happening in the World

And Happening Fast!

- **New Global Shipping Line Alliances** and their expansions
- **Sizes of new vessel orders** continues to grow
- **Demographic Trends** Industry shifts--China, India and South America –global seaborne trade will double by 2030
- **Technology** – E-Commerce; Automation; Oil and energy prices impacted by new technology; LNG Bunkering
- **Environmental Sustainability**- long term growth and profitability of the global supply-chain will depend on ethical sourcing



Future Operations: What will it look like?

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

Intermodal Trade Corridor



We Make Cargo Move

OUTSIDE THE GATE (PRNS)

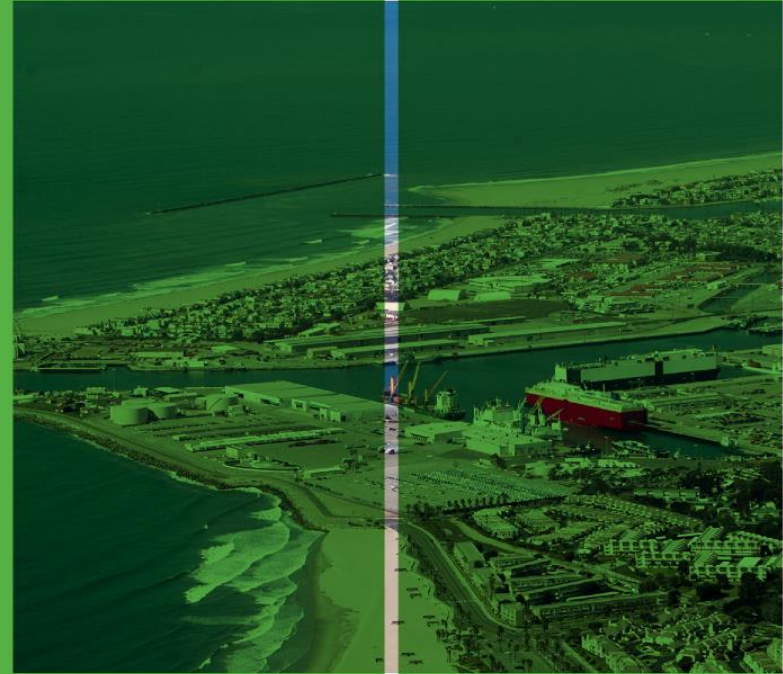
Logistics Development
Port Hueneme Road Widening
Grade Separations
101 Corridor
Harbor Deepening

INSIDE THE GATE

ECU
On Dock Rail Expansion
Shoreside Power
Wharf Modernization



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Green Port
Brings Sustainability



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Oxnard Harbor District

Goal

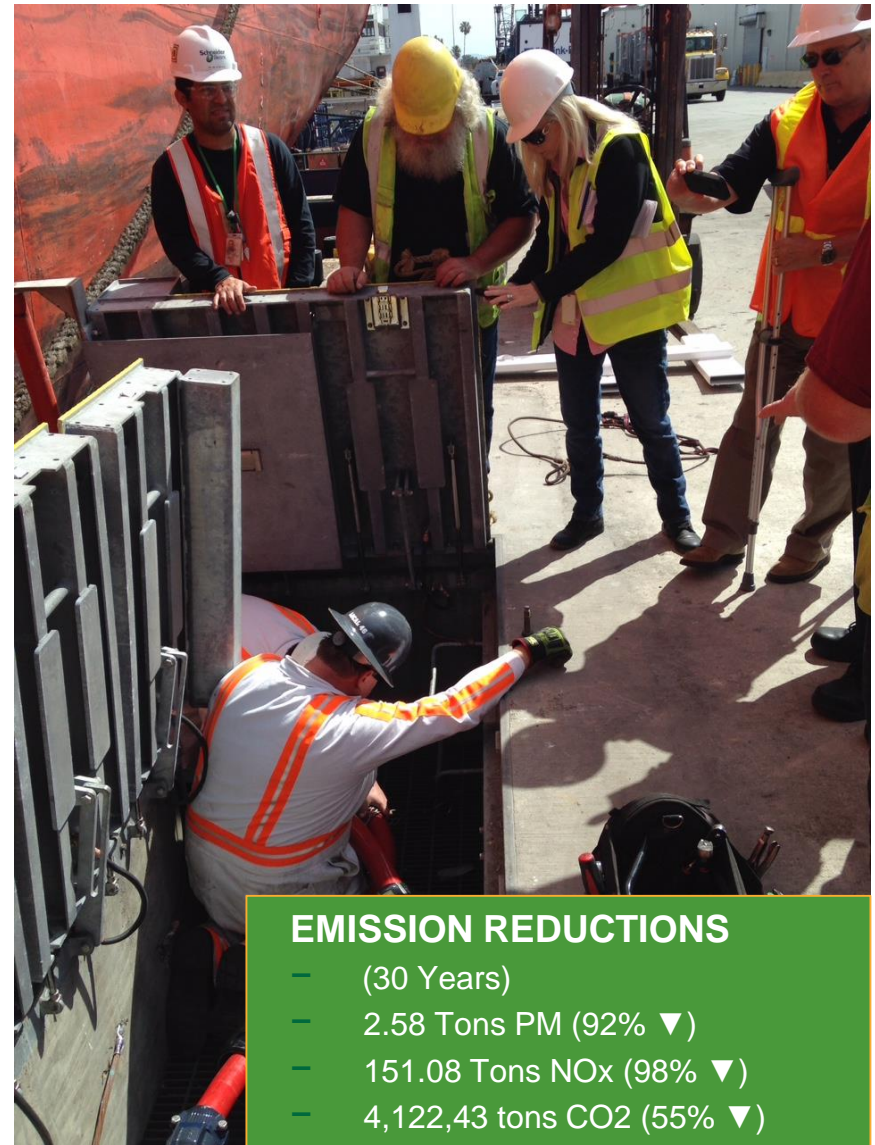
To minimize or avoid negative environmental impacts within the working waterfront while growing business within the Port's environmental framework.



Key Strategies

- Implement the Port Environmental Framework and Board adopted environmental policy.
- Develop partnerships with energy and environmental stakeholders to advance green initiatives.
- Participate in public policy and legislation as partners to governing agencies
- Pursue Grants and Public Private Partnerships
- Fully implement the Shore Power program.
- Develop long-range policy to Incorporate climate change, adaptation and resiliency with infrastructure investments.
- Promote cleaner burning fuels usage for terminal, off-terminal and vessel operations.
- Inform public policy and legislation.
- Integrate economic development into the surrounding region's unique natural and built landscape.
- Build in marine terminal and infrastructure resiliency to ensure long-term logistical continuity within a changing climate.
- Replace conventional diesel with low emission propane-fueled trucks, and electrifying cargo handling equipment to reduce on-dock emissions.
- Implement the Port's Stormwater Improvement Plan.
- Incorporate the Coastal Trail into transportation plans and projects.

Shore Power = Sustainable Operations



EMISSION REDUCTIONS

- (30 Years)
- 2.58 Tons PM (92% ▼)
- 151.08 Tons NOx (98% ▼)
- 4,122,43 tons CO2 (55% ▼)

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Marketing
Getting the Message Out!



The Port
OF HUENEME
Oxnard Harbor District

Get the Message Out

We are Port that balances operations with Sustainability

Business



- Customers & Prospects
- Business Partners (Navy, Shipping Lines, Logistics, BCO's NVO's)

Key Message:

Leading Niche Market Port

Community



- Ventura County Residents
- Ventura County Government

Key Message:

Vital Economic Engine

Internal Team



- Staff & Labor
- Commissioners

Key Message:

Growth Champion

Accomplishments

- 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)



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Innovation & Technology
Brings Sustainability



The Port
OF Hueneme
Oxnard Harbor District



Vision

To foster ideas, innovation and leading edge technologies for the advancement of ports and the maritime environment.

Mission

We join a network of leading academic, research, test & evaluation, and in-service engineering centers to further expand the nation's ability to provide solutions to relevant challenges in the maritime domain. By leveraging the unique geographic, operational and environmental assets located at the Port of Hueneme, MAST invites entrepreneurs with an optimized solution a surrounding for sustained research, experimentation and test programs.

Innovation & Technology = Sustainable Operations



mast Maritime Advanced Systems & Technology Laboratory At The Port Of Hueneme



- Further develop MAST Program
- Facilitate innovative alternative energy sources and support research efforts
- Build partnerships with innovative companies and agencies and apply for grants
- Facilitate on-terminal investments and operations that increases capacity, safety, efficiency and throughput.
- Support revetment wall Investments and beach nourishment program.
- Explore utility and renewable energy pilot programs to enhance energy efficiency and adopt new technologies.
- Endeavor to implement state-of-the-industry best practices for lighting, warehouse cooling, fumigation and shore power systems.
- Expand Geographic Information System (GIS) capabilities.
- Explore alternatives to connecting the marine terminal to near-dock processors and customers

Accomplishments to Date:

- Coastal Trident: Annual Technology Expo
- Invasive Species Research
- Energy Efficiency
- GIS Technology

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Strategic Partnerships
Brings Sustainability



The Port
OF Hueneme
Oxnard Harbor District

Partners = Sustainable Operations

Goal

The Port strives to maintain and grow its external relationships, proactively addressing challenges and advocating for innovative, effective solutions with an eye towards long-range sustainability and strengthening local, regional and global ties.



Key Strategies

- Actively participate with **Our Community** 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)
 - Ventura County Transportation Commission (VCTC)
- Collaborate with **Naval Base Ventura County** to achieve mutually beneficial goals.
- Actively participate and support the Navy Outlease Program and Joint Use Agreement process to the mutual benefit of the NBVC Mission and Port customer needs.
- Further strategic relationships with NBVC, and support related advocacy groups such as the **Regional Defense Partnership –21st Century (RDP-21)**
- In partnership with NBVC and the Cities of Port Hueneme and Oxnard, develop traffic mitigation plans related to base access and egress.
- Launch **Port Public Relations Campaign**

Partners = Sustainable Operations



Key Strategies

- Continue active participation representing port and maritime interests at the federal and state levels.
- Working with regional transportation agencies, VCTC, CalTrans and the Southern California Association of Governments (SCAG), support and advocate for integrated transportation planning and goods movement policy, supporting a national freight strategy.
- Work with partner agencies to ensure coordinated long range land use and transportation planning.
- Support the development of a comprehensive commercial truck transportation plan.
- Further develop Innovation Partnerships under the MAST program, such as the successful work with Stellar Biotechnology
- Build Ladders of Opportunity and partner with all levels of Education Partners
- Work with Labor Partners, ILWU Local #46 to sustain the high-caliber workforce and service the Port is known to consistently deliver
- Collaborate with trade and maritime partners, Industry Associations and government agencies to achieve common goals.



Community = Sustainable Operations

- 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



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Strategic Plan 2020

Vision



The Port
OF HUENEME
Oxnard Harbor District

- 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- September 2015



Number 1 US Trading Partner for Exports



China

**China for
Hueneme!**

Number 1 US Trading Partner for Imports



China

**Latin
America
for
Hueneme!**

We're Open for
Your Business

We Make Cargo Move

