AMPLIFYING A PORT’S MESSAGE THROUGH INDUSTRY PARTNERSHIPS
AAPA 2017 COMMUNICATIONS & ECONOMIC DEVELOPMENT SEMINAR | June 13, 2017
PORT COMPLEX
EXISTING TERMINALS

1. Northland Cruise Terminal
2. Westview Wood Pellet Terminal
3. Fairview Container Terminal
4. Ridley Island Project Cargo Facility
5. Prince Rupert Grain Terminal
6. Ridley Coal Terminal
PORT OF PRINCE RUPERT ATTRIBUTES

• Closest North American port to Asia
• Deepest natural harbor in North America
• Safe, sheltered and efficient access from international shipping lanes
• Superior and uncongested rail and road connection to North American markets
• Exceptional community and labor support for expansion

<table>
<thead>
<tr>
<th></th>
<th>Prince Rupert</th>
<th>Vancouver</th>
<th>Los Angeles</th>
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<tbody>
<tr>
<td>Employed by Port Operations</td>
<td>23%</td>
<td>4%</td>
<td>1%</td>
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<tr>
<td>TEUs/Person</td>
<td>61</td>
<td>1</td>
<td>0.8</td>
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<tr>
<td>Tonnes/Person</td>
<td>1551</td>
<td>55</td>
<td>17</td>
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COMMUNITY OF PRINCE RUPERT

- 12,000 residents
- 44% First Nations
- 50% of population has high school or less
- History of industrial waterfront use
- Port industry directly employs 25%
‘FACES OF SAFETY’ (2013)
MARINE SAFETY & SECURITY

Planning For Growth

- Deep, wide, ice-free harbour
- Direct, unobstructed access to Pacific shipping lanes
- Forecast growth from 500 to 2,000 vessels annually
- Baseline risk assessments: safest port on the west coast
  - Beneficial geography
  - Shorter route through inside waters
  - Relatively less vessel traffic
  - Established navigation & response services
- Ongoing risk identification and mitigation: making a safe port safer
  - Investment in navigation aid technology
  - Investment in shore-based radar
  - Proactive updating of practices and procedures
MEASURING CAMPAIGN SUCCESS
**PUBLIC OPINION POLLING**

**Level of Familiarity with Port Operations and Activities**

- **August 2013**
  - Can explain most: 26%
  - General understanding: 31%
  - Know somewhat: 30%
  - Know very little: 12%

- **April 2014**
  - Can explain most: 35%
  - General understanding: 38%
  - Know somewhat: 21%
  - Know very little: 7%

- **October 2014**
  - Can explain most: 32%
  - General understanding: 35%
  - Know somewhat: 22%
  - Know very little: 11%

- **June 2015**
  - Can explain most: 25%
  - General understanding: 42%
  - Know somewhat: 18%
  - Know very little: 15%

- **December 2015**
  - Can explain most: 28%
  - General understanding: 41%
  - Know somewhat: 22%
  - Know very little: 10%

- **July 2016**
  - Can explain most: 38%
  - General understanding: 31%
  - Know somewhat: 23%
  - Know very little: 8%

- **Overall, the majority of Prince Rupert and Port Edward residents in July 2016 continue to be at least aware of the Port or have some knowledge of the current terminal, shipping activity and trade occurring at the Port of Prince Rupert (92%).**

- **This includes more than one-third of residents that feels they have a good understanding of it (38%), almost one-third that feels they have a general understanding of port activities but can’t explain most of it (31%), and about one-quarter whose knowledge ends at the location of the port (23%).**

- **In July 2016 fewer than one-in-ten state they know little or nothing about it (8%).**