26.4 Million Metric Tonnes Annually

Canada’s 3rd Largest Port by Volume

Surrounded by 127,000 residents

Relationships with 100+ Stakeholders

More than 800 Ships Each year

$205 M Infrastructure Project Underway
Terminals

- Long Wharf: Cruise & Open Area for Light Development, Break Bulk/Project Cargo
- Pugsley A: Open Area for Development
- Marco Polo: Cruise
- Diamond Jubilee Cruise Terminal: Cruise
- Lower Cove: Open Area Available for Development, Break Bulk/Project Cargo
- Irving Oil & Canaport: Liquid Bulk
- DP World Cargo Terminal: Containers, Dry Bulk, Break Bulk, & Project Cargo
- Modular Fabrication Building
- American Iron & Metal (AIM): Dry Bulk
- Lower West: Crosby's Molasses, Atlantic Towing, Land available for development

Port Saint John
New security rules give port ‘no choice’ but to bar path from water

Large tent will serve as cruise ship terminal for visitors this summer.

By MAC THURMAN

SUNDAY NEWS

When Harbour Passage expands into the city’s South End several years from now, it will look different from the mounding, walled-off garden trail that runs along Portland Peninsula. New walkways and a covered passenger terminal will be built on a berm above the old walkway. The new passenger terminal will be a straight strip 5.5 metres wide between the backs of the terminal and the western end of Water Street, says Capt. Aivars Supigaits, Saint John Port Authority’s president.

“Confined to this area at the back of the terminal, if we get the next two years, we can start putting in a new walkway with traditional sidewalk standards,” he said. And Ross Jefferson, manager of the Waterfront Development Partnership.

New international security standards for cargo will likely give the port no choice but to bar the cruise ships from using the terminal, he said.

“The original proposal for Harbour Passage would have placed it at the water’s edge along the cruise ship area, and back to Water Street at the south of the Pumphouse area,” Jefferson said.”

Although the cruise facility will be off limits to the public during the cruise season, Capt. Supigaits said the port is looking for ways that citizens can visit the facility.

“Personally, I think the Harbour Passage, if it’s stream-lined, it will be attractive with dexterity. This whole area is going to be totally different. It’s going to be a whole new area,” he said.

Exactly what restrictions will be placed on this section of Harbour Passage can’t be known for certain until March, when Transport Canada is expected to pass new security regulations. The regulations will be based on recommendations from the International Maritime Organization, he said.

“We have to comply with whatever comes out,” he said.

The port already has a consultant drawing up a security plan for the Port of Saint John compliant with the new international Security and Port Facility Security (ISPS) regulations.

Before it can be determined how Harbour Passage will be affected by the future cruise terminal, a report was submitted to the Port Authority regarding the ISPS regulations.

Capt. Supigaits said the port must finish designing the building but with the old Pumphouse all torn down, the port must first turn its attention to designing the site as a cruise ship facility for next year.

“A large tent will serve as the terminal this summer, and another tent will house the mall of souvenirs vendors,” he said.

A new temporary passenger facility will start appearing in the fall as the port starts getting the logistics of moving passengers, buses and cars through the terminal when the big ships are here.

“This is a big season for us. It’s got to go smoothly,” he said.

The first step will be in driving plans to reintroduce the port for a giant cruise, large enough to accommodate one big ship at a time, Capt. Supigaits said. The cruise ship is the world, which is scheduled to make several visits here next year. The port must also design and build all underground services to the new facility before putting the wharf for summer use, even though it hasn’t completed the design.

“The wharf must be built now,” he said. “We want to make sure that for a major cruise, coming large enough for the Voyage, it’s built.”

Reach our reporter

trujeman@telegraphjournal.com

PORT SAINT JOHN

Greater Saint John

WHERE THE SEA MEETS THE CITY

Celina’s in Saint John

Ties that bind: The family legacy of longshoremen

Brunswick News nab's awards
Evolution of Relationship Building

2010

- Arrival of new CEO (Sept)
- One-on-one meetings with stakeholders

2011

- Inclusion Model Developed (Stakeholders)
- Community Outreach program started (Community Day)

3 Guiding Themes

1. Inclusion
   “Stakeholders want, expect, and are entitled to be included in the strategic direction of the Port.”

2. Port as an Asset
   “The Port is an asset that facilitates economic activity for a wide range of direct and indirect users.”

3. Renewal
   “The Port and those affected by it need to move forward in a manner that presents a more focused and unified community voice for renewal.”
Port Stakeholder Inclusion Model 2017

Wider Stakeholder Forum
Once annually a meeting of all stakeholders. This meeting will occur leading into the strategic planning/business planning cycle.
April 12 (2017)

Port Operations & Infrastructure Committee
Port Marketing & Communications Committee
Periodic

Board/Management Strategic Planning
June

Mid-cycle Update to Stakeholders
Report to stakeholders on goals and objectives established for the next year based on strategic planning process.
November (TBA)

Est. 2011
Evolution of Relationship Building

2010
- Arrival of new CEO (Sept)
- One-on-one meetings with stakeholders

2011
- Inclusion Model Developed (Stakeholders)
- Community Outreach program started (Community Day)

2012
- Rebrand
- Strategic plan review
- Roll out of capital asset management plan
- Engage team & Board in Inclusion
**GUIDING PRINCIPLES FROM THE CANADA MARINE ACT:**

<table>
<thead>
<tr>
<th>STRATEGIES</th>
<th>PRIORITY INITIATIVES</th>
<th>STRATEGIC OUTCOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FINANCIAL</strong></td>
<td>Yearly goals set by the Board of Directors to ensure a strong financial position</td>
<td></td>
</tr>
<tr>
<td><strong>SUSTAINABILITY</strong></td>
<td>Improve the safety, security and environmental stewardship of our lands and waterways</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Enhance our operational and financial efficiency through technology</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Continue to engage our stakeholders through the Inclusion Model</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Continue to promote our social responsibility through community and government engagement</td>
<td></td>
</tr>
</tbody>
</table>

**INFRASTRUCTURE DELIVERY**
- Management of the proposed West Side Modernization Project
- Management of the annual Capital Projects Budget
- Maintain and update our Capital Asset Management Plan
- Enhancements to cruise/tourism experience

**TRADE & BUSINESS DEVELOPMENT**
- **Cargo**
  - Facilitate trade opportunities with respect to container / bulk / break bulk / project cargo opportunities
  - Perform activities to promote and facilitate rail competitiveness
  - Promote and monitor private sector oil and gas developments within port boundaries
- **Cruise**
  - Perform activities to facilitate cruise development opportunities
- **Venues and Property Development**
  - Increase revenue from our facilities through rental, leasing and business partnership opportunities

**STRATEGIC OUTCOMES**
- Modernize and enhance our multi-purpose infrastructure on the West Side.
- **Business Development:**
  - To achieve 150,000 TEUs
  - Cruise: To return to 200,000 passengers
  - Other cargo: To attract three new bulk / bULK / bulker shippers
  - Venues: To have the venues rented 200 times / year
- Maximize revenue streams to reinvest in port infrastructure.
- Become a national distribution point through our connections to rail and highway infrastructure.
- Invest in technologies that enhance operational efficiency, safety and protection of the environment, consistent with user requirements and public expectations.
- Continue to build the profile of the port in our region, province and the world to demonstrate the key role we play in Canada’s transportation system.
Evolution of Relationship Building

2010
- Arrival of new CEO (Sept)
- One-on-one meetings with stakeholders

2011
- Inclusion Model Developed (Stakeholders)
- Community Outreach program started (Community Day)

2012
- Rebrand
- Strategic plan review
- Roll out of capital asset management plan
- Engage team & Board in Inclusion

2013
- Social media thrust
- Initial conversations with government on infrastructure priorities
- Re-aligned donations/sponsorship
Evolution of Relationship Building

- Government, stakeholder, community relations in full activity mode
- Introduced greater 3-8 education program
Community Engagement & Investment

- **Sponsorship/Donations**
  More than 2/3 of contributions focus on children and youth in priority neighbourhoods
  Paired with venues in-kind contributions to charities and not-for-profits events

- **Community Day**
  Connecting port stakeholders & surrounding community
  Event has raised more than $85,000 for a target charity from our focus area

- **Harbour Lights**
  20 years
  13 food banks
  More than $2.5 M raised

- **Education**
  Students reached since 2014
  Approx 800-1000/year
Evolution of Relationship Building

2014
- Government, stakeholder, community relations in full activity mode
- Introduced gr 3-8 education program

2015
- Public launch of plan for $205 Modernization Project (Jan)
- Jan-July strong push for awareness
- July (initial public government commitment)

2016
- July 12: (full government commitment)
- July 28: Public signing of 35-year lease with terminal lessee, DP World

July 28, 2016
October 29, 2016
Key takeaways

- It will not happen overnight—it’s the ‘long game’
- Requires a team
- Requires buy in at Board/Commission & Executive level
- There will be hiccups—stay focused on your goal
- It is perpetual—there is no end game
Get Social With Us!

PortSaintJohn
CruiseSaintJohn
PortSaintJohn
@PortSaintJohn

sjport.com