Evolution of Community Relations

AAPA Commissioners Seminar

Doris Topsy-Elvord, Harbor Commissioner

Gus Hein, Executive Officer to the Board
Then: Pre-Asian Trade Boom

When the Port was small, and working quietly at the edge of the world, the community paid little attention to the Port.
Now: Center of Global Trade

One of World’s Busiest Container Seaports
Today’s Port

Major economic engine
- World-class trade center
- $100 billion a year in trade
- Supporting 1.4 million jobs nationally
The Flip Side

• More air pollution
• Greater health risks
• Increasing traffic congestion
Community Concern

What’s Happening at the Port!?!
Importance of Community Relations

- We need the community’s permission to develop the Port.
- To gain public support, we need to inform and educate the community about the importance of international trade and port operations.
Tools for Engaging the Community

- Internet
- Publications
- Video
- Port Tours
- Community meetings
- Special Events
www.polb.com

• Features:
  – Spotlight on the news
  – On-line boat tour reservations
  – Featured videos from Pulse of the Port TV
  – 24/7 air monitoring
  – Questions & Comments button
Publications

- Re:Port community newsletter
  - 150,000 circulation, quarterly
  - Port news
  - Updates on environmental and community initiatives
InFocus: How the Port Works

Import Cargo Containers
Where they go once they arrive at the Port of Long Beach

1. Thought retailer
A retailer's representative asks an employee of the ocean carrier or their agent, "Will this container require an inspection?" The thought retailer will provide instructions on the container inspection requirements or require the container to pass certain inspection tests.

2. On-dock handling
Containers are placed directly onto the dock so that they can be shipped to their destination.

3. Unloading the ship
When the ship arrives at the dock, the container handles the ship will unload the associated containers. No unloading is required unless there is a container handling requirement, in which case the container will be unloaded.

4. Imports by train
Nearly half of all imported containers are shipped directly by train to their final destination. The remaining half of these containers are shipped by truck to a local rail yard, then shipped by rail to a local rail yard.

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Final destinations
- Local to Port West and Ports
- Local to local dock
- Local to local dock
- Local to local dock

The Port of Long Beach
Port Television

• “Pulse of the Port” News magazine
• Viewed on cable TV and at www.polb.com
• Clean Air Action Plan segment
Port Boat Tours

More than 20 free, narrated cruises for 2,000 passengers from May through October.
Green Port Open House

- 5,000 visitors in 2006
- Exhibits, port boat tours, demonstrations, entertainment, activities for children
Community Outreach

• Outreach to homeowner groups, clubs, neighborhood associations
• Updates on Port projects, issues
Small Business Program

• Encourage and assist smaller businesses in doing business with the Port.

• The participation goal was 20% in 2005 and 25% in 2006.
Community Events

Sponsorship and participation in Snow Days, bicycle race, parades, civic lunches
Thank You!