“The New Normal”
AAPA Executive Management Seminar
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The New Normal

- **Growing Trade Demands**
  - Doubling or tripling of cargo volumes

- **Environmental Concerns**
  - Air pollution and traffic congestion

- **Post 9-11 Security Fears**
  - Threat of terrorism

- **Government Transparency**
  - Community engagement
A New Day

• Before
  – Focused on becoming major international port and America’s most modern

• Now
  – Innovative, world-class port
  – Trailblazing environmental steward
  – Community partner
New Approach, a New Look

Business, Maritime Industry

Marine life, Neighbors

Trees, Homes

Children, Birds

Partner for our entire community
Shaping a Vibrant Community

Business, Environmental and Community friendly Port of Long Beach
Who We Were...

- Port opened in 1911
- Develop shipping terminals
- Compete with Port of Los Angeles for cargo
New Economic Reality

- More than $140 billion a year in cargo
- Supporting 30,000 jobs in Long Beach
- Supporting 316,000 jobs in Southern California
<table>
<thead>
<tr>
<th>Year</th>
<th>TEUs</th>
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<tbody>
<tr>
<td>2007</td>
<td>15.7 mil</td>
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<tr>
<td>2010</td>
<td>19.7 mil</td>
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<tr>
<td>2020</td>
<td>36.7 mil</td>
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<tr>
<td>2030</td>
<td>42.7 mil</td>
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U.S West Coast Ports

- Long Beach
- Los Angeles
- Seattle
- Tacoma
- Oakland
Other West Coast Ports

- Canada
  - Vancouver, Prince Rupert

- Mexico
  - Ensenada, Manzanillo, Punta Colonet, Lazaro Cardenas

- Panama Canal
  - All water to U.S. East and Gulf Coasts ports
Upgrading infrastructure

- Middle Harbor Terminal Redevelopment ($750 million)
- Gerald Desmond Bridge replacement ($850 million)
- Pier S Terminal Development ($650 million)
Improvement Projects

• Gerald Desmond Bridge replacement ($850 million)
  - Ease traffic congestion

• Pier S Terminal Development ($650 million)
  - Green terminal
“It’s Not Easy Bein’ Green”

-- Kermit the Frog
Green Port Policy

- Adopted January 2005
- Protect community from harmful impacts of port operations
- Use best technology
- Promote sustainability
- Environmental leadership
- Engage and educate the community
Clean Air Action Plan

- Reduce San Pedro Bay pollution by 45% in five years
- Shore-side electricity
- Clean vehicles, vessels and equipment
- Alternative technology
Clean Trucks

- Ban 1988 and older trucks on Oct. 1, 2008
- Ban all pre-2007 trucks by Jan. 1, 2012
- Replace or retrofit 16,000 dirty diesel trucks within five years
- $35/loaded TEU cargo fee to finance truck replacement grants/loans
Post 9-11 Security

- Multi-layers, multi-jurisdictional security
- Radiation Detection Portals
- Surveillance cameras
More Port Security

- $21 million Command and Control Center
- Video-equipped Underwater Robots
- Transportation Worker Identification Credential (TWIC)
Community Engagement

- Live board meeting webcasts
- Free public boat tours
- Green Port Fest (Oct. 4, 2008)
Reaching Out

- Let’s Talk Port forums
- ‘Pulse of the Port’ TV
- Subscribe for e-updates at www.polb.com
- Major community partner
Thank You