Environmental Sustainability in the Port of Charleston
Mission & Background:

- Founded by S.C. General Assembly in 1942 with a mission to...
  - Provide cost-competitive facilities
  - Work with customers, stakeholders
  - Remain self-sufficient
- 9th Largest U.S. Seaport
  - $44.8 billion in cargo value annually; 260,800 jobs statewide; customers across S.C.
- Environmental Programs Leading the Southeast
Key Audiences Judging Our Performance:

- **Neighbors** – because of proximity to facilities, most immediately interested.
- ** Constituents** – many and varied, including maritime industry, politicians, others in local area and statewide.
- **Regulators** – state and federal agencies.
- **Customers** – have an expectation of having ‘green’ and responsible business partners.
- **Employees** – part of and invested in environmental position.

*The Ports Authority: balancing all interests.*
Navy Base Terminal

<table>
<thead>
<tr>
<th></th>
<th>Phase 1</th>
<th>Full Project</th>
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</thead>
<tbody>
<tr>
<td>Acres</td>
<td>171</td>
<td>286</td>
</tr>
<tr>
<td>Berth</td>
<td>2,400 ft.</td>
<td>3,510 ft.</td>
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<tr>
<td>Capacity</td>
<td>745,200 TEU</td>
<td>1.4m TEU</td>
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<tr>
<td>Cost</td>
<td>$525m</td>
<td>N/A</td>
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</table>
Pledge for Growth: Environmental Brand

- Established in 2008 to keep key audiences informed of how the port is performing.
- Based on premise that the growth of the port and environmental improvement are mutually attainable goals.
- Grouped the port’s diverse environmental programming into four main areas: Land, Air, Water and People.

www.PledgeForGrowth.com
Equipment Retrofit Program
Oyster Reef Restoration Project
Cleaner Fuels
### Specific Environmental Actions:

#### Air
- Action plan for emissions reduction.
- First-ever air inventory & monitoring.
- $5M+ in projects for on-terminal equipment and trucks.
- Using alt fuels.
- Working with CRT on SE port truck program.

#### Land
- Restoring marshlands.
- Preserving barrier islands.
- Conservation easements on endangered properties.

#### Water
- Re-creating oyster reefs in Charleston Harbor and connected rivers.
- Funding aerial surveys for right whale activity.

#### People
- Affordable housing initiative.
- Job opportunities and jobs training.
- Community center, health facility enhancements.

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2010 “G50” Top 50 Green Supply Chain Partner  
*Inbound Logistics Magazine*

2009 Stakeholder Awareness Award  
*American Association of Port Authorities*

2009 Environmental Justice Achievement Award  
*U.S. Environmental Protection Agency*
Charleston’s Cruise Business:

- Cruises in Charleston since 1973
- In May, Carnival launched Charleston’s first year-round cruise calendar
- 67 ships in 2010, 94 planned in 2011
- Initiated major redevelopment planning effort last fall
  - Plans for new cruise terminal
  - Relocation of ro-ro cargo operations from Union Pier Terminal
- Increased number of sailings brought push back from environmental and neighborhood groups
- Port undertook major public outreach and engagement effort to earn approval and buy-in
Actions:

70+ community meetings

Six mailings to downtown residents

Dedicated website

Cruise Notice opt-in email list

Behind-the-scenes environmental ship tour

Establishment of a downtown neighbors advisory council
Result:

- Overall community buy-in for the development plan, new cruise terminal and a self-managed cruise business.
- Charleston City Council’s approval on September 14.
Summary:

By educating and engaging key publics with a clear, compelling case that:

- Demonstrates environmental responsibility, and
- Serves the Ports Authority’s mission,

*True environmental sustainability is achieved.*
Thank You!

www.scspa.com

www.PledgeForGrowth.com

www.UnionPierPlan.com