Building Positive Relationships with Your Local Community

J. Christopher Lytle, Executive Director
Port of Long Beach

- 2\textsuperscript{nd} busiest U.S. Port
- $155$ billion a year in trade
- Supports $316,000$ regional jobs
- Leading regional economic engine
Projections for Growth

*Millions of TEUs

- Actual
- 2009 forecast
- 2007 forecast

6.3% growth
5.2% growth
In 2000, air studies linked diesel pollution, transportation corridors and ports to increased health risks.
To continue to promote trade, grow the Port and prosper, we must gain and maintain the support of our community.
Commando-style Community Relations
Green Port Policy
Transparency

Inform and engage your stakeholders, including the general public.
Build Relationships
Engage All Stakeholders

Residents, tenants, customers, employees, longshoremen, government officials...
Employ the Entire Tool Box
Strong Visual Messaging

Driving the local economy for 100 years
And guess—The journey has just begun.

100 Centennial Celebration
Port of LONG BEACH
The Green Port
Reaching our with harbor tours
Get out into the community...talk to people
Relations Are Important

- You can never have too many friends
- If you develop strong relationships, you greatly improve your chances of gaining public support