STRATEGIES FOR THE NICHE PORTS
NEW BEDFORD, MA
JUNE 5-6, 2012

Kristin Decas, Port Director
Port Governance

✓ A California Special District
✓ Formed in 1937 under CA Harbors and Navigation Code
✓ Governed by Five Elected Harbor Commissioners
✓ Managing one of the State’s Key Transportation Assets
Political Boundaries

Population 200,000 – Oxnard
Population 30,000 – Port Hueneme
Where Are We?

Humboldt Bay and Conservation District
San Francisco Bay Area
Port of Oakland
Port of San Francisco
Port of Richmond
Port of Redwood City
Port of West Sacramento
Port of Stockton
Inland River Ports
Port of Hueneme
Port of Los Angeles
Port of Long Beach
Port of San Diego
Trading Partners and Commodities

Our Customers Make Us Thrive

Costa Rica; Ecuador; Guatemala

Germany; Sweden

Japan; Korea

- Autos
- Produce
- General Cargo
- Bulk Liquids
The Port

- Main Channel Depth - 35 FT
- 120 Acre Terminal
- 24 Acre Terminal (Joint Use)
- 6 Deep Draft Berths - 4,250 LF
- 1 Shallow Draft - 320 LF
- Refrigerated Storage - 256,000 sq.ft.
In 1993 the District purchased a 10-acre site at 5851 Arcturus Drive and in 2008 purchased an additional 5 acres at 5901 Edison Drive. This acreage, 1 ½ miles from the Port serves the District’s Maritime related customers.
An Intermodal Port: Rail

Ventura County Railway LLC Class III, short-line railroad – The Port is General Manager of the Ventura County Railway, a 12 mile loop of track owned by the District and operated by Rail America. Freight transferred from the Port connects to the Union Pacific Railroad, providing an important link throughout North America.
Intermodal Port: Highway

**Freight Corridors from the Port to:**

- US 101
- SR 126
- SR 118
- SR 405
- SR 232
- SR 1
Attract Specialized Cargoes

- Ro-Ro
- Refrigerated Cargo Vessels
Key Strategies

- Understand Your Niche
- Know Your Markets
- Capitalize on Emerging Opportunities
- Know Your Customers
- Know Your Competitors
- Understand the Supply Chain
- Build Strategic Partnerships
- Build Community Support
- Develop Effective Marketing Strategies
- Build Strong Public Relations
- Focus on What Your Port Does Best and Be Great at It - SERVICE
Terminal and Support Yards

Direct Road Access from Highway 101 via Rice Road

Direct Water Access only 45 minutes from Pilot Station.

Rail Access connections to the Union Pacific

Build To Suit

High Level Security

Reasonable Rents

Financing Available
Board Visioning
Articulate Priorities

✓ Business Retention and Expansion
✓ Intermodal Expansion
✓ Community and Collaboration
✓ Marketing
✓ Environmental Stewardship
✓ Innovation and Creativity
The Road Map
Tools for Success

✓ Strategic Action Plan – Business Development
  Business Development Plan; Real Estate Plan; Capital Plan
  Defines Intermodal Expansion and Capital Investment

✓ Strategic Action Plan - Marketing
  Rebranding; Web Reconfiguration; Development of Collateral and Newsletter

✓ Environmental Framework
  Community Engagement and Sustainability – The thread
  Develop Air, Water, Resource, Sediment Plans

✓ Innovation and Creativity
  Test Bed for Technologies

✓ Strategic Partnerships: Naval Base, Industry, Community
  CEO Task Force; Community ‘Port Talk’
## Vision Reaches Across All Core Port Functions

### CORE PRIORITIES
- Business Retention and Expansion
- Railroad/Intermodal Expansion
- Environmental Framework
- Marketing, Public Relations and Outreach
- Strategic Partnerships
- Collaboration with Naval Base Ventura County
- Innovation and Creativity

### TOOLS FOR SUCCESS
- Strategic Action Plan
- Branding to include web reconfiguration, and collateral development
- Task forces on key efforts
- Explore grant opportunities
- Build the partnerships: Strategic messaging

### OPERATIONS
- Terminal Administration
- Property Management
- Facility Management
- Central Gate Management
- Port Security
- Capital Projects
- Engineering
- IT Management
- Business Implementation
- Customer Support
- Compliance
- Joint Use Agreement

### Administration and Finance
- Office Management
- Human Resources
- Budgeting
- Financial Reporting
- Accounting Services
- Forecasting and Analysis
- Treasurer Functions
- Investment Strategy
- Capital Financing
- Grant Management
- Procurement and Contracts
- Property Valuation
- Office Management
- Human Resources
- Budgeting
- Financial Reporting
- Accounting Services
- Forecasting and Analysis
- Treasurer Functions
- Investment Strategy
- Capital Financing
- Grant Management
- Procurement and Contracts
- Property Valuation

### Business Development
- Real Estate Development
- Trade Development
- Foreign Trade Zone
- World Trade Center
- Government Relations
- Navy Base Relations
- Strategic Partnerships
- Public Information and Press
- Marketing
- Community Engagement
- Environmental Framework
- Innovation and Technology
The Ripple Effect

Toss a stone in a pond, and the ripples lap out from the center until they touch the outermost shore.

The economic impacts of the Port throughout Ventura County, across California, into all regions of the US and global markets.
2011 TONNAGE (EXPORTS/IMPORTS):
- Autos: 200,530
- Fresh Fruit: 693,165
- General Cargo: 100,342
- Liquid Bulk: 108,776
- Project Cargo: 114,829

TOTAL: 1,217,642 Metric Tons

ANNUAL ECONOMIC IMPACT:
- $7 Billion in Cargo Value
- $200 Million into the local economy
- 1,516 direct local jobs
IMPORTS

- Autos – Up 20.1%
- Bananas – Up .5%
- Heavy Cargo – Up 30.8%
- Fruit and Veggies – Up 8.3%
- Fertilizer – Up 34.4%
- Domestic Oil – Up 4.4%

EXPORTS

- Autos – Up 20.1%
- Heavy Cargo – Up 38.4%
- Fruits and Veggies – Up 31.7%
75 Years Ago

Channel Entrance
The Port Today
Our Customers Make Us Thrive

THANK YOU!

Kristin Decas
Port Director