AAPA Marine Terminal Management
Long Beach
September 13, 2013

We Make Cargo Move
Commercial Trade Gateway
Prime Location

Humboldt Bay

NORTHERN CA

BAY AREA PORTS
Port of Oakland
Port of Richmond
Port of Redwood City
Port of San Francisco
Port of West Sacramento
Port of Stockton

CENTRAL CA

SOUTHERN CA

Port of Los Angeles
Port of Long Beach

Ports of San Diego
Port Governance

- Created in 1937 by an Act of the Legislature
- Special District – H&N Code
- Board of 5 Elected Commissioners
- Oxnard Population 200,000
- Port Hueneme Population 22,500
Vision & Mission

Vision
To operate as a **self-supporting** Port that enforces the principles of sound public stewardship maximizing the potential of maritime-related commerce and regional economic benefit.

Mission
To be the preferred port for **specialized cargo** and provide the maximum possible economic and social benefits to our community and industries served.
Port Infrastructure

- Main Channel
  Depth: 35 FT

- 120 Acre Terminal

- 34 Acre Terminal
  (Joint Use)

- 130 Acre Navy

- 294 Acres Backland
  (private & public)

- 6 Deep Draft Berths:
  4,250 LF

- 1 Shallow Draft:
  320 LF

- Refrigerated
  Storage: 256,000 sq.ft.
Intermodal Connections

Connecting to All North American Markets by Rail & Road
Off Dock Terminals

- 279 Acre Private Terminals
- 15 Acres Port Owned
- Embedded in the Community
Customers Make Us Thrive

- BMW
- Brusco Tug & Barge
- CERES
- Chiquita
- CI Logistics
- DCOR
- Del Monte
- EXXON
- GAPS
- Irwin
- OST Truck & Crane
- Oxnard Unloading
- Port Hueneme Ice
- Port Hueneme Pilots
- Ports America
- Ports America
- PXP
- NYK
- NRC
- SSA Marine
- T&T Truck & Crane
- Tractide Marine
- Veneco
- WWL MSRC
- Yara Pac-Ro
A Vibrant Commercial Port

- Economic Vitality
- Marketing
- Environmental Stewardship
- Innovation & Creativity
- Strategic Partnerships
Vital Niche
Market Port
Tonnage by Commodity
FY12-FY11 Comparison

Imports

- Autos – Up 20.1%
- Bananas – Up 2.1%
- Heavy Cargo – Up 29.6%
- Fruits and Veggies – Up 11.7%
- Fertilizer – Up 28.9%
- Domestic Oil – Up 12.5%

Exports

- Autos – Up 10.3%
- Heavy Cargo – Up 44.6%
- Fruits and Veggies – Up 33.5%
FY13-FY12 Comparison

Imports
- Autos – Up 12.2%
- Bananas – Up 5.7%
- Heavy Cargo – Up 6.8%
- Fruits & Veggies – Up 6.8%
- Fertilizer – Up 18.6%
- Domestic Oil – Down 1.1%

Exports
- Autos – Up 1.2%
- Heavy Cargo – Up 6.4%
- General Cargo – Up 10.6%
- Fruits and Veggies – Up 12.5%
An Active RO-RO Port
Niche Auto Port

160% Volume Growth
200% Value Growth

1990’s
• 1.15 million cars
• * $30,000 = $34.5 billion

2000’s
• 2.98 million cars
• * $35,000 = $104.2 billion
Port of Hueneme Handles One Millionth Honda Export December 2012
The Port That Farmers Built
Historic Growth in Bananas & Fruit

![Graph showing the growth of bananas and fresh fruit from 1999 to 2012. The graph indicates a steady increase in banana exports and a fluctuating trend for fresh fruit exports.]

**The Port of Hueneme**

Oxnard Harbor District
Port customers (Chiquita & Del Monte) import more than **30 million boxes of bananas** annually equaling **3.3 billion bananas** and weighing over **1.5 billion pounds** with a market value of **$885 million**.

*That’s enough bananas to circle the earth 12 ½ times!*

*Stacked end to end the boxes alone would stretch 9,500 miles! Almost two round trips between New York and Los Angeles.*
Vital Economic Engine
$7 Billion in Goods Movement
$1 Billion in Economic Activity

$297.5 Million
Re-Spending & Consumption

$281.1 Million
Direct Business Revenue

$442.6 Million
Related Business Output (Supermarkets, Auto Dealers, etc.)

$723 Million
Related to Maritime Activity from The Port
**Job Creation**

9,448 Total Jobs Related to Port Activity
5,624 Total Direct, Induced & Indirect Jobs

- **Direct Port Industry Jobs**
  - Including:
    - Longshore Workers
    - Terminal Operators
    - Warehouse Workers

- **2,227 Direct**
- **2,727 Induced**
- **620 Indirect**

- **3,824 Influenced & Related**

- **Jobs Supported by the Local Purchases of Those Directly Employed by The Port**
  - Including Workers at:
    - Restaurants
    - Grocery Stores
    - Healthcare Facilities

- **Supported by Purchases Related to Port Activity**
  - Including:
    - Equipment
    - Office Supplies
    - Utilities

- **Jobs Related to Port Cargo**
  - Including:
    - Auto Dealerships
    - Grocery Stores
    - Retail Stores
Economic Impact

$63.7 Million in State & Local Taxes from Maritime Activity

- $30 Million: State of CA
- $19.9 Million: Ventura County Municipalities
- $12.9 Million: Taxes Generated by Shippers/Consignees

The Port of Hueneme
Oxnard Harbor District
Milestones:

• Unconstrained Market Analysis
• Set Strategic Growth Goals
• Performing Feasibility and Capital Analysis
Marketing Strategy
Brand Development

We Make Cargo Move

Logo
- Stimulates awareness.
- Improves competitive differentiation.

Tagline
- Promotes key strength: Cargo velocity.
- Expresses core purpose.
Targeted Communications

Branding Speaks to All
Marketing Speaks to Specific Audience

<table>
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<tr>
<th>Business</th>
<th>Community</th>
<th>Internal Team</th>
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| • Customers & Prospects  
  • Business Partners (Navy, Shipping Lines, Logistics, BCO’s NVO’s) | • Ventura County Residents  
  • Ventura County Government | • Staff & Labor  
  • Commissioners |

Key Message:  
**Leading Niche Market Port**

Key Message:  
**Vital Economic Engine**

Key Message:  
**Growth Champion**
Environmental Framework

- Air Quality
- Soil & Sediment
- Community/Industry Outreach
- Energy Mgt
- Climate Change
- Marine Resources
- Water Quality
Smart Freight Corridors

Rice Avenue / Port Intermodal Corridor (PIC) to Hwy 101

Rice Avenue / Hwy 101 Overpass
Shoreside Power Project

Status

- Electrifies 3 berths on wharf 1
- Allows ships to shut off auxiliary engines
- $11.7 Million Project Cost
- December 2013 Completion

Emission Reduction

- 2.58 tons pm
- 151.08 NOx
- 4,122,430 tons CO2
Status
• Building Plans for Implementation

Program
• Pilot new technologies in a port environment
Strategic Partnerships
Navy Base Ventura County

Shared Port
- Projects of Mutual Benefit
- Port Security and Training

Joint Use Agreement
- Wharf 3 / Revenue Sharing

Support our military
- Support Military Events
- Support RDP21
- Hire Veterans
Port Security

Security Stakeholders

• Federal Bureau of Investigation
• Joint Regional Intelligence Center
• Naval Base Ventura County
• Naval Criminal Investigative Services
• Navy Region Southwest
• U.S. Coast Guard
• U.S. Customs & Border Protection
• California Emergency Management
• Oxnard Fire Department
• Oxnard Police Department
• Ventura County Fire Department
• Ventura County Sherriff’s Department
• Port Hueneme Police Department
• City of Port Hueneme
• Industry

Community based resiliency program supported by all the regional stakeholders that work together for the safety of the region and the port’s maritime domain.
Economic Development

World Trade Center License
- Collaboration at County Level
- Statewide Efforts with CAPA

Foreign Trade Zone #205
- Alternative Site Designation

Community Economic Development Study (CEDS)
- In Process
Community

Banana Festival
- Second Annual

Youth Programs
- Port Class
- Internships

Supporting local entities
- Participation in local events
Negotiations: Customers

Competitive, Yet Sustainable

Build in Incentives
Discounts for increases in throughput
Priority Berthing Rights

Smaller Port Impacts More Significant
Negotiations: Services

- Pilots
- Tug Operators

Negotiate with Port and Customers
Need Board Approval
Labor Negotiations: ILWU

PMA negotiates on behalf of industry

Port serves a role as advocate and can inform process

- Major port projects planned and status
- Port labor demands (business forecasts)
- Regulations that may influence jurisdictional issues
- Issues of automation and prioritization
- Stress competitiveness
Government Negotiations

Naval Base Ventura County
- Joint Use & Out-lease

City of Port Hueneme
- Revenue Sharing

Air Resources Board
- Shore Side Power
MOU Negotiations

Economic Development Council - VC
- Trade Development

Oxnard Chamber of Commerce
- Advocacy & Promotion

California Lutheran University
- World Trade Center

Oxnard Union High School District
- Global Trade & Logistics
A Successful Negotiation

- Mutual Give and Take
- Win-Win
- Longevity
- Achieve aura of Partnership

“Coming together is a Beginning; Keeping together is Progress Working together is Success!”

*Henry Ford*