The Public Process - Impact on the Cruise Industry
Cruise Business – 2006

- 4 Markets - 87 calls / 242,000 pass.
  - Alaska
  - Mexico
  - Trans-Canal
  - Round-the-World

- 29 Different Ships
- 15 Different Brands
Good Old Days . . .

More Business was Better

- 35,495
- + 583% Growth
- 242,500 (2006 est.)
New Reality

ECONOMIC IMPACT ≠ ENVIRONMENTAL / TRAFFIC / COMMUNITY CONCERNS
Cruise Terminal Experience

- $400 Million Development
- Multi-million Dollar Economic Impact
- Job Creation
- Public/Private Partnership
- Much Civic Support
- Entitlement Process Politicized the Development Project
- Provided Opportunity for Community and Environmental Groups to Voice their Concerns
No More Cruise Pollution

No Sewage in Our Seas!
Permit & Entitlement Delays Created Opportunity for Port to Take a Collaborative Approach
Established Cruise Terminal Environmental Advisory Committee

- Creating dialogue between
  - cruise industry
  - regulatory agencies
  - environmental organizations
  - labor
  - community groups

- Consensus based & professionally facilitated
Cruise Terminal Environmental Advisory Committee

- **2-day Workshop**
- **25 Scheduled Meetings**
- **Numerous Sub-Committee Meetings**
CTEAC

Cruise Terminal Environmental Advisory Committee Results

- Cruise Berthing Application Revision
- Cruise Ship Environmental Award
- E.P.A. Low-Sulfur Fuel Grant
- Shoreside Power Feasibility Study for Future Implementation
Additional Benefits

- Full Regulatory Project Approvals
- Better Understanding of Cruise Industry
- Increased Credibility with Environmental & Community Groups
Lessons Learned

- Port Managers Need to Embrace Reasonable Collaborative Approaches
- Adequate Port Resources Must be Made Available
- Cruise Industry Participation is Paramount
- Collaborative Efforts Must be Constant
Thank You