

The Bottom Line for a Sustainable Port

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Port of
LONG BEACH
The Green Port

Defining 'Sustainability'

- Meeting the needs of the present without compromising the needs of future generations (Bruntland Commission, 1987)
- [A business] that creates profit for its shareholders while protecting the environment and improving the lives of those with whom it interacts (Savitz, 2006)



Characteristics of a Sustainable Port



- Steward of natural resources (wildlife, air, water, soil)
- Sound finances (capital, investment, bond rating)
- Socially responsible (community, customers, employees, electeds)

Sustainability = Triple Bottom Line



Social
Responsibility



Environmental
Responsibility



Financial
Responsibility

Green Port Policy

- Protect the community from harmful effects of port operations
- Distinguish Port as leader in environmental stewardship and compliance
- Promote sustainability
- Employ best available technology to minimize environmental impacts
- Engage and educate the community



Strategic Benefits of Sustainability



- Builds community and political support; aids project approvals
- Keeps Port ahead of regulations, requirements
- Enables terminal development and modernization; business growth

Environmental Responsibility



- Green leases
- Soil, sediment, groundwater cleanup
- Biological inventories
- Clean Air Action Plan
- Shore-side electricity
- “Green” purchasing
- Storm water management
- Wetlands restoration
- Solar projects
- Green fleet

Financial Responsibility

- Marine terminal upgrades
- Jobs
- Incentives (Green Flag)
- Use of state and federal funds for infrastructure
- Recycling
- Energy conservation
- LEED buildings



Community Responsibility



- Job creation
- Air quality improvement
- Traffic management
- Public outreach/education
- Communication
- Transparency
- Small business inclusion
- Urban forest

Sustainable Design, Construction, Operation



- Good for business
 - LEED certification
 - Conservation of water, energy, etc.
 - Sustainable materials
 - Native landscaping
 - Green purchasing
 - Recycling
- Translates to bottom line

Challenges and Choices

- Return on investment (revenue vs. non-revenue)
- Today's world - reductions/loss of federal, state and local funding
- Use of fees
- Staying competitive
- Environmental responsibility



Competitive Consequences

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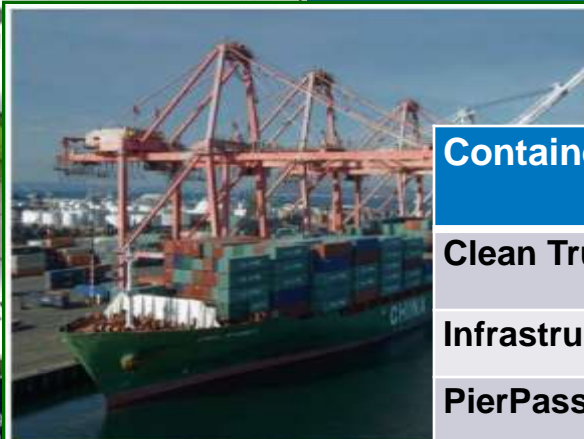


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Container Fees	Date	LALB	Prince Rupert
Clean Truck fee	Oct. 1, 2008	\$35/TEU; \$70/FEU	-
Infrastructure fee	Jan. 1, 2009	\$15/TEU	-
PierPass fee	2008	\$50/TEU	-
Alameda Corridor	Jan. 1, 2009	\$18.67/TEU	-
Air quality / Reduce Congestion	Jan. 1, 2009 (pending)	\$30/TEU; \$60/FEU	-
TOTAL Fees		\$148.67/TEU	\$0

Questions to Ponder.....

- Level playing field
- National or international requirements for environmental programs
- Capital investment for non-revenue producing roadway or bridge projects
- “Doing the right thing” with environmental investments amid greater economic and competitive pressures

Sustainability Requires Triple Bottom Line

