

“Ready Today - Ready for 2015”

The Nation'sPort Campaign

The Port of New York and New Jersey is the largest East Coast port and the primary source of imports for the largest concentration of population in the Nation. Nation'sPort was formed to help it address the challenges of an ever changing environment for goods movement and shipping.

Over the last 15 years, the Port Authority (PA) and the industries in the port have invested billions of dollars in upgrading the port facilities and the physical connections from the port to the rest of the nation. They have also invested many millions more in technologies to speed the movement and tracking of goods, enhance the sustainability of the port, and train workers in new skills.

Nation'sPort was instrumental in bringing to the region's attention the need to improve the harbor to handle newer, larger ships.

Today, it is announcing the creation of a new advocacy campaign focusing on three issues:

First, dredging the harbor to a depth of 50 feet, a project now well underway, must be completed. This will bring it to the depth required by the newer, larger ships that have begun service. These large vessels will be used in ever larger numbers once the new, wider Panama Canal is opened in 2014.

Second, and related to the first, is the urgent need to find and implement a solution to the problem posed by the Bayonne Bridge, now too low to allow the latest generation of container ships to pass underneath.

And the third is to gain successful adoption by the State of New Jersey and the port communities of the Port Support Zone designed to enhance the viability and sustainability of the port through improvements throughout the area immediately surrounding the port that would support port activities.

Nation'sPort is successfully demonstrating both the value of the port and the importance of undertaking these major projects.

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2010 Advocacy Objectives and Audiences

The NP Advocacy Campaign for 2010 will focus on three primary areas of development to enhance the functioning of the region's goods movement system and economy:

1. Harbor Dredging (Infrastructure Development)

a. Objective

- 1) Secure Congressional capital funding to complete the approved 50-foot channel deepening project by 2013 – Restoration of budget cuts
- 2) Secure Congressional funding for on-going, annual maintenance dredging and spoils disposal – Proper use of Harbor Maintenance Fees collected

b. Audience

- 1) Congressional
- 2) Key members: Frelinghuysen, Sires, McMahon, Menendez, Lautenberg

2. Bayonne Bridge (Infrastructure Development)

a. Objective

- 1) Promote the importance of finding a timely replacement for the bridge
- 2) Increase PA Board's sense of urgency in accelerating solution identification and implementation
- 3) Promote possible Congressional funding for bridge replacement

b. Audience

- 1) PA Board of Directors in general
- 2) Bill Baroni, new Deputy Executive Director
- 3) NJ Board appointments
- 4) Chris Ward

3. Port Support Zone (Land Use)

a. Objective

- 1) Complete NJ legislative language defining the purpose, parameters and functioning of the Port Support Zone
- 2) Develop necessary legislative support to pass the Port Support Zone bill – Finalize legislation

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b. Audience

- 1) Coordinate with Senator Lesniak and Assemblyman Coutinho on Objectives “3a” on the previous page
- 2) NJ Legislators Representing:
 - a) *Municipalities*: Newark, Elizabeth, Jersey City, S. Kearney, Bayonne
 - b) *Counties*: Hudson, Essex, Union
- 3) City Councils/Planning Boards

Communication Themes:

NP will be creating a variety of messages for its advocacy efforts that will encompass five common themes, to one degree or another:

1. Being Competitive In the Global Economy

- a. Changing world trade patterns and competitive dynamics
- b. Increasing export opportunities and market access
- c. Competing US/Canadian ports

2. Achieving Sustainable Economic Growth: (NYSA Economic Impact Studies)

- a. Macro economic impact
- b. Jobs
 - 1) Preservation – potential losses
 - 2) Creation – Forecast
 - 3) Broad range of industry job compensation and skills levels
- c. Revenue Opportunities
 - 1) State
 - 2) Local

3. Achieving a Sustainable Port Environment

- a. Emissions and Air Quality
- b. Reducing the Industry's Carbon Footprint
- c. NP membership contributions

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4. Enhancing System Operating Efficiency

Promote concept of the port system, identifying inefficiencies and choke points for attention

5. Building on Past Investments

Recognize the multi-billion investment in terminals, on-dock rail, dredging

Communication Channels/Forums

1. Direct, personal contact by NP representatives

2. NP Annual Meeting

3. NP Spring Conference – Rudin Center

4. NP Newsletter

a. Monthly update

b. Feature articles by member re special concern from industry point of view

5. NP Web Site update

6. NJPTA Freight Innovations Committee

7. Port Industry Day

8. Other Transportation Oriented Organizations/Forums

a. TransAction

b. NJTPA

c. Alliance for Progress

d. NYMTC

9. Academic Research and Articles

10. Radio Spots

11. Flyers/Brochures

12. Article Placement In Publications

a. *Journal of Commerce, Star ledger* – general issues

b. Local newspapers – local issue orientation

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Fundraising:

1. **Goal: \$100,000**
2. **Forums**
 - a. NP Annual meeting
 - b. NP Spring Conference
3. **Flyers and Brochures**
4. **PowerPoint Presentations for Speakers** (members and staff)

Time Line

- February
 - Develop Plan
- March
 - 26: Board Meeting: Adopt Plan
 - 26: Annual Meeting: Plan Implementation Kickoff
- April
 - Early: 1st Washington visit
 - 29-31: Transaction (NJ-conference)
 - 20: NJTPA Freight Committee
- May
 - Rudin Seminar
- June
- July
- August
- September
 - Second Washington visit
- October
 - Academic Breakfast,
 - Port Industry Day
- November
- December