



PORT NOLA  
THE PORT OF NEW ORLEANS

# PORT MASTER PLANNING SERVICES

Freight Roundtable ~ Regional Planning Commission  
April 27, 2016



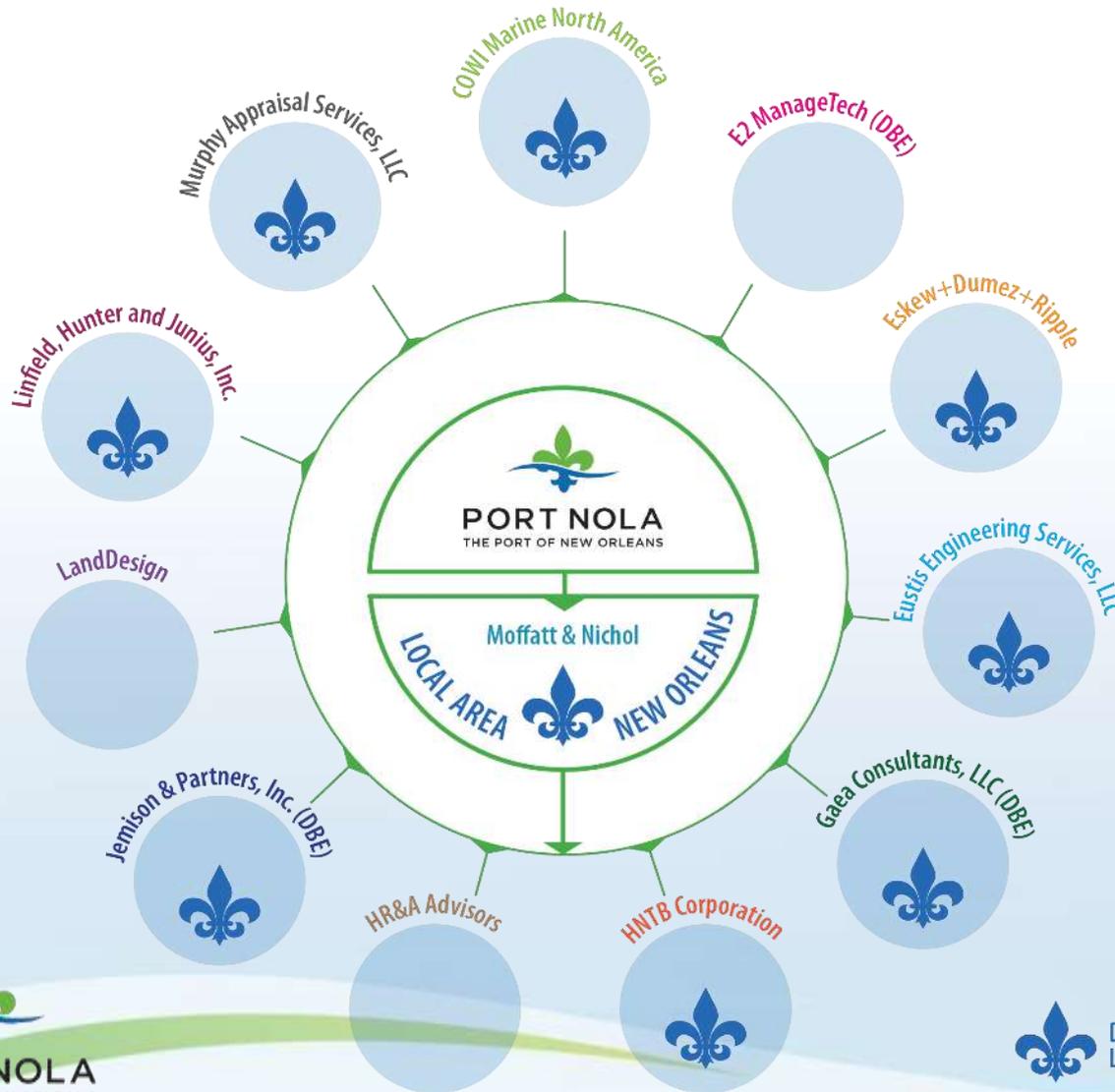
  
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# Today's Objectives

- **Outline Project Scope and Timeline**
- **Share Stakeholder Engagement Strategy**
- **Gather input on key challenges and opportunities the Port must address to shape the Master Plan**



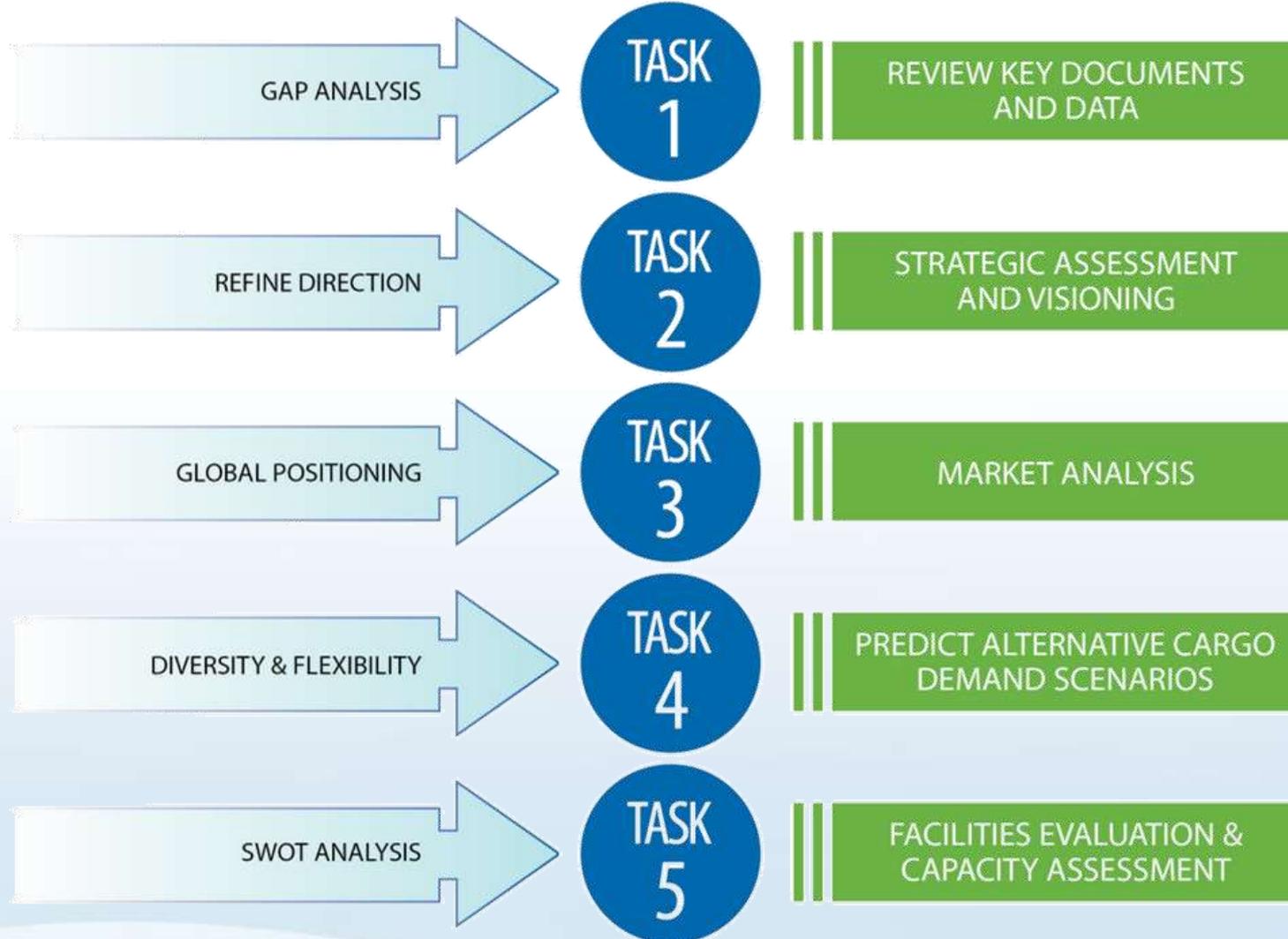
# Moffatt & Nichol & Consultant Team



Delivering Global Experience and Expertise through a Local Presence

# Master Plan Project Scope

## Phase 1



# Master Plan Project Scope

## Phase 2

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Rail, Highway and  
Inland Waterway  
Access Evaluation

- Off-terminal Transportation Infrastructure
- On-terminal Operations and Service Assessment

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Identify Development  
Alternatives

- Determine Ancillary Facilities
- Establish Land Use Principles and Possibilities
- Identify Opportunities for Emerging Technologies
- Revise Development Options
- Prepare ROM CAPEX

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Capital Program  
Development

- Prioritize Projects and Develop Implementation Program and Timing
- Prepare High Development Costs and Cost Benefit Analysis
- Develop CIP with Strategies for Funding

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Master Plan Document  
Development

- Provide Master Plan Document Submittals
- Communicate with Board of Commissioners and Executive Staff
- Coordinate Plan Branding and Design



# Master Plan Critical Success Factors

- **Thorough Forecasts of Cargo Demand and Volume**
- **Timeline Critical to Implement Solutions**
- **Address Regional Congestion and Choke Points to Cargo Flow**
- **Realistic and Flexible CIP Funding Requirements**
- **Accurate Existing Facility Capacity Assessment**
- **Identify Competitive Market Area**
- **Prospective New Cargo Customers**
- **Estimate Cruise Terminal Capacity**
- **Optimize Viability of Existing Infrastructure**
- **Quality Stakeholder Input**



# Stakeholder Engagement Goals

- Balance perspectives and visions from the diverse “boots on the ground” at Port NOLA
- Facilitate information sharing among stakeholders
- Assist in setting priorities for improvements



Graphic courtesy of Harvard Magazine

# Stakeholder Engagement Plan Summary

- **Port NOLA Board and Senior Management**
  - Develop Vision and Goals for the future of Port NOLA.
  - Identify critical success factors and challenges.
- **Industry Stakeholders**
  - Perform surveys and targeted interviews.
    - *Identify strengths, weaknesses, opportunities, and threats.*
    - *Collect data for forecast and cargo demand studies.*
  - Facilitate Focus Group discussions through existing channels and networks.
- **Public Engagement**
  - Conduct Open Houses in 3 parish area at completion of Phase 1.
  - Collect input on target issues: traffic, land use, expansion.



# Industry Stakeholders

- Regional Planning Commission
- State and local government entities
- Current/Potential Customers
  - Shipping line owners
  - Cruise line owners
  - Barge lines and services
  - Tenant Operators
  - BCOs (Beneficial Cargo Owners)
- Supply Chain Stakeholders
  - Trucking lines and common carriers
  - Rail
  - Customer brokers/freight forwarders
  - Third party logistics (3PLS)/NOCC's
  - Labor unions
  - Distribution warehouses
  - Pilots
  - Ship brokers and agents



# Public Engagement Strategy

## Purpose:

- 1) Educate the public about the Port (where we are, what we do, and why it's important to the region), and
- 2) Present the Vision and Goals for the future of the Port and market study synopsis (trends for growth) and ask for input from the public on targeted questions - not open ended discussion or complaints.

## Open House Format:

- Open houses at Port Administration Building and neutral locations in Jefferson Parish and St. Bernard Parish.
- Brief overview followed by multiple tables/stations by topics of interest to the public: jobs, traffic, infrastructure, land use, environmental protection etc.

**Timing:** End of Phase 1 / Beginning of Phase 2 (Sept/Oct). Prior to Draft Plan development.



# Key Questions and Challenges for Future of Port NOLA

**What are our region's top opportunities and challenges that could impact the Port?**



# Key Questions and Challenges for Future of Port NOLA

**What top 2 or 3 opportunities within their CONTROL should the Port focus on?**



# Key Questions and Challenges for Future of Port NOLA

**Where should the Port be in 5  
years?**

**In 10 years?**



**Thank You.**

