



Port Unveils Strategic Plan

Environmental Planning Elevated; Deputy Executive Director Added

March 7, 2006

Positioning the Port of Long Beach to meet current and future challenges, Executive Director Richard Steinke on Monday, March 6, unveiled a Strategic Plan that outlines guiding principals, goals and strategies for the coming decade.

The Port of Long Beach 2006-2016 Strategic Plan, completed after a year-long review, focuses on seven key areas: Environmental Stewardship; Safety and Security; Community, Industry and Government Relations; Infrastructure and Transportation; Trade and Commerce; Financial Strength; and Organizational Effectiveness. The document will be available on the Port's website, www.polb.com.

To improve organizational effectiveness, Steinke will elevate the environmental planning division to top-level "bureau" status and add the new position of Deputy Executive Director.

"The Port of Long Beach is one of the world's most successful and well-managed seaports," said Harbor Commission President Doris Topsy-Elvord. "The Board realizes, however, that successful organizations must continually reevaluate their operations and work practices if they are to remain successful."

The Strategic Plan resulted from planning and study by the Long Beach Board of Harbor Commissioners and Port management and staff. The Board of Harbor Commissioners requested the review to identify opportunities for improvement at the Port and to better prepare for future challenges.

With the organizational changes, the Port's Harbor Department will be dividing its current Development Bureau into two bureaus: Engineering and Environmental Management & Planning. Both had been "divisions," which are grouped under the "bureaus." Environmental Management and Planning will be elevated to bureau status, recognizing that environmental planning has become a central part of Port operations.

"Environmental concerns are a primary focus of our business, and the new organization better reflects that," said Steinke. "This change gives Environmental Management & Planning the key place it deserves in the Port structure."

The Port also will hire a Deputy Executive Director, who will report to Steinke.

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