

Regional Port of Anchorage Master Plan

APPENDIX B: REVIEW OF PORT DOCUMENTS

The documents produced by the Port can be broken down into two categories:

- Documents either required by law or by business practice to provide the Port, the Municipality and port users information required to plan for the use of the port facilities. These include port tariffs and agreements and the Port Business Plan.
- Documents and information provided by the Port as part of its marketing program for use by present or prospective users of the port. These include facilities information, including maps of the Port showing location of various facilities at the Port.

The purpose of this section is to generally describe the major documents and provide the consultant's observations on changes or updates which may be appropriate for the Port to consider as part of the master planning work.

These two categories of documents are further discussed below.

B.1 Required Documents

The Federal Maritime Commission (FMC) has historically required ports to submit their tariffs (schedule of rates and charges) to the FMC for public access. In recent years this practice has become less formal. The practice today simply requires the Port to have a tariff and post it on a web site for public consumption. Most ports will continue to publish a hard copy version of the tariff including rules, regulations and charges for the convenience of port users.

The Port of Anchorage is presently operated under Terminal Tariff No. 4 effective February 1, 1994. Tariff provision 100 (d) provides that "right is reserved by the Port of Anchorage to enter into agreement with carriers, shippers, consignees and/or their agents concerning rates and services, providing such agreements are consistent with existing local, state and national law governing the civil and business relations of all parties concerned".

Included in such agreements are preferential user agreements (PUAs) between the Port of Anchorage and certain carriers which may grant special privileges or responsibilities. The most common feature of such a PUA is the granting of "preferential" berthing which guarantees the ship or ships covered by the PUA the right to a berth assuming the ship follows the steps called for in the PUA.

The Port of Anchorage Tariff #4 is presently under review by the Port in an attempt to update the rates from 1994 and previous rates which are contained therein. Assuming this work proceeds as scheduled, a revised tariff will be available by the end of the year. At that time, the tariff can be reissued. Under present practice, that will consist of a web site plus publication in hard copy for the convenience of users. The basic structure of the existing tariff and the charges therein were established in approximately 1984 and have been modified several times since. Liner container

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ships are covered under Preferential User agreements PUAs which provide for special rates and conditions for PUA holders.

There are two major preferential user agreements (PUAs) in effect at the Port of Anchorage. They are with Sea-Land and TOTE and provide for preferential berthing and other features. The PUA agreements run until 2010 and 2015, respectively, with provision for price adjustments at five year intervals next applicable in the year 2000. There are other agreements between the Port and users which are public documents. Normal port commercial practices would allow inspection of such documents but would not include publication for general usage.

B.2 Optional Documents

The optional documents dispensed by the Port will generally serve informational and marketing purposes. The documents fitting these categories which have been identified are the following:

- “Alaska’s Regional Port”. Undated, published by the Port of Anchorage. This is a foldout six page colored brochure with marketing type information and a map and description of Port Facilities. It has some information about services.
- “Port of Anchorage Master Plan” (1999), under preparation.
- “Port of Anchorage” Business Plan. (199x)

B.3 Discussion and Recommendations

The adoption of a new Port Master Plan and proposed publication of a new Tariff provides a timely opportunity for the Port to tie together its publications and documents. The Port industry is being forced by the FMC to publish tariff information on the web while competitive port practices are resulting in Port’s using the web for marketing and other purposes.

It is recommended that the Port of Anchorage use this opportunity to accomplish several things through use of the web.

- As a minimum, use the web for publication of the revised tariff. This could be tentatively scheduled for sometime after Jan.1, 2000. Most of the changes in the tariff are contained in Ogden Beeman & Associates, Inc. report presently being prepared for adoption by the Port. Port Commission and Municipal approval will be required prior to publication.
- It is suggested that the existing web page for Port information be edited and expanded to contain information presently included in various port publications. This will included as a minimum the port information contained in the existing six page colored brochure. and the existing web site.
- It is suggested that the web page(s) include important findings from the master plan.
- It is suggested that the web pages include a provision for news or updates about the Port and its plans.

These suggestions are made after reviewing the web pages of several other Ports. The advantage of the above approach is that required information (e.g. tariff) can be presented and the same

Appendix B: Review of Port Documents *(Continued)*

format be used to add other information useful to the reader. Outlining and drafting of a new web site is beyond the scope of this work but should not be a complex task given the number of samples from other ports and the fact that the Port is completing work on its master plan, tariff and other information.

Web sites from several West Coast ports are available via the web. For example:

- The Port of Anchorage site apparently is accessed through the Municipality directory and contains information about the Port staff, facilities and commodity tonnages.
- The Port of Tacoma has a comprehensive presentation including facilities, services and 2010 capital improvements.
- The Port of Portland site covers all aspects of the port activities which includes aviation and industrial development in addition to marine. The index to the marine portion of the site is included.

These samples provide the reader of this report with a sense of how the web site concept can be used to integrate the various communications obligations of the Port. Once this integration takes place, rules, practices and responsibilities for changing and updating the web site can be adopted.