

Date: April 9, 2024

To: Honorable Mayor and City Council

From: Mario Cordero, Executive Director

Subject: Naming of the Port Administration Building Third Floor Development

RECOMMENDED ACTION

Recommendation to refer to the Government, Operations and Efficiency Committee the consideration of naming of the Third Floor Development to Congressman Alan Lowenthal Global Trade and Education Center at the Port Administration Building; and, if approved, refer back to the City Council for consideration and approval, a process which is in accordance with City of Long Beach Administrative Regulation AR 8-7, Policy and Procedures for the Naming of City-owned Land, Buildings, and Facilities.

KEY POINTS

- The Port Administration Building Third Floor Development is devoted to education and engagement highlighting the Ports 100 plus year history and its commercial and environmental achievements.
- The recommendation is to name the space Congressman Alan Lowenthal Global Trade and Education Center.
- The proposed name was presented to the Board of Harbor Commissioners at a retreat of the full Board and received unanimous support.
- As an environmental steward, Congressman Alan Lowenthal represented Long Beach in the California State Legislature from 1998 to 2012 and in Congress for 10 years until his retirement in 2023.
- Congressman Alan Lowenthal has been a great champion for the Port of Long Beach.

DISCUSSION

Background

On October 28, 2021, the Long Beach Board of Harbor Commissioners (Board) approved funding for the preliminary design of the Port Administration Building Third Floor Development (Project) to enhance business and community engagement through interactive and educational exhibits highlighting what makes the Port of Long Beach -- The Port of Choice (Port). On May 8, 2023, the Board approved the funding for the construction of the Project.

This unique innovative Project will be devoted to education and engagement with interactive displays that will trace the Port's over 100-year history and its commercial and environmental achievements. The Project space will host Port customers, civic organizations, international dignitaries and students, to name a few.

Congressman Alan Lowenthal has been a great champion for the City and Port of Long Beach. Inspiration for the naming of the Project came from his accomplishments over the many years as State Assemblyman, State Senator and as Long Beach's representative in United States Congress until his retirement in 2023. This inspiration is described further here:

In 1992, California State University, Long Beach professor, Alan Lowenthal, started his first City Council campaign, and was asked by residents to identify the source of the black soot on their window sills. Once elected to the Long Beach City Council, he went searching for the answer.

Tracing the soot to dust blowing from uncovered coal and petroleum coke piles at the nearby ports of Long Beach and Los Angeles, Lowenthal took action and loudly advocated for covers on these piles. His persistence saw the Oxbow coal and coke shed built in 1994 in the Port of Long Beach to capture dust -- a move that significantly improved air quality in the area.

In 1998, as a freshman California Assemblyman, Lowenthal continued his push for environmental change, often clashing with business interests. He was able to pass AB 2650, a state bill aimed at reducing the idling times of trucks waiting to pick up cargo at the ports. This bill marked a turning point in trade-related regulatory policy.

Holding firm to his belief that business success and environmental responsibility should and could align, Lowenthal introduced further legislation to address the idling trucks by extending terminal hours. Agreeing to pull the legislation if an extended gate hour program was developed by the industry, the San Pedro Bay Ports and terminal operators agreed to set up their own extended gate hours program called PierPass which launched in 2005.

That same year, the Port of Long Beach adopted the groundbreaking Green Port Policy, followed a year later by the comprehensive San Pedro Bay Ports Clean Air Action Plan.

As the Port moved forward with its clean air initiatives, funding became an issue. Elected to the U.S. House of Representatives in 2012, Lowenthal, as chair of the Congressional Ports Opportunity, Renewal, Trade, and Security (PORTS) Caucus, began to educate Congress not only about the importance of our nation's ports and goods movement, but also the necessity of regular investments in these systems. He remained a vocal champion of federal funding for our nation's ports throughout his Congressional tenure.

When Alan Lowenthal retired from Congress in 2023, he left behind a legacy of environmental progress.

According to AR 8-7, City-owned land, buildings, and facilities will not normally be named after living persons unless the City Council deems it appropriate to take such action on the basis of significant contribution, monetary or otherwise, which warrants a deviation from this policy

guideline. In this case, the facility is a room on the Third Floor of the Port Administration Building as opposed to the type of facilities contemplated in AR 8-7, and for all of the reasons and contributions of Alan Lowenthal outlined above for the benefit of Long Beach and his legacy of environmental progress, it is requested that the City Council approve this naming.

CURRENT REQUEST

The recommendation for the City Council is to refer the request to name the Project the "Congressman Alan Lowenthal Global Trade and Education Center" directly to the Government Operations and Efficiency Committee for study and subsequent recommendation to the City Council in accordance with the process outlined City of Long Beach Administrative Regulation AR 8-7, Policy and Procedures for the Naming of City-owned Land, Buildings, and Facilities.

The Government Operations and Efficiency Committee will be expected to forward its recommendation to the City Council, accompanied by relevant testimony and any reports associated with the recommendation, within thirty (30) days of receipt. The City Council will make its determination as to the naming or renaming of City-owned land, buildings, and facilities at a regularly scheduled meeting of the City Council at which staff, representatives of advisory bodies and civic organizations, and the public may offer testimony. The decision of the City Council will be final.

TIMING CONSIDERATIONS

City Council Action is requested on April 9, 2024, to facilitate consideration of a recommendation by the Government Operations and Efficiency Committee at their next scheduled meeting on April 16, 2024.

FISCAL IMPACT

The fiscal impact and any associated costs with establishing the naming of the Third Floor Development of the Port Administration Building, including design, procurement, and installation will be funded by the Harbor Department.

SUGGESTED ACTION

Approve recommendation.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'M. Cordero', with a stylized flourish at the end.

Mario Cordero, Executive Director