



# PORT OF GALVESTON

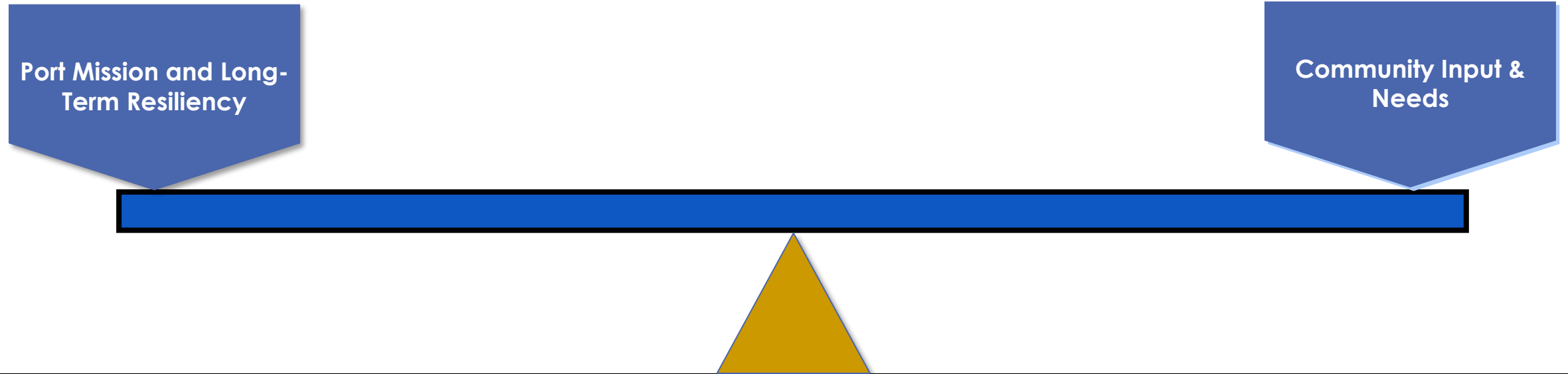
## STRATEGIC MASTER PLAN UPDATE

BOARD BRIEFING  
*AUGUST 13 PUBLIC OPEN HOUSE SUMMARY*

August 26, 2025



# THE STRATEGIC PLAN – A BALANCED APPROACH

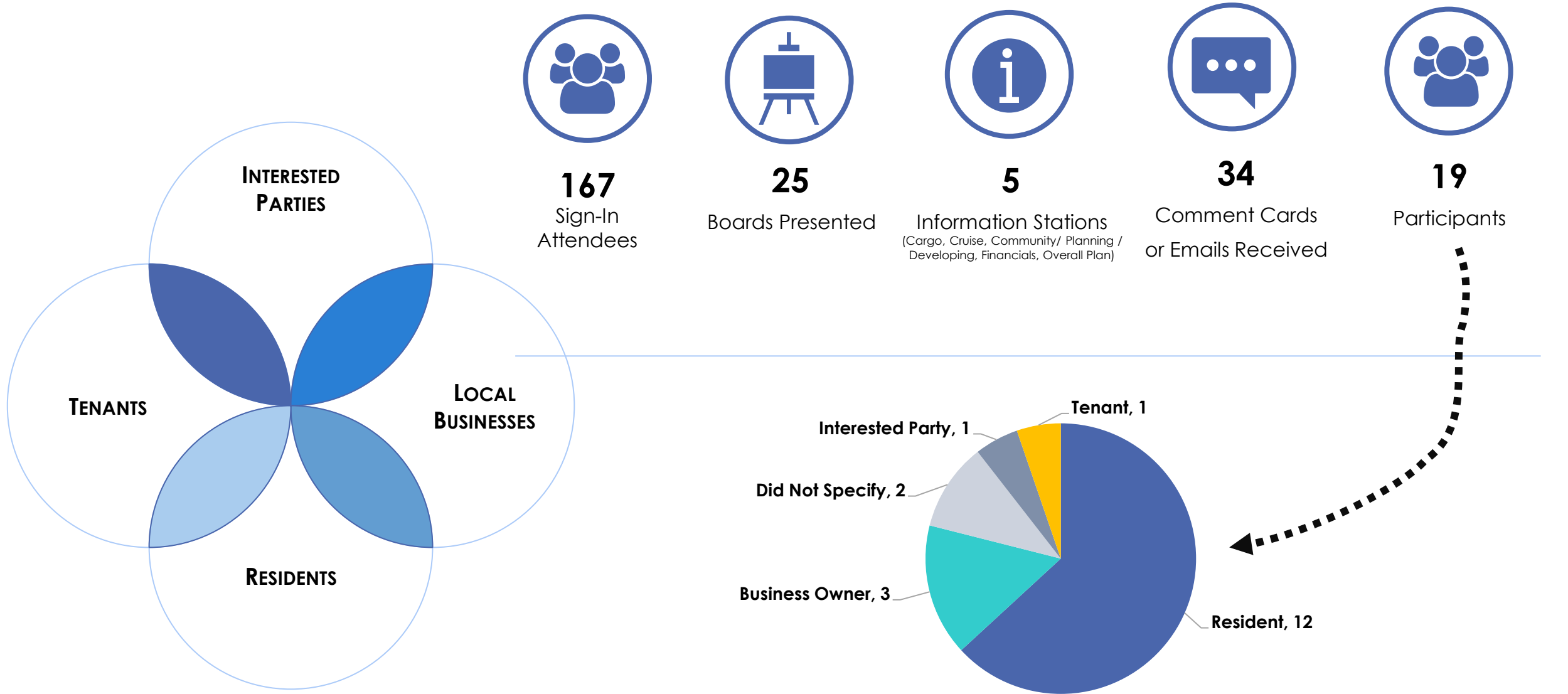


# THE OPEN HOUSE

- Observation – the event was well attended
- Share community input gathered during Open House
- Highlight themes, priorities, and concerns
- Discussion on Master Plan direction



# PARTICIPATION SNAPSHOT

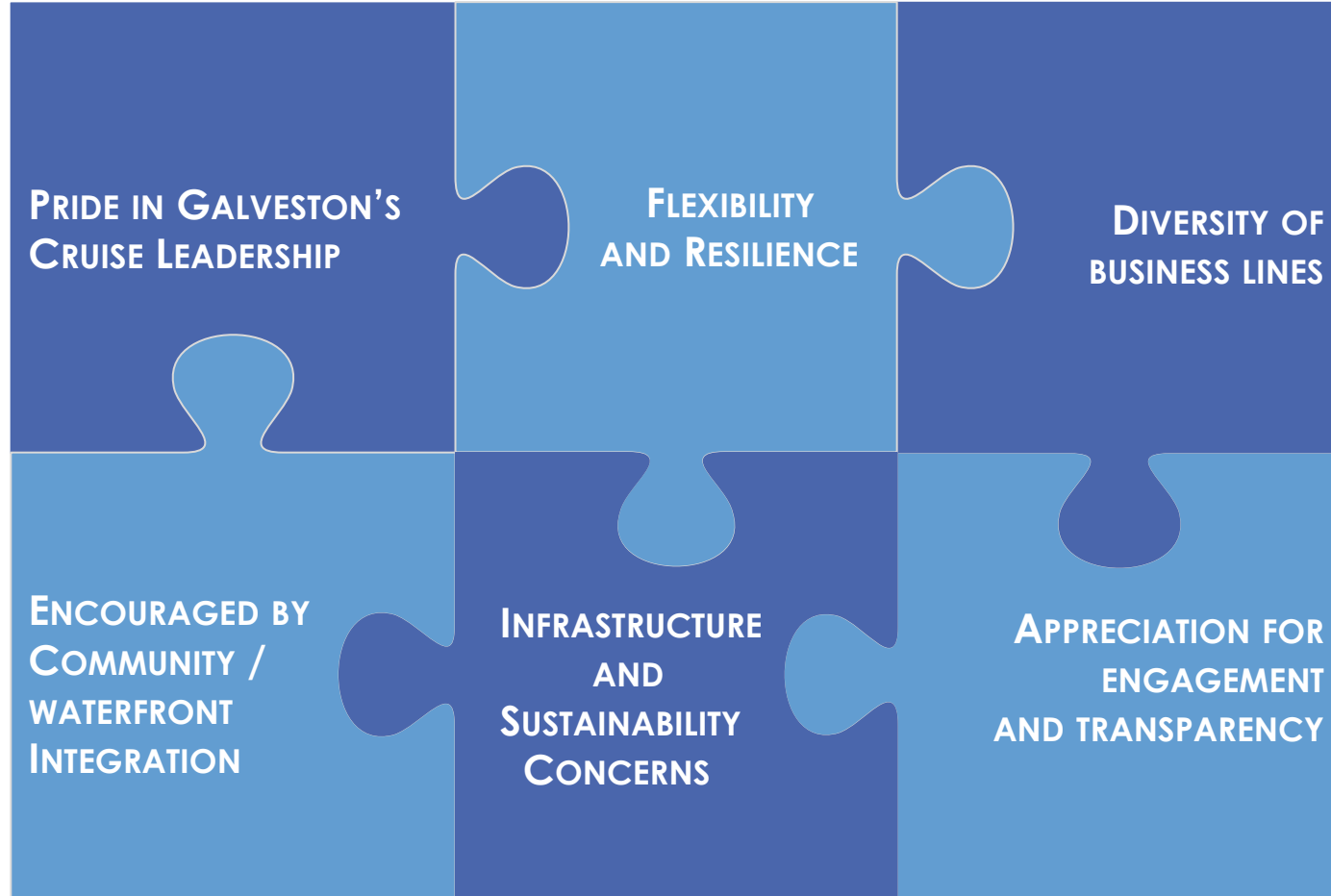


## GENERAL OBSERVATIONS

- The vast majority of the comments verbally provided during the event were positive and thankful for the event
- The majority of the written comments were supportive
- The vast majority of the written comments were supportive with comments to improve or solve issues



# OVERARCHING SENTIMENTS



# SENTIMENTS

## Pride in Galveston's Cruise Leadership

- Galveston seen as a global leader in cruise.
- Cruise is viewed by many as the Port's strongest economic driver.
- *"We are the envy of the cruise world. Galveston is the darling of the cruise ports."*
- *"The cruise industry is crucial to the Port of Galveston's well-being."*

## Calls for Flexibility & Resilience

- Desire for adaptable infrastructure (terminals, parking, berths).
- Recognition that trends may shift over time.
- *"Parking needs may decline in 20 years; structures should be designed to maximize adaptive reuse."*
- *"Railroad and cruise flex berth is a smart way to give the port options and hedge if trends reverse."*

## Diversity of Business Lines

- Concern about over-reliance on cruise revenues and warned on diversification of revenues.
- Some support cargo investment only if financially justified.
- *"Cargo investment may not yield ROI — is this still where the public wants revenue spent?"*
- *"I am concerned about putting too many of our Port eggs in one basket."*

## Community / waterfront integration

- Strong desire for traffic solutions, public access, green space, and resident benefits.
- Focus on connecting the Port to the Strand.
- *"The presentation shows a focus on just the Port and not on benefits for the island and its residents."*
- *"The waterfront access will be a big benefit for Galveston."*

## Infrastructure & Sustainability Concerns

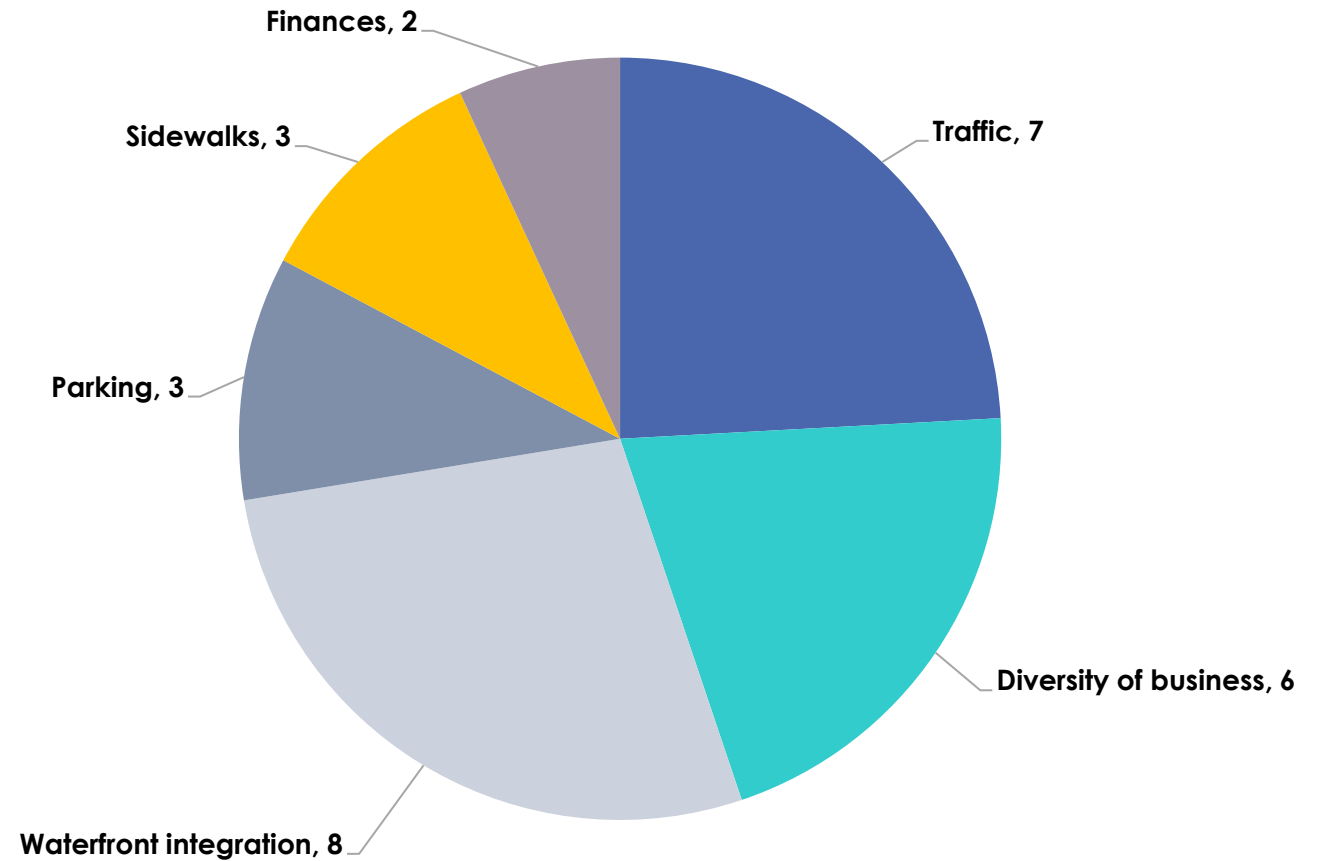
- Calls for further study in traffic management, flood mitigation, Pelican Island Bridge, and environmental stewardship.
- *"The biggest concern with increased cruise is vehicle traffic."*
- *"Solar panels or trees on top of parking garages."*

## Engagement & Transparency

- Appreciation for outreach but desire for more transparency in financials and decision-making.
- Continued communication on future city connectivity and sustainable growth.
- *"Very cool that you are trying to engage the community. Thank you."*
- *"Plan sustainable growth, please."*

# MOST COMMON ISSUES RAISED

- 1 Provide for port – city integration and waterfront access
- 2 Improve traffic concerns
- 3 Encourage diversification of port business
- 4 Focus on parking structures
- 5 Sidewalks
- 6 General financial issues





# OBSERVATIONS

## ENGAGEMENT & TRANSPARENCY

Respondents appreciated the open forum to review plans and ask questions.

Action

- Maintain ongoing communication on master plan progress and city connectivity, ensuring sustainable growth remains central.

## PRIDE IN GALVESTON'S CRUISE LEADERSHIP

Most respondents recognize the business opportunities cruise provides the Port.

Action

- Expand community education on the financial benefits cruise generates and its role in supporting local assets. Work on expanding the economic impact to the community.

## DIVERSITY OF BUSINESS LINES

Support for cargo, some saw cruise as taking away from cargo and questioned whether the cruise footprint should be limited. Some see cruise as a driver of community assets and broader benefits, while others highlight cargo as essential for balancing the port's overall portfolio.

Action

- Exhaust the potential of cargo business, and that cruise will not impact its future growth. Evaluate the financial impact of the entire port plan.

## FLEXIBILITY & RESILIENCE

Respondents valued flexibility that allows the Port to adapt and pivot as market dynamics evolve.

Action

- Finalize project plans and phasing with built-in adaptability, including convertible spaces (e.g., parking garages), multi-purpose terminals, and flex berths.

# OBSERVATIONS

## COMMUNITY / WATERFRONT INTEGRATION

Respondents expressed a strong desire for traffic solutions, expanded public access, green space, and tangible resident benefits, while also emphasizing the need for stronger connections linking the Port and the Strand for both visitors and locals.

### Action

- Repair pedestrian bridge over Harborside Drive as planned
- Improve pedestrian access via walkways to waterfront and mid-port areas
- Work with the City to develop wider sidewalk linkages to the Strand district – potential free city cruise shuttle
- Maximize public access to the waterfront

## INFRASTRUCTURE & SUSTAINABILITY CONCERNS

Some see cruise growth as an economic opportunity, while others worry about traffic, parking, infrastructure and community impacts.

### Action

- Conduct comprehensive traffic study, internalize traffic within the port, manage shuttles in the Strand
- Support flood, sewage improvements
- Continue to work on a TDOT solution for Pelican Island Bridge that allows cargo operations
- Promote the use of garages instead of surface parking and Incorporate liner buildings and green features where feasible
- The plan should be flexible and phase growth on demand

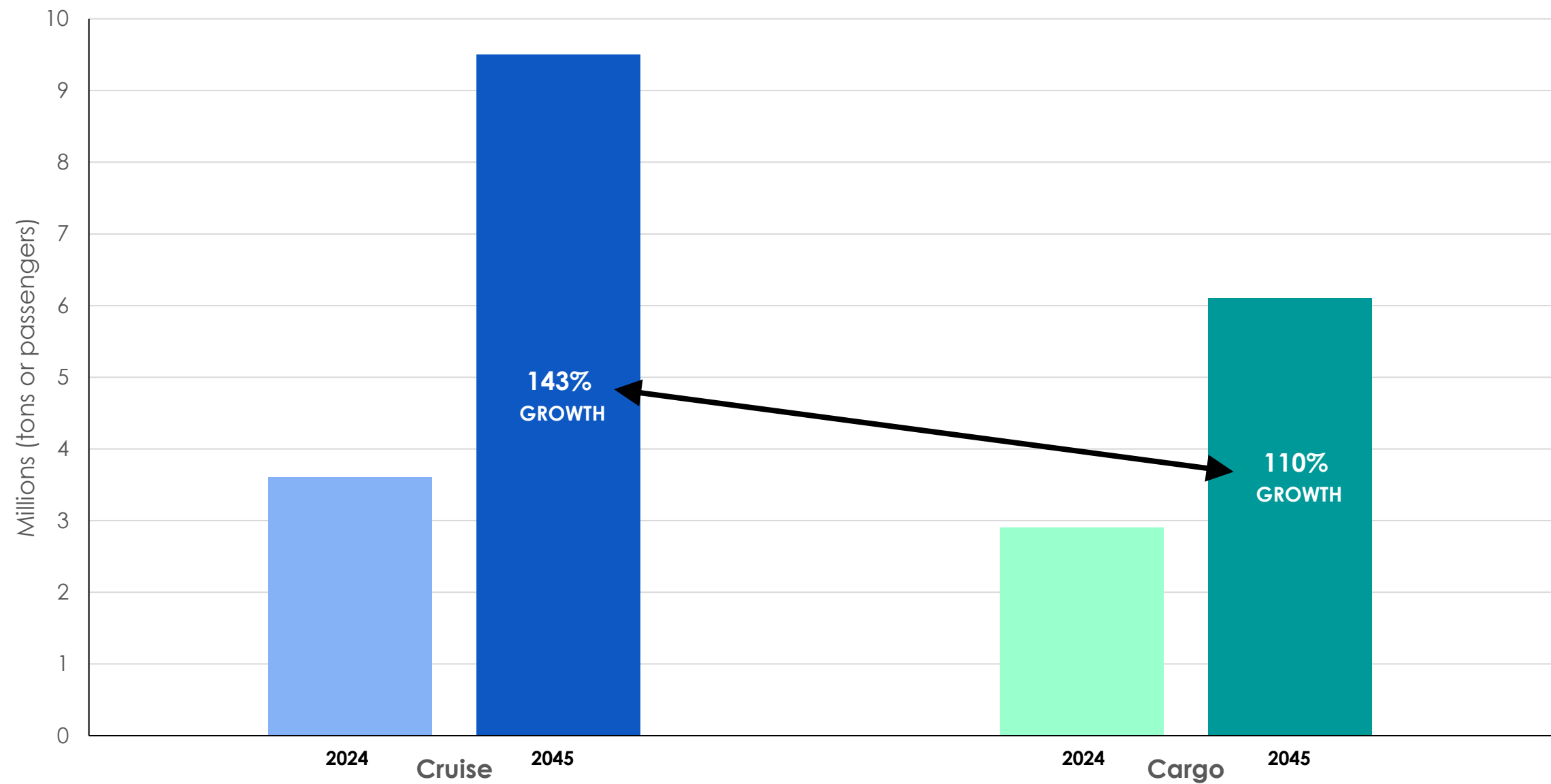
## FINANCIAL

Provide for strong port financials that maximize profit, have diversified sources of funds that can minimize market changes and can fund the variety of projects.

### Action

- Provide for self-funding of the Port operations and capital improvements
- Diversify revenue sources and provide for reserves to make port finances resilient to major market issues

# MARKET DIVERSIFICATION



**There is plenty of room for all these market opportunities**

**This is not a competition for space or berths**

**It is not one vs other – it is a choice**

**A balanced plan is a competition for funding  
those uses that generate funds vs those that do not**

## NEXT STEPS

- Make adjustment to the plans based on input
- Identify individual projects and costs
- Develop a long-range financial model based on market demands
- Confirm future operating costs and then net revenues from the market model
- Develop scenarios for project phasing based on income, market and ability to execute
- Prepare an initial draft plan





# PORT OF GALVESTON

## STRATEGIC MASTER PLAN UPDATE

BOARD BRIEFING  
*AUGUST 13 PUBLIC OPEN HOUSE SUMMARY*

August 26, 2025

