
Texas City Event

Texas City Ship Channel Deepening Project and Celebration

It's not everyday America associates large ships and waterways with the U.S. Army. Although for the U.S. Army Corps of Engineers Galveston District, established in 1880 and fondly known as the "Custodians of the Coast," keeping America's waterways open for navigation and commerce has been a key mission for more than 130 years, allowing vessels to make their way to various ports along the Texas coast.

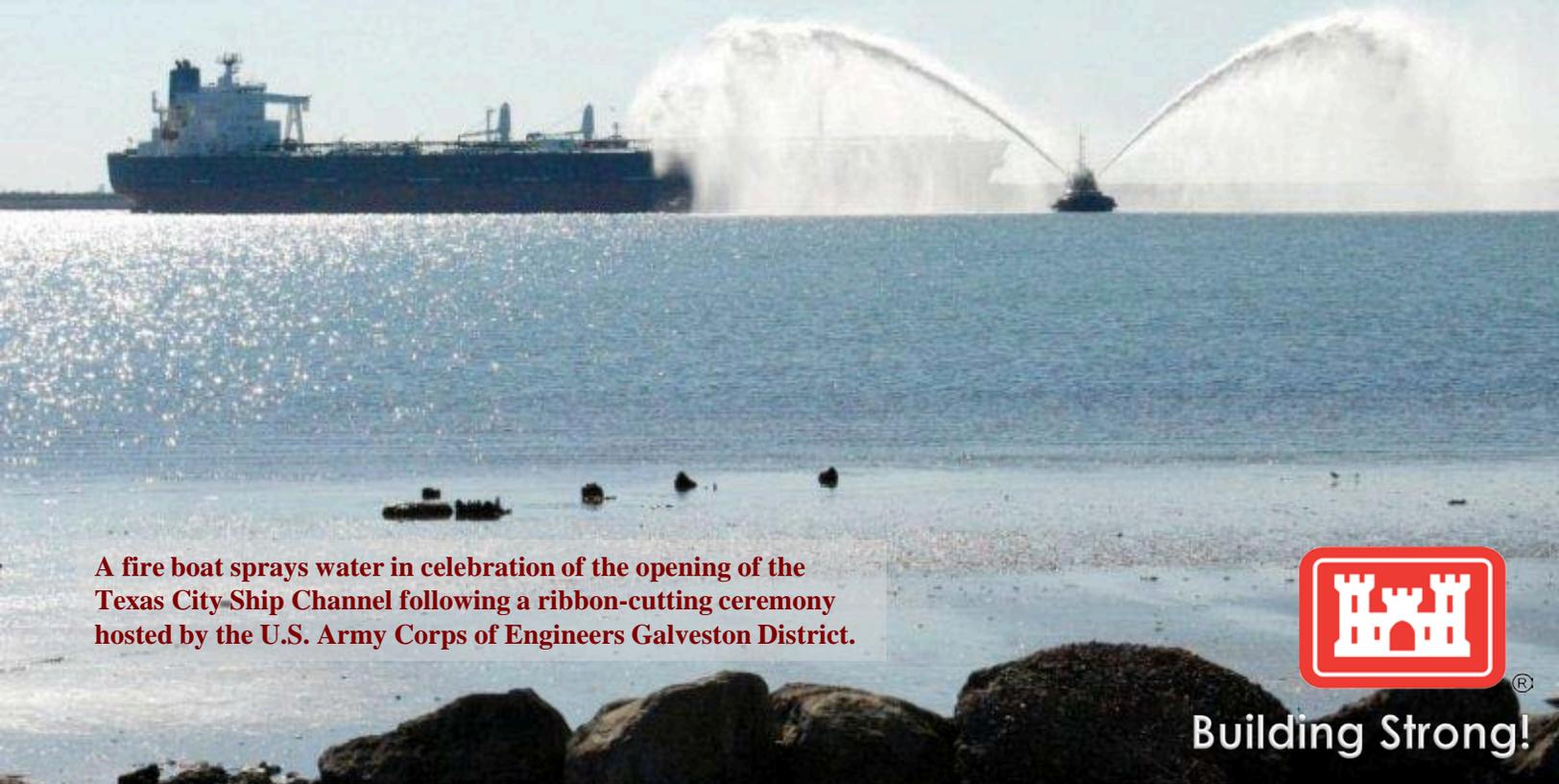
Presently, USACE Galveston serves the nation as part of the world's largest public engineering, design and construction management agency, providing services which strengthen the nation's security, energize the economy and reduce risks from disasters.

On Feb. 17, 2009, an unprecedented effort to jumpstart the nation's economy, create millions of jobs, and put a down payment on addressing critical challenges was undertaken, as President Barack Obama signed the American Recovery and Reinvestment Act of 2009 (Recovery Act) into law.

The Recovery Act, also known as the stimulus, was an extraordinary response to a crisis unlike any since the Great Depression, and included measures to modernize the nation's infrastructure.

In April 2009, USACE Galveston District announced it received \$298 million in stimulus funds to execute civil works projects that would bring lasting benefits to Texas coastal areas.

Of these funds, \$44 million was allocated for the deepening of the Texas City Ship Channel and Turning Basin from 40 to 45 feet, a dredging project that would provide significant investment to the nation's infrastructure.



A fire boat sprays water in celebration of the opening of the Texas City Ship Channel following a ribbon-cutting ceremony hosted by the U.S. Army Corps of Engineers Galveston District.



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Community Relations

It is widely accepted that everything is bigger in Texas. The USACE Galveston District PAO ensured the Texas City Ship Channel Deepening Project Celebration was no different.

On Oct. 29, commander **Col. Christopher W. Sallese** and **Mayor of the City of Texas City** Matthew T. Doyle welcomed the **Honorable Sen. Kay Bailey Hutchison** and members of the community to celebrate the deepening of the channel from 40 to 45 feet.

A huge supporter of the project, Sen. Hutchison highlighted the economic benefits the waterway brings to the region and nation in her remarks to attendees noting that the average annual benefits for deepening the channel are **more than \$28 million**.

The event brought together users of the channel, community leaders, Corps leadership, employees and media members to witness event.

As part of the celebration, the City of Texas City coordinated for a fire boat to spray water after the ribbon was cut, signifying the opening of the newly deepened channel.



The senior senator from Texas, the Hon. Kay Bailey Hutchison, served as the keynote speaker for the Texas City Ship Channel Deepening Celebration.



Col. Sallese delivers remarks at the Texas City Ship Channel Deepening Project Celebration.



Community members, government officials and private industry celebrate the opening of the ship channel.



Texas City Event



Col. Christopher W. Sallèse speaks to the crowd during the Texas City Ship Channel festivities.



The Hon. Sen. Kay Bailey Hutchison delivers her keynote address during the Texas City Ship Channel celebration.



Sen. Kay Bailey Hutchison, Project Manager Sharon Tirpak and Commander Col. Sallèse discuss the channel deepening project.

Media Relations and Command Information

The Texas City Ship Channel Deepening Project was publicized using the district's social media sites, including the Defense Video & Imagery Distribution System.

Prior to the ceremony, the USACE Galveston District PAO met with *Galveston Daily News* to provide information regarding the upcoming ceremony.

The *Galveston Daily News* published an advance story announcing the deepening project's completion, highlighting the efforts of the Corps and its partners, as well as the significant contribution the \$75 million channel deepening brings to the region and nation.

Key messages and stories were placed in the district's command information publications, the Southwestern Division *Pacesetter* and USACE Galveston *Sand Castle*.

Additionally, the front cover of the division's magazine proudly displayed the deepening project's completion in its October-December 2011 edition.

Finally, the City of Texas City featured USACE photos of the ribbon-cutting ceremony and celebration in an official 2012 calendar.



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The Texas City Ship Channel deepening project would enable larger vessels to use the channel to carry **critical commodities** including crude oil, gasoline, diesel, jet fuel, intermediate chemicals and petroleum coke to various industries, including the energy sector, which contribute to the economic strength of the nation.

While a project of this magnitude typically takes approximately five years to construct, USACE Galveston awarded a contract in October 2009 and completed this project in 2011 – **in a record 1.5 years**.

The Recovery Act funds allowed a great opportunity for the Corps and the local community to partner, as this **\$75 million project** was cost-shared by the federal government (75 percent) and the City of Texas City (25 percent).

To celebrate the tremendous efforts undertaken to complete this project, the USACE Galveston District and City of Texas City co-hosted a Texas-sized celebration and ribbon-cutting ceremony Oct. 29, 2011, with **U.S. Senator Kay Bailey Hutchison (R-Texas)** serving as the honorary guest and keynote speaker, to mark the opening of **one of the nation's most critical shipping waterways**.

The USACE Galveston District Public Affairs Office is pleased to present its 2012 Special Event Category 14: Texas City Ship Channel Deepening Project and Celebration achievements which is detailed in the following pages. 



Ribbon-cutting ceremony with the Honorable U.S. Sen. Kay Bailey Hutchison of Texas, USACE Galveston District Commander Col. Christopher W. Sallse and City of Texas City Mayor Matthew T. Doyle (center) and Bill Mathis, Texas City Port Director (left).



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The USACE Galveston District set out to inform community members, industry users and the internal Corps audience of the completion of the Texas City Ship Channel and the immediate economic benefits it brings to the nation as a result of funds received from the Recovery Act.

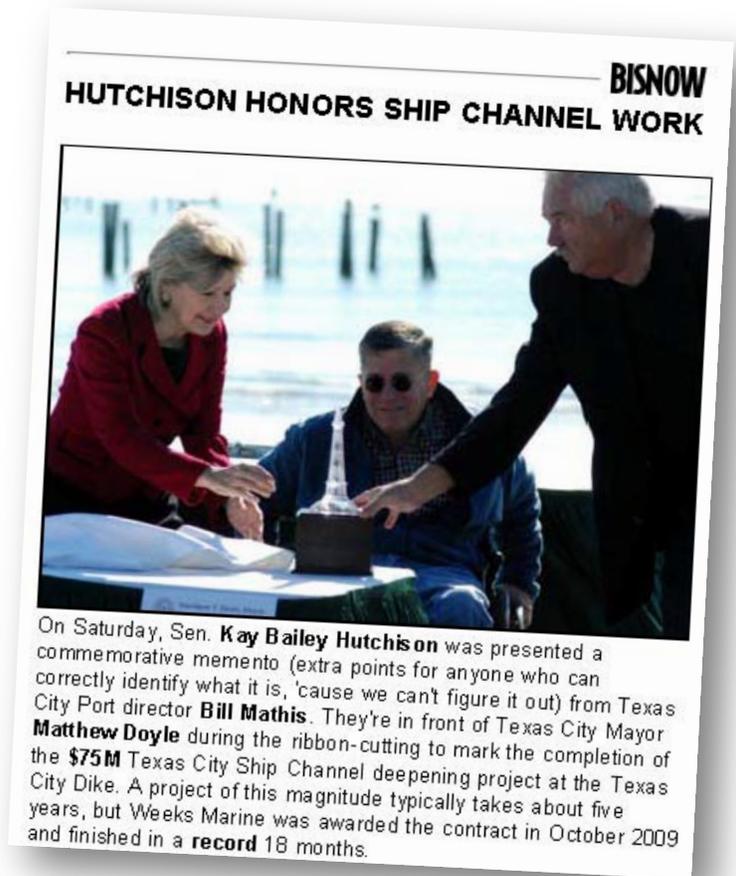
As stated in Chapter 8 (Programs and Activities) **Army Regulation 360-1**, "Programs that involve direct contact with the civilian community are the most effective unofficial means of improving community relations."

The campaign not only provided direct contact with the community, it effectively told the Army's story, meeting its stated objectives and showcasing a different side of the Army to a wide audience.

Media analysis showed the district's key messaging was published and broadcast, highlighting the efforts of the USACE Galveston District and its community partners.

Additionally, feedback received on the district's social media sites, was overwhelmingly positive.

Finally, the efforts showcased through the Texas City Ship Channel Deepening Project and Celebration solidified the organization's role as a trusted public engineering agency.



Energy BisNow
Published Oct. 31, 2011

"The Recovery Act allows the Corps to invest in infrastructure, providing long-term economic and environmental benefits to our local communities and to the nation."

-USACE Galveston District



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DIG THIS!



Ever think it would cost \$75M to dig a hole five feet deep? US Army Corps of Engineers project manager **Sharon Tirpak** tells us the extra depth in the **Texas City Ship Channel** (recently completed) can mean miles of difference (more than \$28M a year) because larger vessels can use the channel to carry critical commodities (**oil**) to various industries. Because of the boatload of cash, the project set a record in getting it done in **a year and a half instead of five**. With deepening behind them, they're down to placing cosmetic rocks on the sides. (We don't have to sacrifice good taste, ya know.) When not working on a feasibility report to deepen the Freeport Channel, Sharon enjoys scouting with her son.

BISNOW

Energy BisNow
Published Aug. 4, 2011



Media Coverage:

TC Channel Deepening Done

Galveston Daily News, Oct. 29, 2011
(23,500 circulation)

Widened Texas City Ship Channel Opens

Houston Chronicle, Oct. 29, 2011
(total page views: 77,779,145/unique Visitors: 7,576,501)

Hutchison Honors Ship Channel Work

Energy BisNow, Oct. 31, 2011
(300,000 BisNow subscribers)

Texas City Ship Channel Deepening Project Celebrated

Guidry News, Oct. 31, 2012
(443,770 web views monthly)

USA: Dredging of Texas City Ship Channel Completed

Dredging Today, Nov. 1, 2011
(more than one million page views monthly)

Plenty of Economic Memories from 2011

Galveston Daily News, Jan. 15, 2012
(23,500 circulation)

Objectives Exceeded!

1. Host a Texas-sized event with federal, state and local officials:
1 celebration, 1 U.S. Senator, 1 Texas mayor and multiple local government officials.
2. Showcase the completion of the Texas City Ship Channel, and its economic benefits to the nation:
More than 100 community members and industry channel users at the ceremony.
3. Secure positive news coverage of the celebration, providing information on the deepening project and American Recovery and Reinvestment Act:
More than 7 positive news stories reaching potentially more than 7 million.



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