



AMPLIFYING A PORT'S MESSAGE THROUGH INDUSTRY PARTNERSHIPS
AAPA 2017 COMMUNICATIONS & ECONOMIC DEVELOPMENT SEMINAR | June 13, 2017



PORT COMPLEX EXISTING TERMINALS



1. Northland Cruise Terminal



2. Westview Wood Pellet Terminal



3. Fairview Container Terminal



4. Ridley Island Project Cargo Facility



5. Prince Rupert Grain Terminal



6. Ridley Coal Terminal



PORT OF PRINCE RUPERT ATTRIBUTES

- Closest North American port to Asia
- Deepest natural harbor in North America
- Safe, sheltered and efficient access from international shipping lanes
- Superior and uncongested rail and road connection to North American markets
- **Exceptional community and labor support for expansion**



	Prince Rupert	Vancouver	Los Angeles
Employed by Port Operations	23%	4%	1%
TEUs/Person	61	1	0.8
Tonnes/Person	1551	55	17

COMMUNITY OF PRINCE RUPERT

- 12,000 residents
- 44% First Nations
- 50% of population has high school or less
- History of industrial waterfront use
- Port industry directly employs 25%

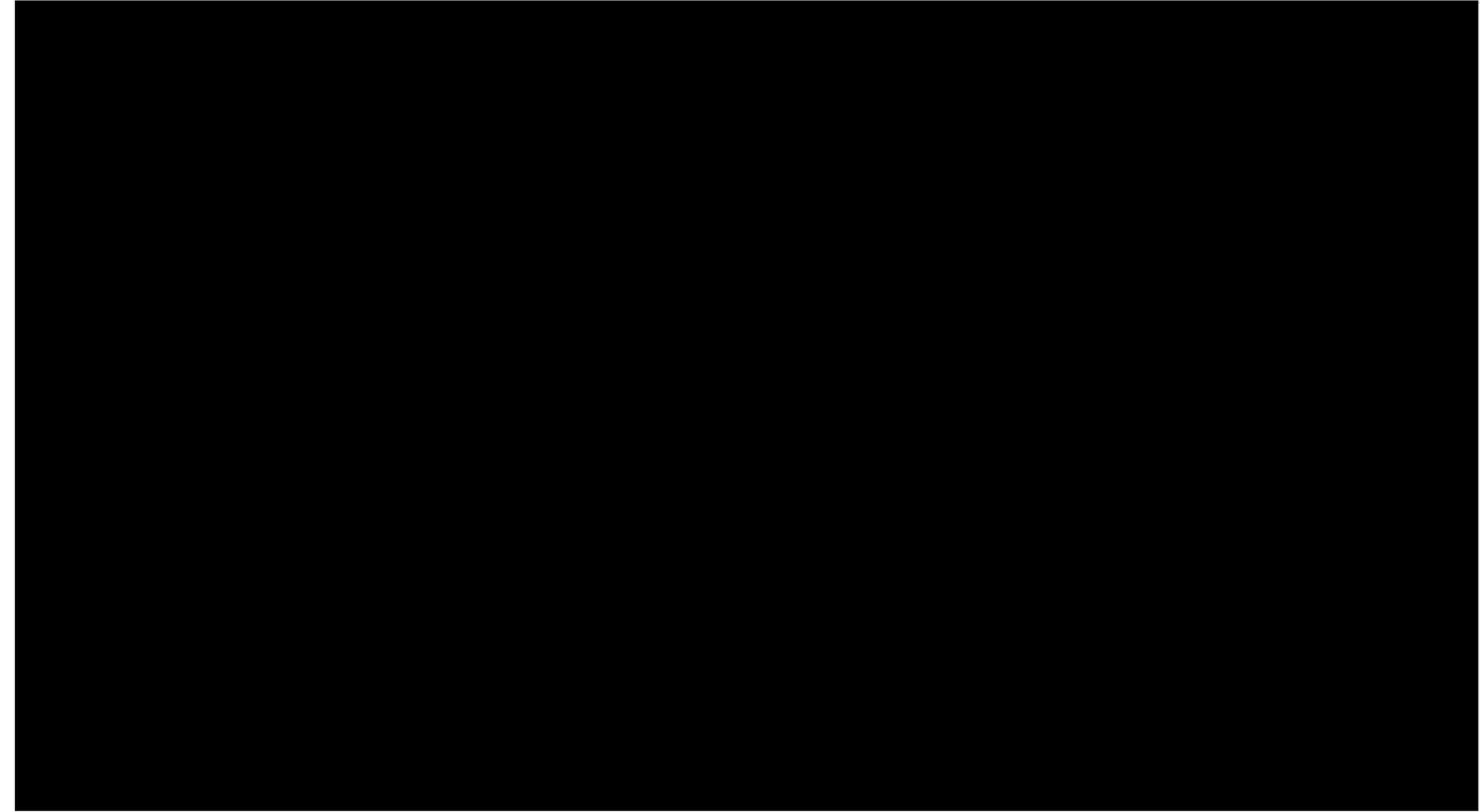


MARINE SAFETY & SECURITY

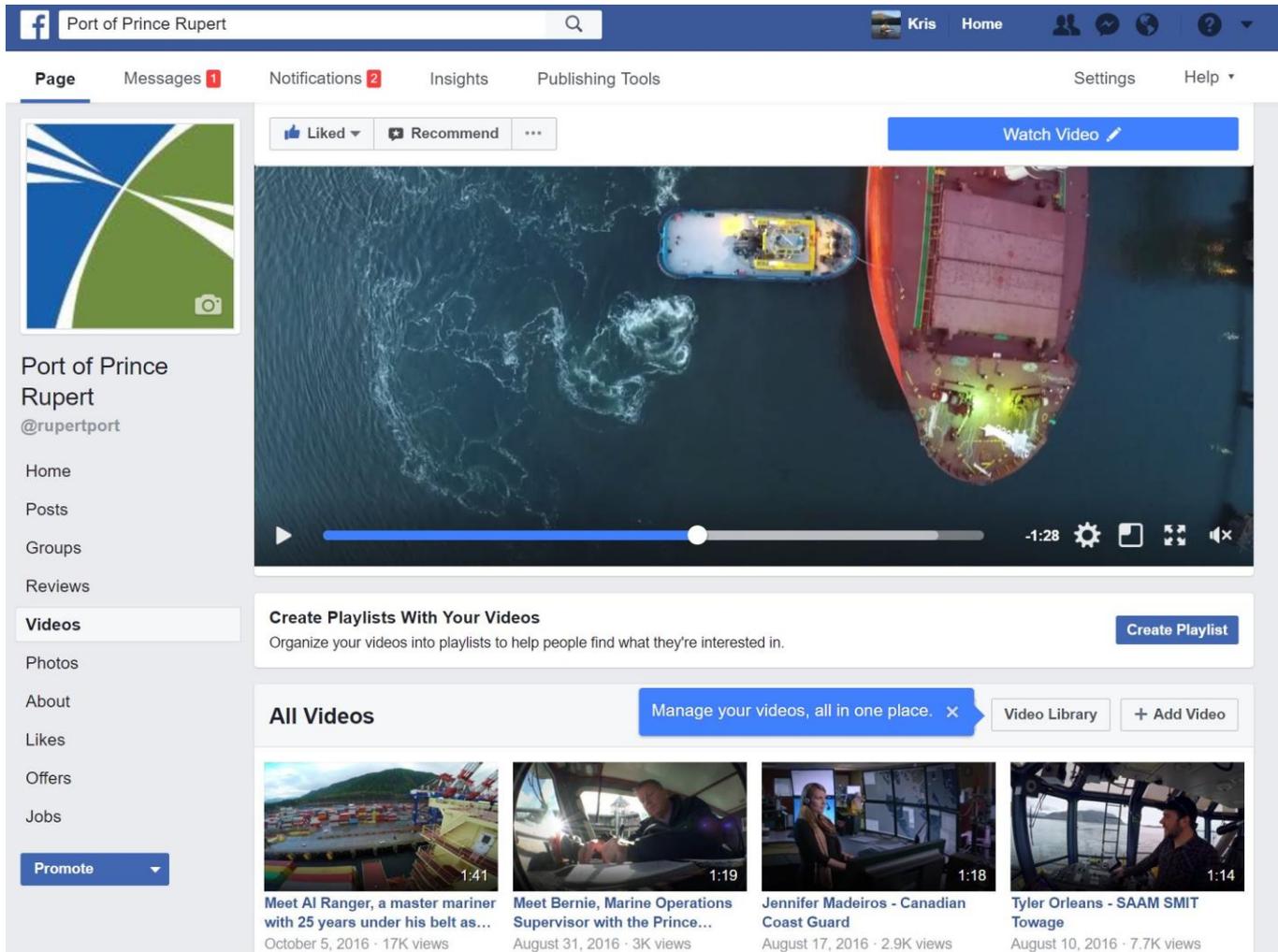
Planning For Growth

- Deep, wide, ice-free harbour
- Direct, unobstructed access to Pacific shipping lanes
- Forecast growth from 500 to 2,000 vessels annually
- Baseline risk assessments: safest port on the west coast
 - Beneficial geography
 - Shorter route through inside waters
 - Relatively less vessel traffic
 - Established navigation & response services
- Ongoing risk identification and mitigation: making a safe port safer
 - Investment in navigation aid technology
 - Investment in shore-based radar
 - Proactive updating of practices and procedures





MEASURING CAMPAIGN SUCCESS



The screenshot shows a Facebook page for the Port of Prince Rupert. The top navigation bar includes the search bar with "Port of Prince Rupert" entered, the user profile "Kris", and navigation links for "Home", "Messages", "Notifications", "Insights", "Publishing Tools", "Settings", and "Help". The page header features a "Page" tab and a navigation menu with "Messages", "Notifications", "Insights", and "Publishing Tools".

The main content area displays a video player showing an aerial view of a large red ship being towed by a smaller tugboat at night. The video player includes a progress bar, a play button, and a "Watch Video" button. Below the video player, there is a section titled "Create Playlists With Your Videos" with a "Create Playlist" button.

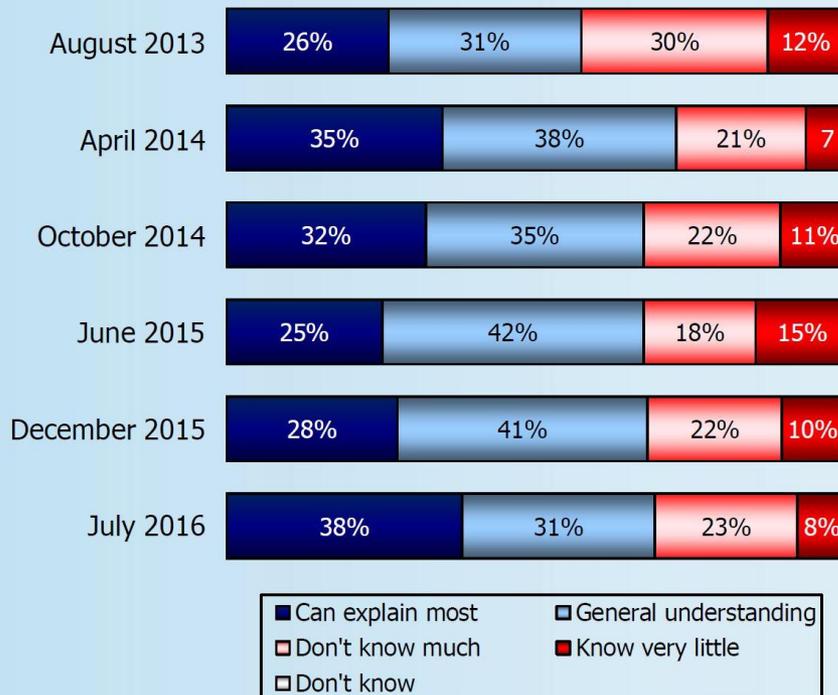
The "All Videos" section is visible, featuring a grid of video thumbnails with their respective titles and view counts:

- Meet Al Ranger, a master mariner with 25 years under his belt as...** (October 5, 2016 - 17K views)
- Meet Bernie, Marine Operations Supervisor with the Prince...** (August 31, 2016 - 3K views)
- Jennifer Madeiros - Canadian Coast Guard** (August 17, 2016 - 2.9K views)
- Tyler Orleans - SAAM SMIT Towing** (August 10, 2016 - 7.7K views)

The left sidebar contains the page's profile picture, name "Port of Prince Rupert", handle "@rupertport", and a menu with options: Home, Posts, Groups, Reviews, Videos (highlighted), Photos, About, Likes, Offers, Jobs, and a "Promote" button.

PUBLIC OPINION POLLING

Level of Familiarity with Port Operations and Activities



- Overall, the majority of Prince Rupert and Port Edward residents in July 2016 continue to be at least aware of the Port or have some knowledge of the current terminal, shipping activity and trade occurring at the Port of Prince Rupert (92%).
- This includes more than one-third of residents that feels they have a good understanding of it (38%), almost one-third that feels they have a general understanding of port activities but can't explain most of it (31%), and about one-quarter whose knowledge ends at the location of the port (23%).
- In July 2016 fewer than one-in-ten state they know little or nothing about it (8%).



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