

AAPA COMMUNICATIONS AWARDS

2012 COMMUNICATIONS AWARDS PROGRAM 5522

INDIVIDUAL SUBMISSION ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

- | | |
|--|---|
| 1. AAPA Awareness Initiative Messaging _____ | 8. Overall Campaign _____ |
| 2. Advertisements – Single _____ | 9. Periodicals _____ |
| 3. Advertisements – Series _____ | 10. Promotional/Advocacy Material _____ |
| 4. Annual Reports _____ | 11. Social/Web-Based Media _____ |
| 5. Audio-Only Presentations _____ | 12. Special Events <u> X </u> |
| 6. Directories/Handbooks _____ | 13. Videos _____ |
| 7. Miscellaneous _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

☒ CATEGORY 1

☐ CATEGORY 2

Your Name: Heather Morris

Title: 'Let's Talk Port III' - 100th Anniversary Community Forums

Port: Port of Long Beach

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Please indicate precisely how your port's name should be listed on any award(s) it may win:

Name: Port of Long Beach

Being as precise as possible, please attach a separate entry statement, in English, that:

- **Defines the Communications Challenge or Opportunity**
 - Situation Analysis (*assess major internal and external factors*)
 - Problem Statement (*briefly describe in specific & measurable terms*)
- **Summarizes Planning and Programming**
 - Goals (*summarize desired outcome or end result*)
 - Target Publics (*be specific; list primary and secondary audiences if appropriate*)
- **Identifies Actions Taken and Communication Outputs**
 - Strategies (*identify media choices, etc., that require tactics to complete*)
 - Tactics (*specify actions used to carry out strategies*)
 - Implementation Plan (*include timelines, staffing and budget*)
- **Summarizes Evaluation Methods and Communications Outcomes**



Port of
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The Green Port

2012 AAPA Communications Awards

Category: Special Events

Title: Let's Talk Port III: 100th Anniversary Community Forums

Port of Long Beach Let's Talk Port III: 100th Anniversary Community Forums

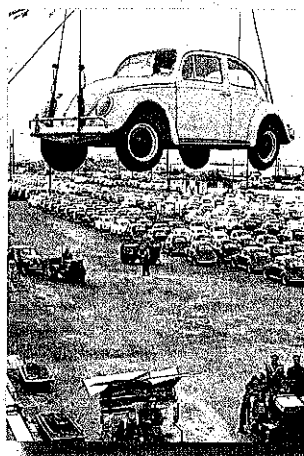
Communications Challenges and Opportunities

The Port of Long Beach celebrated its 100th Anniversary in 2011, growing from one dock at the mouth of the Los Angeles River to beginning its second century of service as the second busiest seaport in the United States. The Port is a primary gateway for U.S.-Asia trade and a trailblazer in innovative goods movement, safety and environmental stewardship. Today, the Port welcomes 5,000 yearly vessel calls and is served by 140 shipping lines with connections to 217 seaports around the world. It covers 3,230 acres with 35 miles of waterfront, 10 piers with 80 berths and 66 gantry cranes offloading 6.3 million containers each year. Customer and community service is at the core of the Port's operations.

Environmental agencies have acknowledged the Port for its landmark green initiatives, reducing overall diesel air pollution by 72 percent, and industry leaders have named the Port of Long Beach the World's Greenest Port as well as the Best Seaport in North America in 14 of the past 16 years.

A major economic engine for the region, each year the Port handles all kinds of cargo valued at more than \$150 billion. The Port is moving forward with nearly \$4.5 billion in planned capital improvements this decade to support growth and strengthen its ability to eclipse new competition, serve the goods-movement industry, Port clients and the community.

The Port supports one in every eight jobs in Long Beach, making it the city's largest employer. That



Let's Talk
Port



You're invited

Join us for an informal neighborhood get-together to talk about your Port, as we celebrate 100 years.

"Let's Talk Port" workshops will bring the Port's Centennial year celebration into your neighborhood, and include a screening of a short documentary film on the Port's history.

Refreshments and giveaways!

www.polb.com/community

translates to 30,000 Long Beach jobs and expands to more than 300,000 jobs in Southern California and nearly 1.4 million jobs nationwide.

In recent years, the Port has taken on an additional, critical mission — to be an industry leader in communications and community outreach and provide an avenue for

vital community feedback.

Planning and Programming Components

Following the success of the first two series of community forums called "Let's Talk Port" and "Let's Talk Port II," "Let's Talk Port III" was rolled out in October 2011.

As with the first two, "Let's Talk Port III" presentations featured top-level Port staff and members of the Board of Harbor Commissioners. As before, the goal was to raise awareness and encourage public participation in Port projects and operations, but this time with an emphasis on the Port's 100th Birthday celebration. This timing allowed community members who had not had the opportunity to attend the June 25 100th Birthday Party at the Port to still be part of the celebration.

The forums were intended to attract Long Beach residents, community leaders, business leaders, industry representatives and anyone with an interest in Port operations.



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The specific objectives were:

- To build pride in the Port's 100 years of accomplishments.
- To provide an opportunity for local stakeholders to comment on Port-related issues that are important to their community and interact with the Port's top decision makers;
- To educate and inform local stakeholders about the significance of Port operations;
- To update communities about the Port's \$4.5 billion capital improvement program and the related new permanent and temporary jobs;
- To actively engage public participation in Port projects and operations.
- Gather and listen to the feedback generated during the forums to share with Port staff;
- To continue to improve community relations as promised in the 2005 Green Port Policy;
- And to actively engage Port partners and to promote transparency.



Four Centennial-themed community forums were presented on Wednesday evenings (Oct. 12 and 19 and Nov. 2 and 16, 2011) beginning at 6 and 7 p.m., each in a different Long Beach community. The venues included the Long Beach Main Library, two branch libraries and an art exposition center.

Each forum included light refreshments and giveaways for those who participated. The special prizes, randomly awarded from names on the event sign-in sheet, were copies of the Port's commemorative hardcover book, "Port of Long Beach: Celebrating a Centennial." Informative Port displays surrounded theater-style seating. In addition to the speakers, usually the President of the Long Beach Board of Harbor Commissioners and the Port's Executive Director, other top staff personnel were introduced and on hand to interact with the participants and answer their questions.

The format:

- Before and after each forum, participants were invited to visit the displays sharing general information about the Port as well as information pertinent to the Centennial theme;
- Next was a welcome by a Harbor Commissioner followed by a succinct Centennial PowerPoint presentation by the Port's Executive Director or another high-ranking Port executive. The 15-to-20-minute presentation incorporated the Port's anniversary, a brief overview of Port operations, the economic and employment benefits of the Port, the Port's commitment to environmental stewardship and an update about its \$4.5 billion capital improvement program and related jobs;
- Following the talk, the speaker introduced an abbreviated version of the Port's documentary film, "Faces of the Port: Remembering 100 Years";

Actions Taken and Communication Outputs

The specific audiences were:

- East Long Beach residents;
- West Long Beach residents;
- Downtown residents;
- Community leaders and opinion makers;
- Business leaders;
- Maritime industry representatives;
- Anyone with an interest in Port operations.



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- Then the floor was opened for questions and lively exchange;
- At the conclusion, there was a drawing for raffle prizes; the event was adjourned, and attendees were invited to stay and ask more questions.



Note: Besides English, fliers were also produced in Spanish and Khmer.

Evaluation Methods and Communications Outcomes

Attendance at "Let's Talk Port III" met the Port's goals with about 30 residents attending each event and about 120 guests total.

Strategies and tools used to promote the forums:

- E-mail blasts to constituents from City Council offices;
- Letters of invitation from the President of the Long Beach Board of Harbor Commissioners sent to community groups and homeowners associations;
- Follow up phone calls;
- Work with Community Groups and Homeowners Associations to disseminate information about the forums to their constituents;
- Presentations at community meetings;
- Promotion in community association newsletters;
- Postcard mailers to residents;
- Fliers sent home with students from schools;
- Port-generated e-communications blasts to key constituents;
- Neighborhood fliers distributed to libraries and coffee shops;
- Press Releases distributed to the local media, plus follow-up pitching to encourage coverage;
- Follow-up releases to share success of the events and encourage attendance, including a link to the Port's YouTube site to view a 2.5-minute segment showcasing the first event;
- Advertising in local newspapers promoting the forums;
- Facebook, Twitter and YouTube.

The question-and-answer sessions were very lively. Attendees expressed their appreciation of the Port's accomplishments through its first century of service, but most of their questions, as expected, focused on immediate neighborhood issues:

- What affect will new railways adjacent to our community have on air quality?
- What is the Port doing to clean up the air?
- How does the Port feel about suggestions to modify or take down the breakwater?
- Will the construction of the new Gerald Desmond Bridge cause us a lot of inconvenience?
- What kind of jobs are available?
- We're hearing a lot about the Panama Canal. Will it cut into Long Beach business?

These questions provide a perfect opportunity to respond positively to ongoing, critical issues. Following the first forum, a YouTube video was posted showing the event in action and encouraging attendance at the three upcoming forums. It was viewed 219 times between its posting in October and April 2012.