

AAPA COMMUNICATIONS AWARDS

2012 COMMUNICATIONS AWARDS PROGRAM

5525

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 _____ |
| 6. Directories/Handbooks _____ | 13. Videos _____ |
| 7. Miscellaneous _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ X |

☒ CATEGORY 1

☐ CATEGORY 2

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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)
 - Objectives (identify specific and measurable milestones needed to reach goal)
- **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**
 - Evaluation Methods (describe either formal surveys or anecdotal audience feedback used)



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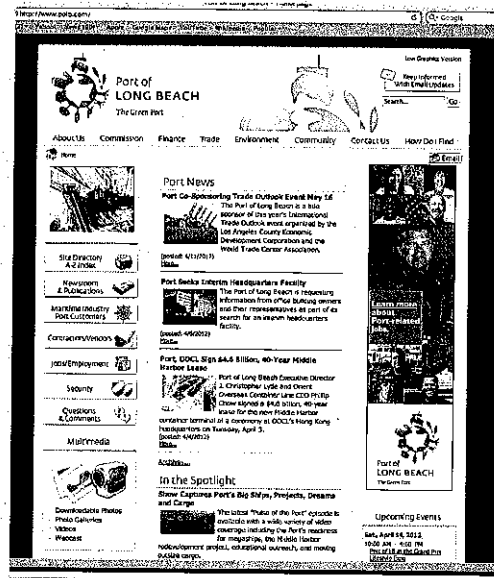
Communications Challenges and Opportunities

The Port of Long Beach began its second century of service in 2012 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. 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 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.

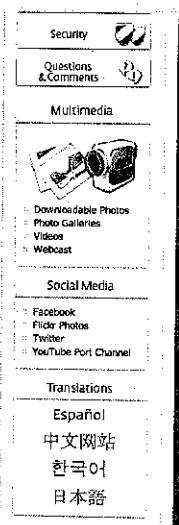


In recent years, the Port has taken on an additional, critical mission — to be an industry leader in communications and community engagement, using traditional and emerging avenues of communication. A vital, interactive presence on the internet is at the core of that new media.

Planning and Programming Components

The Port of Long Beach website at www.polb.com is intended to:

- Contain complete information about the Port of Long Beach;
- Be easy to navigate;
- Be included in all advertising and communications to provide expanded information;
- Be professional, accurate, colorful and appealing;
- Offer easy interactive communication with Port departments and personnel;
- Be up to date with pertinent information about new projects, people, events and activities;
- Provide links to other new media including social media;
- Archive materials with easy access for research and other purposes, such as periodic newsletters, annual reports, State of the Port





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addresses, Peak Season Forecast events, news releases, weekly Harbor Commission meetings and much more.

The content includes information about:

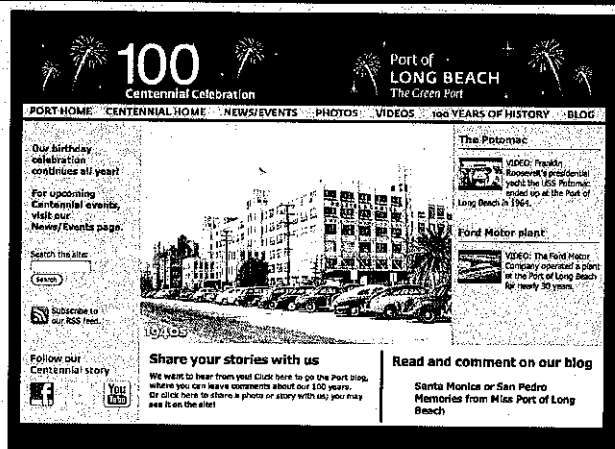
- The Port and its operating departments;
- Port history;
- The Long Beach Board of Harbor Commissioners, the Port's governing body;
- Port finances;
- The Port's Green Port Policy and the environment;
- Community Outreach;
- Port-sponsored activities;
- Jobs;
- Frequently asked questions;
- Port customers and Port vendors;
- Cargo;
- Calendar items;
- And much more.

The audiences for the Port of Long Beach website are local, national and international, but primary target audiences are:

- Those involved in the goods movement industry in Southern California;
- Present and future customers and suppliers;
- Students;
- Job seekers;
- Government agencies;
- Those wishing to participate in a Port event or activity;
- And many more.

Actions Taken and Communication Outputs

The Port website at www.polb.com is developed and updated by the Communications and Community Relations Division staff and web contractor Civica



Software. Civica provides the hosting and web maintenance services for \$7,503 per year.

Following are highlights of the past year (April 2011 through March 2012):

- The Centennial Celebration continued throughout 2011 with the Centennial website (www.polb.com/100years) and blog (www.polb.com/blog). The website tells the complete 100-year history of the Port, and the blog features stories and reader memories about the Port. The Port also added more Centennial Moment videos, featuring employees sharing interesting facts about the Port, past and present. Items included reminiscences from a former "Miss Port of Long Beach," a piece on the Port's sponsorship of the early years of the Miss Universe pageant, features on former manufacturers at the Port including Procter & Gamble, Star Kist Tuna and others.

Centennial coverage also included features and video about the 100th Birthday Party on June 25 on Pier E with more than 5,000 people attending.

- A new page was added to the website with the history of the Long Beach Board of Harbor Commissioners, including a photo and brief biography for each of the Commissioners from 1925 to present.
- A similar page was added paying tribute to the recipients of the Port's highest accolade, the Honorary Port Pilot Award.
- A new finance section was added to the website, placing annual reports, budgets,



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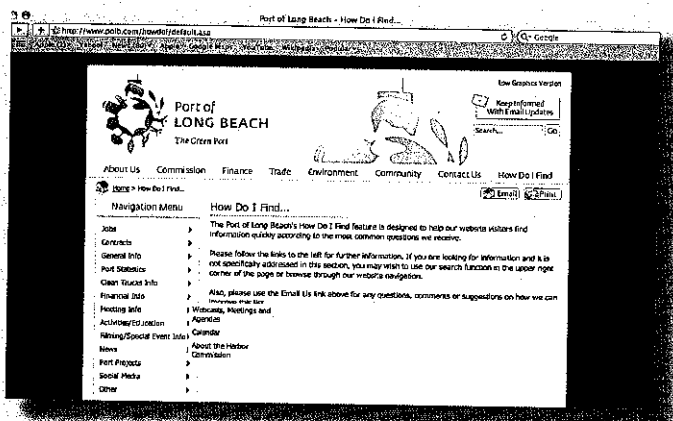
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investor information and other financial documents in one, easy-to-navigate location.

- The Port took its first steps into the world of mobile publications, first with an internal newsletter and then with an interactive Facilities Guide (www.polb.com/facilitiesguide). This guide, accessible on smart phones and tablets such as the iPad as well as on desktop computers, features information on container terminals in the Port, with downloadable on-dock rail information and links to videos and other collateral material.



- A "How Do I Find" section was also added to our website navigation, which organizes areas of the website by questions visitors are likely to ask. In addition to our navigation and search functions, this provides another, more intuitive way for the public to access important information.
- A new "Jobs Resources" page has been added to the site. The Port's \$4.5 billion in infrastructure projects during the next 10 years will support many jobs in the area. The Jobs Resources page provides links to and information about employers, trade organizations and training programs throughout Southern California; making the search for these new employment opportunities easier.
- The Port also expanded and added pages on major projects at the Port including

the \$950 million replacement of the Gerald Desmond Bridge at www.polb.com/bridge, the \$1.2 billion Middle Harbor expansion project (www.polb.com/middleharbor), and the proposed Pier S development www.polb.com/pier_s. Each of these sites features the latest news on each project, along with photos and video, and also serves as a public repository for environmental and other project documents.

Evaluation Methods and Communications Outcomes

Page views for April 2011 through March 2012 were essentially flat compared to the previous 12-month period (less than 1 percent rise), but visits to the website were up 17.6 percent (239,476 visits) over prior year numbers.

Following are the monthly statistics:

Month	Page Views	Visits
April 2011	825,589	107,648
May 2011	768,364	111,716
June 2011	830,601	119,299
July 2011	742,984	109,808
August 2011	747,049	110,166
September 2011	795,108	105,439
October 2011	786,405	115,228
November 2011	771,841	114,966
December 2011	681,472	111,451
January 2012	777,023	118,794
February 2012	743,388	115,679
March 2012	738,422	118,714
TOTAL	9,208,246	1,358,908

The Port's website is a key tool to communicate with local residents.

A study conducted by Encinitas-based True North Research in early 2011 updated data collected by True North in a similar 2009 study and reveals that Port awareness has held steady at a very high 97 percent, and favorable awareness has increased during the two year period between studies.



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The survey was conducted with 1,000 registered voters in Long Beach and included respondents from all City Council Districts, with a thoroughly representative range of demographic profiles.

There was an increase in the percentage of respondents who recalled hearing/reading/seeing Port-related news and ads from 70 percent in 2009 to 77 percent in 2011. Visits to the Port website

increased from 16 percent to 21 percent among the general Long Beach population, and, of those who had heard some news of the Port, those who chose the Internet as their primary source increased to 15%.