

AAPA COMMUNICATIONS AWARDS

2013 COMMUNICATIONS AWARDS PROGRAM

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 | <u>X</u> | 14. Visual-Only Presentations | _____ |
| | | 15. Websites | _____ |

CATEGORY 1

CATEGORY 2

Entry Title 'Your Cool Seaport' –Traveling Refrigerated Container Exhibit

Port Name Port of Long Beach

Port Address 925 Harbor Plaza, Long Beach, CA 90802

Contact Name/Title Art Wong, Acting Director of Communications and Community Relations

Telephone 562 283 7702 Email Address wong@polb.com

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, attach a separate entry statement, in English, that includes a descriptive summary of your entry and lists answers to each of the following four key questions:

1. What are/were the specific communications challenges or opportunities?

- Describe in specific & measurable terms the situation leading up to creation of this entry.
- Analyze the major internal and external factors needing to be addressed.

2. What were your communications planning and programming components?

- Describe your overall goals (desired results).
- Describe your objectives (identify specific, measurable milestones needed to reach your goals).
- Identify your target publics (list primary, secondary and tertiary audiences in order of importance).

3. What actions were taken and what communication outputs were used?

- Explain your strategies (e.g., identify media, tim-

OFFICIAL ENTRY LABEL

AAPA 2013 Communications Awards

Port PORT OF LONG BEACH

Contact Person Art Wong

Entry Classification MISCELLANEOUS



Port of
LONG BEACH
The Green Port

2013 AAPA Communications Awards

Category: Miscellaneous

Title: 'Your Cool Seaport' – Traveling Refrigerated Container Exhibit

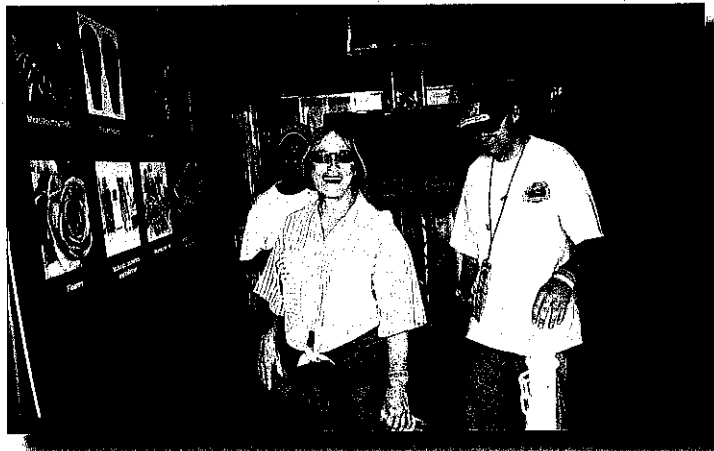
Port of Long Beach 'Your Cool Seaport' Traveling Refrigerated Container Exhibit

Communications Challenges and Opportunities

The Port of Long Beach is the premier U.S. gateway for trans-Pacific trade and a trailblazer in innovative goods movement, safety and environmental stewardship. As the second-busiest container seaport in the United States, the Port handles trade valued at \$155 billion annually and supports hundreds of thousands of jobs. Nearly 5,000 vessels call at the Port of Long Beach each year from 217 seaports around the world. The Port began its second century of service in 2011 with a \$4.5 billion, decade-long capital improvements program, the largest in the nation. To maintain its competitive edge during the generations ahead, the Port is building some of the most modern, efficient and sustainable marine facilities in the world while generating tens of thousands of jobs in the region.

As a major economic engine for the city, one in every eight Long Beach jobs is supported by the Port. That translates to 30,000 Long Beach jobs and expands to more than 300,000 Southern California jobs.

Although the massive Port of Long Beach is just over the bridge from the city of Long Beach, and some neighborhoods are adjacent to Port property, it may seem a million miles away from people's everyday lives. Even lifelong residents may never have visited the Port and have no idea what happens there or how it benefits them.



Planning and Programming Components

The solution was to bring a piece of the Port to the community.

In alignment with the Port's goal to engage and inform the public about Port operations, the

Community Relations team came up with a new and "cool" solution - taking a refrigerated cargo container "on the road" and showcasing it at various events in the community.

The target audiences were identified as Long Beach citizens and others who attend special events in the community.

The goals for the "Your Cool Seaport" exhibit were to:

- Provide a compelling and unique way to tell the Port story;
- Provide a once-in-a-lifetime experience for guests;
- Explain refrigerated transport and what it means to the community;
- Showcase clean trucks and the 90% drop in diesel pollution due to the Port's Clean Trucks Program;
- Build interest in other green initiatives at the Port;
- Build interest about other Port projects and operations;



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- Work with sponsor/partners for mutual benefit;
- Provide a fun experience for visitors of all ages;
- Add value to the event for organizers to attract more participants;

Actions Taken and Communication Outputs Used

A refrigerated container or "reefer" as they are called in the industry, is an intermodal shipping container used transport products by ship, train or truck. The inside of the container is refrigerated for the transportation of temperature-sensitive cargo. The impact on society of reefer containers is vast, allowing consumers all over the world to enjoy fresh produce at any time of year and experience previously unavailable temperature-sensitive products from other parts of the world. The computer-controlled reefer totally revolutionized the shipment of fresh produce.

The Port partnered with one of its terminal operators, Matson Navigation Co., for the 20-foot refrigerated container that was transported to each event location by another sponsor, the American Trucking Association and Ability Tri-modal Transportation Services, utilizing one of its new environmentally friendly trucks.

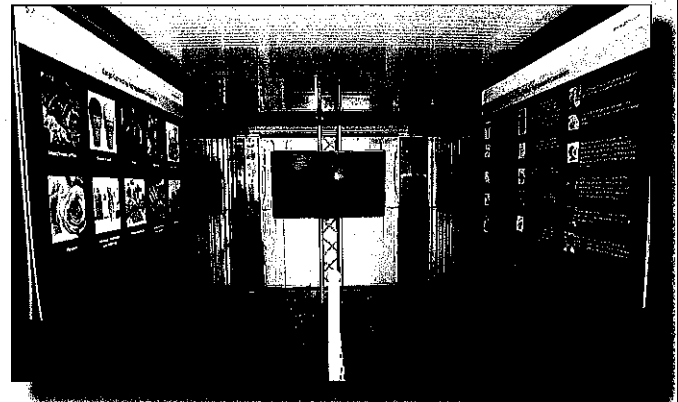
During three months of preparation (April, May and June), the Community Relations team contacted Matson and sold them on the idea; brought ATA aboard and Ability Tri-modal Transportation Services to transport the container; and produced copy for display boards to be installed in the interior of the container. The boards highlighted fun and interesting facts about refrigerated container operations and

the various items transported in them - from fresh produce to medical supplies, cosmetics and flowers. Standard Port signs and information about development projects, jobs and other Port issues were located in a tented display area next to the truck and container.

Steps were constructed for easy access to the container, and, for atmosphere, the interior temperature of the container was maintained at 30 degrees Fahrenheit - a big hit when the reefer was on display during very warm days.

The exhibit also included a display of Port information and brochures, and guests could play a Port spin-the-wheel trivia game for prizes with Port branding. The exhibit was manned by Port Community Relations staff interns. Pacific Gateway and FuturePorts provided information and talked to visitors about Port jobs.

The steps and fencing cost \$1,500; \$2,000 was budgeted for a generator, and Matson and the American Truck Association sponsored the truck and container.



Both the refrigerated container and the clean truck were featured at the following events from July through September.

- 7th Annual Bixby Knolls Dragster Expo and Car Show
- Saturday, July 1
- Belmont Shore Car Show
- Saturday, September 9
- Good Neighbor Festival
- Saturday, September 29



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Evaluation Methods and Communications Outcomes

A two-minute "On the Go" video clip was produced and posted to YouTube, telling the story of the Matson refrigerated container. Later, the same story was re-formatted as part of the Port's Pulse of the Port cable-TV video magazine, and posted again on YouTube.

The On the Go clip has been viewed 134 times (http://www.youtube.com/watch?v=12JWoYP_LyI).

The Pulse segment was viewed 126 times on YouTube (<http://www.youtube.com/watch?v=ZVZG-6iHiOk>). In the video, a number of people were interviewed:

"It's great that the Port is doing this. The city is really large and a lot of people don't know about what's happening at the Port and jobs." - Carol Sean - Bixby Knolls Resident

"I'm a business owner, and it's good to know about the investment the Port is making in our future." - Adrian Teal - Bixby Knolls Businessman

"The kids love the cool container and the Port trivia game, but the adults do, too. We can share information about the Port - but in a fun way." - Jocelyn Padilla - Port Intern

On the Go Video link of the Dragster Expo

http://www.youtube.com/watch?v=12JWoYP_LyI