

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

CATEGORY 1

CATEGORY 2

Entry Title Gerald Desmond Bridge Groundbreaking Ceremony
 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
 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, timing & venue, etc.)

OFFICIAL ENTRY LABEL

AAPA 2013 Communications Awards

Port PORT OF LONG BEACH

Contact Person Art Wong

Entry Classification Special Events



Port of
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The Green Port

2013 AAPA Communications Awards

Category: Special Events

Title: Gerald Desmond Bridge Replacement Groundbreaking Ceremony

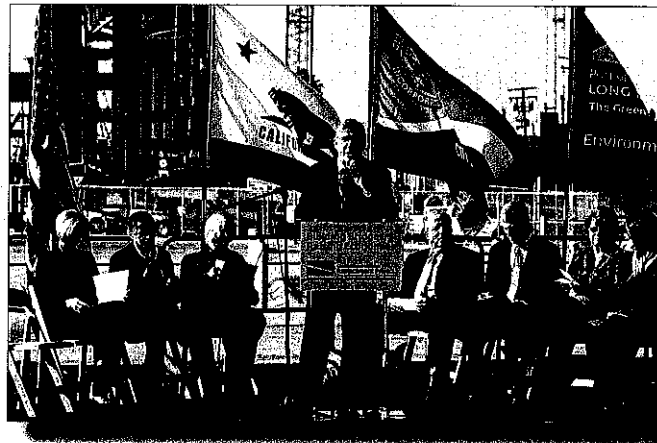
Port of Long Beach Gerald Desmond Bridge Replacement Groundbreaking Ceremony

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. More than 40% of seaborne cargo entering the United States comes in through the San Pedro Bay Ports of Los Angeles and Long Beach, with 5,000 vessels calling at the Port of Long Beach each year from 217 seaports around the world.

The Port is in the midst of a \$4.5 billion, decade-long capital improvements program – the largest in the nation. To maintain its competitive edge for generations to come, 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.

One of the largest projects in the capital improvements program is the replacement of the Gerald Desmond Bridge at \$1.1 billion. Close to 15 percent of all container cargo that enters the U.S. is trucked over the Gerald Desmond, which opened in 1968. The bridge was not designed to handle today's traffic volumes and is nearing the end of its intended lifespan.



To better meet today's growing traffic volumes, the California Department of Transportation (Caltrans) and the Port of Long Beach have begun a project to replace the Gerald Desmond Bridge. The project is a joint venture of Caltrans and the Port, with funding contributions from the U.S. Department of Transportation and the Los Angeles County Metropolitan Transportation Authority (Metro).

The new bridge, estimated to cost \$1.1 billion, will be built with a cable-stayed design. With more than 200 feet of clearance over the water, it will be high enough for the newest generation of large, more efficient cargo ships to pass under. And with three lanes in each direction plus safety lanes, it will be wider and better able to serve the 68,000 vehicle trips a day. It will also include pedestrian/bicycle lanes in each direction and lookout points for the public to enjoy.

The route is an important one. The bridge has been designated as a National Highway System Intermodal Connector Route and part of the Federal Strategic Highway Network. It is a critical structure serving the ports of Long Beach and Los Angeles, the City of Long Beach, Los Angeles and Orange counties and the nation.

After more than a decade of planning, preparation and fund-raising, construction of the new bridge and removal of the existing bridge are expected to take five years, and preliminary work began in early 2013.



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Planning and Programming Components

To celebrate the launch of the largest bridge project in Southern California, an iconic structure that will take a prominent place on region's skyline, the Port planned a Groundbreaking Ceremony.

The goals for the Groundbreaking Ceremony were to:

- Establish the project as a major regional enterprise, the largest bridge project in Southern California;
- Emphasize the benefits of the new bridge to both the trade industry and the community;
- Introduce the world class construction company hired to build the new bridge;
- Garner extensive awareness through both conventional and social media coverage;
- Collect high quality video and still images to add to the Port historic archives and future use;
- Recognize the project stakeholders/funders.

The target audiences for the event were:

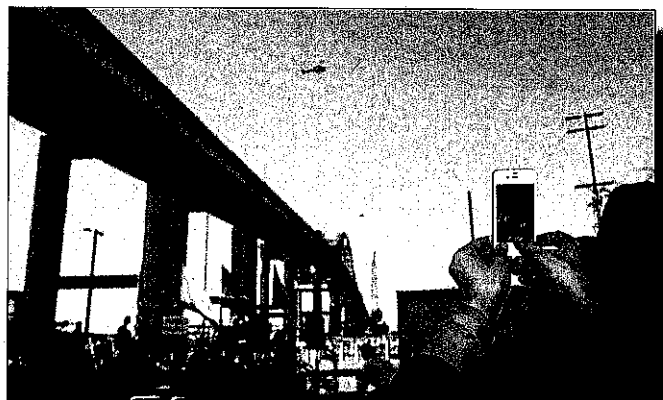
- Local, State and U.S. government officials;
- Industry stakeholders;
- General public in the Southern California region and beyond;
- Bicycling advocates and other local community stakeholders;
- Trade, conventional and social media;
- Port staff.

Actions Taken and Communication Outputs Used

Planning for the Groundbreaking Ceremony began in late November leading up to the event scheduled for Tuesday, January 8, 2013, beginning at 10 a.m. The overall budget including event services, banners, valet, photography and other services was \$15,000. It did not include Port staff time, in-kind contribution by the Long Beach Police Department, which provided two helicopters for the event. The helicopters were used to show height of the new bridge once completed and provide a comparison point to the existing structure.

The Port's community relations manager has been named as the lead public information officer and project manager for the strategic communications and outreach efforts for the new bridge. The communications budget for the bridge project is close to \$2 million. Westbound Communications, the communications consultant for the project, planned the Groundbreaking Ceremony and is charged with media outreach for the bridge project. Port staff oversaw the project (including in-house writing and graphics) and handled about 20 percent of the work. Eighty percent went to Westbound and their sub-contractors who covered: event equipment and set-up, videography, photography, signs and banners, parking and valet service, transportation services and police.

A continually updated timeline and checklist was distributed to all members of the team to keep the project on track as well as a project to-do list





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assigning responsibilities. For the day of the event a production schedule was created including a detailed timeline with work assignments, cell phone contact information for all team members and a site plan.

Attendance was by invitation only, with a media alert going to the press. Some on-site valet parking was available with the majority of guests boarding shuttles to and from a nearby Port parking lot.

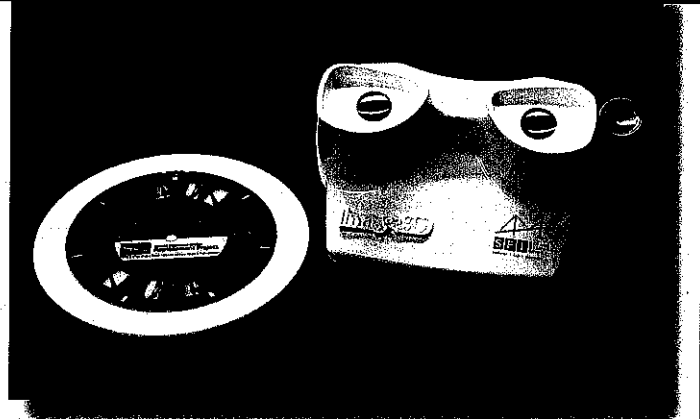
Under the banner theme "Building Bridges - Raising Economies," federal, state and local officials gathered near the base of the existing Gerald Desmond Bridge for the ceremony. All important stakeholders were in attendance, and speakers on the platform included:

- J. Christopher Lytle - acting as Master of Ceremonies Executive Director, Port of Long Beach
- Victor Mendez Administrator, Federal Highway Administration
- Bonnie Lowenthal 70th State Assembly District
- Susan Wise President, Long Beach Board of Harbor Commissioners
- Malcolm Dougherty
Director, Caltrans
- Bob Foster Mayor, City of Long Beach

The high point of the event was a "high-wire" aerial demonstration with two helicopters hovering at 515 feet - the eventual height of the bridge's two towers. It provided a visually stunning demonstration and gave attendees an idea of the eventual grandeur of a bridge expected to provide an exciting new feature to the Southern California skyline.

In another demonstration highlighting the latest engineering techniques to be used in building the massive towers and bridge pylons, the project design and construction contractor utilized an oscillator and crane to install a five-foot-diameter steel casing in the ground.

Each guest received a full-color event program as well as an information sheet about the project. The event concluded on schedule in one jam-packed hour, and departing guests received a



commemorative gift sponsored by the construction contractor - a Viewfinder with images of past bridges as well as renderings of the new Bridge Replacement .

Evaluation Methods and Communications Outcomes

The groundbreaking event was a resounding success. Attendance by top-level participants in the project was excellent as was media turnout.

Broadcast news media conducted live interviews from dawn until well past the conclusion of the event resulting in twelve minutes of coverage that spanned all day parts - early morning news to 6:00 p.m. and 11:00 p.m. newscasts. Cumulative publicity value of broadcast clips alone was estimated at more than \$200,000 Critical Mention, the Port's clipping service.

News coverage included;

Broadcast -

- KNX Report of Gerald Desmond Bridge Groundbreaking - Brian Ping Jan 09, 2013
- KRLA Report on Gerald Desmond Bridge Groundbreaking Jan 08, 2013
- KCRW Report on Gerald Desmond Bridge Groundbreaking Jan 08, 2013
- KTTV Coverage of Gerald Desmond Bridge Groundbreaking Studio 11 LA Jan 08, 2013
- CBS 2 Coverage of Gerald Desmond Bridge Groundbreaking CBS 2 News at 5:00 Jan 08, 2013
- ABC 7 Coverage of Gerald Desmond Bridge Groundbreaking Eyewitness News Jan 08, 2013



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Broadcast -

- KCAL 9 Coverage of Gerald Desmond Bridge Groundbreaking KCAL 9 News Jan 08, 2013
- KABC Report on Gerald Desmond Bridge Groundbreaking Sean Hannity Talk Jan 08, 2013
- NBC 4 Coverage of Gerald Desmond Bridge Groundbreaking NBC4 News at Noon Jan 08, 2013
- ABC 7 Coverage of Gerald Desmond Bridge Groundbreaking Eyewitness News Jan 08, 2013
- KNBC Today in L.A. Coverage of Gerald Desmond Bridge Groundbreaking Jan 08, 2013

Print/Online

- Ceremony marks start of work on Gerald Desmond Bridge replacement/ Long Beach Press-Telegram 01/07/13 21:34 http://www.presstelegram.com/breakingnews/ci_22333647/ceremony-marks-start-work-gerald-desmond-bridge-replacement
- Tom Grobaty: A New Name for the Gerald Desmond Bridge Replacement? Long Beach Press-Telegram/ 01/08/2013 http://www.presstelegram.com/news/ci_22334994/tim-grobaty-new-name-gerald-desmond-bridge-replacement?source=pkg

- Construction begins on \$1 billion bridge linking Ports of LA, Long Beach/ Southern California Public Radio (KPCC) 01/08/13 <http://www.scpr.org/news/2013/01/08/35555/construction-begins-replacement-port-long-beachs-g/>
- New Bridge to Ports Expected to Ease Traffic, Allow Bigger Ships/ NBC Los Angeles 01/08/13 <http://www.nbclosangeles.com/news/local/New-Bridge-to-Ports-Expected-to-Ease-Traffic-Allow-Bigger-Ships-186032211.html>
- Gerald Desmond Bridge Groundbreaking Introduces City To Future Skyline Icon / Crunion Gazette, Jan. 8, 2013 12:47 p.m. http://www.gazettes.com/news/government/gerald-desmond-bridge-groundbreaking-introduces-city-to-future-skyline-icon/article_9d0820d2-59d4-11e2-8fec-001a4bcf887a.html
- Gerald Desmond Bridge replacement a vital piece of America's future / Department of Transportation, fastlane.dot.gov Jan. 8, 2013 <http://fastlane.dot.gov/2013/01/gerald-desmond-bridge.html>
- Construction Begins on New Bridge at Port of Long Beach \$1 Billion Project to Replace Aging Gerald Desmond Bridge Will Create Iconic Structure, Improve Economy and Create Jobs / Yahoo Finance Jan. 8, 2013 <http://finance.yahoo.com/news/construction-begins-bridge-port-long-161500812.html>
- Construction Begins on New Bridge at Port of Long Beach / Morningstar 01/08/13 09:15 <http://news.morningstar.com/all/business-wire/20130108006443/construction-begins-on-new-bridge-at-port-of-long-beach.aspx>
- Port of Long Beach Begins \$1 Billion Bridge Replacement/ Transport Topics Online 01/09/13 <http://www.ttnews.com/articles/basetemplate.aspx?storyid=30964>

The Port Communications and Community Relations Division continues to make good use of both the still and video images captured at the event when reporting construction progress for the new bridge in various newsletters, live presentations and collateral materials.