

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

CATEGORY 1

CATEGORY 2

Entry Title Specialty Harbor Tours
 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 Special Events



Port of
LONG BEACH
The Green Port

2013 AAPA Communications Awards

Category: Special Events

Title: Specialty Harbor Tours

Port of Long Beach Specialty Harbor Tours

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. 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.

The massive Port of Long Beach is just over the bridge from the city of Long Beach, but may seem a million miles away from people's everyday lives. For a number of years, free community harbor tours during the summer months, offering water-side views of the Port, have been a great way to build positive awareness for the Port and community pride. Every summer 20 tours are scheduled and fill up rapidly serving a total of 2,500 guests for the 90-minute, narrated tours.

Planning and Programming Components

During 2012, the Port of Long Beach Communications and Community Relations Division expanded the use of this proven community relations tool to reach a broader audience with specialized harbor tours.

The target audiences for the new tours were:

- The expanding number of people communicating via Social Media;
- Members of Long Beach neighborhood associations;



- Members of the Long Beach population who primarily speak Khmer or Spanish.

The goals for the new harbor tours were to:

- Continue to build overall Port awareness and community pride for their Port that has been named the Best Seaport in North America 15 of the past 17 years;
- Encourage the rapidly growing numbers of social media followers to "like" the Port and interact;
- Help residents in neighborhoods adjacent to the Port to appreciate the benefits the Port brings to the community and explain ongoing success with "green" growth and sustainability;
- Build Port awareness among the non-English-speaking members of the 460,000 Long Beach population;
- Share the excitement of being "Big Ship Ready";
- Introduce the first event tour at sunset;
- Share information about new infrastructure projects, and Share information about job opportunities.



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Actions Taken and Communication Outputs Used

In addition to the 20 community harbor tours offered annually from May to October, during 2012, the Community Relations staff strategically coordinated five additional harbor tours to reach specific audiences. For these tours, the ratio of Port staff to attendee was greatly increased to ensure effective interaction with the guests. Refreshments were also provided during each tour.

The Community Relations staff partnered with various groups in the city of Long Beach over several months to develop these special tours.

May 19

Social Media Sunset Tour

June 28

Neighborhood Association Tour in partnership with the Alamitos Beach and Bluff Park Neighborhood Associations

July 14

Khmer Language Tour (with Khmer-speaking narrator) in partnership with the Khmer Parent and United Cambodian Community Associations

September 22

Spanish Language Tour (with Spanish-speaking narrator) In partnership with the Community Partners Council and Centro CHA

October 5

Neighborhood Association Tour in partnership with the Downtown Residential Council

The tours were advertised only to the specific groups with which the Port partnered.

The Social Media tour was promoted on the Port's Facebook page (<http://www.facebook.com/PortofLB>) and on Twitter (<http://twitter.com/portoflongbeach>), and the first 50 Twitter followers and Facebook fans who responded were provided two tickets to the Port's first sunset tour. During the tour, our guests were encouraged to upload photos to Facebook and to tweet about the tour. Port staff posted photos to the Port's Facebook page. After a photo of the Gerald Desmond Bridge was posted to the Port's Facebook page, more than 60 people "liked" the image, and added these comments:

"Nice shot," said Ramon Salas.

"I met my husband of 43 years in Long Beach while he was in the Navy. Is that the Desmond Bridge? If so I remember traveling that bridge," said Cecilia Bennett.

"Great pics. Thank you," said John Moe.



Each tour cost \$1,500 for charter fees and \$500 for refreshments with a total cost of \$10,000 for the five tours. Tours were free to the attendees, but reservations were required with all tours booked immediately after being announced. A total of 650 passengers boarded for the five tours.



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The Port of Long Beach offers free tours to the public. Get a close-up view from the water on one of our Harbor Tours or join us on one of our Train Tours for a unique, insider's look at cargo handling operations.

Harbor Tours run several times a month from May through October. Our Train Tours are offered occasionally; the next set is scheduled for Saturday and Sunday June 1 and 2.

Choose a tour to make reservations and for more information.



Reservations for all community tours offered by the Port of Long Beach, including day and evening harbor tours and tours of the Port by rail, can be booked online at <http://www.polb.com/porttours>.

Evaluation Methods and Communications Outcomes

The evening tour was so in demand that special Sunset Cruises have been added the fourth Thursday of each month during the 2013 summer season to capture evening views of the harbor.

During the Social Media Tour, passengers were encouraged to bring their smartphones, and special gifts were given to participants who tweeted or posted pictures during the event. Dozens of photos were posted. The Port posted images, and more than 60 people "liked" the postings.

For the tours in general during 2012, 93 people took our survey on SurveyMonkey. Asked to rate their experience on the tour, all but 26 of the people surveyed rated their experience "excellent." In other words, nearly 75% rated the tours "excellent." Most of the other 26 people rated their experience either "very good" or "good."