

2013 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

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

CATEGORY 2

Entry Title: **Port of Redwood City's 75th Anniversary**

Port Name: **Port of Redwood City**

Port Address: 675 Seaport Boulevard, Redwood City, CA 94063

Contact Name/Title: **Rita Artist, Executive Assistant**

Telephone 650-306-4150 Email Address rtartist@redwoodcityport.com

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

Name: **Port of Redwood City**

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 choices requiring tactics to complete).
- Specify your tactics (actions used to carry out your strategies).
- Map out your implementation plan (include timelines, staffing and budget).

4. What were your evaluation methods and communications outcomes?

- Describe formal or informal surveys, or anecdotal audience feedback, used to evaluate success.
- Determine communications outcomes by assessing changed opinions, behaviors and attitudes.

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Communications Challenges & Opportunities

The Port of Redwood City celebrated its 75th anniversary throughout 2012. During its first 75 years, the port grew from a logging port into the fastest growing “small” bulk port in California. The port created a niche that benefits its region by focusing development efforts on dry bulk, neo-bulk, and specialized cargo. Several of the businesses are engaged in recycling materials, including scrap metal and concrete.



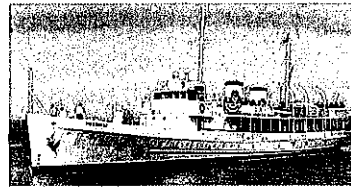
Community and customer service is at the heart of the port's operations. Environmental, educational, and civic organizations have acknowledged the port for its contributions to the local environment and social fabric of the community.

The port is moving forward with a \$16 million wharf modernization project. Following demolition of the more than 60 year old wooden wharves, a new pre-stressed concrete wharf will be 426 feet long and 70-78 feet wide and will be connected to shore by two concrete truck ramps. It is expected to be completed by December 2013 and position the port for increased business. Part of the project is enhanced public waterfront access and opportunities (like an improved fishing pier),

The port's year-long celebration was designed to reach the public through special events and social media. For youth, our annual poster contest focused on the 75th anniversary theme. Our third annual award-winning PortFest was the closing public celebration. In between was the strategic marriage of the port's 75th anniversary with the 75th anniversary of the Franklin Delano Roosevelt (FDR) presidential yacht, the U.S.S. Potomac. The port and FDR's presidential yacht celebrated their 75th anniversaries together by having this historic vessel visit Redwood City on June 2, 2012, coming from our neighbor, the Port of Oakland.

The celebration of 75 years of maritime history was co-sponsored by the port and Sims Metal Management, the port's largest customer. Sims used its public relations firm to develop an informative and colorful large poster chronicling

highlights during the port's 75 years, with photos and text.



U.S.S. Potomac

Planning and Program Components

The Port of Redwood City has its own dedicated freeway access, but can seem miles away from the public's everyday lives. This is because the port and Pacific Shores Center, an office park that is home to internationally-acclaimed businesses such as DreamWorks Animation, are located on a street – Seaport Boulevard – that dead-ends at San Francisco Bay. In other words, you don't accidentally wind up at the port – it is a destination. The year-long activities to commemorate the 75th anniversary were an excellent way to enhance awareness for the port.

The components of the celebration were:

- **Connecting with school children through the port's annual poster contest** for fourth and fifth graders. In its outreach to schools, the port noted that in 1936, 75 years ago, Redwood City held an election in which voters approved an amendment to the City Charter to establish a Port Department to “control, operate and manage development of the Port of Redwood City.” Many historical ships have visited the port over the past 75 years, including the *Lady Washington* and *Hawaiian Chieftain* that give educational tours to school children and the public during their visit every year. Other historical ships that have visited have included: Lumber schooner, the *Alma* California State Tall Ship: the *California*. The 2012 Port Poster Contest theme was about the historical ships that have visited the port. The students' posters depicted one of the historical ships mentioned above.
- **Connecting with the public with the help of our boating community and our largest customer, Sims Metal**

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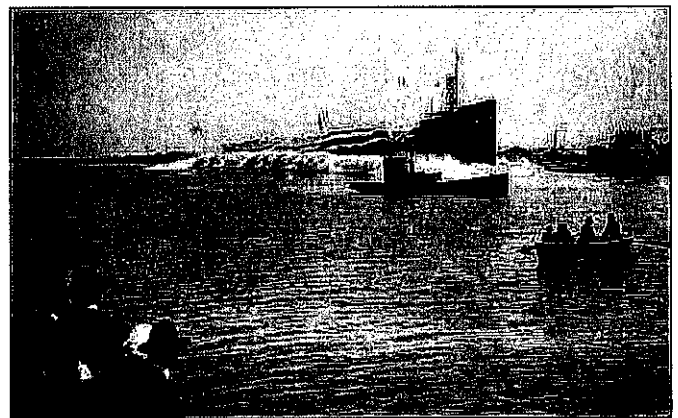
Management. Bringing the historic FDR presidential yacht the U.S.S. Potomac to the Port of Redwood City in honor of each of their 75th anniversaries resonated through the media and social network community. It was a unique marriage of maritime history – the port's role as an economic engine in its community and the Potomac as a romantic yet real part of FDR's life from 1936 until his death in 1945. Sims Metal Management produced an historical storyboard of the port's history. The Sequoia Yacht Club, located next to the Port of Redwood City Marina, opened its doors to the public on a beautiful June 2 afternoon during which three thousand people toured the Potomac and learned about the port's colorful history.

- **Connecting with the public through our new award-winning tradition – PortFest,** in 2012 known as PortFest III, held Oct. 6. The community had already learned that later in October the port would receive a prestigious award from the American Association of Port Authorities (AAPA) for PortFest 2011. The ability to promote the one-day festival as award-winning and the final of public events in 2012 to cap the port's year-long 75th anniversary celebration coupled to attract 5,000 visitors. The Redwood City Educational Foundation, which earlier in the year had honored the port for its more than 20 years of contribution to education, joined numerous other community organizations and port businesses to promote, sponsor and participate in the 75th anniversary finale. And what a finale: the 40-member West Bay Community Band and public participants joined to sing a song written in 1937 about the Port of Redwood City called, so aptly, the "*Port Redwood March*."
- **Connecting with the public through social media.** Under the theme "Port 75th Anniversary tidbit," we posted 23 key briefs on highlights from port history on Facebook (some shortened for Twitter) during the year, so that our Facebook followers would look forward to them and we would not inundate the port Facebook page. Some 1,044 people opened the tidbits, and on Twitter, some of them were passed along by

a wider audience. We also promoted on Facebook and Twitter how to download a chapter from a book written in 2007 about the history of Redwood City that included a chapter on the port's history.

The 75th Anniversary was intended to:

- Celebrate 75 years of bringing products to our region, providing jobs, providing waterfront recreational opportunities, and being a partner in our city's development.
- Include members of the community in the port's year-long celebration, which reached out and included schools, businesses, and civic organizations.
- Provide an occasion for port customers to have a say in the celebration through sponsorships and volunteerism, and at the same time promote their contributions to the local economy and jobs.
- Educate the public about the port's environmental progress and contributions, which included promoting the port's working with the US Fish & Wildlife Service, US Army Corps of Engineers, and numerous others to use dredged material from the Port's navigation channel to help restore adjacent Bair Island Marsh, which is part of the Don Edwards San Francisco Bay National Wildlife Refuge.
- Provide opportunities for family fun.



The port attracted worldwide attention with construction of the steamship "Faith," the world's first cement-hulled ocean-going vessel. The "Faith" was built for fighting German U-boats in World War I. Though created legally in 1937, the port traces its origins to the 1850s when he began logging lumber by barges to San Francisco.

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Actions Taken and Communications Outputs

The 75th Anniversary celebration was conceived, produced and coordinated by the port staff, notably Executive Assistant Rita Artist, Administrative Assistant Margaret Astesano, Executive Director Michael J. Giari, Port Commission Vice Chair Lorianna Kastrop, and long-time port communications consultant, Duane Sandul.

What made the public celebration elements successful – the day dedicated to twin 75th birthdays for the port and U.S.S. Potomac and PortFest III – were the extraordinary voluntary contributions by more than 300 people representing port businesses, civic organizations, educational foundations and schools, and friends of the port.

The communications team implemented a marketing and outreach plan using port community newsletters, the port's website, port and other social media outlets, flyers, posters, and in-person outreach to broaden the word about the community events. The news media used a number of electronic releases and news alerts. Additionally, the port reached out to other organizations to spread the word, including, but not limited to, the Sequoia Yacht Club, Seaport Industrial Association, Redwood City Education Foundation, Redwood City-San Mateo County Chamber of Commerce, San Mateo County Historical Association, Marine Science Institute, Redwood City Parks & Recreation, Police & Fire Departments, Kaiser Permanente Hospital, Bay Planning Coalition, San Mateo County Convention & Visitors Bureau, and the City of Redwood City's communications manager. These organizations utilized their own publications, websites, and social media to help spread the word about the two public events.

The major elements created for the various components of the 75th anniversary were:

- **"A Historical Timeline"** – a commemorative full panel display produced by the public relations staff of the port's largest customer, Sims Metal Management. Utilizing text and pictures provided by the port, the display (which was also shrunk into handouts) featured the "Port of the Past – 1850 to

1936" and "Port of the Present – 1937 to 2012." It was shown not only at the two port 75th anniversary public events, but also at City Hall, other civic festivals, and the Main Library. It is being made available to the San Mateo County Historic Museum, which is located in downtown Redwood City, only a stone's throw from the port's original downtown location, when it was known as "El Embarcadero."

- 2012 Port Poster Contest Theme: **"The Port Celebrates 75th Anniversary"** — a flyer produced by Port Executive Assistant Rita Artist. Full of historic pictures and concise information, the poster was presented to more than 1,500 fourth and fifth grade students, a terrific outreach. Nearly 400 students participated in the contest.
- Performing at the dual 75th anniversary of the Port and U.S.S. Potomac were Dasani Hawkins and Happy Time Banjo Band (pictured), Marjikeze Band, Broadway by the Bay, and the San Mateo Elks Club. The West Bay Community Band played the "Port Redwood March," written in 1937 by Hal Honore and performed to dedicate the Port opening.



Verse ("play accompaniment with pompous measure"):

*Sailing 'o'er the sea, we brave the briney deep do we,
Ahoy, a port we see, our ship will safel-y anchored be,
So let's sing*

(Chorus)

*Hail the Redwood Harbor, pride of the western shore
Haven now for ships to sail where sand & rock held
strong a bar before
Sing a praise to Redwood men, pioneers of land and sea
Conquered is the deep hurrah! A seaport now,
A seaport now are we.*

- PortFest III held on Oct. 6, 2012, was the final public opportunity to pay homage to the port's history. For the event, there were two unique (crew) rowing races – the Redwood

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City Planning Commission vs. the Redwood City Council, and the San Mateo City Council vs. the Foster City Council. Performing entertainers included The Groove Kings, Marjikeze, Sequoia High School Jazz Band, West Bay Community Band, and the Woodside High School Band, Jazz Combo & Marching Band.

Virtually all of the “costs” for the events and outreach were provided by the extensive use of volunteers and companies and organizations who donated in-kind services. The port’s communications consultant is paid by monthly retainer – it is projected that 15 percent of his time was spent on 75th anniversary activities, which translates to about \$7,000.

Generous sponsors of events included (partial list): Bair Island Aquatic Center, Sims Metal Management, Redwood City Education Foundation, Seaport Industrial Association, San Mateo County Historical Association, Marine Science Institute, Spinnaker Sailing, Sea Scouts & Mariner Scouts, Liftech Consultants, Inc., Pete & Paul Uccelli Foundation, and The Dutra Group. Organizations providing food included (partial list) the Sequoia Yacht Club Pancake Breakfast, Peninsula Sunrise Rotary Beer & Wine Garden, and Optimist Club of Redwood City Hamburger Stand.

Evaluation Methods and Communications Outcomes

Based on attendance goals of 1,000 for the June 2 visit of the U.S.S. Potomac and 3,000 for PortFest III on Oct. 6, the events were a huge success – with those numbers or slightly more reached for the respective celebrations. For the poster contest for school children, the nearly 400 entries were more than prior years by 50 to 100, as teachers encouraged participation in the “historic” 75th anniversary festivity. With more than 1,000 persons following the port’s social media presentation of 75th port anniversary tidbits – 23 different messages (most accompanied with a picture), the exposure was multiplied when followers “shared” the message with their audiences.

The 75th anniversary public events and poster contest received excellent pre and post-publicity

coverage in all local media, as well as in social media.

For the final salute to the port’s 75th anniversary as part of PortFest III, in order to entice feedback, visitors could “enter” to win a prize by filling out a card which asked how they heard about the event (they were given options to check), how they regarded it (excellent, very good, satisfactory, needs improvement), and comments and suggestions. There were more than 150 responses.

Feedback:

- 44% said excellent.
- 47% said very good.
- 8% said satisfactory.
- 1% said needs improvement.

How they heard:

- 17% from city email.
- 14% from Port newsletter.
- 29% from word of mouth.
- 8% from newspapers.
- 4% from on-line event calendars.
- 10% from posters/flyers.
- 4% from Redwood City Educational Foundation newsletter.
- 3% from save the date postcards
- 11% from participating organizations.

Measuring “success” isn’t always about numbers – it also is about impacts and participation. The long list of organizations and businesses that helped throughout the year for 75th anniversary events and promotion proved to the City Council that appoints port commissioners and obviously the port commission and staff that public awareness for the port is at an all-time high. How does one quantify that? It is perhaps not possible by statistics – but people who are active in Redwood City are talking about their port more than ever before. During the year, the port was itself given awards for community participation by both the Redwood City Education Foundation and the Redwood City Chamber of Commerce.

All working together – that is the foremost evaluation.