



2015 COMMUNICATIONS AWARDS PROGRAM

#17

INDIVIDUAL SUBMISSION ENTRY FORM

Please copy and complete this form for each entry.
Create a separate document for answering the five questions below.

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 _____ X |
| 7. Miscellaneous _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

Please check the appropriate box:

CATEGORY 1 CATEGORY 2 CATEGORY 3

Entry Title Gerald Desmond Bridge Replacement Project – Video Construction Updates
 Name of Port Port of Long Beach
 Port Address 4801 Airport Plaza Drive
 Contact Name/Title Michael Gold
 Telephone 562 283 7711 Email Address michael.gold@polb.com

On separate paper, **FIRST** write a short, descriptive summary of your entry, **THEN**, in as much detail as needed, specifically address each of the following five questions and number your answers. Your answers equal 50% of your score.

- What are/were the entry's 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.
- How does the communication used in this entry complement the organization's overall mission?**
 - Explain the organization's overall mission and how it influenced creation of this entry.
- What were the communications planning and programming components for this entry?**
 - Describe your overall goals or desired results.
 - Describe your objectives and list specific, measurable milestones needed to reach your goals.
 - Identify your primary and secondary audiences in order of importance.
- What actions were taken and what communication outputs were used in this entry?**
 - Explain what strategies were developed to achieve success and why these strategies were chosen.
 - Specify the tactics used (i.e., actions used to carry out your strategies).
 - Detail the implementation plan by including timeline, staffing and outsourcing used.
- What were the communications outcomes from this entry and what evaluation methods were used to assess them?**
 - Describe any formal/ informal surveys used, or anecdotal audience feedback received, that helped in evaluating the success of this entry.
 - If possible, explain how this entry influenced target audience opinions, behaviors, attitudes or actions.



Summary:

**Title: Gerald Desmond Bridge Replacement Project
Video Construction Updates**

Classification: Videos

The Port of Long Beach's Gerald Desmond Bridge Replacement Project is a vital infrastructure project for the city of Long Beach, the state of California and the entire nation. About 15 percent of the entire nation's waterborne cargo passes over the bridge as it leaves the San Pedro Bay port complex. The current Gerald Desmond Bridge, built in the late 1960s, is in dire need of replacement. It was not designed to allow today's jumbo-size cargo ships to pass underneath, nor would it be able to handle projected growth in car and truck traffic. The four- to six-year construction project is impacting traffic and inconveniencing commuters, but with the help of video, the Port is distributing accurate and timely information that is easy to understand and share; educating stakeholders about the features and benefits with live action, images and animation; demonstrating how to navigate traffic detours; and showcasing the bridge-building team.

Port of Long Beach Gerald Desmond Bridge Replacement Project Video Construction Updates

1. Communications Challenges and Opportunities

The Port of Long Beach is the premier U.S. gateway for trans-Pacific Ocean trade and a trailblazer in innovative goods movement, safety and environmental stewardship. As the second-busiest container seaport in the United States, following only the neighboring Port of Los Angeles, the Port serves 140 shipping lines with connections to 217 seaports around the world. With annual trade valued at \$180 billion, the Port is a major economic engine for Long Beach and the surrounding Southern California region, where more than 300,000 jobs are created due to the trade that passes through the Port. The Port supports one in every eight jobs in Long Beach. That translates to 30,000 Long Beach jobs and nearly 1.4 million jobs nationwide, with Long Beach trade goods reaching every U.S. congressional district.

The Port is a self-supporting part of the city of Long Beach and operates under the banner of the Harbor Department to serve the citizens of Long Beach, as well as its many customers and stakeholders.

The port industry is evolving rapidly with major infrastructure and operational improvements to accommodate the bigger ships entering the trans-Pacific fleet. These ships have brought about colossal changes in the end-to-end movement of cargo that have recently resulted in unprecedented congestion on the docks.



The Port of Long Beach became big-ship ready through a steady commitment to first-class facilities, infrastructure investment, and green and sustainable operations. This decade, the Port is investing more than \$4 billion – more than any port in the United States – to modernize its facilities

still further to meet evolving industry trends, including a new generation of still-larger, more efficient vessels entering the Pacific fleet.

A centerpiece of the Port's capital improvement plan is the Gerald Desmond Bridge Replacement Project. This is a vital infrastructure project for the city of Long Beach, the state of California and the entire nation. About 15 percent of the entire nation's waterborne cargo passes over the bridge as it leaves the San Pedro Bay port complex. The current Gerald Desmond Bridge, built in the late 1960s, is in dire need of replacement. It was not designed to work with today's jumbo-size cargo ships, nor would it be able to handle the projected growth in car and truck traffic. The new bridge will further enhance the Port's capacity to handle the largest ships in the world. It will also be an icon for Long Beach, California's seventh-largest city.

To successfully manage a multiyear \$1.3-billion construction project replete with long-term road closures and congestion, the challenge was to foster clear communication and solid relationships with all affected parties.



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2. Complementing the Overall Mission

As a major economic engine for the region, the Port of Long Beach is committed to increasing trade volume and jobs, while protecting the environment from Port operations and adapting to the advent of bigger and bigger ships.

A major goal in the Port's 2006-2016 Strategic Plan states that the Port will "Engage the community, the international trade industry, elected officials and government agencies to build positive relationships that foster mutual understanding." The intent is to develop and implement comprehensive business and community outreach campaigns.

To reach this complex goal, the Port of Long Beach Communications and Community Relations Division works with various Port departments to explain the many benefits the Port provides for customers and the community.

The Port developed a comprehensive communications and outreach plan to update the public and Port stakeholders at every phase of the Gerald Desmond Bridge Replacement Project. One critical tool is a weekly update emailed to stakeholders. Once or twice a month, a one-and-a-half- to two-minute video is included to provide focus on particular construction activities.

3. Planning and Programming Components

The target audiences for the video updates are local residents, regional commuters who use the bridge, Port-related businesses, international shipping companies, importers and exporters.

Visual communication is a compelling way to engage stakeholders and hold their interest over the life of a four- to six-year project. The bridge project will impact traffic and inconvenience commuters, but with the help of video, the Port can distribute accurate and timely information that is easy to comprehend and share; educate stakeholders about the features and benefits with live action, images and animation; demonstrate how to navigate traffic detours; and showcase the team on the ground designing and building a structure to last 100 years in a seismically active area. The iconic bridge will be a source of pride for Long Beach. The Port's robust communications program that includes video is about building a connection between the community and the project.



"The video included in the bridge construction update for the Board was terrific. The time-lapse photography made it possible to see a lot in a short time."

Doug Drummond, president, Long Beach Board of Harbor Commissioners

4. Actions Taken and Communication Outputs Used

The videos incorporated in the weekly updates for the construction of the Gerald Desmond Bridge Replacement Project are produced by Westbound Communications Inc., the Port's communications agency of record for the Gerald Desmond Bridge construction project, and Media 360, the Port's



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video contractor, under the direction of the Port of Long Beach Communications and Community Relations team.

The Media360/Westbound/Port team plans story content, including a script or outline. Generally, a two-man crew of director and camera operator shoot and produce the video. The spokesperson is either a professional narrator, the project managing engineer from the Port who has been media-trained, or another top Port official.

A new video is produced once or twice per month, or as needed to communicate important stories and information. In addition, evergreen stories are generated during ongoing construction phases. When a new video is introduced in the weekly project e-blast, the rate of engagement increases, and social media channels are more active.

The team did not immediately include videos in the weekly e-blasts and on the Port's mobile app, but rather waited to make sure the content was compelling and worked well with the format. As construction ramped up, activity picked up, more work crews were on site and eight massive cranes dotted the landscape, the Port started capturing time-lapse video in several areas to document milestones in the construction (for example, when a major freeway ramp was demolished).

Each video includes the following elements:

- Opening ID
- Discussion by a spokesperson of a particular construction project or situation
- Unique video techniques, including time-lapse photography and animation
- Port, construction company and project logos
- Project website

The videos run for less than two minutes because shorter videos have a greater chance of being watched, recommended and shared. The format is light and informational, and each video hits just a few key messages.

Media 360 spends about an hour in the field shooting, and then edits the videos and adds appropriate background music. Westbound and Port staff are on site roughly two hours each month, along with the Port spokesperson and the safety manager, who ensures that the video crew, staff and construction crews are safe, following safety protocol and wearing OSHA-regulated personal protective gear, including hard hats, safety vests, appropriate footwear and eye protection.

Besides being included in the weekly updates, the videos are uploaded to the project YouTube channel, the URL link that is posted in the weekly update (linked to a screenshot). The videos automatically update to the mobile app and are used in posts to Facebook and Twitter. Videos are also inserted in presentations to the board and in speaker's bureau presentations.

The overall cost of producing each video is \$500.

The videos selected for this entry include:

- A tutorial on setting bridge piles shown in time-lapse video
<https://www.youtube.com/watch?v=4KzDgQiWyHM>
1:35 minutes
Posted 3/12/15
921 views through 4/27/15
- A safety message, delivered by Al Moro, P.E., acting executive director of the Port and former chief harbor engineer, for drivers traveling through the construction site, along with a his tutorial on pile construction
<https://www.youtube.com/watch?v=B1fReeM8ueM>
2:03 minutes
Posted 9/2/14
308 views through 4/27/15



Port of
LONG BEACH
The Green Port

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- An alert for a road closure and explanation of alternate driving routes
<https://www.youtube.com/watch?v=6UI-gxPij9I>
1:34 minutes
Posted 4/17/14
3,213 views through 4/27/15

5. Communications Outcomes and Evaluation Methods

Analytics are tracked for each video and the Bridge YouTube channel overall, as well as opens, shares and likes from the weekly update and Facebook and Twitter posts.

Since March 2013, when the Gerald Desmond Bridge website became active, there have been 288,883 total views. The page with the webcams has the most views outside the home page, with 28,141 views.

Dashboard updates as of April 13, 2015, show:

- 3,062 downloads of the LB Bridge App
- 2,893 weekly update subscribers
- 734 Facebook likes
- 455 Twitter followers
- 484 Instagram followers
- 24,425 total views and 98 subscribers to the GDB YouTube channel

The most viewed video is a road closure video, with 3,213 viewers, released April 17, 2014, alerting drivers to detours. After that, the time-lapse video of the pile cap/column construction, released on March 12, is the most popular, with 921 views as of April 27, 2015.

The videos have been utilized in other ways, including inclusion in a variety of presentations, and received favorable responses at events and meetings, including:

- Meetings of the Long Beach Board of Harbor Commissioners to report construction progress
- The internal employee POLB in 3 video program
- Presentations to update community and industry groups on the progress of construction