

## 2015 COMMUNICATIONS AWARDS PROGRAM

#20

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

**Please check the appropriate box:**

 CATEGORY 1

 CATEGORY 2

 CATEGORY 3

Entry Title Gerald Desmond Bridge Replacement Project "Foundations of a New Icon" Infographic

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.

1. **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.
2. **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.
3. **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.
4. **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.
5. **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  
“Foundations of a New Icon” Infographic**

**Classification: Visual-Only Presentations**

A centerpiece of the Port of Long Beach’s \$4 billion capital improvement program is the \$1.3-billion replacement of the Gerald Desmond Bridge. The “Foundations of a New Icon” infographic was created as one of a series. It illustrates the stability of the foundations for the new bridge and informs stakeholders of the construction that’s been taking place over the past year. The infographic is a vital part of a robust communications toolkit.

## Gerald Desmond Bridge Replacement Project "Foundations of a New Icon" Infographic

### 1. Communications Challenges and Opportunities

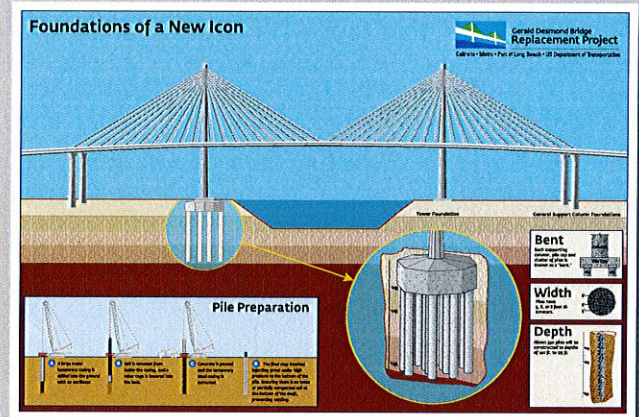
The Port of Long Beach is the premier U.S. gateway for trans-Pacific trade and a trailblazer in innovative goods movement, safety and environmental stewardship. As the second-busiest container seaport in the United States, the Port handles trade valued at \$180 billion annually and supports hundreds of thousands of jobs. More than 40 percent of seaborne cargo entering the United States comes in through the San Pedro Bay Ports of Los Angeles and Long Beach, with thousands of vessels calling at the Port of Long Beach each year from 217 seaports around the world.

The Port is investing more than \$4 billion in capital projects this decade, including terminal, railroad, roadway and bridge improvements to support trade and jobs growth. It is helping support the economy while dramatically cutting the negative impacts of its operations. A centerpiece of the capital improvement program is the replacement of the aging and outdated Gerald Desmond Bridge, which connects several terminals in the San Pedro ports complex with the I-710 Freeway, a major cargo corridor. About 15 percent of all containerized cargo coming into the U.S. travels



over the bridge, which opened in 1968 and was not designed to allow access for today's jumbo-size cargo ships to pass underneath it or to handle current and future traffic levels.

To better meet today's growing traffic volumes, the California Department of Transportation (Caltrans) and the



Port of Long Beach are working together to replace the Gerald Desmond Bridge. The project has also received funding from the U.S. Department of Transportation and the Los Angeles County Metropolitan Transportation Authority (Metro).

The new bridge, with a budget of \$1.3 billion, will be the second-tallest cable-stayed bridge in the U.S. With 205 feet of clearance above the water, an increase of 50 feet from the existing bridge, it will be high enough to accommodate the newest generation of mega-ships. With three traffic lanes in each direction plus safety lanes, it will be wider and better able to serve the 68,000 daily vehicle trips it currently handles. The new bridge will also include pedestrian/bicycle lanes in each direction and scenic overlooks for the public to enjoy. It will be a visually stunning bridge and an icon for the city of Long Beach.

An infrastructure project of this scale has many challenges. One of the biggest is to maintain the business of the ports of Long Beach and Los Angeles. Construction of the new bridge is expected to take several years and will require long-term road closures and detours affecting motorists throughout the region. To help stakeholders grasp the size, scope and complexity of the project, the communication efforts include a series of infographics, illustrations and fact sheets.



# 2015 AAPA Communications Awards

Classification: Visual-Only Presentations

Title: Gerald Desmond Bridge Replacement Project  
"Foundations of a New Icon" Infographic

To illustrate the stability of the foundations and inform stakeholders of the construction that's been taking place over the past year, the Port developed the infographic titled "Foundations of a New Icon."

## 2. Complementing the Overall Mission

To address concerns and keep stakeholders connected to the project, a strategic communication plan was developed to take advantage of traditional, digital and new technologies.

The project website ([www.newgdbridge.com](http://www.newgdbridge.com)) is the anchor for the project's outreach campaign and gives stakeholders access to news, weekly project updates, a mobile app, photos, videos, illustrations such as this infographic, animation, live webcams, construction updates, traffic information, links to social media channels, and more.

## 3. Planning and Programming Components

The goal of the "Foundations of a New Icon" infographic was to demonstrate the complexity of building a new 1.5-mile bridge between two seismic faults, across an oil field in a tight footprint next to an existing bridge in the country's second-busiest port, and to build awareness and understanding of the need for and benefits of the project. It is hard to understand the moving pieces or envision what the bridge will look like, especially when most of the work at the beginning of the project has taken place underground and out of sight. With this one infographic, the Port can communicate scope, scale and complexity.

The infographic emphasizes the stability and complexity of the new bridge, which is being constructed to last 100 years; most bridges are built to last 50 years. The Port's Communications team uses the infographic, which shows the intricacies of the bridge's foundation, to explain how the new bridge is designed to last and justify the costs of infrastructure and project delays to get the project right.

The infographic also demonstrates the complexity of building a super-structure next to the existing bridge while maintaining the movement of goods and traffic through the Port of Long Beach. Construction crews are working in a very tight footprint; safety for crews and the motoring public are paramount. As roadways are impacted and detours implemented, the Port Communications team must effectively communicate why lane and road closures are necessary.

The primary target audiences for the "Foundations of a New Icon" Infographic include:

- Port customers, including shippers, truckers, rail, and the ILWU
- Elected officials and funding agencies
- Commuters
- Public safety officials from LBPd, POLB Harbor Department, POLA Harbor Department, LBFD, Coast Guard, CHP, and LAPD
- Local community members
- Project fans via the website, mobile app, weekly traffic update and social media
- News media
- Port employees
- International transportation and trade sector

The overall budget to create the graphic was \$2,500.

## 4. Actions Taken and Communication Outputs Used

The Port of Long Beach Communications and Community Relations team contracted an artist through The Creative Group to develop the illustration (add cost). The bridge project's communications contractor, Westbound Communications (Orange, California), provided technical guidance for the illustrator (25 hours as part of their ongoing contract). The Port of Long Beach Communications and Community Relations team dedicated 60 hours (included in regular payroll) to overseeing the development and implementation of this project.



# 2015 AAPA Communications Awards

Classification: Visual-Only Presentations

Title: Gerald Desmond Bridge Replacement Project  
"Foundations of a New Icon" Infographic

The following aspects were illustrated:

- Step-by-step pile preparation
- Tower foundation depth
- Each element of a bent
- Width of the average pile
- Depth of the average pile
- Tower foundations and general support column foundations in context of the full bridge structure

## Collateral:

- Display board – A 21-inch-by-17-inch poster was produced to display at public meetings, presentations and tabling opportunities. Cost: about \$125 with 3/16-inch white foam board mounting.
- 11-inch-by-17-inch folded handouts for press kits, information packets, community events and tabling. Cost: To date, approximately 850 have been printed for about \$600.
- 8.5-inch-by-11-inch fact sheet. Cost: 2,500 printed for about \$800.



## Uses for the Graphic:

- As a visual display at a bridge project milestone event on October 1, 2014, with key stakeholders, including elected officials, project partners, and funding agencies
- As a visual display at ongoing bridge project speaker's bureau presentations
- As a reporting tool for the news media to understand the scale of the project and its complexities
- As a resource on the bridge project website

- As visual content in social media and on the project mobile app
- As handouts for community outreach events and in communication packets for the bridge project
- + An electronic version is posted on the project website as a PDF: [www.newgdbridge.com/updates](http://www.newgdbridge.com/updates)
- The fact sheet containing the image is also linked to as a PDF on the website
- + *Don't need to look at these* <http://www.newgdbridge.com/civicax/filebank/blobload.aspx?BlobID=22877>
- Social media and the project weekly update link to the PDF
- + <https://twitter.com/newgdbridge/status/585215311160434689>
- + <https://www.facebook.com/newgdbridge/photos/a.344790632266990.82392.261867050559349/833789596700422/?type=1&theater>
- + <https://instagram.com/p/1JrKsIMRVI/?taken-by=newgdbridge>
- + [http://us6.campaign-archive1.com/?u=179c9a35d1a49483d46ede9e8&id=3e062016c6&e=\[UNIQ ID\]](http://us6.campaign-archive1.com/?u=179c9a35d1a49483d46ede9e8&id=3e062016c6&e=[UNIQ ID])

## 5. Communications Outcomes and Evaluation Methods

The infographic debuted as a handout and display at the "Foundations of our Future" construction milestone event on October 1, 2014, attended by 150 key stakeholders, including Port and City executives, elected officials, project partners, community leaders and news media. Project engineers, elected officials and Port of Long Beach guests and employees remarked on how effectively the infographic conveyed the foundation's construction and raw materials. The event was a first exposure to messaging, collateral and outreach efforts for a newly elected mayor, City Council members, and two new Harbor Commissioners.

The poster and fact sheet have been distributed in more than 300 informational packets to press, community members and stakeholders. Staff also distributed approximately 250 fact sheets and 200 posters at the State of the Port event in January 2015.



# 2015 AAPA Communications Awards

Classification: Visual-Only Presentations

Title: Gerald Desmond Bridge Replacement Project  
"Foundations of a New Icon" Infographic

The infographic was also used as a visual and distributed at an assembly to 300 high school students as an introduction to STEM-related careers.

Both the infographic and the fact sheet were shared through the weekly construction update email, reaching more than 5,500 readers.

As the image is shared on social media channels and at events, user engagement is calculated by the comments, likes and shares on Facebook, Twitter, Instagram and Flickr. For example, when the image was shared on the project's Instagram account, it received 38 likes. When the picture was posted to the project's Facebook page, it reached 94 people. These numbers are higher than typical posts to the project's social media accounts. Reach and engagement increases when the Port shares, re-posts, and re-Tweets the bridge project.

The team effectively illustrated pile and bent preparation and provided audiences with context. They also successfully demonstrated the complex concept of "cast-in-drilled-hole" (CIDH) piles through a step-by-step illustration. Tower foundations are compared to general support column foundations, as well. The graphic explains

**Foundations**

When completed, it will be one of the largest foundations in the world. The new bridge will be a new bridge for Southern California.

Yes, one of the bridge's underground foundations.

**Sound Engineering Technique**

As the construction progresses, workers will use a sound engineering technique to ensure the bridge's support structure is built on a solid foundation. The ground at depths of 100 feet below the surface is so hard and so dense that it is called "hardpan." This is the reason that cast-in-drilled-hole (CIDH) piles are different than traditional piles. The piles are cast in a hole that is drilled into the hardpan.

**Pile Preparation**

1. A large metal temporary casing is drilled into the ground.

2. Soil is removed from inside the casing, and a steel cage is lowered into the hole.

3. Concrete is drilled and the temporary casing is removed.

4. The final cast-in-place concrete pile is poured into the hole. Reinforcing steel is cast in a partially completed pile at the bottom of the hole.

**Bent**  
Each supporting structure of a bridge is called a bent. A bent is a cluster of piles that support a span.

**Width**  
Piles have different diameters.

**Depth**  
About 100 piles will be constructed to a depth of 100 ft. to 125 ft.

**QUICK FACTS:**

- The bridge's bent or piles will be cast into the ground from 140 feet to nearly 175 feet in length.
- The pile will be made from 4,000 lbs. of steel and concrete.
- Each pile will be tested for strength prior to completion by a top-of-the-line gamma-gamma logging test.
- Cast-in-place piles will be cast with each cluster of piles. The pile cap and supporting columns will be cast as a bent.

**Stay Connected:**

Sign up for construction updates at [www.renewbridge.com](http://www.renewbridge.com). Inside the "Bridge Traffic" app or follow us on Twitter or Facebook to get the latest news and project information.

[www.renewbridge.com](http://www.renewbridge.com)  
[www.facebook.com/renewbridge](https://www.facebook.com/renewbridge)  
[twitter.com/renewbridge](https://twitter.com/renewbridge)  
[www.youtube.com/channel/UC...](https://www.youtube.com/channel/UC...)

the elements of construction that are most visible at this point in construction. This illustration has been an effective means of communicating a complex topic with general audiences who are curious to know what is happening with bridge construction.