



2015 COMMUNICATIONS AWARDS PROGRAM

#19

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

Please check the appropriate box:

 CATEGORY 1

 CATEGORY 2

 CATEGORY 3

Gerald Desmond Bridge Replacement Project— Old/New Bridge Clearance

Entry Title **Comparison Info Graphic**

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 Bridge Clearance & Comparison Graphic

Classification: Visual-Only Presentations

A centerpiece of the Port of Long Beach's capital improvement program is the \$1.3-billion replacement of the Gerald Desmond Bridge. The Old/New Bridge Clearance Comparison Info Graphic was created to illustrate key features and benefits of the new taller, wider bridge. The illustration compares the sizes of container ships from 10 and 20 years ago with the new generation of megaships that will be accommodated by the new bridge.



Port of
LONG BEACH
The Green Port

2015 AAPA Communications Awards

Category: Visual-Only Presentations

Title: Gerald Desmond Bridge Replacement Project
Old/New Bridge Clearance Comparison Info Graphic

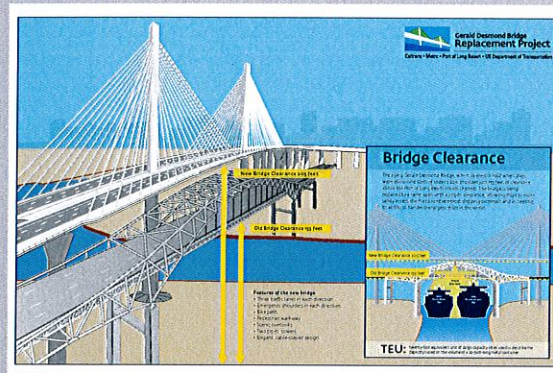
Gerald Desmond Bridge Replacement Project Old/New Bridge Clearance Comparison Info Graphic

1. Communications Challenges and Opportunities

The Port of Long Beach is a 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, channel 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 \$1.3-billion replacement of the Gerald Desmond Bridge, which connects several terminals in the San Pedro ports complex with the 710 Freeway, a major cargo corridor. About 15 percent of all containerized cargo coming into the U.S. travels over the bridge. The current bridge opened in 1968 and was not designed to allow 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 will be high enough to accommodate the newest generation of giant cargo ships and will be wider and better able to serve the 68,000 vehicle trips it handles daily. The new bridge will also include pedestrian/bicycle lanes and scenic overlooks for the public to enjoy. It will be a visually stunning bridge.

The new bridge, 1.5 miles long, will feature a main span, flanked by two 515-foot towers, that rises 205 feet above the Port's inner shipping channel. To help depict the size, scope and complexity of the project, communication efforts included a series of illustrations and fact sheets, including this clearance-comparison graphic.

2. Complementing the Overall Mission

To address concerns and keep stakeholders connected to the project, a strategic communication plan was developed. The project website (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 (including this clearance comparison), animation, live webcams, construction updates, traffic information, links to social media channels, and more.

3. Planning and Programming Components

To illustrate key features and benefits of the new taller, wider bridge, the Port developed this Bridge Clearance illustration, which compares the sizes of container ships from 10 and 20 years ago with the new generation of megaships that will be accommodated by the new bridge.

As the saying goes, a picture is worth a thousand words, and research shows that audiences respond differently to graphics than they do to text. The goal of creating the Bridge Clearance graphic was to



2015 AAPA Communications Awards

Category: Visual-Only Presentations

Title: Gerald Desmond Bridge Replacement Project
Old/New Bridge Clearance Comparison Info Graphic

build awareness and understanding of the need for and benefits of the project and to demonstrate the complexity of building a new 1.5-mile-long bridge in a tight footprint next to an existing bridge in the country's second-busiest port.

The first objective for the graphic was to emphasize the need for a new bridge, rather than a retrofit. The second objective was to demonstrate the complexity of building the massive structure next to the existing bridge while maintaining the movement of goods and traffic through the Port of Long Beach. With this one graphic, the Port could communicate need, scope, scale and complexity.

Primary target audiences for the Bridge Comparison Graphic were:

- Port customers, including shippers, truckers, railways, and unions
- Elected officials and funding agencies
- Commuters
- Public safety officials
- 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

An overall budget of \$1,000 was set aside for the graphic design and production. Port staff time totaling 40 hours was budgeted elsewhere. Expenses included a 21-inch-by-17-inch mounted display poster (\$125) and an 11-inch-by-17-inch folded handout (approximately \$600 for 850, or about 70 cents per piece).

4. Actions Taken and Communication Outputs Used

The Port of Long Beach Communications and Community Relations Division contracted an artist to develop the illustration, and the bridge project's communications contractor, Westbound Communications (Orange, California), provided

technical guidance for the illustrator. The Port of Long Beach Community Relations Manager oversaw the development and implementation of the project.

The graphic illustrated:

- The comparison of the new bridge next to the existing bridge
- The location where the new bridge is being constructed just north of the existing bridge
- A comparison of the height of the new bridge versus the old bridge
- The need for a taller bridge because of the evolution of cargo ships, which would not be able to fit under the existing bridge.

The finished project is used:

- As a visual display at meetings, events and speaker's bureau presentations and as a reporting tool for the news media
- As visual content in social media postings
- As handouts for community outreach events
- In communication packets.

In addition, an electronic version is posted on the project website as a PDF. Port social media accounts and the project weekly update email link to the PDF.

5. Communications Outcomes and Evaluation Methods

The illustration 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 of Long Beach executives, elected officials, project partners, community leaders and news media. The event was a first exposure to messaging, collateral and outreach efforts for a newly elected mayor and City Council members. Project engineers, elected officials and Port of Long Beach guests and employees remarked on the effectiveness of the illustration to convey the comparison between the existing and new bridges. Later, the illustration was added to the project website and promoted through social media.



2015 AAPA Communications Awards

Category: Visual-Only Presentations

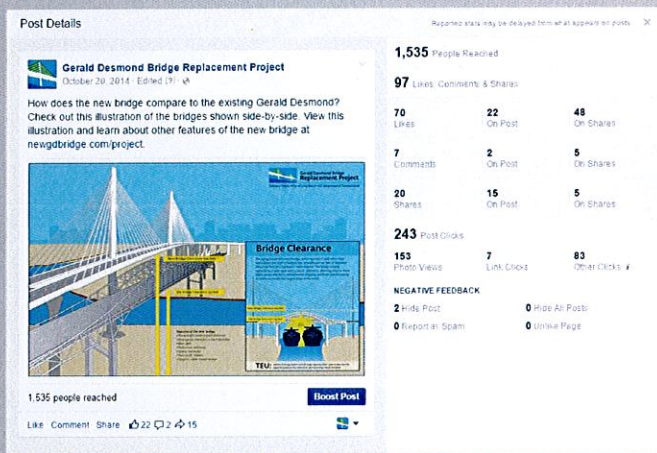
Title: Gerald Desmond Bridge Replacement Project
Old/New Bridge Clearance Comparison Info Graphic

The Port effectively illustrated the comparison of the new bridge with the existing bridge and provided audiences with context. The team also successfully demonstrated that the Port's capital improvement program is aimed at staying competitive within an evolving industry, all while maintaining existing operations and mitigating impacts in compliance with the Port's Green Port Policy.

project website. As the image is shared on social media channels and at events, user engagement is calculated by comments, likes and shares on Facebook, Twitter and Instagram.

For example, when the image was shared on the project's Facebook page, it received 70 likes, was shared 20 times, received 243 clicks and reached 1,535 people. These numbers are all significantly higher than typical posts to the project Facebook page. On Twitter, the image had 245 impressions, four link clicks, three embedded media clicks and three detail expands. On Instagram, there have been 31 likes and four comments. Reach and engagement increases when the Port shares, re-posts, and re-Tweets the bridge project.

The team is now looking at additional context using the illustration such as placing it into aerial and elevation photographs to help stakeholders envision the actual footprint.



Early on, the team recognized a need to illustrate the bridge comparison and evolution of cargo ship sizes, but audiences also asked for context. A local newspaper, the Long Beach Post, published the illustration and linked to the PDF on the