

2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

6133

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

Please check the appropriate box:

☐ CATEGORY 1

☒ CATEGORY 2

☐ CATEGORY 3

Entry Title ROAD, RAIL AND UTILITY CORRIDOR - "LAST SPIKE" CEREMONY
Name of Port PORT OF PRINCE RUPERT
Port Address 200-215 COW BAY ROAD, PRINCE RUPERT BC V8T 1A2
Contact Name/Title KRIS SCHUMACHER, COMMUNICATIONS COORDINATOR
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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 and measurable terms the situation leading up to creation of this entry.
- Briefly analyze the major internal and external factors that need 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 used for this entry?

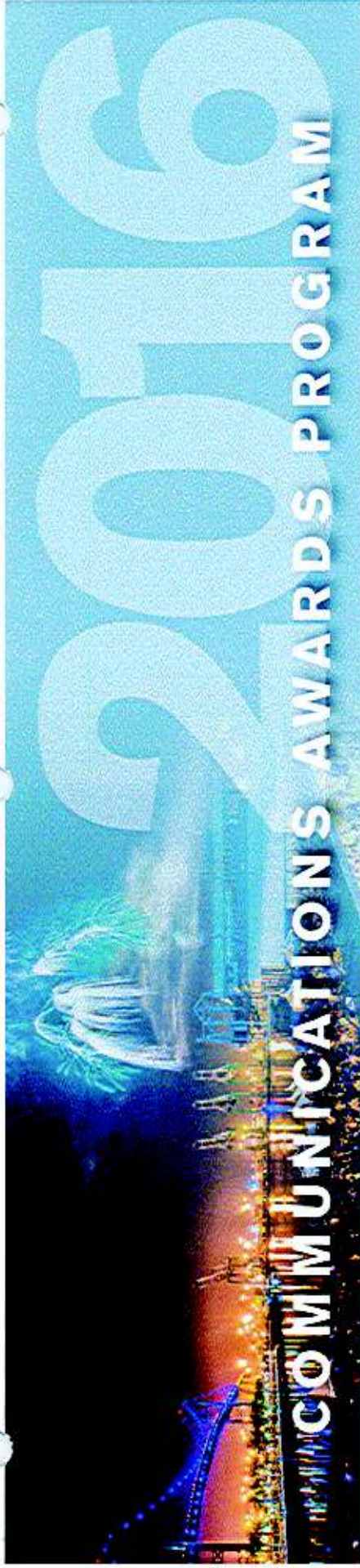
- Describe the entry's goals or desired results.
- Describe the entry's objectives and list specific, measurable milestones needed to reach its goals.
- Identify the entry's primary and secondary audiences in order of importance.

4. What actions were taken and what communication outputs were employed 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 entry's 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.



Port of Prince Rupert

Road, Rail and Utility
Corridor: Last Spike
Ceremony

SPECIAL EVENTS



200-215 COWBAY ROAD
PRINCE RUPERT, BC V8J 1A2
WWW.RUPERTPORT.COM

PORT OF PRINCE RUPERT—SPECIAL EVENTS: ROAD, RAIL AND UTILITY CORRIDOR “LAST SPIKE CEREMONY”

Summary:

On May 19, 2015 the “Last Spike Ceremony” was held to celebrate years of hard work and ingenuity as the much anticipated Road, Rail and Utility Corridor (RRUC) was completed. The RRUC, constructed over a two year period, saw the creation of five parallel rail tracks, a two-lane roadway, and a port-owned power distribution system along an eight-kilometer corridor. The Road, Rail and Utility Corridor project offered an opportunity for two First Nations joint-venture contractors to construct the project using local work force, and extensive environmental compensation measures to offset habitat displacement. Completion of the RRUC defines a long-term port development plan for Canadian export terminals in the port of Prince Rupert, specifically on Ridley Island, by linking them via a sustainable, efficient, coordinated platform. The event drew significant media coverage, support and attendance from government officials, and celebrated a significant milestone in the development of the Port of Prince Rupert and the execution of its 2020 Development Plan. The \$97 million dollar investment showcased the Port’s continued growth and diversification as a sophisticated solution for Canada’s trade with the Asia Pacific region.



1. Communications Challenge/Opportunity:

The Port Authority is responsible for the overall planning, development, marketing and management of the commercial port facilities within Prince Rupert Harbour. This includes ensuring competitive, efficient and timely responses to customer needs and business opportunities, often in a proactive manner that requires significant foresight and capital expenditure to accomplish. It also means ensuring we facilitate these opportunities in a manner that is safe, responsible, and sustainable.

This aspect of our operations is often difficult to effectively communicate to the public, particularly when trade infrastructure is located in an area with restricted access and beyond the sightline of residential developments, as was the case with the RRUC project on Ridley Island. The challenge of communicating its scope and importance to a broad audience was apparent throughout its construction, and loomed even larger upon its completion.

A great opportunity existed with the completion ceremony to bring awareness to not only the significance of this project, but also to this invaluable function of a port authority generally. Given the funding partnership created with CN, Canpotex and the Governments of Canada and British Columbia, we planned to capitalize on their attendance and generate earned media that resonated across Western Canada.

An additional challenge was creating an event that honoured the funding partners in proximity to the investment on Ridley Island, which is geographically isolated from Prince Rupert. This required tremendous effort to physically transport all necessary materials, including video and sound capabilities, shelter in the event of adverse weather, and transportation for guests to and from the event. However, the opportunity to bring a large audience to the site, both physically and through the use of live video-streaming, was one we chose to capitalize.

2. The event and the Port's overall mission:

The Prince Rupert Port Authority takes an entrepreneurial approach to business development. This approach has resulted in the forging of many strategic alliances and partnerships to move the development of the Port forward into the new millennium.

Our vision is to be a leading trade corridor "gateway" between North American and Asian markets.

Our mission is to develop and grow the Port of Prince Rupert in an economical, safe and environmentally sound manner.

The Road, Rail and Utility Corridor event thoroughly aligned with the Port's mission and vision, by bringing together port partners and stakeholders to celebrate the infrastructure developments that aim to boost Canada's trade capacity with fast-growing Asia-Pacific markets.

The success of this project exemplifies what can be accomplished when a strategic, long-term vision is executed by a partnership of public and private investment. The RRUC will expand the diversity of Prince Rupert's growing port complex and further link Western Canada to a world of opportunity. Completion of the Road, Rail and Utility Corridor and the RRUC "Last spike" event highlighted the commitment to the competency, sustainability, and vitality of the Port of Prince Rupert.

3. Planning and programming:

The goal: To create a celebratory, memorable event with port partners, project and funding partners, and

media representatives that showcases the importance of the Road, Rail and Utility Corridor to the Port of Prince Rupert, and the region as a whole, while simultaneously signaling the long term vision of the Port Authority and the capacity for growth.

As the Road, Rail and Utility Corridor event was held on the Ridley Island Industrial site, there were numerous spatial and logistical challenges to plan for in the programming. Ridley Island Industrial site is 17 kilometers away from the City of Prince Rupert, and the Port Interpretive Centre, where the pre-gathering event was held.

The event organizers had to consider a suitable in-town meeting place, appropriate speeches and visual aids to give context to the project, transportation of 100+ guests, security clearance issues, event tents (as the site is industrial), food and beverage supply, safety issues, media coverage, audio visual support, and much more to ensure this event was successful.

The program agenda for the day was as follows:

- Meet and greet at the Port Interpretive Centre
- Brief history of the project, including a comprehensive video of the construction phases and completed rail loop
- Transportation to Ridley Island Industrial site with narration by knowledgeable Port guides, involved first hand on the project
- Drive by views of various Port terminals and facilities (including Prince Rupert Grain, Quickload Logistics, Ridley Project Cargo facility, and Ridley Terminals Inc. Coal Terminal)
- Arrival to Ridley Island, Opening remarks at the RRUC site by Director of Public Affairs, Ken Veldman
- Remarks underway by various RRUC government and port partners, including: Honourable Todd Stone, Minister of Transportation & Infrastructure, Mr. Andrew Saxton, MP, Parliamentary Secretary to the Minister of Finance, Mr. David Miller, Assistant Vice President, Government Affairs, CN, and President & CEO of the Prince Rupert Port Authority, Don Krusel
- After speeches commenced, a unique opportunity was presented to those involved with the project: A "Last Spike Ceremony" was conducted with the opportunity to hammer in the "last rail spike" of the Road, Rail and Utility Corridor. After each honoured guest had the chance to hammer in the spike, they were then allowed access onto the CN rail car and even taken aboard the train for a first-hand look at the rail corridor around the island



The primary audience included:

- Port Authority employees
- Port of Prince Rupert partners, terminal operators, and stakeholders
- Provincial and Federal Government officials
- RRUC project funding partners
- Local and provincial media contacts

The event was also live streamed for external audiences and broadcasted on the rupertport.com website.

4. Actions taken and communication outputs:

Strategies:

To optimize event success the Port of Prince Rupert:

- Ushered guests into the Port Interpretive Centre in waves, to showcase the RRUC video and give background information to a small, manageable group
- Port staff supplied transportation tickets to each guest, escorting them to transportation busses outside the facility
- Knowledgeable port staff provided project narratives along the drive, showcasing various port terminals and facilities along the way
- A commemorative agenda was printed for the day's events
- A professional photographer was hired to capture the event
- Media interviews were set up to ensure maximum exposure
- Various social media channels were utilized to ensure event coverage before, during and after the "Last Spike Ceremony"

Implementation:

- The event was planned by the Public affairs department at the Port of Prince Rupert, working in hand with Communications, IT, Security and others to ensure the event ran smoothly
- As a whole, the team took care of:
 - News releases and project history
 - Invitations
 - RSVP's
 - Video
 - Event programming and speeches
 - Transportation requirements
 - Security clearances
 - Audio/visual set up (extensive equipment was required for live streaming)
 - IT (bucket trucks were set up for wireless connectivity as the site was industrial)
 - Food and refreshments at the site
 - Media opportunities for photographs and interviews
 - Temporary facilities

- Seating
- Signage
- Commemorative Agenda
- Event tents for weather coverage

5. Outcome and evaluation:

The event was attended by over 100 people.

Attendees provided extremely positive feedback on the event, especially considering the logistical challenges, it was considered a smooth, efficient and enjoyable ceremony.

Given that the Road, Rail and Utility Corridor is located on an industrial site, 17 + kilometers outside of town, with restricted, gated access, the ability to view the project from the foreground was extremely appealing. The presence of the CN rail cars on site during the ceremony provided a firsthand look of actual operations and the many moving pieces and partners that help make ventures like this successful.

The ability to see the different port terminals along the way, and learn the facility output, stats, project updates, etc. from port representatives was also well received.

Following the event, there were subsequent news stories reporting on the completion of the Road, Rail and Utility Corridor.

The Port of Prince Rupert sent follow up thank you letters to the attendees, including a picture of the event speakers participating in the "Last Spike Ceremony".

In addition, those speakers, along with partners of the rail project, construction, completion, etc. were given a life size, bronzed replica of an actual rail spike with the Port logo and the RRUC ceremony name and date engraved.

Significant media coverage was achieved through this event—including a substantial editorial in the Port of Prince Rupert newsletter, "The Current" which is distributed to port stakeholder groups as well as all residents of Prince Rupert.



Media Coverage received:

Canadian Shipper; May 19, 2015:
<http://goo.gl/NnQdZM>

Railway Track and Structures; May 20 2015:
<http://goo.gl/wAA7vj>

The Northern View; May 20 2015:
<http://goo.gl/nu2wLz>

Canpotex; May 19 2015:
<http://goo.gl/xSbwWc>

Canadian Content; May 22 2015:
<http://goo.gl/CRVuaR>

Seaports; May 26 2015:
<http://goo.gl/VuXChw>

Government of Canada; May 19 2015:
<http://goo.gl/tqJYSN>

North Coast Review; May 20 2015:
<http://goo.gl/Gl9js1>

CFTK TV; May 20 2015:
<http://goo.gl/DEIWpm>

Times Colonist; May 20 2015:
<http://goo.gl/tvM4oA>

