



2017 AAPA EXCELLENCE IN COMMUNICATIONS AWARDS
Classification 9 : Periodicals (Newsletters & Magazines)

re:port – Quarterly Community Newsletter – Print



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Summary:

re:port is a colorful, eight-page, magazine-format community newsletter designed, written and produced three times a year by the Port of Long Beach Communications and Community Relations Division. It is delivered via U.S. Mail to every Long Beach household and is consistently the most-referenced Port news source among community members. The publication includes original articles, graphics and photographs. In order to capture more readers and convey important messages, in 2016, story-telling infographics accompanied cover enterprise features in order to “say more in less time” and communicate more successfully with more citizens.

2016 Spring re:port



7 Communication Challenges and Opportunities

The Port of Long Beach is the premier U.S. gateway for trans-Pacific trade, the nation's second-busiest container seaport and a trailblazer in innovative goods movement, safety and environmental stewardship. With annual trade valued at \$180 billion, the Port supports more than a million U.S. jobs. Long Beach is "big ship ready," welcoming the Pacific fleet's largest vessels and serving 175 shipping lines with connections to 217 international seaports. The Port is on track for a green future, pursuing the most aggressive capital improvements program in the nation and creating the world's most modern, efficient and sustainable seaport.

Business at the Port supports 30,000 jobs in Long Beach – one in every eight – and that number translates to more than 300,000 Southern California jobs supported by port operations. The Port is part of the City of Long Beach and operated under the banner of the Harbor Department. A five-member Board of Harbor Commissioners, appointed by the Mayor and confirmed by the City Council, is the governing body for the Port.

One of their primary goals, a goal shared by Port executive management and staff, is to provide an open channel of communications between the Port and its various constituencies – especially members of the Long Beach community. The Port focuses on building and maintaining strong relationships with citizens who benefit from the Port as an economic engine, but also are affected by the environmental impacts of Port operations. The support of the community is critical to the long-term successful growth of the Port and the City.

Many languages are spoken in Long Beach, "The International City," a richly diverse city of colorful neighborhoods, adding a communications challenge.

re:port, is a vital communications tool to deliver the Port's key messages directly to that vital and varied target audience – the local community.



The Port of Long Beach staff engaging with the community at an event.

2 Complementing the Overall Mission

To fulfill its primary goal to provide open channels of communications between the Port and its various constituencies, the Port of Long Beach Communications and Community Relations Division implements a

comprehensive annual campaign to reach all of its critical target markets. This campaign includes advertising in traditional and web-based media, publicity campaigns, plus extensive community and industry

outreach. One tool that has proven most effective is providing periodic newsletters for the maritime industry (tie lines), Port employees (Dock

Talk) and the community (**re:port**, distributed via U.S. Mail to every household, and YourPORT, distributed electronically to subscribers).



Divers Go Deep to Keep Cargo Moving

Specialized Port team takes on underwater challenges

The "Big One" strikes the Port of Long Beach. The earthquake is strong enough to topple 150-foot-tall gantry cranes into the harbor, bringing operations at the nation's second-busiest seaport to a crashing halt.

Enter the Port's in-house Maintenance Dive Team. Very soon, the team would be on the scene with their boat Sea Force, ready to use heavy duty tools to cut up the tangle of steel and cable and pull it out of the water with Sea Force's onboard crane while identifying any underwater damage to the wharf. That scenario is one of the reasons for the creation of the Port's Dive Team in 2015.

The seven-member Dive Team is one of only two such port-run operations in the United States. Ports typically contract out for commercial diving services.

The Harbor Department has in-house divers because of the Port of Long Beach's crucial role in the U.S. and world economy—\$180 billion of trade comes over the docks each year, and together with the neighboring Port of Los Angeles, it handles 40 percent of the goods that enter the nation by sea.

It's also a potential budget savings. Previously, the Port contracted out for divers for about \$2.2 million per year. The Maintenance Dive Team is on track to operate at a lower cost.

"In short, we're saving money while enhancing our ability to keep cargo flowing," said Harbor Marine Manager Doug Larsen.

The Dive Team proved its worth in recent months during two events, one planned and one an unfortunate accident.

In the first, divers removed debris from the harbor bottom to ensure the CMA CGM Benjamin Franklin could safely berth at Pacific Container Terminal at Pier 18. During debris removal, the team often works in concert with the Port's Surveys Division, which uses sonar to locate and mark the depth and GPS coordinates of objects on the seafloor.

Port divers were also involved in the recovery of two aircraft that crashed in 110 feet of water outside the breakwater after colliding above San Pedro Bay on Feb. 5. The team worked alongside other agencies for the operation, including the L.A. County Sheriff's Department, Los Angeles Port Police and U.S. Coast Guard.

Diving Supervisor Lamar Howard leads the Port's diving team, which includes underwater welders, medics and other personnel skilled in the use of tools that work in the water such as impact wrenches, chipping hammers, jackhammers and chain saws.

Their full, "hard-hat" helmets are equipped with umbilical air supplies, letting divers work much longer than scuba divers, and at greater depth.

"We have the capability to go 400 or 500 feet deep if we have to," said Howard.

"What we're doing right here is unique to the United States, and everybody is watching us to see if they should have their own in-house divers," Larsen said.

The Port's Maintenance Dive Team is just one safeguard ensuring commerce continues to flow, supporting 30,000 jobs locally and 1.4 million jobs nationwide.

DIVER TRAINING

- Basic entry level dive certification: 625 hours (The figure does not include specific training for welding, medical, etc.)

DIVE BOAT

74-foot-long Sea Force equipped with:

- Drop-down ramp that allows vehicles to drive directly onto boat
- 8-ton salvage crane
- Galley (kitchen)

GEAR INCLUDES:

- Dive helmets
- Wet and dry suits
- 7500-watt generator
- Underwater video system
- Submersible RCV (remotely operated vehicle)
- Exothermic underwater burning rig cutting torch
- Bathycorrometer (determines corrosion of subsea structures)
- Hyperbaric chamber

PHOTO: A Port of Long Beach diver cuts metal debris with an underwater torch.

Port of Long Beach | Spring 2016 | Page 5



Shipping Lines Like to Wave the Green Flag

Vessel operators rewarded for slowing down for cleaner air

More than 150 shipping lines this year earned the coveted "Green Flag" from the Port of Long Beach for consistently slowing their ships to reduce air pollution when near Long Beach Harbor.

It's just the latest chapter in the Port's industry-leading Green Flag Vessel Speed Reduction Program, which recognizes and rewards shipping lines for their role in improving Southern California's air quality.

In 2001, the Port started asking ship operators to slow down to 12 knots or less within 20 miles of the Port. In 2005, that Vessel Speed Reduction Program was reborn as the Green Flag Incentive Program, which offers discounts in dockage charges and most important, the green flag, to shipping lines that participate.

In the first year of the Green Flag program, more than 65 percent of the many shipping lines that call at the Port of Long Beach joined in, all voluntarily.

By 2009, the program was so effective and so popular that the Port added a 40-mile option, further reducing emissions.

These days, 96 percent of ships are slowing within 20 miles of the Port, and 88 percent are slowing within 40 miles. The ships' speeds are confirmed by the Marine Exchange of Southern California, which monitors all ship traffic for the ports of Long Beach and Los Angeles.

The Port has set ambitious goals for reducing air pollution and its health effects. The Green Flag program, which alone has reduced thousands of tons of air pollution, is a major part of that effort.

Since 2005, air pollution from all Port-related sources has been cut dramatically. Diesel particulate emissions are down 85 percent, smog-forming sulfur oxides are down 97 percent, nitrogen oxides are down 50 percent, and greenhouse gases have fallen 21 percent.

For more information, go to www.polb.com/environment.

Shipping lines that call at the Port of Long Beach enthusiastically participate in the air-pollution-busting Green Flag Vessel Speed Reduction Program.



Building a Bridge with Innovation

New span takes shape in the harbor

Innovation is standard practice at the Port of Long Beach, so it's not surprising that construction of the new span to replace the Gerald Desmond Bridge also features advances in engineering.

Contractor SFI Joint Venture is using what is known as a "movable scaffolding system" to construct sections of roadway between the columns.

This marks the first time the system has been used for bridge construction in California. Typically, bridge and overpass projects use massive wooden "falsework" to allow crews to build horizontal spans, in conjunction with the U.S. Department of Transportation and Los Angeles Metro. Construction began in 2013. The Gerald Desmond Bridge will remain open until the new bridge is completed.

The Desmond Bridge, named for a former City Attorney and City Councilman in Long Beach, opened in 1968. It is being replaced with a new bridge that will be safer, wider and higher to permit better traffic flow for commuters and Port vehicles, and more efficient navigation for ships passing underneath.

Some traditional falsework is being used where necessary, but overall, the scaffolding system allows for more efficient and cost-effective construction. The \$1.47 billion project is due to open to westbound traffic in 2017 and to eastbound traffic in 2018.

The Gerald Desmond Bridge Replacement Project is being built under the direction of the Port of Long Beach and Caltrans, in conjunction with the U.S. Department of Transportation and Los Angeles Metro. Construction began in 2013. The Gerald Desmond

AT A GLANCE

- Visit www.newbridge.com for the latest bridge news.
- Get up-to-the-minute info via the "LB Bridge" app available for Apple, Android and Windows.
- Find the Gerald Desmond Bridge Replacement Project on Twitter, Facebook and Instagram.

Page 6 | Port of Long Beach | Spring 2016 | Page 7

3 Planning and Programming Components

The goal of the **re:port** publication is to open a dialogue with as many Long Beach residents as possible to help them better understand how the Port operates, what opportunities it provides for Long Beach citizens, how the Port is working to improve the environment and mitigate Port-related pollution, and why, as the primary economic engine for the city, the Port is important to them, thus encouraging their input and vital support for business growth.

The nearly 500,000 residents of the City of Long Beach – the 7th-most populous city in the state of California – and neighboring Signal Hill are the primary target market for the publication.

To accomplish the stated goal for **re:port**, the Communications team has set the following objectives:

- Provide pertinent and appealing Port of Long Beach content, including original articles, photography, graphics, etc.;
- Make the newsletter visually appealing with clean, colorful design and photography.
- Feature storytelling graphics that say more in less time;
- Distribute three or four times each year with Spring, Summer, Fall, and Winter editions;
- Add content that encourages interaction including Port links and references for additional information;
- Track as effectively as possible.

MEGASHIP!

The CMA CGM Benjamin Franklin, the biggest container ship to ever visit North America, called at the Port of Long Beach for the first time in February 2016. The massive vessel is the vanguard of the “big ship era” that is transforming goods movement. Just how big are these megaships?

20 STORIES TALL

CAPACITY of 90 MILLION pairs of shoes

LONGER than FOUR FOOTBALL FIELDS

Port of Long Beach | Spring 2016 Page 3

4 Actions Taken and Communication Outputs Used

re:port is written, edited and designed in-house by the Port's Communications and Community Relations Division and distributed by the U.S. Postal Service to all 209,000 households in the City of Long Beach and neighboring Signal Hill.

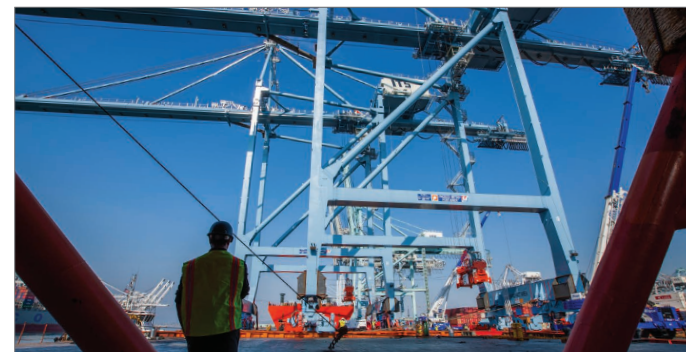
The newsletter is also archived for easy access on the Port's website and is distributed at various conferences, community events and other activities attended by Port staff.

Because topics for articles feature everything from environmental programs and dive teams to security, fireboats and community service, Communications coordinates with many Port divisions to create the stories included in each issue. The Port works with several contract photographers to capture images that are used for multiple purposes and then incorporated into the Port's extensive photo archive. All design work is completed in-house, as are graphics that are also made available for repurposing.

re:port maintains a colorful, casual and approachable style and takes about 200 hours of staff time per issue to produce. The printing cost is about \$30,000 per issue for 209,000 copies – a 14-cent per-unit cost, and photography averages \$2,000.

Created utilizing a template that may vary in color, but not format, each edition includes:

- An enterprise centerpiece infographic that includes the cover photograph;
- "inside" – a page index on the front cover that also includes story previews.
- And four or five stories, each including one or more photographs and frequently an "At a Glance" inset that includes bulleted information and may include a link for additional information;
- A self-mailer panel that includes postal indicia, from and to address information, as well as a list of the members of the Board of Harbor Commissioners and the Port Executive Director;



Ship-to-shore gantry cranes are the workhorses of the harbor, performing the crucial job of moving cargo containers between ship and wharf.

Cranes Rise over Port Vital links in supply chain get a boost

No vista of the Port of Long Beach would be complete without the dozens of tall ship-to-shore gantry cranes that reach up to the sky.

Ships, trucks and trains may move cargo farther, but the gantry cranes play the vital role of transferring containers between ship and dock — one of the most crucial links in the supply chain.

These sturdy but elegant machines operated by local longshore workers are what make every container seaport work, especially a large and thriving one like Long Beach, the second-busiest in the United States.

And these days, those cranes are getting even taller as the ships they work on become larger.

To move the 20-, 40- and even 53-foot-long cargo container

boxes between the largest ships and the dock, wharf-side gantry cranes must be able to reach up and over containers stacked 150 feet in the air, the equivalent of reaching over a 14-story building.

To make sure that terminals have enough big cranes to handle the job, the Port is bringing in new cranes and retrofitting many existing ones.

For example, the newest terminal at the Port of Long Beach, Middle Harbor, has new cranes built to work the ships that carry up to 18,000 container units. Other berths will receive new cranes, as well.

Meanwhile, many existing cranes around the Port are being raised as much as 28 feet to make them tall enough to work the biggest ships. And that's not a simple task, given that the cranes can weigh more than 145,000 pounds.

First, an existing crane must be fitted with an assembly that provides temporary support. Then, the crane is literally cut in half before being lifted and given longer "legs." Altogether, the process takes from seven to 10 weeks.

What's the benefit of having enough cranes to handle bigger ships? These bigger cranes can handle ships that can't fit through the expanded Panama Canal. So they help the Port to compete and to continue to support hundreds of thousands of jobs in Southern California. And, bigger ships are cleaner and more efficient.

"The good news is that these ships have the newest technology and the cleanest engines, so they're great for what we do here at the Green Port," said Glenn Farren, Director of Tenant Services and Operations at the Port of Long Beach.

New Option for High Schoolers Port sponsors Global Logistics Academy at Cabrillo

In the Long Beach Unified School District's "School of Choice" system, students and their parents can choose the high school program that is right for them.

As they select their high school and learning pathway for the 2017-2018 school year, local eighth-graders will have a new option: the Port of Long Beach Academy of Global Logistics.

The new pathway, which will provide instruction in international trade and goods movement, is being offered at Cabrillo High School as the result of a partnership between the Port and LBUSD.

The academy will give students who want to make international business their career a broad educational foundation, as well as specialized

instruction about the world of global logistics and international trade. It will also introduce students who had never considered a trade career to the business. The four-year pathway will offer job-shadowing, tours, guest speakers, workshops and other opportunities to see how the logistics industry operates.

The academy is part of the Port's educational outreach efforts, which also include scholarships, internships, "externship" training for teachers, and sponsorship of the annual College and Career Exploration Night at California State University, Long Beach.

Both CSULB and Long Beach City College offer programs in international business. Like all LBUSD high school graduates, students of the new academy will have some local options for higher education as well.

"We know that there are many young people in the Long Beach area who have been around the Port their whole lives and are starting to get interested in the world of global trade," said Michael Gold, Director of Communications and Community Relations for the Port. "The Academy of Global Logistics is an excellent place to get started discovering all the possibilities."

The Port hopes that the academy will inspire and encourage Long Beach's leading businesses to also partner with the school district to provide linked learning opportunities.

AT A GLANCE
Stay tuned for upcoming information sessions about the Port of Long Beach Academy of Global Logistics. academy.polb.com

Future Long Beach-area high school students will have a new option for a learning pathway, the Global Logistics Academy at Cabrillo High School.



- Whenever possible, images of members of the community and Port employees at work.

The three 2016 issues of **re:port** submitted for consideration demonstrate how the Communications and Community Relations Division effectively transmits these messages to its community audience with the following content:

Winter Issue 2016

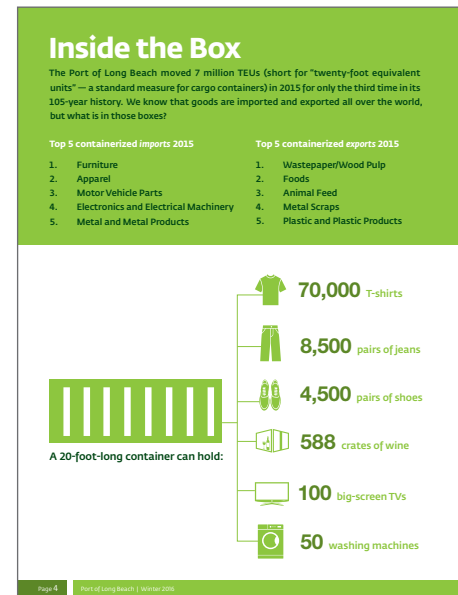
<http://www.polb.com/civica/filebank/blobdload.asp?BlobID=13225>

Cover Enterprise Story and Center Spread:

- “7 Million TEUs, a Year of Growth” – with spectacular overhead image of new cranes loading a giant ship and a center spread storytelling graphic titled “Inside the Box” that allows readers to relate to kinds of containerized cargo that come to the Port of Long Beach and onto store shelves.

Stories:

- “Port Supports Community Groups – Sponsorships help promote trade, improve Long Beach” – with image of child enjoying snow day event and “How to apply” box
- “Top 10 Reasons to Take a Port Harbor Tour” – with an image of the harbor and a “How to sign up” box
- “Rolling Out the Red Carpet for Energy Ideas – Technology partners sought for the Port of the Future” – with a photo of a dock and a “For more information” link
- “Neighbors Putting Down Roots – Tree grant helps City create leafier streets” – with an image of community members planting a tree
- “High School Students Explore Port Business – Interns spend summers with Harbor Department” – with image of the intern class of 2015 and information about applying for an internship and links for more information



Spring Issue 2016

<http://www.polb.com/civica/filebank/blobload.asp?BlobID=13482>

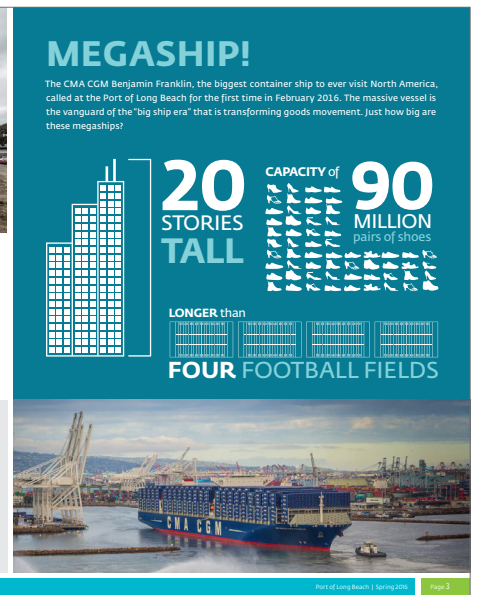
Enterprise Story and Center Spread:

- Cover: "Down Deep, Divers See What's Up" – with above/below water image
- Spread: "Divers Go Deep to Keep Cargo Moving – Specialized Port team takes on underwater challenges" – with image of diver at work underwater and inset box detailing diver training, the dive boat and the gear they use.

Stories:

- "Construction to start on Port's New HQ – Harbor Department part of future Civic Center" – with image of construction underway and an "At a glance" box with details and link

- "MEGASHIP!" – with an image of a huge container ship arriving at Long Beach and a fun storytelling graphic detailing the ship's massive size and capacity – 90 million pairs of shoes
- "Building a Bridge with Innovation – New span takes shape in the harbor" – with image of bridge construction and "At a glance" box with link to website, apps to follow construction online and on social media
- "Shipping Lines Like to Wave the Green Flag – Vessel operators rewarded for slowing down for cleaner air" – with aerial image of the port and link for more information



Summer Issue 2016

<http://www.polb.com/civica/filebank/blobload.asp?BlobID=13602>

Enterprise Story and Center Spread:

- Cover: "New Fireboat Protects Harbor"
Center Spread: "New 'Protector' On the Waterfront" – with a storytelling infographic detailing the new state-of-the-art fireboat

Stories:

- "PHOTOGALLERY to Open at MOLAA – Take time this October to view special exhibition" – with image of workshop students taking photographs and "At a glance" box with information about the exhibition and links

- "Ports Seek New Tech to Clean Air" – with image of a zero-emissions truck and "At a glance" box with link for more information
- "Cranes Rise over Port – Vital links in supply chain get a boost" – with image of new, taller crane
- "New Option for High Schoolers -- Port sponsors Global Logistics Academy at Cabrillo" – with image of students wearing hard hats at the port and "At a glance" box with link to academy website
- "Pact Sets Local Hiring Goals for Port Construction" – with image of crew at work and "At a glance" box links to information about opportunities in construction trades



5 Communications Outcomes and Evaluation Methods

To measure overall community awareness for Port outreach, a reliable evaluation tool is a research study last released in mid-2015, conducted for the Port by Encinitas-based True North Research, updating data collected annually since 2007 (with breaks in 2010 and 2016) titled Public Communications & Perceptions.

The phone survey is conducted with 1,000 registered voters in Long Beach with a thoroughly representative range of demographic profiles.

- About 50 percent of the participants knew enough about the Port to have an opinion, and the majority of those opinions were quite favorable (5.25 favorable to 1 unfavorable). Positive comments were mostly about the Port's positive

contributions to Long Beach, and negative comments were concerned about jobs, labor issues and pollution.

- Beginning with the 2012 survey, the Port's **re:port** newsletter has consistently been the top-mentioned information source when voters were asked where they encountered news stories, public service announcements or advertisements relating to the Port of Long Beach.
- In a 2016 survey of passengers aboard Port of Long Beach Harbor Tours, 25 percent of the 165 respondents said they heard about the Harbor Tours in the **re:port** newsletter. Friend or family member ranked second, also at 25 percent, followed by the Port website at 16 percent.

"The Port of Long Beach sponsors or staffs more than 100 community events and activities each year, and at each event we ask residents who visit our booth a number of questions, including 'how do you find out about what is happening at the Port?' Very frequently, they say they learn about the Port from the re:port newsletter that is delivered to their home. It's really a great marketing tool for the Port."

- Mario Ernesto Gonzalez, MPA, Manager of Community Relations for the Port of Long Beach

"I really enjoy the graphics that have been added to the newsletter. It's fun how they envisioned a ship 20 stories tall and longer than four football fields coming to the Port of Long Beach with the potential cargo capacity to hold 90 million pairs of shoes. What girl wouldn't like that analogy?"

- Lovetta Kramer, Kramer Communications, Long Beach

Recap

Quick Facts:

- The **re:port** community newsletter is delivered quarterly via the U.S. Postal Service to all 209,000 households in Long Beach and neighboring Signal Hill.
- Surveys (formal and informal) show that **re:port** is the Port's most-referenced community news source.
- Incorporating entertaining, storytelling graphics in the publication has made it easier for readers to learn more about the Port.

Links:

- Winter Issue 2016
<http://www.polb.com/civica/filebank/blobdload.asp?BlobID=13225>
- Spring Issue 2016
<http://www.polb.com/civica/filebank/blobdload.asp?BlobID=13482>
- Summer Issue 2016
<http://www.polb.com/civica/filebank/blobdload.asp?BlobID=13602>
- Archive
<http://www.polb.com/news/pub/report/archive.asp>
- Subscribe
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