



2017 AAPA EXCELLENCE IN COMMUNICATIONS AWARDS

Classification 10: Promotional/Advocacy Materials

On Track for Tomorrow – Rail Facilities Brochure



On Track for Tomorrow – Rail Facilities Brochure

Summary:

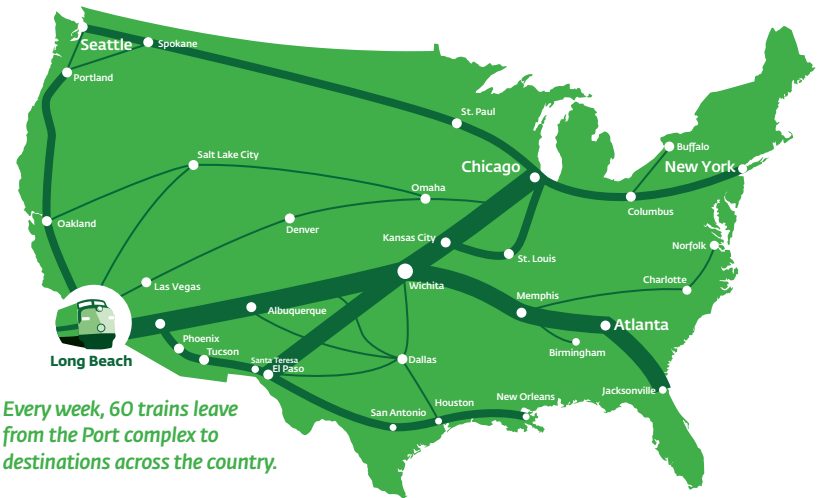
The “On Track for Tomorrow” rail brochure takes 20 years of Port of Long Beach technical studies and boils them down into one, easily understandable, rail-related brochure that provides an overview of rail operations and proposed projects at the Port. The brochure was designed and written in-house in collaboration with various Port departments that will use the piece, and has proven to be an effective tool to explain the benefits of transporting cargo by rail, both for the sake of customer efficiency and environmental protection. The brochure art was also repurposed on display materials.



On Track for Tomorrow
Rail Facilities Brochure
Cover

Rail is Efficient and Cost Effective

- The Port of Long Beach, together with the Port of Los Angeles, handles about 40 percent of the nation's containerized imports and 25 percent of its exports.
- To move containers inland — trade from the Port reaches every Congressional district — doublestack trains are the most fuel-efficient, sustainable and cost effective mode of transporting cargo.
- A full train eliminates between 280 and 750 truck trips.
- Trains are fuel-efficient than trucks and reduce air pollution.
- Five of the Port's six container terminals are equipped with on-dock rail so cargo can be loaded onto trains at the dock.
- Every week, 60 trains leave from the Port complex to destinations across the country. The 20-mile Alameda Corridor is a freight rail expressway connecting the ports and the transcontinental rail network.



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How is on-dock rail different?

- Located within the harbor complex.
- Cargo is moved from the dock directly onto rail.
- No truck trips are generated at on-dock facilities, reducing roadway congestion and emissions.

Why is rail a good investment?

Economic Competitiveness

- A modern rail system is an efficient and reliable pathway for robust commerce.

Environmental and Traffic Benefits

- Cargo moving by rail directly from Port docks to the U.S. interior minimizes truck trips and associated traffic, safety, noise and air quality impacts.

- Terminals become more efficient, reducing environmental impacts on the surrounding community.
- As rail use increases, terminal gates are less congested and less crowded for local importers and exporters.

Advantages for Business and the U.S. Economy

- Rail does not have road weight limitations, allowing heavier cargo volumes in each container.
- Moving containers by rail frees up truck chassis for other uses.
- Less exposure to cargo theft and tampering on trains.

World Class On-Dock Rail Service

Expanding Infrastructure

- Delivering over \$1 billion rail improvement program.
- Addressing rail system bottlenecks.
- Developing the Pier B On-Dock Rail Support Facility to assemble longer trains within the Harbor District.
- Building Middle Harbor, the world's most modern and sustainable cargo terminal, where 35 percent of cargo will be handled through on-dock rail.
- Adding a second mainline track at Pier G to boost on-dock rail capacity.
- Improving tracks at Terminal Island Wye to facilitate train arrivals and departures at multiple terminals.
- Supporting better rail access across the Cerritos Channel.

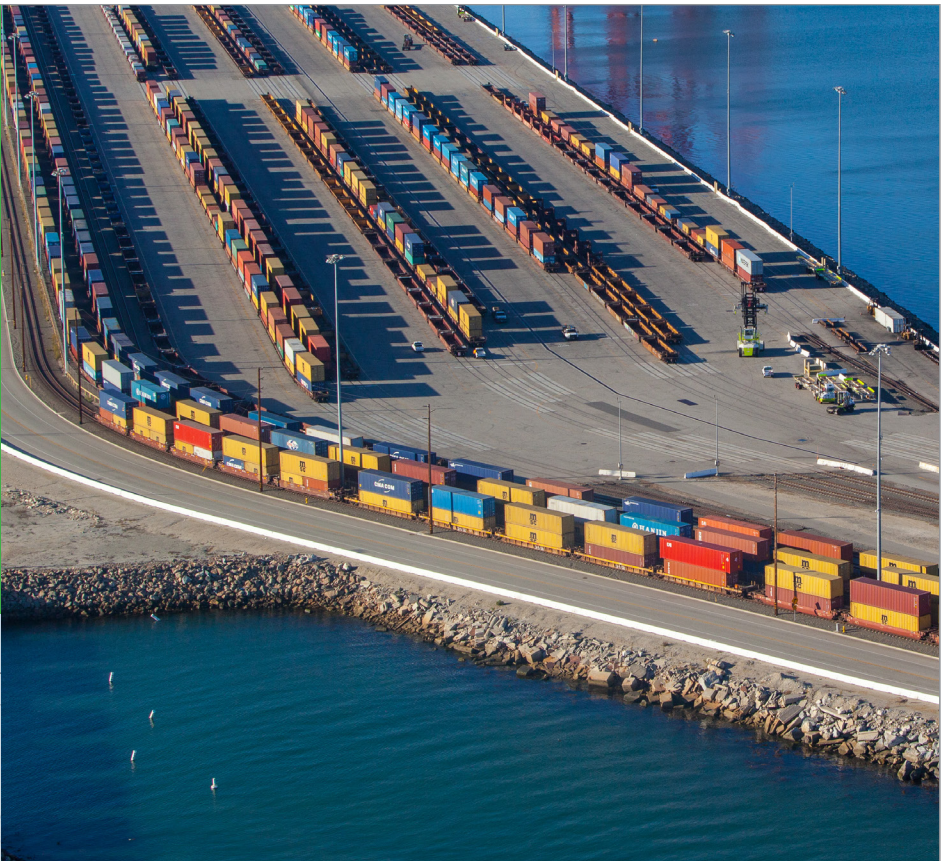
Rail Planning

- Evaluating current rail projects on an ongoing basis to assess continued need and timing.
- Leveraging technology and analyses to identify bottlenecks and other needs.
- Identifying new projects and programs to address future business needs while protecting the environment and considering traffic and air quality impacts on the community.

Operational Improvements

- Supporting the industry's use of the Rail Business Exchange Program.
- Holding Rail Action Planning Committee meetings with industry partners to discuss challenges and opportunities to improve service.

The Port of Long Beach is investing over \$1 billion in rail to increase efficiency and reduce environmental impacts.



March 2017

On Track
for Tomorrow



On Track for Tomorrow Rail Facilities tri-fold Brochure (front fold). Far right panel-cover, middle panel-back cover, and left panel-inside flap.



Rail Investments Increase the Port's Competitive Edge

- | | | | | |
|--|---|--|--|---|
| <p>1 Pier G North Rail Yard
Completed in 2012, the \$51.2 million Pier G North Rail Yard almost doubled the terminal's on-dock rail capacity.</p> | <p>3 Pier F Support Yard
The Pier F Support Yard, finished in 2015, was part of a project that included the Ocean Boulevard track realignment. Almost 6 miles of new track was laid, allowing Port terminals to increase their use of on-dock rail, decreasing truck traffic and air pollution.</p> | <p>4B Middle Harbor Terminal On-Dock Rail Yard — Phase II
Stage two of the Middle Harbor Rail Yard doubles the capacity of the existing rail yard. The project is expected to be completed in summer 2017.</p> | <p>5 Pier G Metro Track Improvements
The \$15.6 million project will be completed in 2017 and increases efficiency at the Pier G bulk cargo terminal. The work involves laying 8,500 linear feet of track and making related utility and wharf modifications.</p> | <p>7 Terminal Island Wye Track Realignment
This \$27 million project would create a new 4,800-foot lead track for the Pier T on-dock rail terminal, and two new storage tracks on Pier S totaling 3,500 feet. The project would improve the rail network in an area used by both the ports of Long Beach and Los Angeles.</p> |
| <p>2 Track Realignment at Ocean Boulevard
Realigned railway at Ocean Boulevard to help eliminate bottlenecks on the Port's mainline track. Work was completed in 2015.</p> | <p>4A Middle Harbor Terminal On-Dock Rail Yard — Phase I
The first stage of the Middle Harbor Rail Yard was completed in early 2016. It consists of seven tracks totaling 12,000 linear feet, with a capacity of approximately 21 rail cars along with two rail-mounted gantry cranes.</p> | <p>4C Middle Harbor Terminal On-Dock Rail Yard — Phase III
The full build of the three-stage project gives the Middle Harbor Rail Yard 75,000 linear feet of track and five rail-mounted gantry cranes. The on-dock rail yard is designed to handle approximately 1.1 million containers a year, or about 24 trains each week.</p> | <p>6 Double Track Access from Pier G to Pier J
Creates a new 9,000-foot departure track for trains serving four marine terminals, removes an existing track and adds seven new storage tracks totaling 5,700 feet. The estimated \$20.5 million project is in the conceptual phase, with a tentative completion targeted for 2019.</p> | <p>8 Pier B On-Dock Rail Support Facility
The \$820 million project to redevelop the Pier B Rail Yard would allow rail workers to assemble longer trains within the Port. The project is vital to plans to shift more cargo onto trains and minimize truck trips and environmental impacts.</p> |

On Track for Tomorrow Rail Facilities tri-fold Brochure (inside fold) reveals the full project map.

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, and nearly 7 million container units crossing the docks in 2016, 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 primary economic engine for the city, business at the Port supports 30,000 jobs in Long Beach – one in every eight – and that number translates to more than 300,000 jobs in all of Southern California. The Port is the Harbor Department of the City of Long Beach and, therefore, a public agency. A five-member Board of Harbor Commissioners, appointed by the Mayor and confirmed by the City Council, serves as the governing body for the Port.

The Port was founded in 1911 and has had a tremendous positive impact

on the economic growth of the region. But the gains have resulted in environmental impacts from Port operations. Through its Green Port Policy, adopted in 2005, and the San Pedro Bay Ports Clean Air Action Plan (CAAP), great strides have been made to improve air and water quality, clean the soil and undersea sediments and protect wildlife habitat, creating a sustainable Port to benefit future generations.

The Port is pursuing the most aggressive capital improvements program in the nation and creating the world's most modern, efficient and sustainable seaport.

The two largest projects in the capital program are the spectacular cable-stayed bridge being constructed to replace the aging Gerald Desmond Bridge (\$1.5 billion), and the Middle Harbor Terminal Redevelopment Project (\$1.3 billion), the greenest and most technologically advanced container terminal in North America, which will increase the Port's container capacity by more than 3 million.

Another \$1 billion of the \$4.5 billion



The Port of Long Beach

capital budget is dedicated to rail investments to increase the Port's competitive edge and serve the new Middle Harbor terminal with additional on-dock rail while lowering the negative environmental impact of truck traffic.

The Port's rail projects are highly regarded by the industry. The Ocean Boulevard Track Realignment Project, completed in 2015, also called the Green Port Gateway Rail Project, has received four prestigious awards – from the American Planning Association, The American Society of Civil Engineers (2016 Outstanding Construction-Metro LA and 2016 Outstanding Airports & Port Project-CA), and the American Public Works Association's Southern California Traffic, Mobility & Beautification award.

One of the Port's primary goals, shared by the Harbor Commission, Port executive management and staff, is to provide an open channel of communication between the Port and its various constituencies, particularly about issues pertaining to development and environmental impact.

Early fact sheets and brochures about the Port's rail initiatives were heavy on technical and engineering content and not particularly user-friendly for general audiences learning about Port of Long Beach rail projects at public meetings, EIR outreach gatherings, or even at televised meetings of the Port of Long Beach Board of Harbor Commissioners.

The challenge for the Communications and Community Relations team was to take another stab at creating a user-friendly, non-technical brochure for a variety of audiences that informs readers about the importance of rail to efficient, sustainable goods movement.

The result is a rail brochure that boils down 20 years of technical studies into one, easily understandable, rail-related brochure, which provides an overview of all Port of Long Beach rail operations and proposed projects.

It is titled: "On Track for Tomorrow."



2 Complementing the Overall Mission

To fulfill its primary goal to provide open channels of communication 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, web-based and social media, publicity campaigns, several newsletters plus extensive community and industry outreach.

This brochure is part of the Port's current "On Track for Tomorrow" campaign.



3 Planning and Programming Components

The goal of the “On Track for Tomorrow” rail brochure was to make information about rail projects at the Port of Long Beach easy to understand, while explaining the many advantages of rail for efficient, green and sustainable goods movement.

Target audiences for the rail brochure include:

- The general public – at community meetings and other events;
- Elected officials – for their constituents who have questions or as a tool when lobbying for rail funding;
- The Port’s Harbor Commissioners – as a communications tool;
- Port Divisions need a leave-behind – including Operations, Business Development, Communications, Transportation Planning,

Government Relations, Engineering and so on;

- Teachers and Students participating in the Port’s Academy of Global Logistics and other programs.

The objectives guiding the project include:

- Colorful design, featuring brilliant images from the Port photo archive;
- Clear text that is comprehensive, but easily understood by non-technical readers;
- Art that can translate to other applications, including display materials;
- A beginning quantity of 1,000 brochures to avoid waste when updates are required.

4 Actions Taken and Communication Outputs Used

The “On Track for Tomorrow” rail brochure was written and designed in-house by the Port of Long Beach Communications and Community Relations team in collaboration with the Port’s Engineering Services group.

It incorporates photography from the Port’s archive as well as an enhanced photo-map showing the sites of rail projects and track, and original graphics.

The finished size for the full-color, two-fold brochure is 8 ½” x 11” folded down from 8 ½” x 25.” A first run of 1,000 was delivered in March 2017.

Display materials were created by repurposing the brochure art. A large horizontal center panel measuring 8’ x 15’ features the photo-map, and two companion pieces, to be positioned on either side of the central panel. Each of these vertical panels measures 4’ x 8’ and incorporates other informational segments of the brochure art.

The six-panel brochure includes the following headlines and content:

- The front cover panel features the title, date, port logo and photograph of a mile-long train being formed with double-stack containers at the Port of Long Beach.
- “Rail for a Green Future” – a half-panel Overview
- “Rail Investments Increase the Port’s Competitive Edge” – a 2 ½ panel photograph of the Port of Long Beach with an overlay showing the sites of various rail projects, landmarks, and tracks. A color-coded legend indicates if projects are Complete, Under Construction or Proposed/Planned. Below the map is a brief description of each rail project: four that are completed, three that are under construction, and three that are still in the planning stage.

- “Rail is Efficient and Cost Effective” – a full panel featuring a U.S. map illustrating major rail corridors linking Southern California to the rest of the nation. This panel also includes rail statistics and answers frequently asked questions.
- “World Class On-Dock Rail Service” – a full back cover panel with details under subheads including: Expanding Infrastructure, Rail Planning and Operational Improvements. The bottom half of the panel is a photograph of a single train, double-stacked with containers.



Port of **LONG BEACH**
The Green Port

Rail for a Green Future

On-dock rail — delivering containers directly to and from ships by train — is the most sustainable and efficient way to transport cargo inland. Investing in rail is crucial to our commitments under our Green Port Policy and Clean Air Action Plan. Each train eliminates as many as 750 truck trips, reducing traffic on roads, and trains are 75 percent more fuel-efficient than trucks.

Cargo handling and transport generated by the Port helps support hundreds of thousands of jobs, from rail workers to warehouse clerks in the Inland Empire. With the Port of Long Beach handling about 7 million container units each year and more than half of our inbound cargo headed outside Southern California, rail is a big part of our Green Future. That’s why we’re investing more than a billion dollars in rail facilities and working closely with our railroad partners to build tomorrow’s infrastructure.





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On Track for Tomorrow
Rail Facilities panel
displays



On Track for Tomorrow
Rail Facilities display
8' x 15'

5 Communications Outcomes and Evaluation Methods

No formal surveys have been conducted to evaluate the brochure, however those distributing and using the brochure find it very effective.

The brochure has been used as a tool at community events where rail development at the Port is being discussed, taken along by the Government Relations team when meeting with policymakers in Sacramento or Washington D.C., and it's a handy and useful "take-along" and "leave-behind" for Harbor Commissioners and other Port staff. All have had positive comments about the "On Track for Tomorrow" rail brochure as an effective tool to educate Port audiences about the benefits of rail.

"Twenty years of technical studies are boiled down into this one, easily understandable, rail-related brochure, which provides an overview of rail operations and proposed projects. At the Port of Long Beach, many internal divisions are making good use of it including; Operations, Business Development, Communications and Community Relations, Transportation Planning, Government Relations, Engineering and so on. It's also a great tool for our Board of Harbor Commissioners to use and share. There's something in it for everybody, from citizens to congressmen, City Councilmembers to supply chain stakeholders, including the marine terminals, railroads and shipping alliances. It's easy for everyone to understand, and, since they understand, they are better informed and able to ask educated questions. Many times, it answers all their questions and no follow up is necessary. A lot of us had a hand in developing this piece, and the On Track for Tomorrow Rail Facilities Brochure is proving to be a good tool for all of us to use."

*– Carlo Luzzi, Port of Long Beach
Intermodal Operations Manager*

Recap

Quick Facts:

The "On Track for Tomorrow" rail brochure, explains rail operations and proposed rail projects at the Port of Long Beach in a way that anyone can understand. It has proven to be a useful tool by various Port Divisions, from Engineering and Environmental Affairs to Government Relations.

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