



2017 AAPA EXCELLENCE IN COMMUNICATIONS AWARDS
Classification 12: Special Events

State of the Port 2017 – On Track for Tomorrow



State of the Port 2017 – On Track for Tomorrow

Summary:

Because of the Port of Long Beach's status as a major regional economic engine and international standard bearer, annual State of the Port event is closely watched by both industry and civic leaders. It highlights recent accomplishments and milestones and sets the tone for the Port for the coming year. The Port was pleased to look to the future with a new Fiscal Year 2017 Strategic Plan and celebrate a record January following a year of mergers, changing shipping alliances, the bankruptcy of a major carrier and customer, lower cargo volume and uncertainty about the new administration's trade and environmental policies.

Long Beach Board of Harbor Commissioners President Lori Ann Guzmán welcomed the attendees and shared comments to begin the presentation. With a nationwide search underway for a new Executive Director for the Port, Interim Chief Executive Duane Kenagy delivered the main address, and the highlight of the presentation was the use of extraordinary videos of Port projects, for the first time employing drone footage. The speech, videos and accompanying PowerPoint presentation are being repurposed for a variety of future presentations. This year, the event was presented in a smaller venue with a pared-down invitation list to the free event, focusing on Port customers and stakeholders. The State of the Port was produced in-house by the Communications and Community Relations Department with 300 in attendance.



Interim Chief Executive Duane Kenagy gives the 2017 State of the Port address.

7 Communication Challenges and Opportunities

The Port of Long Beach, Calif., 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 all kinds of cargo, including nearly 7 million container units in 2016, with trade valued at more than \$180 billion. The Port welcomes the world's biggest ships and serves more than 175 shipping lines with connections to 217 seaports around the world. The major economic engine for the city, the Port supports 30,000 Long Beach jobs, one in every eight, and more than 300,000 Southern California jobs. More than 40 percent of America's import goods arrive through the two San Pedro Bay ports of Long Beach and Los Angeles, and Long Beach trade goods reach every U.S. congressional district.

The Port is helping support the economy while dramatically cutting the negative impacts of its operations. Since the Port's landmark Green Port Policy was adopted in 2005, diesel pollution at the Port has decreased by 84 percent, and native harbor wildlife is flourishing.

The Port operates under the banner of the Harbor Department for the City of Long Beach and, therefore, is 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. As a landlord operation, the Port owns its land but leases operations to terminal operators. The Port receives no taxpayer funds, relying instead on tenant revenues, so goodwill and solid partnerships with the Port's many tenants, customers and stakeholders are vital.

The Port is pursuing the most aggressive capital improvement program in the nation and creating the world's most modern, efficient and sustainable seaport. Long Beach continues to maintain its competitive advantage as the fastest route from Asia to anywhere in North America.

Each January, the State of the Port event provides the perfect opportunity to not only report to stakeholders about progress during the prior year, but also to preview future plans.



The Port of Long Beach

2 Complementing the Overall Mission

Despite a 2016 that took the shipping industry and the Port into some rough seas, the Port of Long Beach responded to the challenges, staying on course and providing world-class service, building the most advanced facilities in North America and maintaining one of the best credit ratings for any U.S. seaport.

The 2017 State of the Port event was also an opportunity to celebrate a January rebound in cargo volumes,

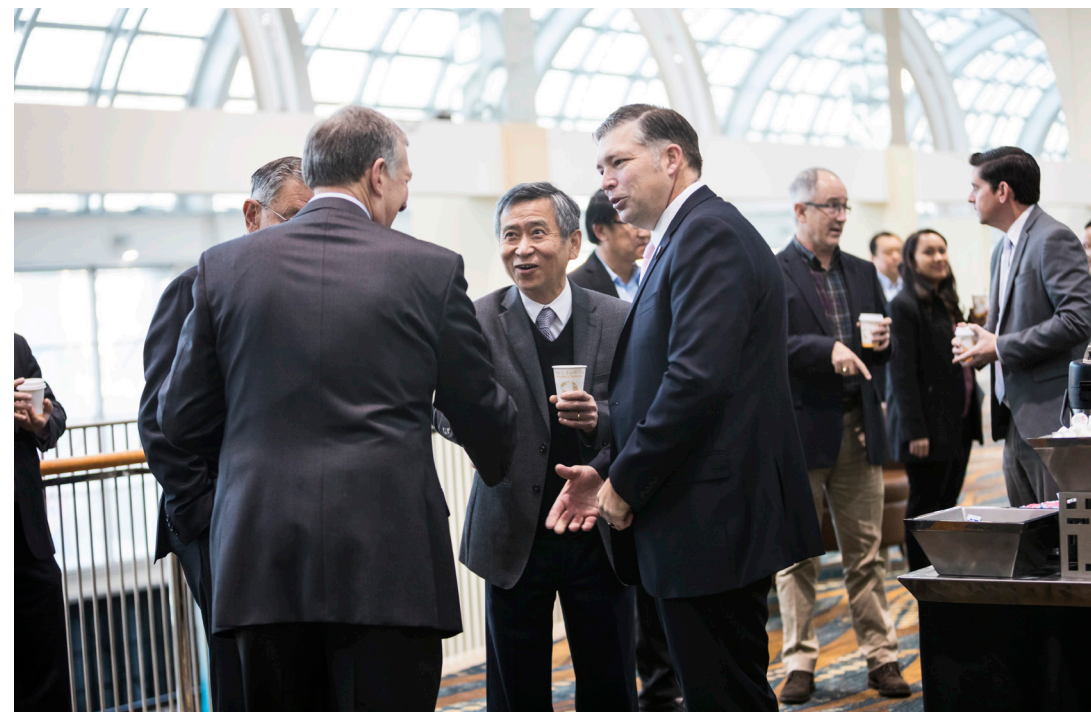
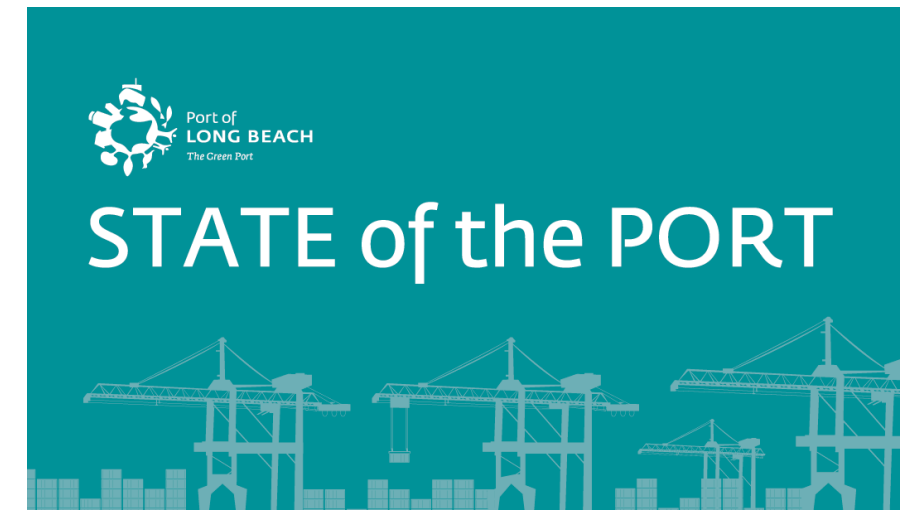
introduce a strategic plan with short-term goals, look ahead to transformative modernization projects all across the harbor and reaffirm the Port's industry-leading record of environmental progress and a strong commitment to working with the City and Port neighbors.

To accomplish the Harbor Commission's goal to provide open channels of communication between the Port and its various constituencies – a goal shared by Port executive management and staff – 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 and publicity in traditional and web-based media, social media, plus extensive educational outreach, community sponsorships, industry conferences and outreach to customers, Port stakeholders and the local community at events such as the annual State of the Port Address.

The State of the Port reaches all the Port's target audiences, and is designed to be a bellwether for the Communications and Community Relations Division to follow in speeches, appearances and events during the remainder of the year.

The State of the Port theme is in line with the Fiscal Year 2017 marketing theme: On Track for Tomorrow.



3 Planning and Programming Components

Goals of the 2017 State of the Port were to:

- Build positive energy and emphasize that the Port is stable, focusing on customer needs, financially sound, continuing major capital improvements and ready to compete;

Objectives:

- Limit attendance to focus on customers and Port stakeholders;
- Reduce the overall budget to produce the event by half, while maintaining the interest and enthusiasm of the audience;
- Maximize the impact of the event with stunning Port videos, utilizing drones for the first time and injecting humor into the Interim Chief Executive's presentation;
- Stage the event in a user-friendly format, focusing on the preferences of the audience;
- Maximize the use of web-based and social media;

- Conduct a post-event survey to evaluate the success of the event and glean information to utilize in improving future State of the Port events.

Target Audiences:

- Elected officials;
- Current and potential Port clients;
- Companies that service the Port;
- Government agencies;
- Environmental watchdogs and other Port stakeholders;
- Safety and security agencies.

4 Actions Taken and Communication Outputs Used

Scheduling and Format

- The 2017 State of the Port event was held on Wednesday, January 25, from 7:30 until 9 a.m. in the Grand Ballroom of the Long Beach Convention Center, conveniently located in downtown Long Beach near the city's business center and the Port. Breakfast served at the tables and parking were complimentary.
- The 2017 event followed the same format as the past three years, but began one-half hour earlier and concluded a full hour earlier as a convenience to busy attendees.

Program and Presentations

Video – 2017 State of the Port Webcast
<https://www.youtube.com/watch?v=PXAZifR11yw>

Script for State of the Port Address
<http://www.polb.com/civica/filebank/blobdload.asp?BlobID=13727>

At the 2017 State of the Port event, the number of speakers was streamlined to two:

- Master of Ceremonies Lori Ann Guzmán, president of the Long Beach Board of Harbor Commissioners;

- Port Interim Chief Executive Duane Kenagy, presenting the State of the Port Address.
- The presentation was accompanied throughout by images from the Port archive and original graphics.
- Four original video segments accompanied the Interim Chief Executive's presentation to illustrate progress on major capital projects including the Middle Harbor Container Terminal, Gerald Desmond Bridge Replacement Project and Rail improvements.
- The event was webcast on the Port's website and archived in its entirety for future reference.
- A hot-off-the-press Fiscal Year 2017 Strategic Plan, prepared during 2016 by the Board of Harbor Commissioners, designed by the Communications team and printed by a local vendor, was placed at every seat along with a gift reflecting the "On Track for Tomorrow" theme – a wooden toy train whistle.

Discussion topics for the Board President, who also served as mistress of ceremonies, included:

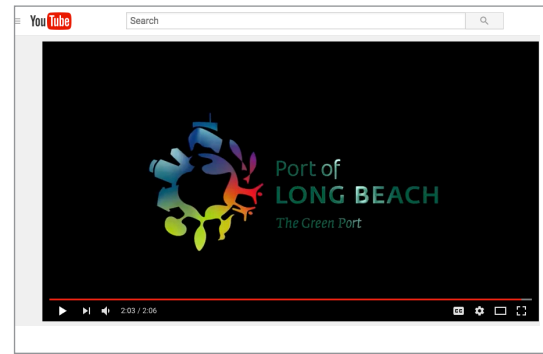
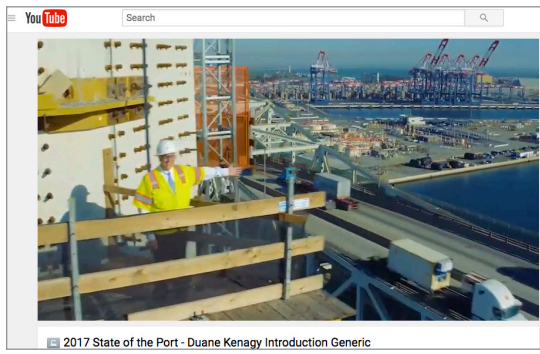
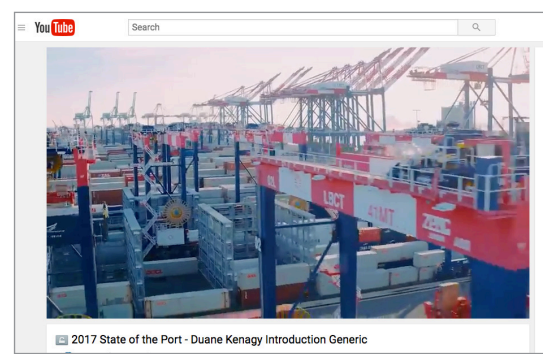
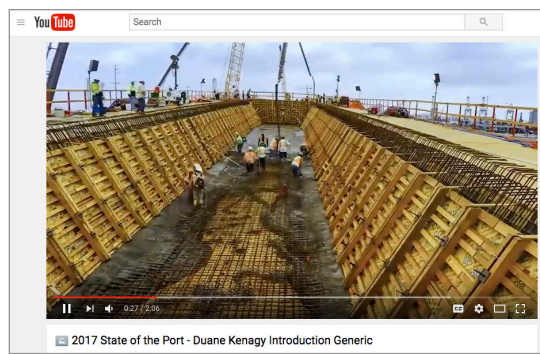
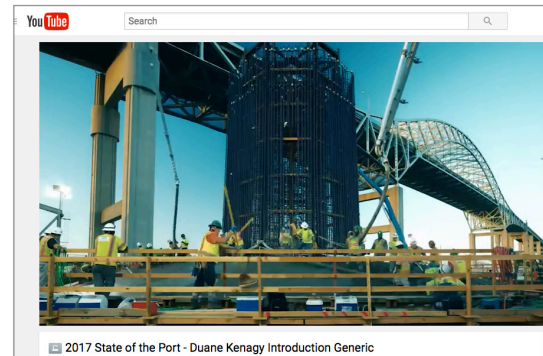
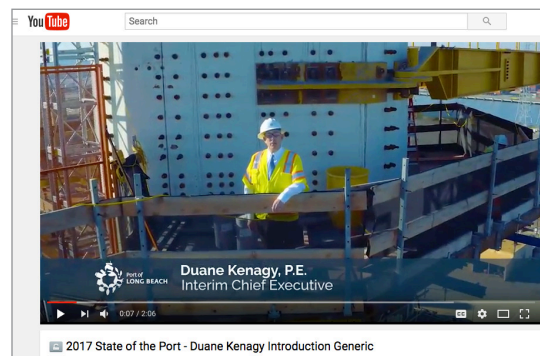
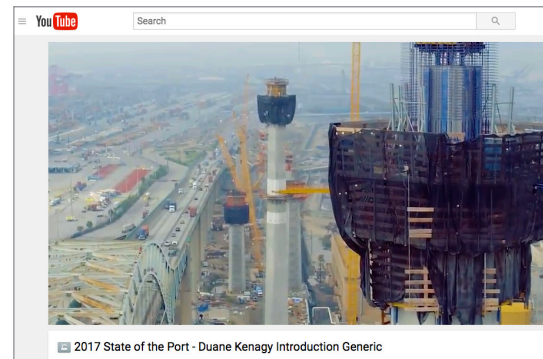
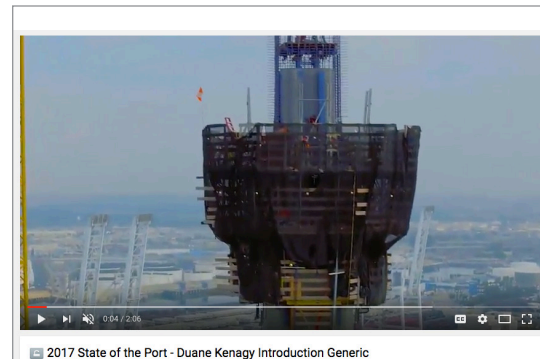
- Welcome to the live and online audience and introductions
- Responsibilities of the Harbor Commissioners
- The new Fiscal Year 2017 Strategic Plan and short-term strategic goals
- Commitment to customers and customer service
- Financial stability and maintaining a top-level bond rating
- The Port as the primary economic engine for the city
- The City's commitment to the success of the Port and its customers and stakeholders
- Pursuing the most aggressive capital improvement program in the nation
- Construction of the new Port headquarters
- Commitment to education and community outreach
- New Community Sponsorship Program
- New Port of Long Beach Academy of Global Logistics at Cabrillo High School
- Commitment to the environment, alternative energy and sustainable operations
- Nation's largest Community Mitigation Grants Program
- The search for a permanent Executive Director
- Discussion topics for the Interim Executive Director presenting the State of the Port Address:
 - Big ships arriving in Long Beach – How big is big?
 - More work to do to remain competitive
 - Mediterranean Shipping filling Hanjin's slot
 - The value of teamwork
 - Forecast for global trade and financial outlook
 - New administration's position on environment and trade
 - New shipping alliances that will move ships from port to port
 - Competition from the Panama Canal and other West Coast ports
- Arrival of the biggest ship ever to call at a North American port
- Port attributes that make Long Beach the best choice
- Construction update with videos for Middle Harbor, the new bridge and rail improvements
- A tribute to the great Port of Long Beach Team
- A tribute to the men and women building the Green Port of the Future
- The importance of adding rail infrastructure
- Results of environmental programs and examples of green initiatives
- Appreciation for the opportunity to serve as Interim Chief Executive
- The thrill of being the engineer at the Port responsible for building an iconic new bridge



Above, Harbor Commission President Lori Ann Guzmán welcomes attendees; below, the audience watches a video on the improvements at the Port's Middle Harbor.

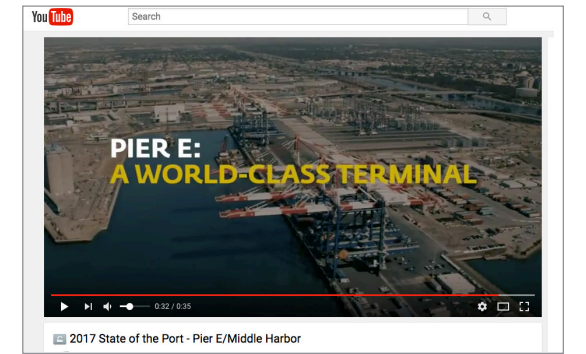
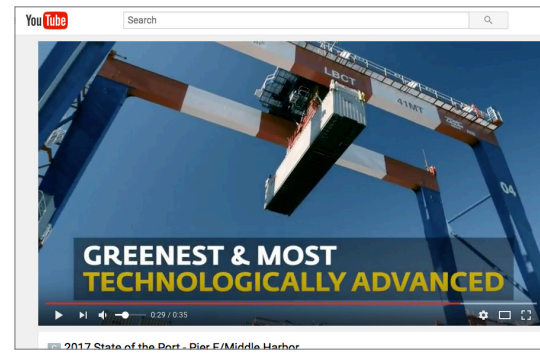
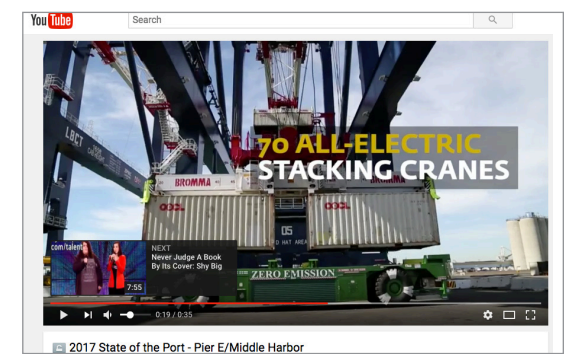
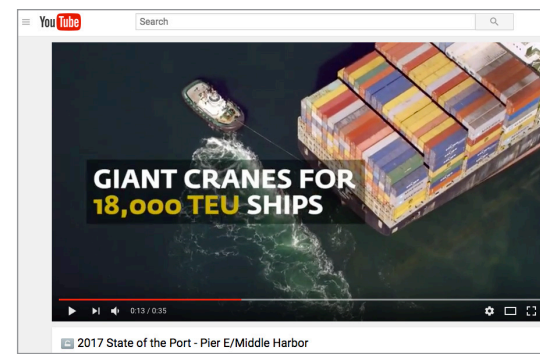
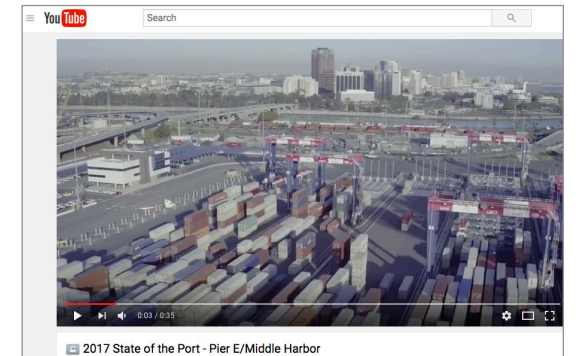
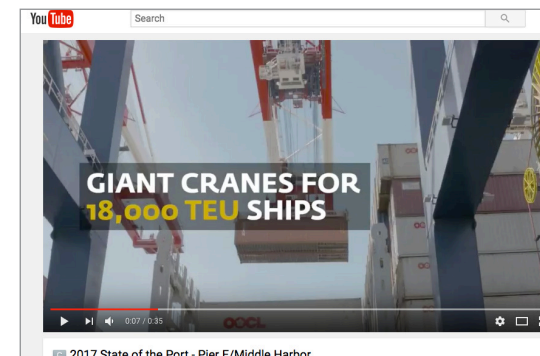
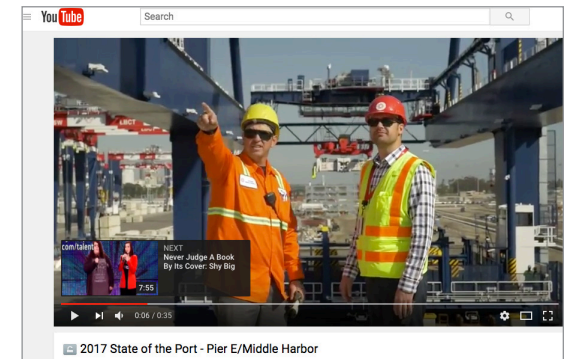
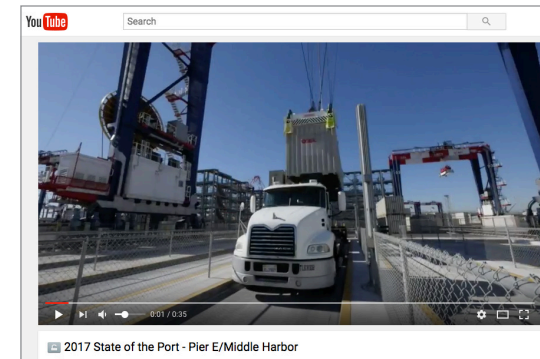
New Dimension Drone Video for 2017 State of the Port

Video Link: <https://youtu.be/UCX4LvYW5Is>



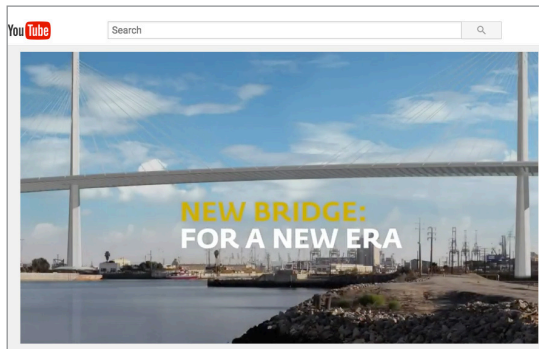
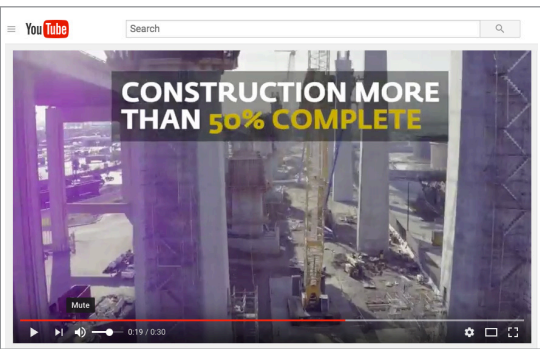
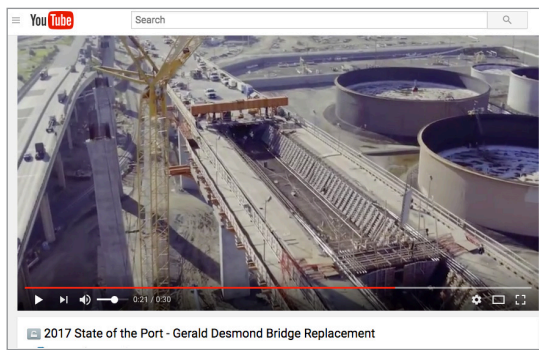
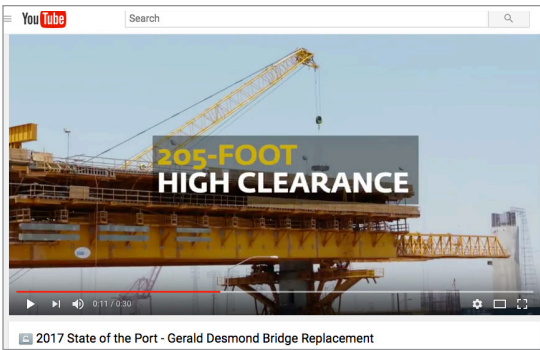
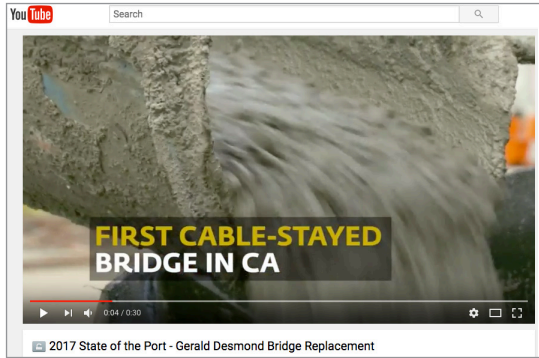
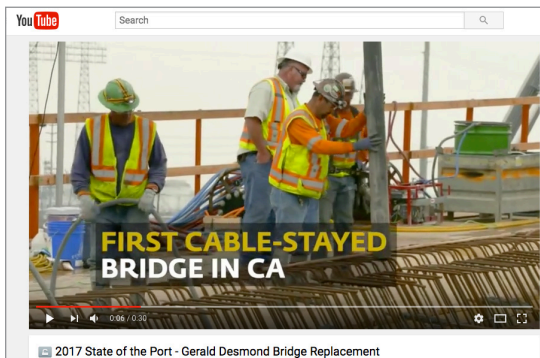
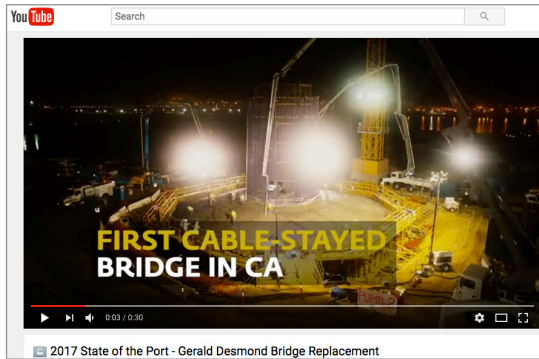
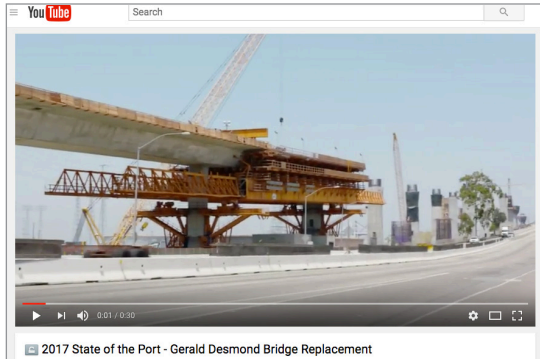
2017 State of the Port – Pier E/Middle Harbor

Video Link: <https://youtu.be/PXAZifRhyw>



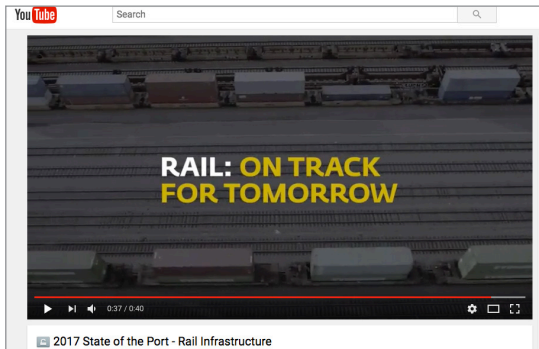
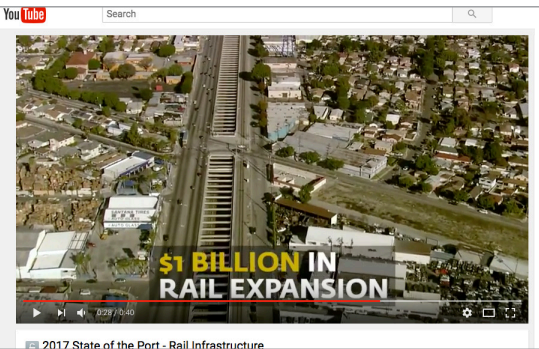
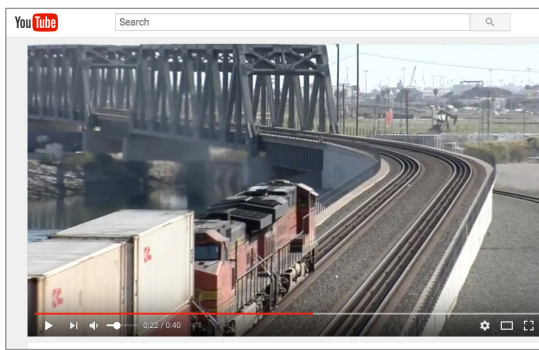
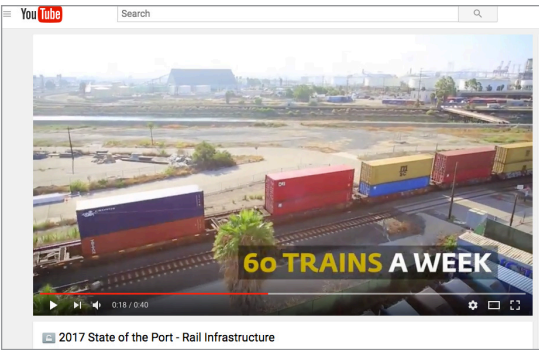
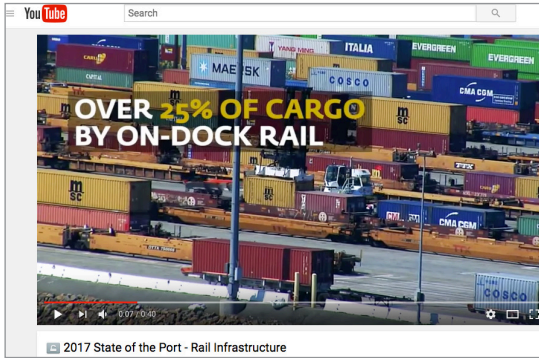
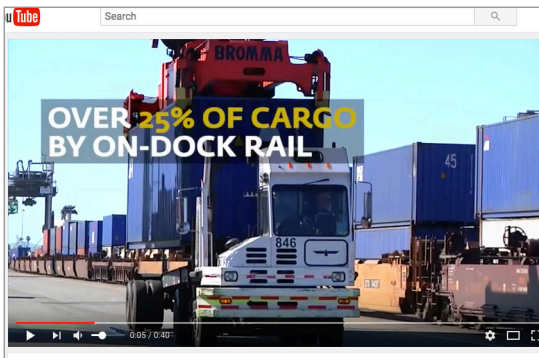
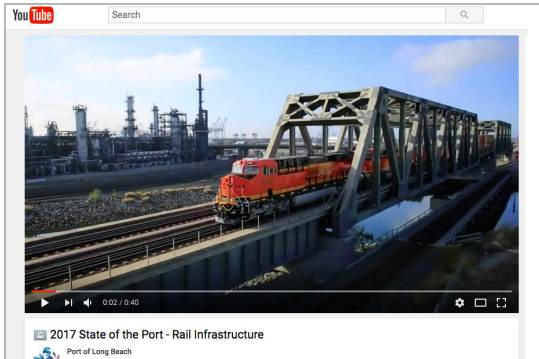
2017 State of the Port – Gerald Desmond Bridge Replacement Bridge

Video Link: <https://youtu.be/dW2GtamUWKM>



2017 State of the Port– On Track for Tomorrow

Video Link: <https://youtu.be/wmTlufcSlb4>



Event Production and Timeline

The Port of Long Beach Communications and Community Relations team developed a State of the Port Event Plan that listed jobs to be done and budgets, dates to accomplish each job, and the team members assigned to the tasks.

A Production Timeline was developed as a timed order for the actual event. The Communications creative team developed artwork with the "On Track for Tomorrow" theme for printed and display materials that will be used throughout the year on various materials.

Also, to emphasize forward motion and future growth and add a unique edge, budget dollars were shifted from room décor and other line items to the use of a helicopter and the Port's first use of a drone to shoot aerial video footage.

The Interim Chief Executive's appearance begins in a video several hundred feet above the ground on one of the towers that will support the replacement for the Gerald Desmond Bridge which, when complete, will top 500 feet as the tallest structure in Long Beach. It will be an iconic new element of the California coastline. Accessing the perch by the work crew's elevator, the Interim Chief Executive, also

the engineer responsible for the bridge project, is right at home high in the air in hard hat and safety gear being buzzed by a drone-mounted camera.

The segment concludes with the drone following the Interim Chief Executive back to the Convention Center and onto the stage, where he tidily hangs up his hard hat and vest on a coat stand before coming to the podium.

Work was begun on the 2017 State of the Port Address and accompanying images, videos and graphics, as well as the welcome speeches by the Port officials, during December 2016 and completed when 2016 year-end results were available in January, just before the January 25, 2017 event. The 10-minute welcome speech and 20-30 minute State of the Port address were developed in-house by the Port's Communications and Community Relations Division, with input from the speakers.

The Communications group also provided creative direction for the presentation, produced by Reaction AV who also provided AV services at the event, including video for the webcast and archival purposes. The impressive, brilliant photography included in the State of the Port PowerPoint is

accumulated throughout the year – including at this event – to support a variety of Communications projects.

The Port employs several contract photographers, and the cost is attributed to various assignments. The videos, with unique aerial footage shot from helicopter and drone, was produced by long-time Port contractor Media 360.

Unlike so many presentations where the audience squints to read and comprehend complex images, the charts and graphs in the presentation, all completed by in-house staff, were designed to be easy to see and understand. Several rehearsals were scheduled for the speakers to increase their comfort level with the venue, the use of the Teleprompter, the dramatic delivery of the speeches and the Executive Director's surprise entrance.



YOU'RE INVITED

Port of **LONG BEACH**

STATE of the PORT

Wednesday, Jan. 25, 2017 | 7:30 to 9 a.m.

7:30 a.m. *Breakfast and networking*
8-9 a.m. *Presentation*

Long Beach Convention Center Grand Ballroom
300 E. Ocean Blvd. | Long Beach, CA 90802
Complimentary Parking. Enter from Pine Ave.

RSVP at www.polb.com/stateoftheportsvp

*For questions or to RSVP by phone, please contact
Kezia Daniels at 562-283-7066.*



Port of
LONG BEACH
The Green Port

Email invitation – with a RSVP response link

Event Planning

Audrey Kerr with Event Planning Partners, regularly contracted for Port events, was the event planner for the State of the Port Event in the Grand Ballroom at the Long Beach Convention Center and the timing as a breakfast event allowed attendees a full business day following the event.

The planner worked with the Communications and Community Relations Division to plan the menu, check-in and dining room layout, table and room décor, AV equipment requirements and other details. Port Communications staff handled on-site tech and made all arrangements for the video of the full event, the simultaneous webcast and still photography to chronicle the event. Port-sponsored exhibits were set up in the outside lobby to display and distribute port-related information.

Exhibitors included the Port's Small Business/Very Small Business Program, AAPA (announcing that Long Beach will host the national convention in 2017), the Gerald Desmond Bridge Replacement Project, and others.

Collateral and Media Coverage

Prior to the event, the Port designed and distributed online invitations to targeted stakeholders, including an RSVP link.

A news release was also distributed to local and trade media inviting participation and, if unable to attend, a link to watch the live webcast. The full event video was also archived for future reference. A digital ad, placed in trade and social media, directed readers to the webcast. Reservations were acknowledged online, and accompanied by a map of the area as well as driving and parking instructions.

Post-event news materials were distributed electronically. Before, during and after announcements and reports were posted on social media including Facebook, Instagram, Twitter and YouTube. The social media campaign for the State of the Port event ran from January 18 to January 25 and consisted of two parts. The first was to promote the event and the live webcast. The second was live tweeting during the event.

Twitter and Facebook were the main platforms used to promote this event, with Twitter being most

heavily used. The Port has found that the business audience is much more engaged on Twitter and uses it for networking and news gathering. As part of the campaign, the hashtag #SOTP2017 was promoted to have people join the conversation online and as a way to track how many people were tweeting about the event. Pre-event promotion on Facebook consisted of four posts including photos and links. The day of the event, the Port prepared tweets beforehand based on the presentation script with photos of the PowerPoint presentation to tweet out live as the presentation went on. This gave people who couldn't be at the presentation or watch the live webcast a way to engage with the State of the Port. Over the life of the campaign nearly 25,000 people were reached.

At the event, Port Communications personnel welcomed the news media, arranged pre- and post-speech interviews with the speakers, provided images and made all State of the Port materials easily accessible online.

A post news release to the same community and trade media recapped the event and, once again, directed readers to the archived video.



State of the Port Powerpoint slides

WELCOME to the **STATE of the PORT**

Port of Long Beach Community Grants



Enhance Short-Term and Long-Term Financial Strength

Achieve Key Milestones of the Ten-Year Capital Plan

LONG BEACH BOARD OF HARBOR COMMISSIONERS

Lou Anne Bynum Vice President
Tracy E. Egnosue Secretary
Doug Drummond Commissioner
Rich Dines Commissioner

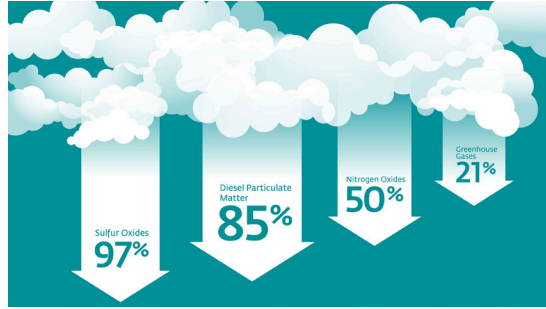
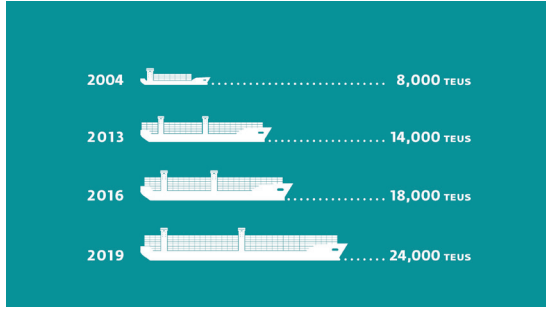
60% INCREASE IN SEALIFE

80% REDUCTION IN DIESEL POLLUTION

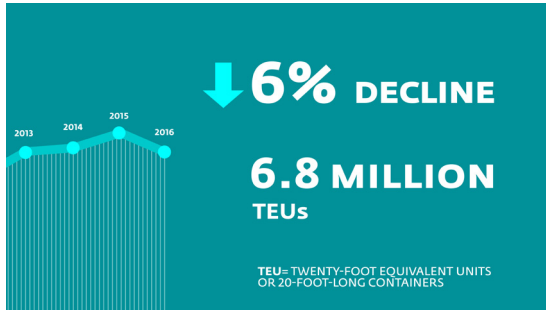
Develop the Green Port of the Future Roadmap

OUR TOP PRIORITIES ARE:

- Enhance our financial strength so we can continue building the most modern and most efficient cargo-handling facilities in the world.
- We aim to be the global leader in Green Port sustainability.
- We'll achieve our goals by growing a diverse, well trained workforce.
- And, with all we do, we will remain competitive and increase our market share.



Attract, Develop and Retain a High-Performing, Diverse Workforce



FISCAL YEAR 2017 STRATEGIC PLAN
Port of LONG BEACH
The Green Port

Achieve Sustained Market Share Growth

5 Communications Outcomes and Evaluation Methods

Personnel/Cost

- The Communications and Community Relations team spent approximately 300 hours planning and preparing for the State of the Port, with nearly the entire team operationally involved at the event.
- The Port of Long Beach Communications and Community Relations creative team provided direction for all print, PowerPoint and video production; and banners, displays and signs were designed in-house and produced by AAA Sign.
- The Fiscal Year 2017 Strategic Plan was designed in-house using photography from the Port archive, and a limited quantity of 1,000 were printed by a local vendor.
- In addition to staff time, the overall cost for the 2017 State of the Port was \$75,000 to \$100,000 (considerably less than the \$170,000 price tag for the 2016 event), including the venue; set-up; table décor; food, beverage and service for 300; plus the above-mentioned services by various contractors.

Most elements of the State of the Port were well received. The videos, utilizing camera drones for the first time in order to be eye-to-eye with the Interim Chief Executive 200 feet in the air, and other construction videos were especially well received. The audience appreciated the humor of the Interim Chief Executive's entrance directly from the bridge worksite. The PowerPoint presentation and graphics clearly explained the complex issues being presented in the State of the Port Address.

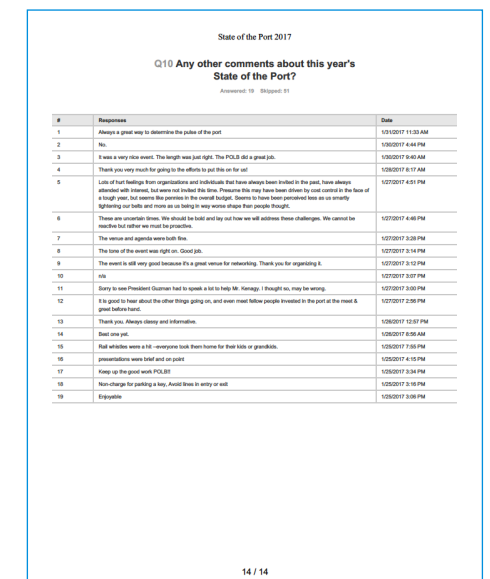
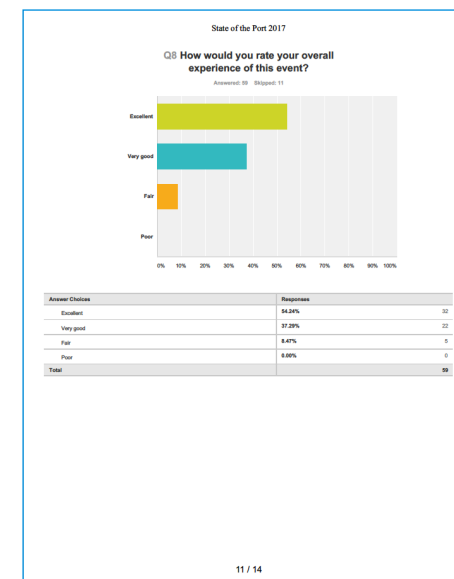
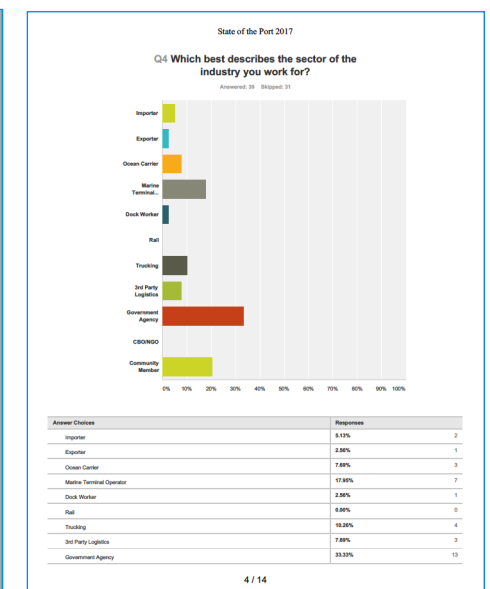
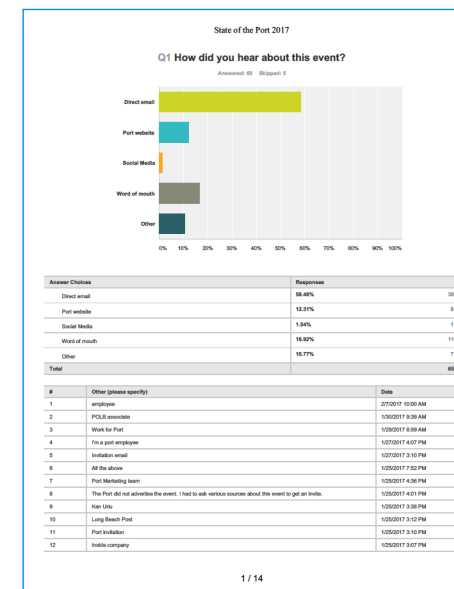
Since the State of the Port event, speeches, videos and graphics have been reassembled and reused to accompany a number of other Port presentations through mid-April 2017 and will remain valuable resources in the months ahead.

The "On Track for Tomorrow" design package created for the event is also being reused for other applications.

An invitation (with a RSVP response link) was emailed with four follow-ups to 1,130 recipients, considerably fewer than the 3,943 recipients in 2016.

- 300 attended live – considerably below the 950 attendance in 2016.
- 283 watched the live webcast, a few more than the 259 in 2016.
- 554 viewed the archived 2017 webcast through mid-April, compared to 1,420 for the same period in 2016.

Nine news organizations attended, including the Long Beach Press-Telegram – the largest local news organization, and the Journal of Commerce – the largest industry news organization. Readership of their stories about the State of the Port totaled nearly 500,000 impressions.



State of the Port survey results sample pages

Social Media Results

The social media campaign ran from January 17-22 with the following results:

- Twitter:
 - # of tweets: 18
 - # of Engagements: 25
 - 15,000 reach
- Facebook:
 - # of posts: 3
 - # of likes: 62
 - 3,605 reach

Social Media Results

A 10-question email survey (Survey Monkey) was distributed to attendees the day following the event with about 65 of the 300 attendees responding to the survey (compared to 114 of 950 responding in 2016). The results were positive overall, and the percentages and ratings provided solid information. Several questions also provided the opportunity for additional comment, and this information provided excellent input for planning the 2018 event.

1 – How did you hear about this event?
59% said direct email

2 – Did you attend the 2017 State of the Port address?
94% said yes

3 – How many times have you attended the annual State of the Port address?

18.33%	first time
10.00%	2 times
15.00%	3 times
57.00%	4 or more times

#4 – Which best describes the sector of the industry you work for?

A wide range of sectors listed with the top being:

33.33%	Government Agency
20.51%	Community Member
10.26%	Trucking
9.46%	Marine Terminal Operator
7.69%	3rd Party Logistics
7.69%	Ocean Carrier
5.13%	Importer
2.56%	Dock Worker
2.56%	Exporter
0.00%	Rail
0.00%	CBO/NGO

22 respondents wrote in other job titles.

5 – The length of the event?

84.75%	just right
15.25%	too short

8 respondents added comments:

"Fewer speakers and less 'complicated' than in past years. I liked it."
"Concise and well presented"

6 – Please rate the following: Location and Parking?

71.19%	excellent
27.12%	very good

3 respondents added comments:

"I walked."
"Ease of getting in and out excellent"

Registration/Check-in?

77.97%	excellent
20.34%	very good

1 respondent added comments:

"Very organized and speedy"

Breakfast?

22.81%	excellent
31.58%	very good

15 respondents added comments:

All comments were negative.

Presentation and video?

60.34%	excellent
34.48%	very good

6 respondents added comments:

"Bridge video was great."
"Very clever from bridge to stage ... and the helmet and vest ... a little humor is good."
"Especially liked the CEO's entrance and the videos."

"The fast-paced music and timed sequencing is enjoyable once, but gets tiresome by the 3rd or 4th time."

"Funny. Loved it!"

"Clever video tie-ins."

Speech Content?

48.12%	excellent
40.35%	very good

6 respondents added comments:

"Slightly too high level. Needed a few more details, forecasts, and stats."
"Talk about the other maritime sectors other than containers."
"Realistic, but optimistic."
"The two speeches were repetitive."

7 – What was your biggest takeaway from this event?

41 provided written responses:

"Port will recover from Hanjin short comings and decline of port stats"
"That the Port of Long Beach will be okay even though we are enduring some tough times in the maritime industry."
"we have a lot of work to do with new administration"
"Current status"

"Port is alive and well and making good progress."

"Infrastructure projects and spending remain primary focus"

"Gerald Desmond update. POLB role in securing MSC as a takeover tenant at TTI."

"It was a railway update."

"a good understanding of the Port's goals and strategies going forward"

"networking"

"Green"

"Billion Dollar Railway Project"

"Port's Strategic Plan for 2017 and status update on key products and opportunities"

"That the Port is a Green Port ... YAY!!!"

"Appreciated the lowkey yet effective nature of the event. Board chair and president appear to be very grounded and committed to the mission"

8 – How would you rate your overall experience at the event?

54.24%	excellent
37.29%	very good

9 – Please tell us how State of the Port can be improved next year.

31 of the respondents added comments:

"What and how the Desmond Replacement Bridge will be named"

"More specifics about the Port of Long Beach"

"More details on the financial picture"

"More focus on the non-container business. Most already have an intuitive understanding of how a container terminal works ..."

"We need more time for networking."

"Enjoyed the more intimate venue this year. Hope to see that again."

"Fine as is. Gets a good turn-out and has meaningful and broad content"

"Loved it"

"shorten the commission portion"

"More numbers!"

"Different menu. Better coffee."

10 – Any other comments about this year's State of the Port?

19 respondents added comments:

"It was a very nice event. The length was just right. The POLB did a great job."

"Thank you very much for going to the efforts to put this on for us!"

"Lots of hurt feelings from organizations and individuals that have always been invited in the past, have always attended with interest, but were not invited this time ..."

"The tone of the event was right on. Good job."

"Thank you. Always classy and informative."

"Real whistles were a hit – everyone took them home for their kids or grandkids."

"presentations were brief and on point"

"Keep up the good work POLB!!"



Links:

- Fiscal Year 2017 Strategic Plan — Online publication
www.polb.com/strategicplan
- Script for State of the Port Address
<http://www.polb.com/civica/filebank/blobdownload.asp?BlobID=13727>

Videos:

- 2017 State of the Port Webcast
<https://www.youtube.com/watch?v=PXAZifR11yw>
 - 00:23 Lori Ann Guzman, Harbor Commission President
 - 14:39 Duane Kenagy Intro Video
 - 22:04 Middle Harbor Video
 - 23:11 Gerald Desmond Bridge Video
 - 24:30 Rail Video
- New Dimension Drone Video for State of the Port
<https://youtu.be/UCX4LvYW5Is>
- Pier E/Middle Harbor
https://youtu.be/Xixv_XfnmXc
- Desmond Bridge Replacement
<https://youtu.be/dW2GtamUWKM>
- Rail Infrastructure
<https://youtu.be/wmTlufcS1b4>

Recap

Quick Facts:

- The annual State of the Port event provided the opportunity to share the challenges that have been met in the prior year with Port target audiences and the promise the future holds for the coming year and beyond.
- The January 25, 2017, event welcomed 300 attendees.
- Videos highlighted the presentation, utilizing helicopters to get great shots and drone footage for the first time
- The Fiscal Year 2017 Strategic Plan was introduced and short-term goals discussed.
- Results of a post-survey provided useful information for 2018.
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