



2017 AAPA EXCELLENCE IN COMMUNICATIONS AWARDS

Classification 15 : Websites

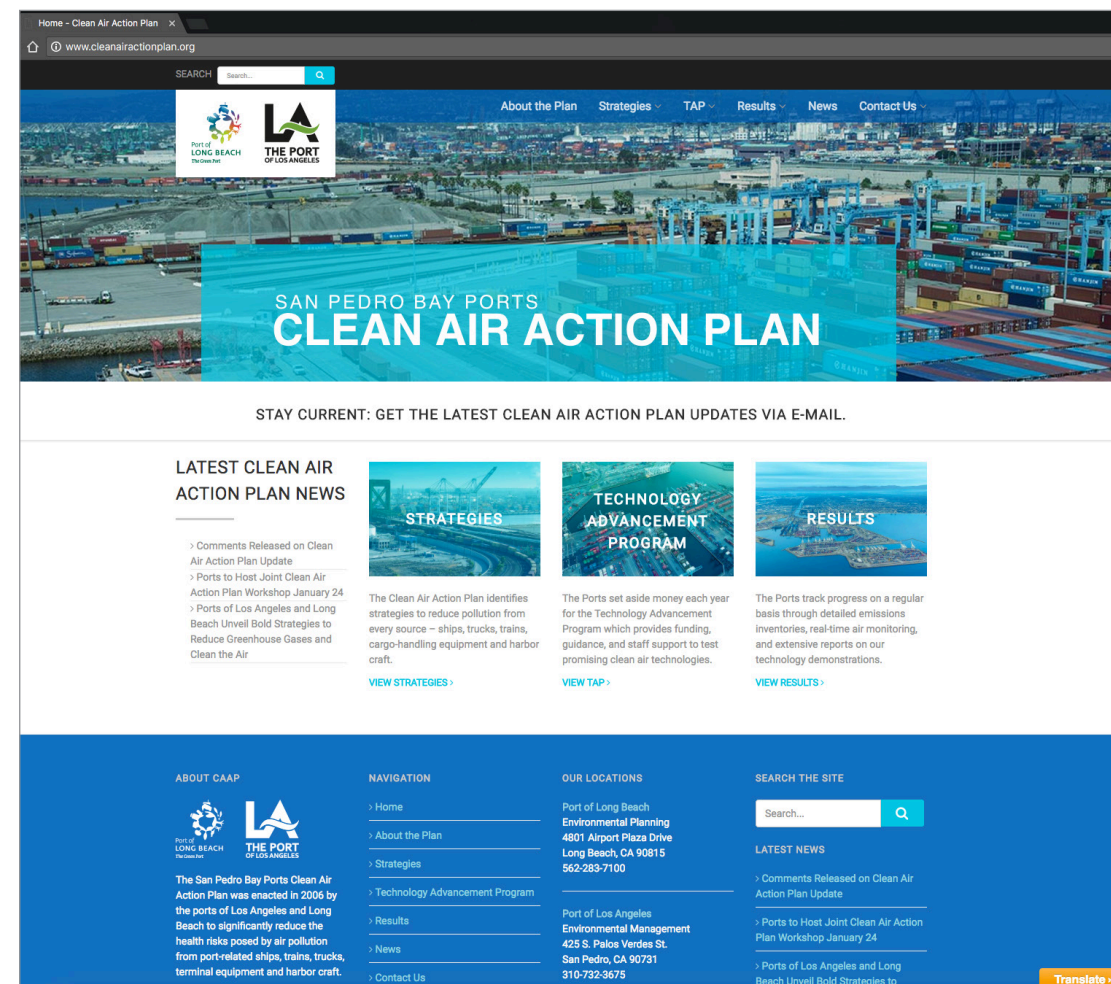
## **San Pedro Bay Ports Clean Air Action Plan Website – [www.cleanairactionplan.org](http://www.cleanairactionplan.org)**



# San Pedro Bay Ports Clean Air Action Plan – Website [www.cleanairactionplan.org](http://www.cleanairactionplan.org)

## Summary:

The Port of Long Beach adopted a landmark, award-winning Green Port Policy in 2005, and one year later collaborated with the Port of Los Angeles to develop and implement the San Pedro Bay Ports Clean Air Action Plan (CAAP). The program has made great strides during the past decade toward achieving its mission to improve air and water quality, clean the soil and undersea sediments and protect wildlife habitat, creating a sustainable Port for the benefit of future generations. The plan was updated in 2010 and a second update is now underway with a CAAP 2017 Discussion Document unveiled in November 2016. A CAAP website was launched in 2006, but was showing its age. It was time to update the website along with the plan. The Port of Long Beach took the lead in selecting a contractor and creating the site design and content.



CAAP homepage

# 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.

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. 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.

As a landlord operation, the Port owns the land but leases the operations to terminal operators. The Port receives no taxpayer funds, relying on tenant revenues, so goodwill and solid partnerships with the Port's many tenants, customers and stakeholders are vital. The Port serves the citizens of Long Beach, and open communication, especially with residents of Port-adjacent neighborhoods, are also critical to the Port's success and growth.

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. In 2005, the Port adopted its landmark, award-winning Green Port Policy to improve air and water quality, clean the soil and undersea sediments and protect wildlife habitat, creating a sustainable Port for the benefit of future generations. A year later, in 2006, Long Beach partnered with the Port of Los Angeles to develop the San Pedro Bay Ports Clean Air Action Plan (CAAP). It was revised in 2010 and a second

update is underway with the two ports unveiling a CAAP 2017 Discussion Document in November 2016.

The program has been very successful. Under the CAAP, the ports have seen remarkable improvements in air quality (with diesel particulate matter reduced up to 84%), and a flourishing harbor ecosystem and wildlife habitat.

A website was created at [www.cleanairactionplan.org](http://www.cleanairactionplan.org) in 2006 to promote the new plan and provide a platform to share information, such as fact sheets and reports, with the public. When the most recent update began for the CAAP, it was decided the website could use an update, too. The Port of Long Beach Communications team took on that challenge, with approvals from the Port of Los Angeles.



The Port of Long Beach

## 2 Complementing the Overall Mission

Environmental Stewardship is the first of the seven, long-term objectives set forth in the Ports 2006-2016 Strategic Plan, written shortly after the adoption of the Green Port Policy (and recently updated), and one of the six Port Bureaus reporting to the Port's executive director is Planning and Environmental Affairs. The Port's long-term goal is to become the world's first zero-emissions seaport.


One strategy of the plan is to "Engage the community, international trade industry, elected officials and government agencies to build positive relationships that foster mutual understanding."

Since 2005, overall diesel emissions from ships, trains, trucks and other equipment at the Port have dropped by up to 84%, native wildlife is flourishing in San Pedro Bay, and initiatives are in place to mitigate the effects of greenhouse gases resulting from Port operations.

The Port's Capital Improvement Program, investing nearly \$4.5 billion to provide more efficient, green and technologically advanced facilities and infrastructure is continuing. The Port and its stakeholders have amassed an impressive record of environmental accomplishments with more on the horizon.

All of these initiatives and activities have provided remarkable market awareness and informational outreach opportunities for the Port's Communications and Community Relations Division, including several award-winning advertising campaigns targeted at both trade and community audiences, and activities in all other Communications sectors.

One of those activities was to co-produce the 2006 Clean Air Action Plan website and, now, to produce the update with input and approval from the Port of Los Angeles.



*The San Pedro Bay Ports Clean Air Action Plan 2017 Update (CAAP) builds upon previous successful efforts to help the region reduce air emissions and support the statewide vision for more sustainable freight movement. The proposed strategies are some of our boldest yet, and they will require a significant amount of cooperation from the goods movement industry, regulatory agencies, and other stakeholders.*

**Background**

In 2006, the ports of Long Beach and Los Angeles created and approved the San Pedro Bay Ports Clean Air Action Plan, or "CAAP." The CAAP provides the overall strategy for dramatically reducing air pollution emissions from cargo movement in and around the Ports. The Ports updated the CAAP in 2010 with new strategies and emission-reduction targets. Since the adoption of the original CAAP, diesel particulate emissions from mobile sources in and around the Ports are down 84%. Despite this significant progress, the Ports recognize that more needs to be done. This CAAP 2017 Update Discussion Document provides even more strategies and emission-reduction targets to cut emissions from sources operating in and around the Ports, setting the Ports firmly on the path toward zero-emissions goods movement.

**New in CAAP 2017:**

The CAAP 2017 aligns with the California Sustainable Freight Action Plan:

- *Clean Vehicles and Equipment Technology and Fuels:* The CAAP addresses mobile emission sources operating in and around the Ports – ships, trucks, cargo-handling equipment, and harbor craft – and outlines specific, detailed strategies including implementation deadlines to reduce emissions and to move toward zero emissions.
- *Freight Infrastructure Investment and Planning:* The CAAP proposes new strategies to plan for and develop the infrastructure necessary for more efficient and zero-emissions goods movement.
- *Freight Efficiency:* The CAAP includes strategies to improve efficiency in the freight system and to reduce emissions through systemwide changes.
- *Energy Resource Planning:* The CAAP proposes cleaner and more reliable sources of energy through each Port's respective energy programs.

Additionally, the CAAP supports the zero-emissions and freight efficiency targets set by the State and other agencies and contains a new focus on greenhouse gas reductions with a 2050 emission-reduction target.

**CAAP Proposed Strategies:**

The CAAP contains 15 strategies to reduce emissions from sources in and around the Ports, plan for zero-emissions infrastructure, encourage freight efficiency, and address energy resources. These strategies include:

- Advancing the Clean Trucks Program to phase out older trucks and transition to zero-emission trucks by 2035
- Transitioning to zero-emissions terminal equipment by 2030
- Developing a Clean Ship Program to transition the oldest, most polluting ships out of the San Pedro Bay fleet
- Accelerating the deployment of cleaner harbor craft engines and operational strategies to reduce harbor craft emissions
- Expanding use of on-dock rail to shift more cargo leaving the port to go by rail

# 3 Planning and Programming Components

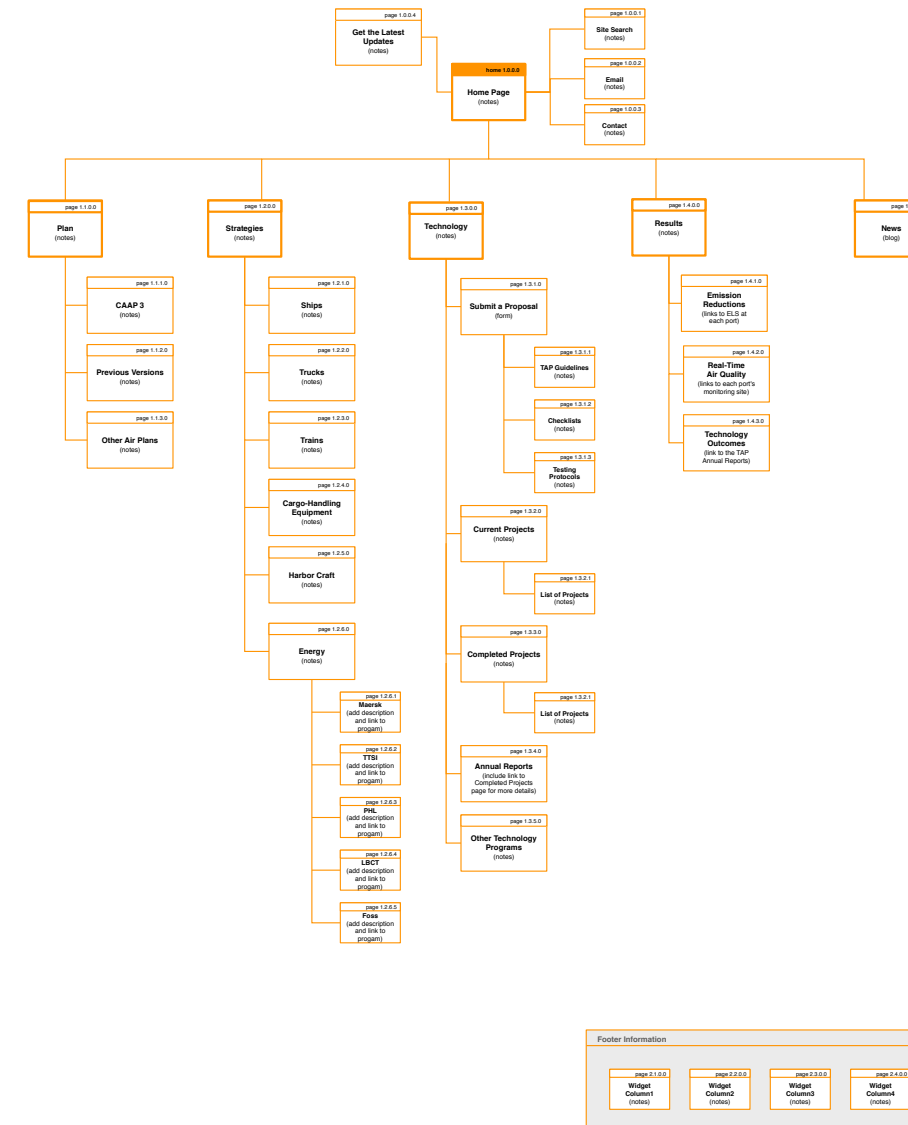
The goal for the updated CAAP website was to make it easier to use on mobile devices and more user-friendly, functional and attractive, reflecting CAAP branding and featuring images of the two beautiful Port locations.

Target audiences are primarily the members of the public affected by emissions from the Ports, including environmental groups, and also businesses involved with emissions- and pollution-reducing technology.

The objectives for the project included:

- Hiring a contractor to create a new website, based on Port of Long Beach design and POLA approval, not to exceed a budget of \$20,000;

- Designing and preparing new content;
- Updating the design to including CAAP branding and better images;
- Making the site easier to read and navigate;
- Including all information pertaining to the plan on the website and making it easier to find;
- Making the site “responsive” for tablet, smart phone and desktop computer users;
- Allowing statistics to be gathered;
- Launching the new site in early 2016.



Planning started with developing an architecture of the site map for the new CAAP website.

# 4 Actions Taken and Communication Outputs Used

Following a bidding process, creation of the new website was awarded to Penn Digital Inc.

The request for bids included these requirements:

- The Port of Long Beach Communications Division is seeking a web company to upgrade the Clean Air Action Plan website. Design initiatives will be focused on creating a Responsive Design Website experience. Efforts will focus on creating a strong brand and exceptional site experience while leveraging web best practices for information architecture (IA), user experience design (UX) and Design.

In September 2015, in collaboration with the two ports, the contractor provided a scope of work, and the project officially started in early October. The schedule for completion was eight weeks, but with testing, debugging, and transferring the domain, the project was completed in late January 2016. The Ports continued to make modifications through March

2016, when the new site was launched.

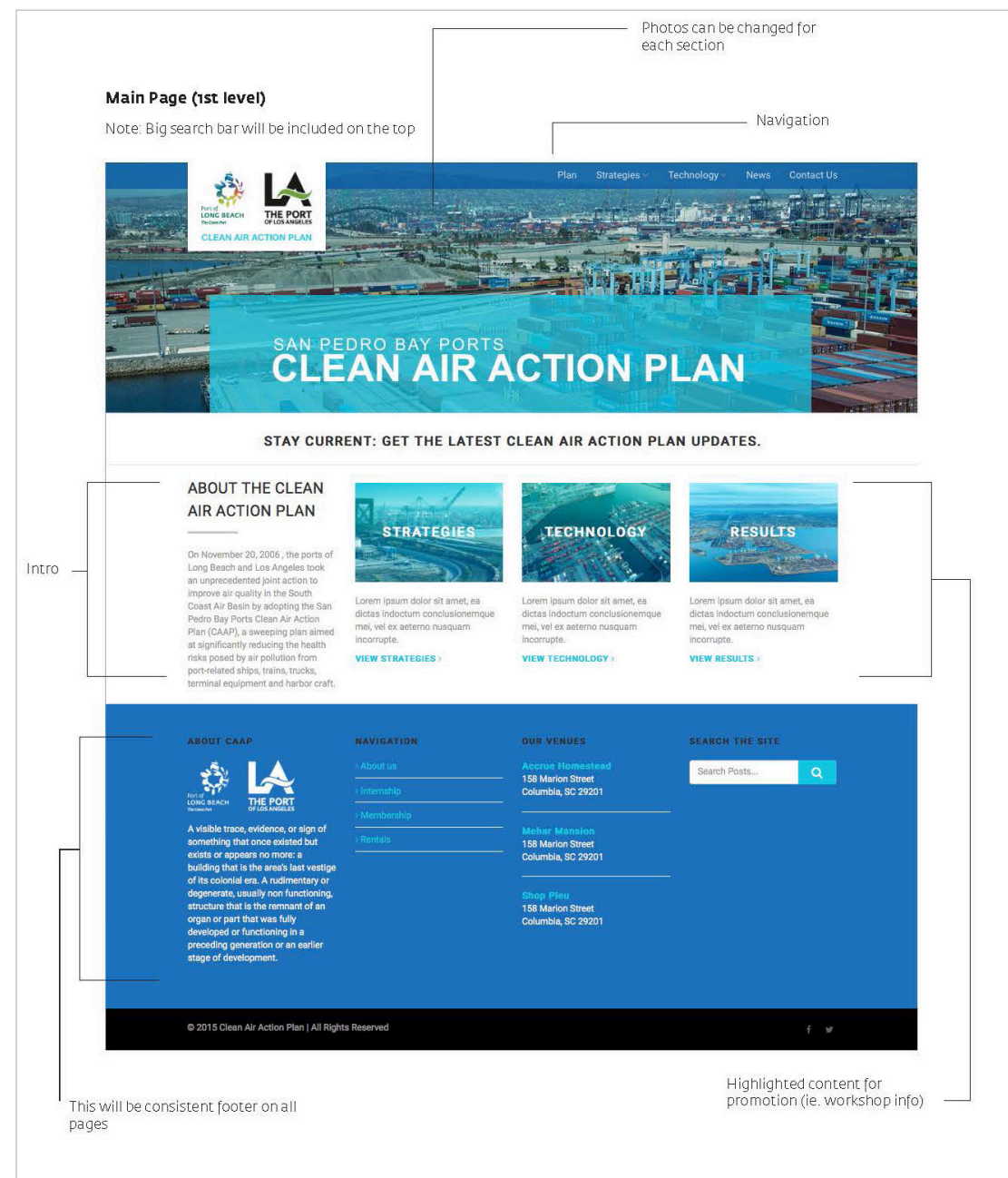
Design and content were provided by the Port of Long Beach, (with approval by Los Angeles) and Long Beach was also responsible for all migration.

The material on the website is all the information pertaining to the plan, under the headings:

- About the Plan
- Strategies – For Ships/Trucks/Trains/Cargo-Handling Equipment/Harbor Craft/Energy
- TAP – Technology Advancement Program project application and completed projects
- Results
- News
- Contact Us – and Subscribe

Downloadable materials include:

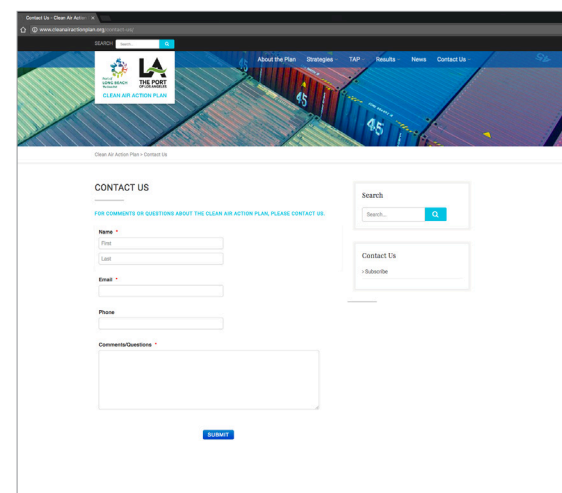
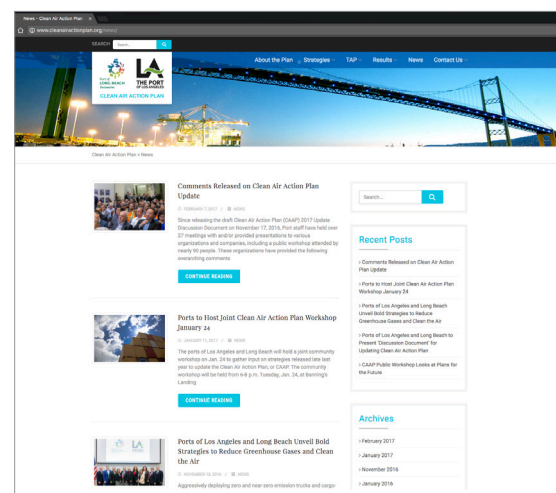
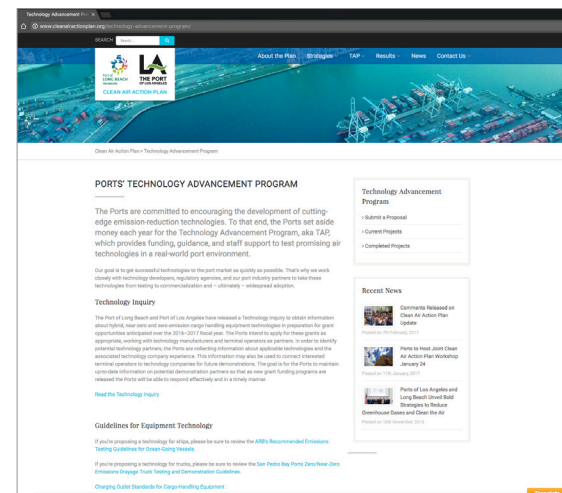
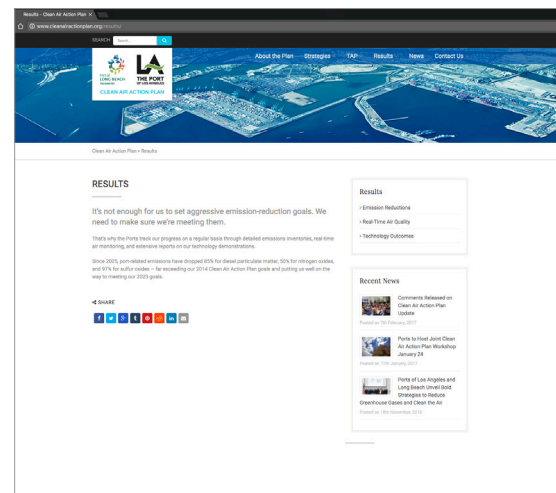
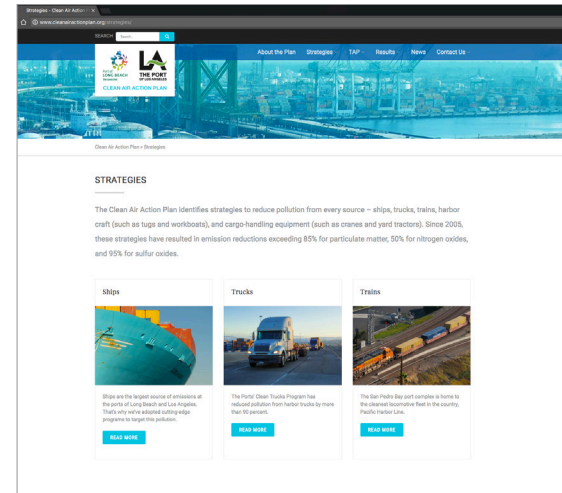
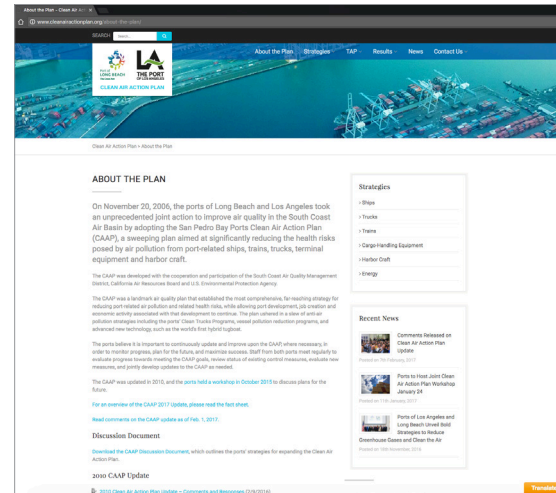
- Annual reports
- Guidelines for applying for the Technology Advancement Program
- Monitoring statistics;



- News of workshops and any other upcoming events or milestones of the program.

The new site is more user-friendly, with large images of port operations that also show the beauty of the two ports and is now "responsive," meaning that it is friendly for viewers on tablets and smart phones as well as desktop computers.

No statistics were gathered on the original site, so the new site allows statistics to be gathered, not for the purpose of hitting any particular target, but to gauge the audience for the material in a quantifiable way.



# 5 Communications Outcomes and Evaluation Methods

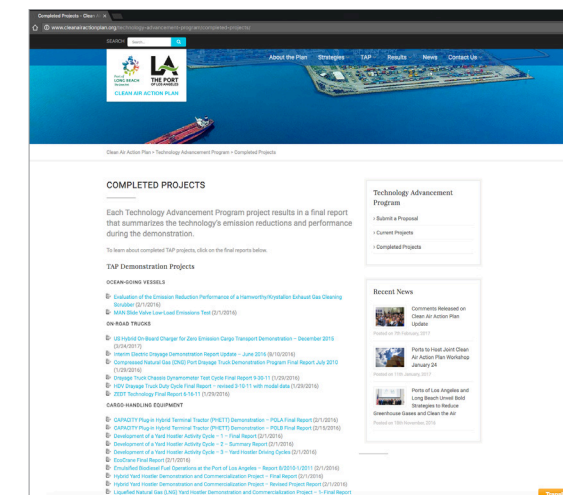
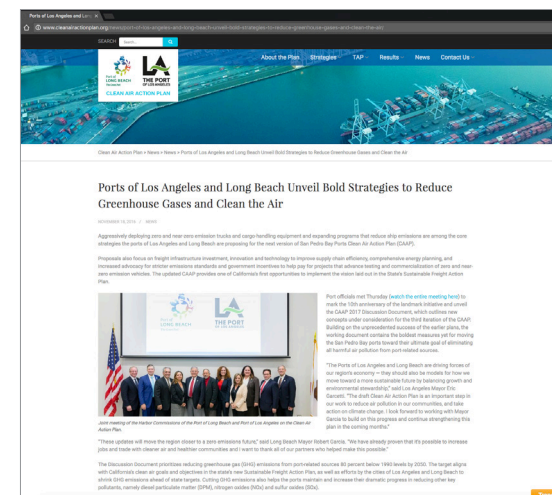
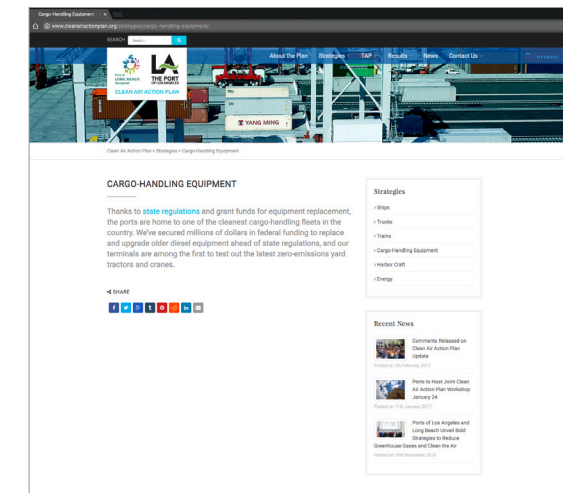
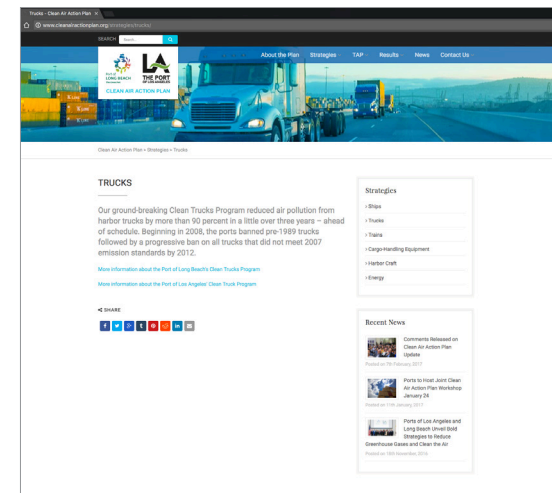
The updated Clean Air Action Plan website was launched successfully in March 2016 and came in under budget at \$18,000. The Port of Long Beach continues to update content.

The first statistics generated from the new site were recorded in April 2016, just over one year ago, and during that time the site has had:

- 23,857 page views
- 6,207 unique visitors
- Average time on site – 2:26 minutes

Peak viewership of the site was in November 2016 after a joint harbor commission meeting to unveil the CAAP 2017 Discussion Document and celebrate the 10th anniversary of the San Pedro Bay Ports Clean Air Action Plan that was launched in 2006.

With one year of statistics on record, a year from now in 2018 the ports can begin year-to-year audience analysis.



*"I really like it! It looks great and is easy to use."*

- Teresa Pisano, Environmental Specialist, Port of Los Angeles

*"The Clean Air Action Plan web site is attractive and easy to navigate – perfect for showcasing the nation's most comprehensive seaport air quality plan."*

- Renee Moilanen, Manager of Air Quality Practices, Port of Long Beach





The new Clean Air Action Plan website was a perfect addition to the 10th anniversary of the Clean Air Action Plan.

## Recap

### Quick Facts:

- The update of the 2006 Clean Air Action Plan website went online one year ago in March 2016, and in its first year collecting data has had 23,857 page views and 6,207 unique visitors. The new site is attractive, easy to navigate and user-friendly.

### Links:

- [www.cleanairactionplan.org](http://www.cleanairactionplan.org)

Follow the Port of Long Beach:

