

2017 AAPA COMMUNICATIONS AWARDS PROGRAM

Port of Montreal *Port in the City Day*

Summary

As part of its commitment to get closer to its neighbours, the Port of Montreal hosted its annual *Port in the City Day* on Saturday, September 10, 2016.

Port neighbours were able to discover their port and its facilities during a free one-hour cruise on the St. Lawrence River.



Port executives conducted the guided tours and explained to neighbours the importance of port activity, the impact of port operations on the economy, and the role that the port plays in their daily lives.

1. Challenges and Opportunities

The Port of Montreal is a major international port that welcomes each year some 2,000 ships carrying more than 35 million tonnes of all types of cargo to and from all parts of the world. The port stretches along 16 miles of waterfront and is generally hidden from public view. It also is often confused with the Old Port of Montreal recreation and tourism site.

One of our main communications challenges is to increase awareness about the port and have the general public, and in particular port neighbours, understand how the port operates, its impact on the economy, what it means to the city of Montreal, the province of Quebec and the entire country of Canada, and the role that it plays in their daily lives.

Port in the City Day allows the port to explain its importance and get closer to its neighbouring communities in a very concrete way. It provides us with the opportunity to remind port neighbours that the port is:

- A strategic tool for economic development and a catalyst for economic growth for Montreal, Quebec and Canada, and a creator of jobs: port activity in Montreal is responsible for \$2.1 billion annually in added value to the Canadian economy and supports 16,000 direct, indirect and induced jobs;
- A responsible corporate citizen that is committed to sustainable development and to supporting its neighbours;
- A major international port that handles all types of goods that people use in their daily lives.

2. Complementing Overall Mission

The Port of Montreal is an ocean port at the heart of the North American continent and a hub for world trade. Our mission is to contribute to the prosperity of our clients and partners and to the economic development of Greater Montreal, Quebec and Canada, all while respecting the environment. Our vision is to be a diversified, successful and innovative port that exercises inspiring leadership and provides competitive value-added services, making it a partner of choice in the logistics chain.

Within our mission, *Port in the City Day* provides us with the opportunity to communicate our many values, and in particular our values of:

- Collaboration (promoting teamwork, information sharing and communication);
and
- Responsibility (demonstrating that we are a sustainable organization that places great importance on the environment, on our neighbouring communities, and on our contribution to the economy, while acting in accordance with the rules of conduct dictated by honesty, transparency and accountability).

Port in the City Day is a perfect opportunity for the port to meet its neighbours and deliver key messages about the importance of the port. It demonstrates the port's willingness and desire to fulfil its role as a responsible corporate citizen. It shows that the port wants to get even closer to the community and in particular its neighbouring community. It familiarizes the public with port operations and the major impact they have. It makes port neighbours better understand the vital role that the port plays in the economic and social fabric of Montreal and in their daily lives.

3. Planning and Programming

Goal:

To familiarize neighbours with the Port of Montreal's activities and have them better understand the importance of the port, its impact on the economy and the role that it plays in their daily lives.

Objectives:

- Deliver pertinent messages about the port in a clear and concise fashion, and in a relaxed and fun atmosphere;
- Reach out and meet neighbours face-to-face and get closer to the community;
- Get more people to join the 'Neighbours of the Port' program;
- Encourage employee participation in the event.

Target Audiences:

Primary audience:

The port has made it a priority to strengthen and maintain dialogue with its neighbours. It has examined its 16-mile footprint on the island of Montreal and determined that port activity concerns about 16,000 households within 1,000 feet of the port. This is the primary audience for *Port in the City Day*.

As a partner in many projects led by organizations working to improve the community's quality of life, ensure its economic development and protect its environment, and through information sessions held to inform neighbours about projects in their area, the port knows this audience quite well.

Secondary audience:

Media including general news media and specialized transportation industry media in the Montreal area.

We are targeting these audiences in order to raise awareness about the port and, in particular, highlight its economic benefits and demonstrate its impact on everyday life.

4. Actions and Outputs

Planning for *Port in the City Day* began in the summer. A communications officer in the port's Communications Department spent about 40 hours coordinating the event.

The port delivered a special postcard to the residents of households living within 1,000 feet of the port, inviting them to register by phone or online for one of five free cruises on September 10. The department brought in an extra person to manage registrations.



Port in the City Day was held in partnership with AML Cruises, which provided its cruise ship *Cavalier Maxim* for the event. It took passengers from the Old Port at the upstream end of the port to Promenade Bellerive Park, near the downstream end of the port, and back again. There were five departures over the course of the day.



Three vice-presidents and one director gave the guided tours, explaining how facilities operate and the major impact of port operations on the economy. Twelve other directors were among the volunteers.

Clowns and face-painting were part of the entertainment for children during the cruises. Children also received crayons and port-themed colouring books.



Prior to and following the cruises, at the departure and arrival area, port employees handed out balloons to children, and Samajam entertained passengers with their special brand of music. Samajam is a school retention program that uses music to help young people develop their self-esteem, their sense of belonging to their school and community, and their love of learning. The Port of Montreal supports Samajam as part of its Community Investment Policy. The port also had a photo booth where guests stood in front of a green screen that was transformed into a port scene after the photos were taken.



5. Communications Outcomes and Evaluation

The 2016 Port of Montreal *Port in the City Day* succeeded in meeting the following objectives:

Objective:

Deliver pertinent messages about the port in a clear and concise fashion, and in a relaxed and fun atmosphere.

Result:

Port executives, serving as tour guides, explained to some 2,665 people over the course of the day how the port operates and the reasons why it plays such an important role in their daily lives.

Objective:

Reach out and meet neighbours face-to-face and get closer to the community.

Result:

Invitations were delivered to about 16,000 households within immediate proximity of the port. A total of 2,665 people, almost all of whom live within 1,000 feet of the port, participated in *Port in the City Day*.

Objective:

Get more people to join the 'Neighbours of the Port' program.

Result:

People participating in *Port in the City Day* were invited to subscribe online to the Port of Montreal 'Neighbours of the Port' mailing list. Subscribers to 'Neighbours of the Port' receive key information about the port as well as the port's Logbook e-magazine. Some 140 people have joined 'Neighbours of the Port' since the invitation was sent out.

Objective:

Encourage employee participation in the event.

Result:

Twenty-eight of the port's 235 employees volunteered for the day. Three vice-presidents and one director gave the guided tours. Twelve other directors were among the volunteers.

Reaction to *Port in the City Day* has been very positive. In informal discussions, participants told us that messages about the port's benefits were delivered in a clear and concise fashion, and in a fun and relaxed setting ideal for families.

Many people told us that they had no idea of the role that the port plays in their everyday lives and that it is responsible for delivering many of the items that they consume and use on a daily basis, from food products and fresh produce such as fruits and vegetables to electronic devices and paper products.

The 2016 Port of Montreal *Port in the City Day* clearly expresses the port's desire to get closer to its community and fulfil its role as a responsible corporate citizen. Planning for the 2017 *Port in the City Day* will begin soon!