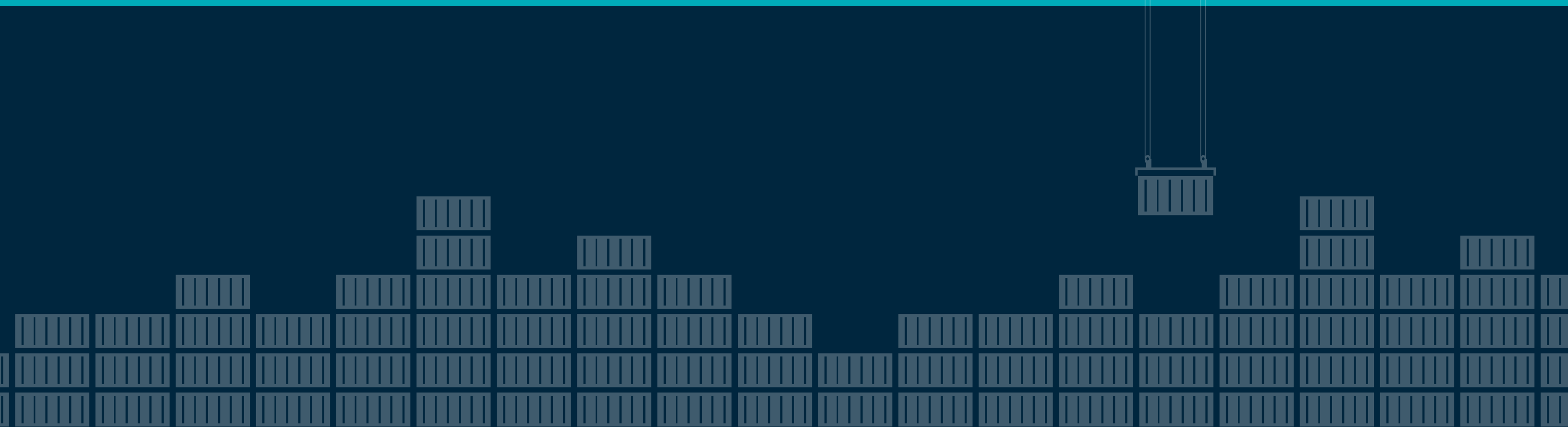




2020 AAPA EXCELLENCE IN COMMUNICATIONS AWARDS

Classification: Overall Campaign

MOVE 415 OCEAN



Working for Long Beach

Summary:

The Move 415 Ocean campaign was developed through a collaboration of the Port of Long Beach Program Management and Communications and Community Relations divisions to facilitate the City of Long Beach Harbor Department's move from interim headquarters to a new, permanent administration building as part of the new downtown Long Beach Civic Center complex. The Move 415 Ocean team's goal was to make 350 employees feel as comfortable as possible by establishing a formal way to communicate an abundance of important information about the move to everyone involved. Possible negative reactions to workplace changes would also need to be addressed. These included moving from enclosed offices to a more open plan, the perception of limited parking, and a three-phase move, which would temporarily separate departments and potentially slow business activities. The Move 415 Ocean campaign met all these challenges, leading to a seamless move.

MOVE 415 OCEAN



Civic Center -
Port of Long Beach
Administration Building
is on the right.

7 Communication Challenges and Opportunities

The Port of Long Beach is a premier U.S. gateway for trans-Pacific trade and a trailblazer in innovative goods movement, safety, environmental stewardship and sustainability. As the second-busiest container seaport in the United States, the Port handles trade valued at more than \$170 billion annually and supports 2.6 million trade-related jobs across the nation, including more than 575,000 in Southern California. One in five Long Beach jobs is Port-related. The Port of Long Beach prides itself on its top-notch customer service and operational excellence, and in 2019 industry leaders named it "The Best West Coast Seaport in North America." Founded in 1911, the Port today encompasses 3,200 acres with 35 miles of waterfront, 10 piers, 80 berths and 66 gantry cranes. In 2019, the Port handled 7.6 million container units, the second-best year in its history.

The Port of Long Beach is a landlord port managed by the City of Long Beach Harbor Department. As the Port has grown and flourished over the years, so has its staff, and since the Port's founding, the Harbor Department administrative offices, headquarters for most employees who don't work on

the docks and in the terminals, have been housed in five different buildings. After more than 50 years in its Harbor Plaza Drive headquarters, Harbor Department management decided it was time to find a new home. The headquarters, which opened in 1960 at the waterfront, was found to be seismically unsafe, inadequate for the Department's evolving needs, and more expensive to renovate than replace. During negotiations for a location and construction of a permanent Port headquarters building, staff relocated in February 2014 to Interim Administrative Offices near the Long Beach Airport, about 4 miles from the harbor.

The challenge for the Port of Long Beach Communications and Community Relations team was to help facilitate one final move back to the waterfront to the Port's new permanent Administration Building at 415 W. Ocean Blvd. The address is adjacent to City Hall in the new Long Beach Civic Center complex, part of the city's thriving downtown business center, with panoramic views of the busy Port of Long Beach.



Port of Long Beach

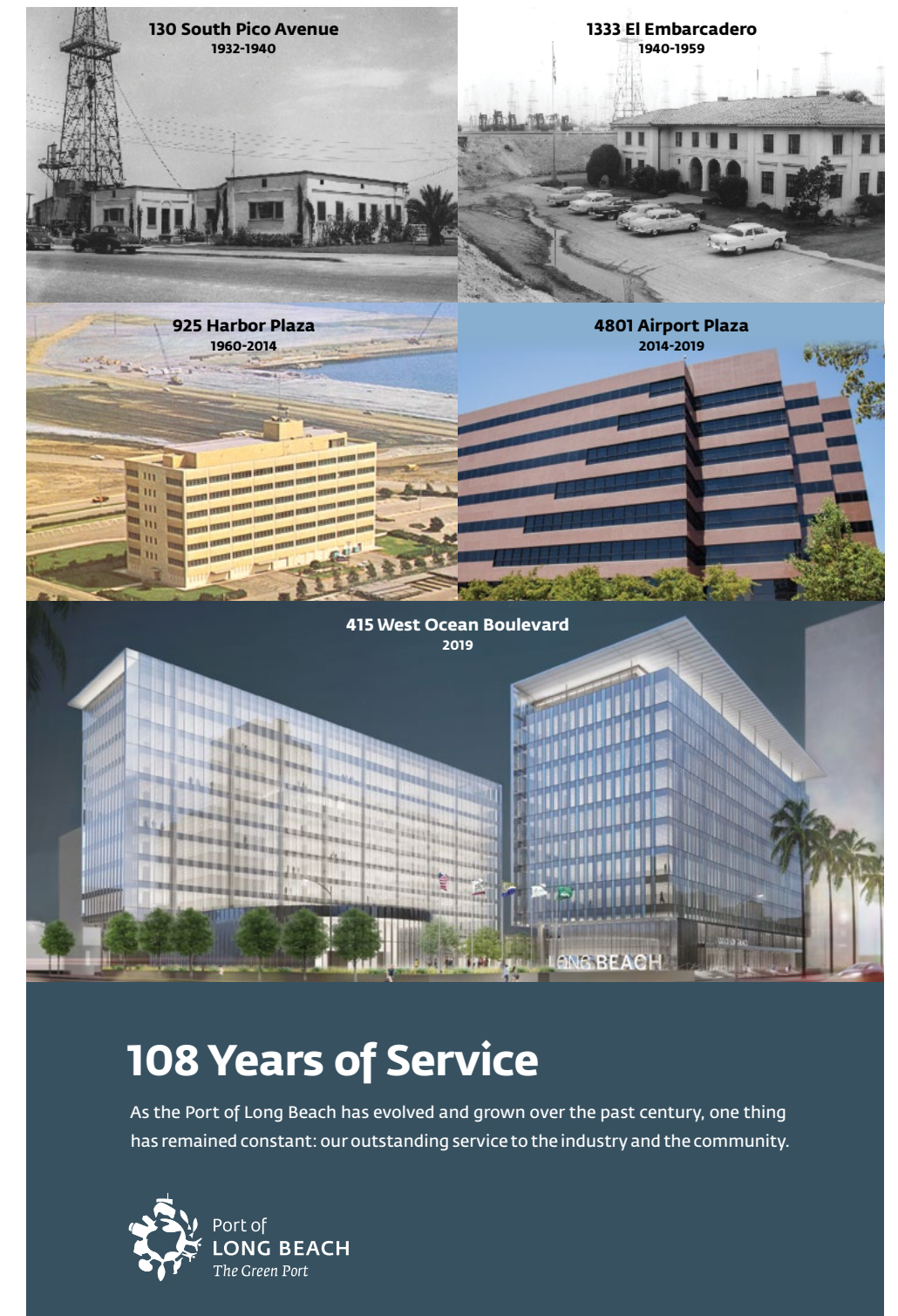
The Harbor Department needed to make its administrative staff of about 350 people feel as comfortable as possible by establishing a formal way to communicate an abundance of important information about the move to everyone involved. Possible negative reactions to workplace changes would also need to be addressed. These included moving from enclosed offices to a more open plan, the perception of limited parking and the necessity to leave furniture behind and order new pieces. Also, the move would have to be made in three phases, which would temporarily separate departments.

The “Move 415 Ocean” campaign was designed to meet all these challenges.

Ads for the the Move

*Left
Downtown Bound
Gazettes Ad published in July 2019*

*Right
108 Years of Service
Gazettes Ad published in July 2019*



2 Complementing the Overall Mission

On July 29, 2019, the Port of Long Beach welcomed industry and community leaders to its new residence at 415 W. Ocean Blvd. It was a joint celebration between the Port and the City of Long Beach, marking the grand opening of the new Long Beach Civic Center. The sleek, modern 11-story glass structures – Harbor Department headquarters and a new Long Beach City Hall – opened for business simultaneously, along with the high-tech, 250-seat Bob Foster Civic Chambers that serves both Port and City. The complex, built to meet “green building” standards, also includes the new Long Beach Billie Jean King Main Library, which opened in September. Future commercial and residential structures and park space will complete the complex.

The Port’s circa 1960 Harbor Scenic Drive headquarters had seismic vulnerabilities, outdated mechanical and electrical systems and a lack of workspace, and planning began for a new headquarters in 2001 after Port officials determined renovating the structure would be very costly. After initially looking to build on Port land across the street from the Harbor Plaza location, Port officials eventually opted for a temporary move to the Department’s interim base near Long Beach Airport in 2014 while ironing out the details of where to relocate permanently. In December 2014 the City and Port selected Plenary Edgemoor Civic Partners to develop a new Civic Center project, and the following year, the City and Port committed to the new Long

Beach Civic Center location at the northeast corner of Ocean Boulevard and Magnolia Avenue in downtown Long Beach. The Port contributed \$235 million to pay for its building, the land beneath it and the shared Civic Chambers. Construction began in 2016, and the project was completed within budget and on schedule in July 2019.

The Port of Long Beach’s overall mission is to provide state-of-the-art seaport facilities and services that support and generate trade that brings economic benefits to the city, region, state and nation. The City of Long Beach Harbor Department is tasked with promoting, maintaining and improving the Port of Long Beach in the best interests of its stakeholders, and that includes fulfilling a 2014 promise to return to the waterfront

and resume neighbor status with valued tenants and industry partners in downtown Long Beach, the epicenter of business and trade in this international city.

However, the Port’s mission is too important to interrupt. Slowdowns and interruptions in the flow of trade mean negative consequences for the U.S. economy, and, no matter how beneficial the move, the Harbor staff had to be able to continue to execute its duties without delay or unnecessary interruption.

The Move 415 Ocean campaign was created to ensure that the move to the new headquarters was as seamless as possible for Port staff, customers and partners.

**MOVE 415
OCEAN**

Let's Meet at the HQ!

Conference rooms at the Port’s new headquarters are now ready for reservations through Microsoft Outlook. The process is the same as you’re used to at the IAO. Questions? Contact the delegates noted in the room list below.

**MOVE 415
OCEAN**

IT'S TIME TO PACK

3 Planning and Programming Components

Goal:

- The goal of the Communications and Community Relations Division's Move 415 Ocean campaign was to coordinate with Program Management – the Port division that oversees capital construction programs – establishing centralized, ongoing, two-way communications with all target audiences to ensure a seamless move from interim headquarters near the Long Beach Airport to permanent headquarters in the new downtown Civic Center.

Objectives were to:

- Provide easily accessible pre-, during- and post-move information for all affected by the relocation process;
- Augment employee morale while building enthusiasm for the move to the new headquarters by familiarizing employees with the new headquarters layout, facilities and operating procedures pre-move so they would feel at home on moving day – then provide a big welcome;

- Provide employee training to facilitate a smooth relocation, including how to pack, what to purge and operational procedures for the new headquarters – and make it a fun experience;
- Create a colorful and easily identifiable campaign logo for use with all collateral material and follow the Port's tradition of illustrating communications with brilliant work-in-progress photography and video;
- Accomplish the above objectives on time and within an estimated Move 415 Ocean communications campaign budget of \$2,500.

Target Audiences:

- Port Staff and Contractors
- Board of Harbor Commissioners
- Vendors
- News Media

MOVE 415 poster



4 Actions Taken and Communication Outputs Used

Background:

Following years of planning, regular communication with employees about the new Civic Center location began in May 2015 with the addition of a Long Beach Civic Center Project page to the Port's interactive online employee newsletter, Dock Talk, which is distributed via internal email and the Port Intranet. In December of that same year, the Board of Harbor Commissioners and City Council voted to approve the project that would lead to approximately 350 of the Port's 550 employees – located at the Interim Administrative Offices – moving to permanent downtown headquarters in 2019. The recently replaced Long Beach Courthouse was demolished to make way for the new Civic Center in early 2016, and in June, City and Port officials broke ground on the cleared site for the new Civic Center structures. At that time, structural plans and images were released, along with a "stacking" plan and floor plans for the 11-story Port structure, indicating the locations where various Port divisions would be housed. Three-minute Civic Center progress videos began being posted to the Dock Talk video feature,

"POLB in 3," and a webcam went live to document real-time construction progress. In early 2017, Dock Talk shared images of the first walkthrough of the new Administration Building by Port staffers, and in August, with construction underway for more than a year, information about what was happening at the site began being displayed on the television in the IAO lobby (also available online via Dock Talk) in order to reach out to staff with project updates leading up to the 2019 move. A video update was distributed in October.

In mid-2018, a year prior to the July 2019 move-in date, it was time to launch the relocation campaign – Move 415 Ocean!

Campaign Overview:

The Communications and Community Relations Division produces all external Port of Long Beach communications including public relations, traditional and online advertising, social media, design, collateral materials, community and educational outreach, photography, video, various targeted newsletters and other publications. They also receive assignments from

other Port divisions. The "client" for this employee relocation communications assignment was Program Management, the division of the Port Engineering Bureau's Program Delivery Group that oversees the Port's capital improvement programs – including the new Civic Center headquarters.

The assignment was to communicate with employees and other personnel involved in the move, providing necessary information and training, addressing employee issues and making the whole experience as inclusive, efficient and pleasant as possible.

The Team:

A Move 415 Ocean team was formed in August 2017, including personnel from both Engineering and Communications, to develop and implement the Move 415 Ocean plan. A Capital Projects Coordinator from the Program Management Group was assigned oversight for the team's activities.

Also, a Move Coordinator was appointed in each division affected by the move to assist with communications, packing and moving.

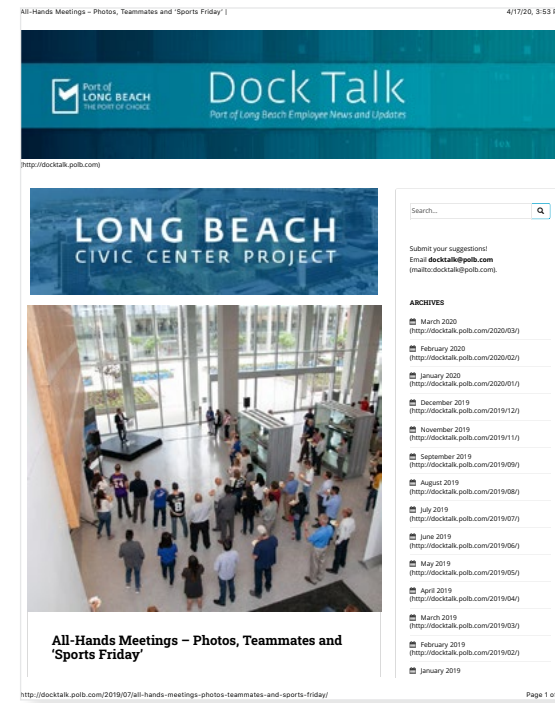
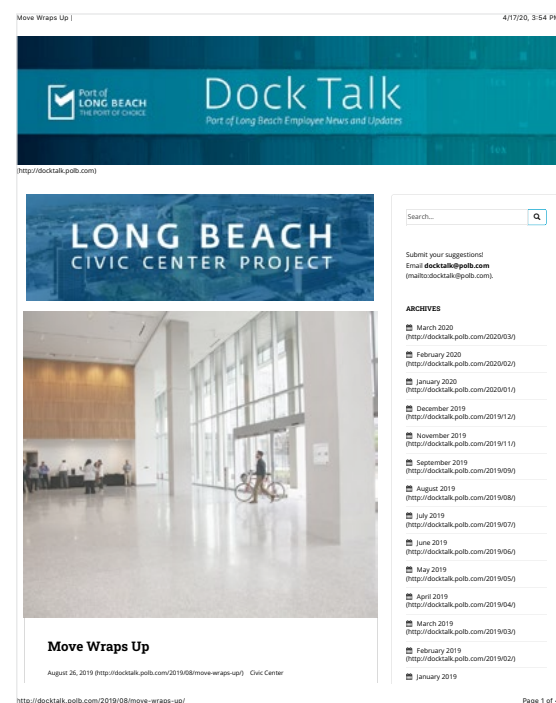
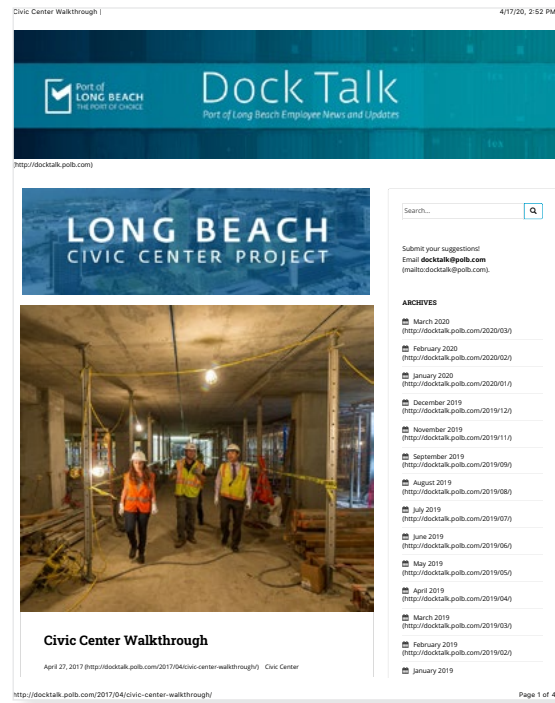
Each week, Communications staff and the Move Coordinators met with the Move 415 Ocean team to discuss overall procedures, concerns and next steps.

Developing and Updating the Plan:

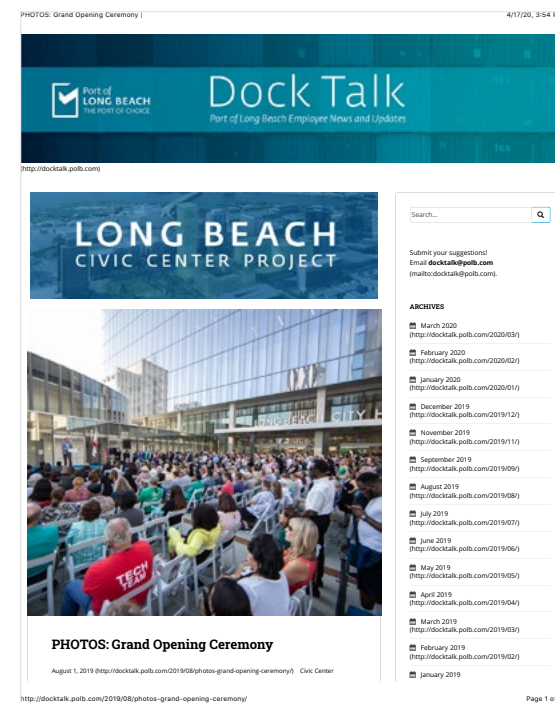
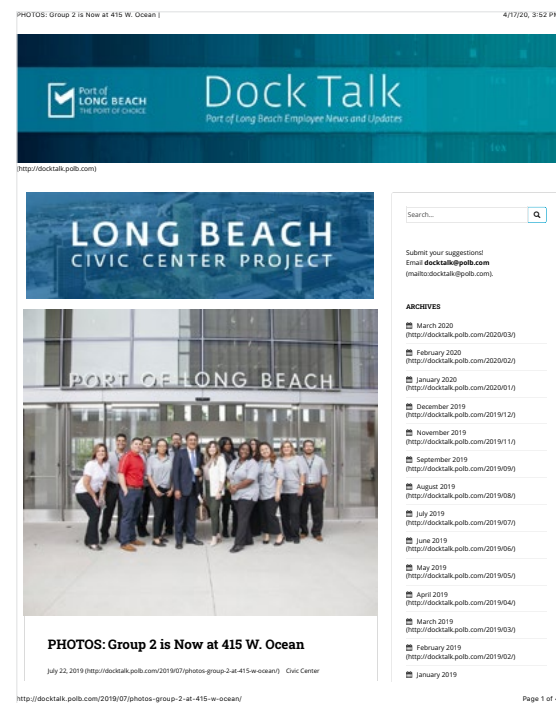
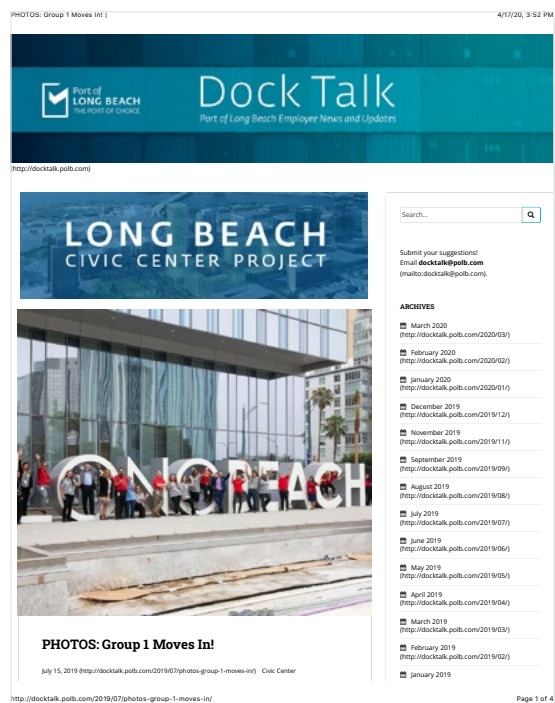
A Plan for the Communications Approach to Move 415 Ocean was finalized in March 2018, leading up to the July 2018 campaign launch. The Plan was then regularly updated, most recently in May 2019, leading up to the move scheduled for three weekends in July.

Budget:

An overall estimated budget of \$2,500 was established to include Communications-related costs for the Move 415 Ocean campaign including, contract services, printing, video production, photography, and other approved materials. The Communications Division's team expended hundreds of hours on the project, not included in this budget.



MOVE 415 - Dock Talk



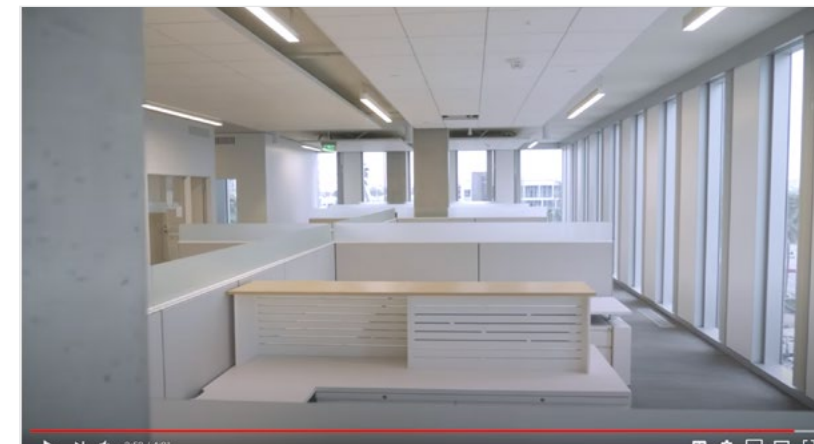


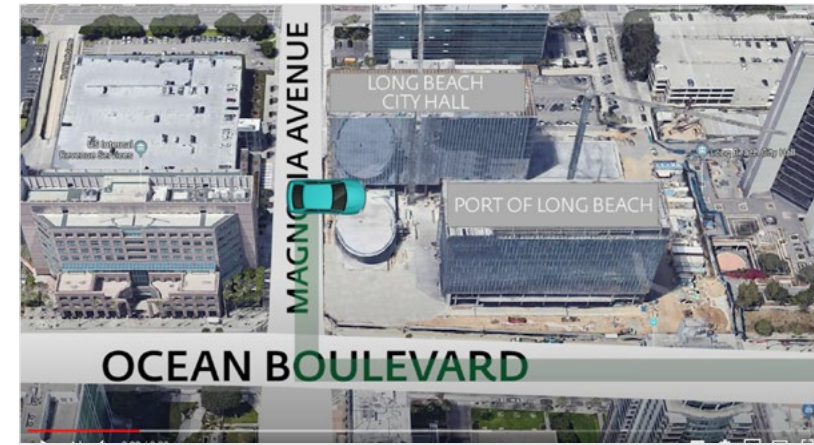
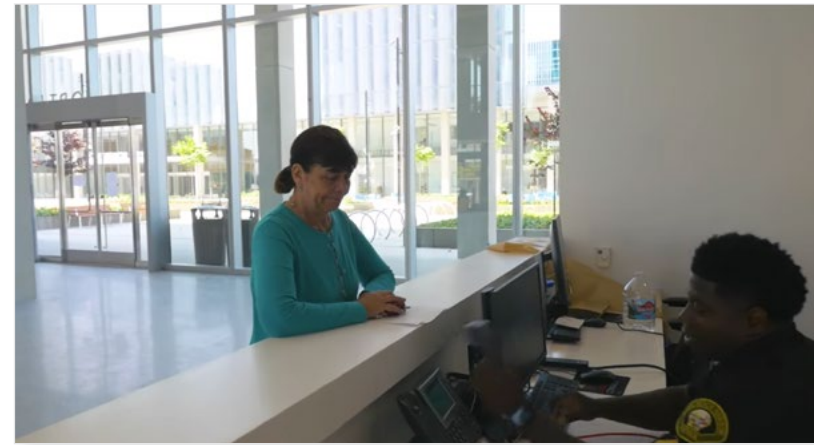
MOVE 415 OCEAN WORKSTATION MOVING GUIDE

It's time for the big move!
What do you take to the new building?
What do you leave at the IAD?

	FURNITURE		WHITEBOARDS
	CHAIRS		ARTWORK
	FILE CABINETS		PLANTS
	SHELVING UNITS		TRASH RECEPTACLES

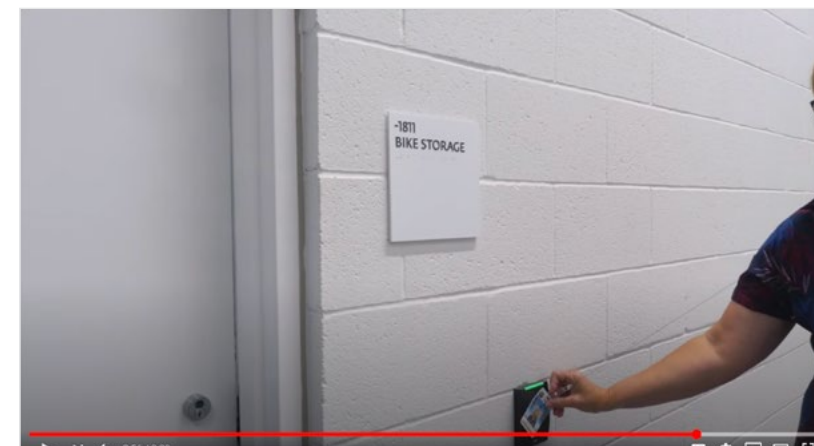
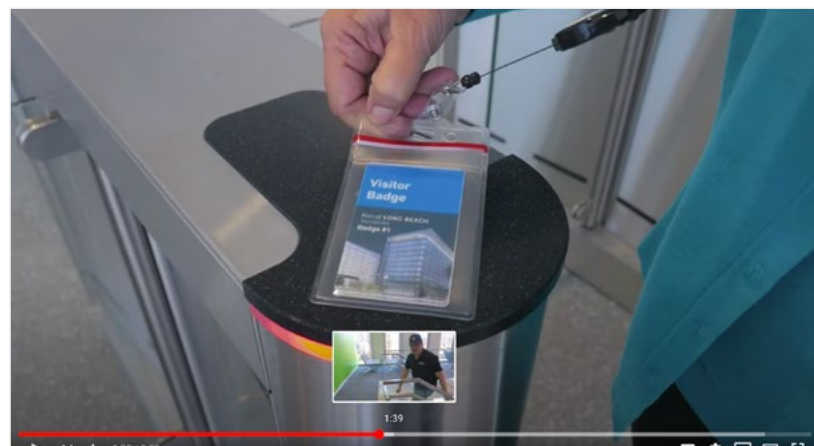
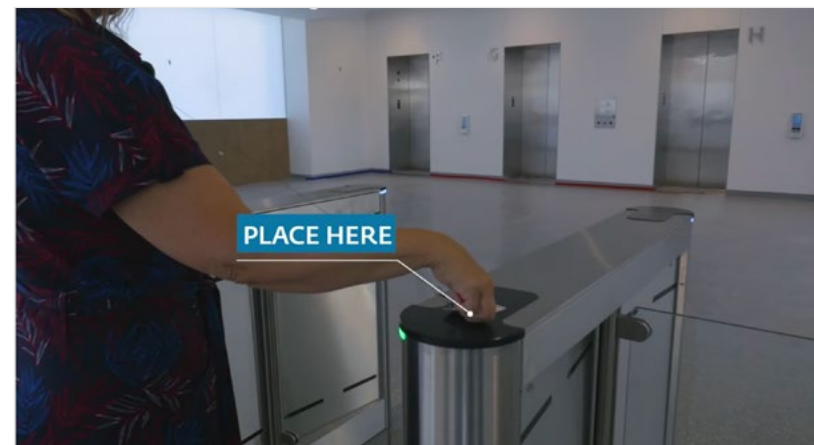
MOVE 415 Video Clips
What and How to Pack
<https://youtu.be/bibnxuV3sIA>

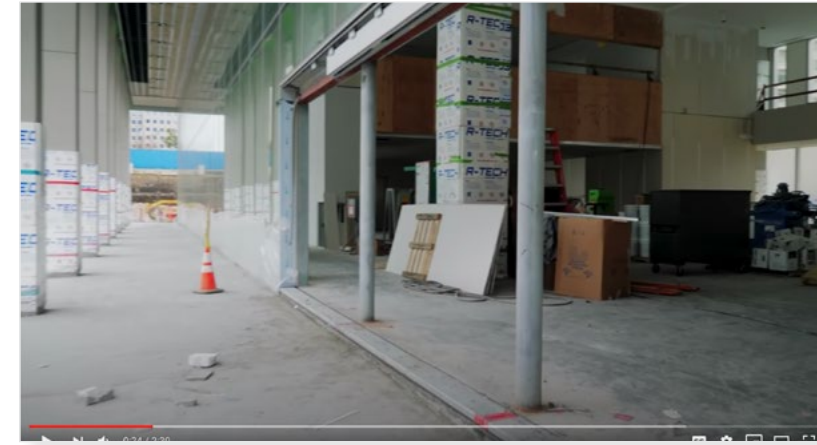
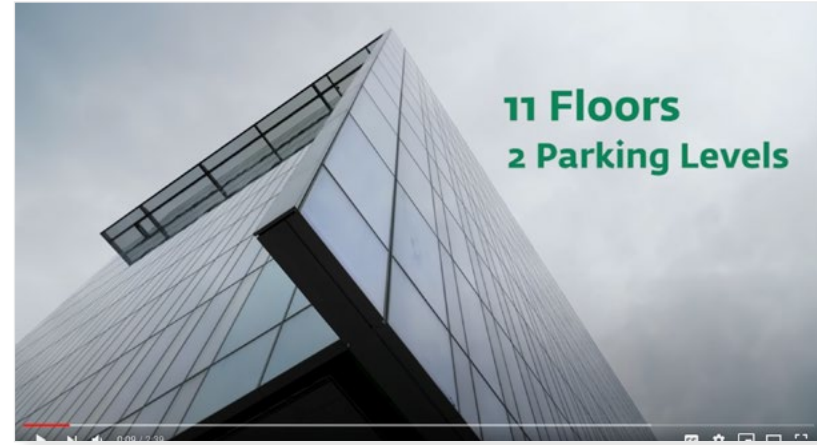




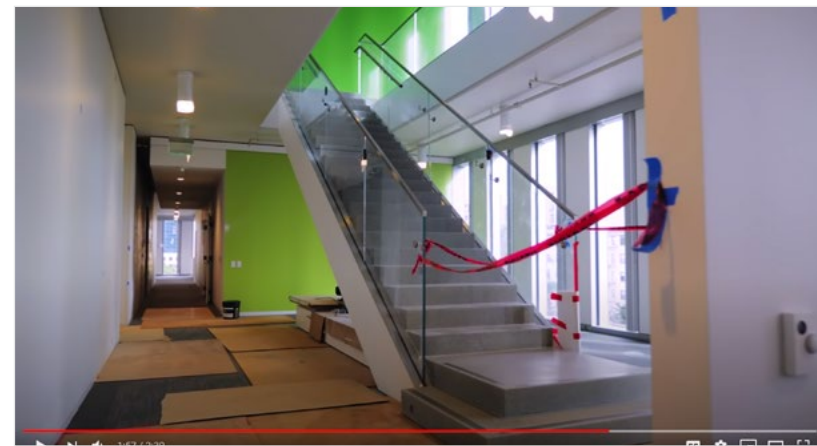
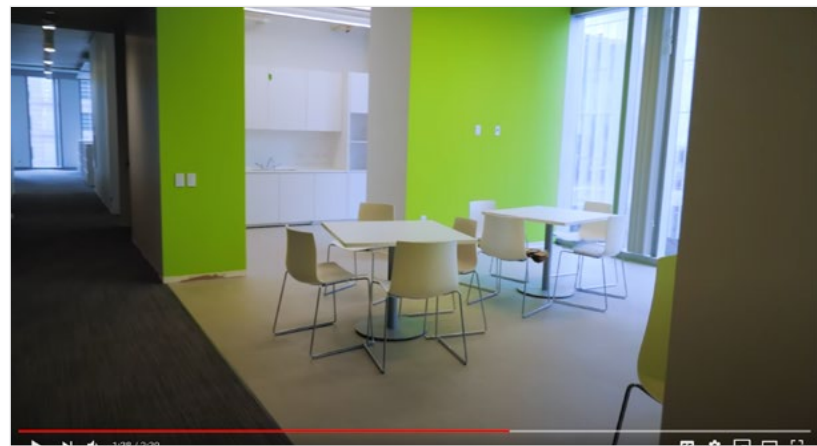
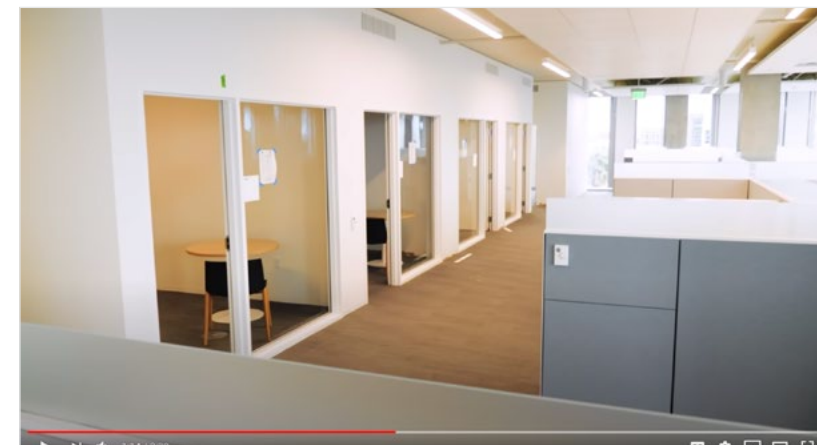
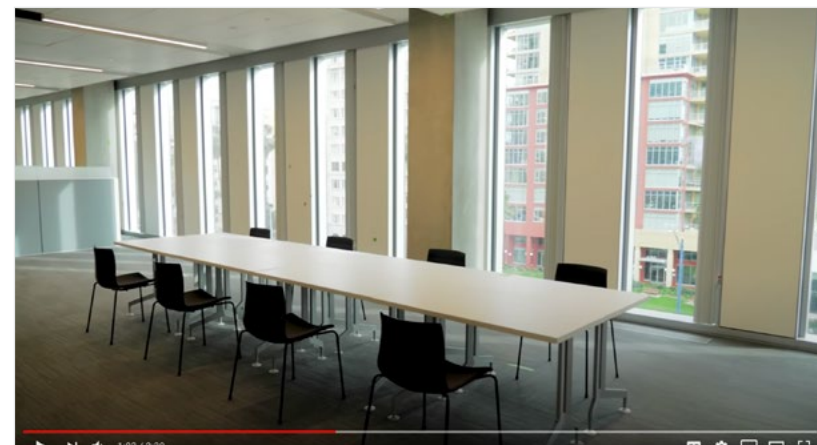
MOVE 415 Video Clips
Security Procedures
for Port Administration
Building

[https://youtu.be/
smwwS04QzsE](https://youtu.be/smwwS04QzsE)





MOVE 415 Video Clips
Port HQ A Sneak
Peek Inside
https://www.youtube.com/watch?time_continue=2&v=Oht-gmsCOFg&feature=emb_logo



Preparing for Launch:

The first priorities for the team, in preparation for the July 2018 Move 415 Ocean campaign launch, were to:

- Develop Key Campaign Messages;
- Design a Move 415 Ocean logo for use in all electronic and printed materials;
- Place Move 415 Ocean Campaign information on the Civic Center Project page on the Port's Intranet Newsletter, Dock Talk;
- Develop a list of frequently asked questions to be posted and regularly updated.

Campaign Content:

The Move 415 Ocean Communications campaign utilized several communications platforms:

Dock Talk – The primary platform for Move 415 Ocean communications is Dock Talk, the electronic employee newsletter for the Port of Long Beach. Accessible on the Port Intranet, it is an excellent tool for keeping the Port's more than 550 employees at several different locations in the loop. News is presented in a blog format,

making it easy for employees to add comments and for Communications to track readership. Dock Talk is published monthly and its complete focus is on employees. A Civic Center page was added to Dock Talk to follow construction progress, and the Move 415 Ocean campaign information was added to the Civic Center Project page to provide relocation information. Some of the Move 415 Ocean content includes:

- Frequent updates about construction
- Frequently asked questions
- Floor plans and office assignments
- Furniture selection and ordering procedures
- Employee event photography and video
- Instructional videos, construction update videos and "sneak peek" videos
- Workstation examples with storage capacity
- Move schedule
- Conference room list
- And much more

Emails – Information was also relayed to all employees through the Port of Long Beach Communications Division email address POLBcommdivision@polb.com. Each email included the Move 415 Ocean logo, which was hyperlinked to the Dock Talk intranet site for easy accessibility. Along with instructions and tips, emails also included graphics like maps with parking information, links to videos and pictures displaying how to pack and label moving boxes, and other vital information.

Creative and Collateral Materials –

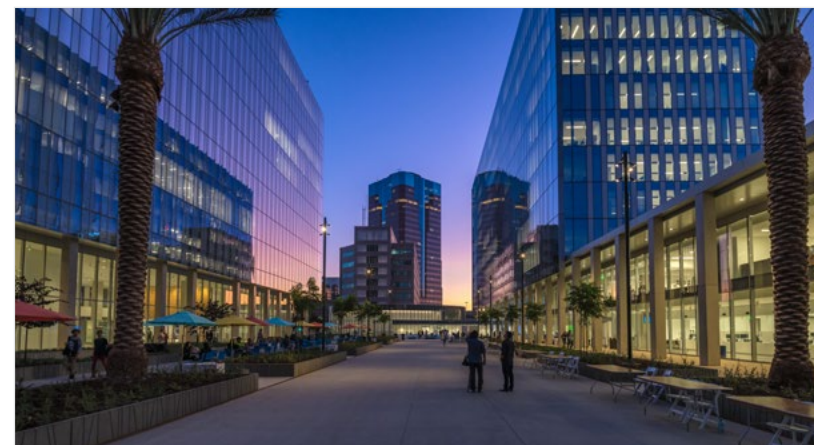
The Communications Division's creative team developed a Move 415 Ocean logo that was incorporated in all campaign materials. Blue and green were selected for the logo to represent the waterfront and environmental connections to the new headquarters. Collateral materials produced for the campaign included posters, banners, brochures and other printed materials, and gift items carry the logo, including glass mugs.

Videos – Besides videos posted frequently by the Civic Center team with construction updates, Communications produced instructional videos specifically for the

Move 415 Ocean relocation campaign. They were designed to provide familiarity and ease concerns about the new location, as well as practical instructions for purging materials not going to the new location and packing and labeling items to be moved. Another video provided a walk through of security procedures at the new headquarters. Parking, information about workstation layouts and storage capacity, floor plans, office assignments and other vital information was distributed separately via email and the Dock Talk Move 415 Ocean site. Communications also posted videos on the Dock Talk site of employees at Move 415 Ocean events and walkthroughs. Longtime Port contractor Media 360 produced all videos in collaboration with the Communications team.

Photography – The Port of Long Beach maintains an extensive photo archive, dating back to the Port's 1911 founding and including the construction of permanent headquarters for the Port in the new downtown Long Beach Civic Center. Port staff photographers and several longtime contract photographers chronicle all historic events for the archive and for

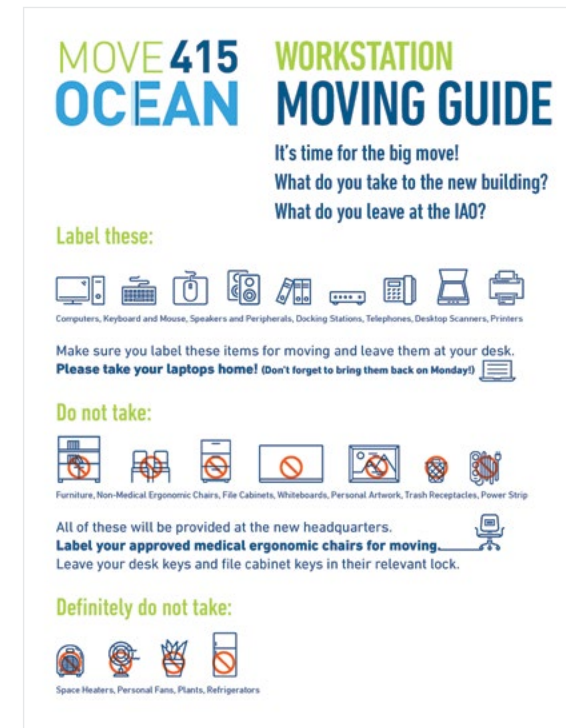




immediate use for inclusion in printed and online materials, to accompany news releases and more. For Move 415 Ocean-specific photography, the emphasis was on the employees. **Letters/Emails to News Media, Vendors and other Stakeholders** – To ensure operational continuity, it was vital to notify Port customers, the public, industry partners, elected officials and other stakeholders that the Port administrative offices were moving to the new Civic Center location. A couple of months prior to the move, Communications staff distributed a news release to local, state, national and international news media and nearly 4,000 email subscribers and a personal letter to stakeholders and customers. The opening of the Civic Center was featured prominently in local media.

Events – A big part of paving the way for the move was to provide the opportunity, through activities and events, for employees to not only learn necessary information, but also become familiar and comfortable with the new location. Following are the events scheduled during the 2018-2019 Move 415 Ocean Campaign Timeline:

- **July 18** – Announcement of Move 415 Ocean Campaign Launch and Kickoff Event
- **July 31** – Move 15 Ocean Kickoff Event To get staff in the spirit of moving and launch the Move 415 Ocean campaign, the Civic Center project team hosted an informal kickoff open house at the Interim Administrative Offices introducing the new Move 415 Ocean logo and featuring all kinds of Civic Center information, including overall Civic Center details, Port headquarters drawings and building plans, interior design samples and a model workstation that remained on display for those who could not attend. Refreshments were served, and each attendee received a glass mug with the Move 415 Ocean logo as a keepsake. Attendees were also reminded to check the Dock Talk Civic Center Page frequently for ongoing construction updates and information about the 2019 move.
- **September 21 and 28** – Paper Purging Event To simplify the move, employees were encouraged to purge their files and toss unneeded paper



MOVE 415 - Collateral





MOVE 415 - Collateral

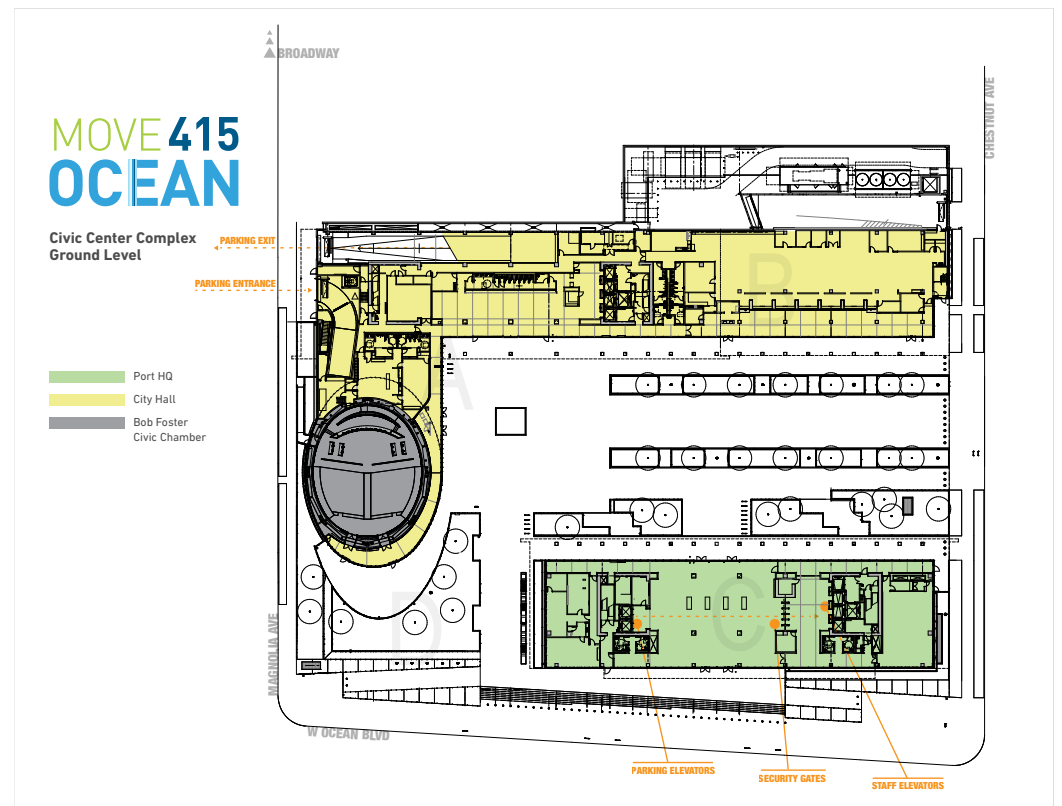
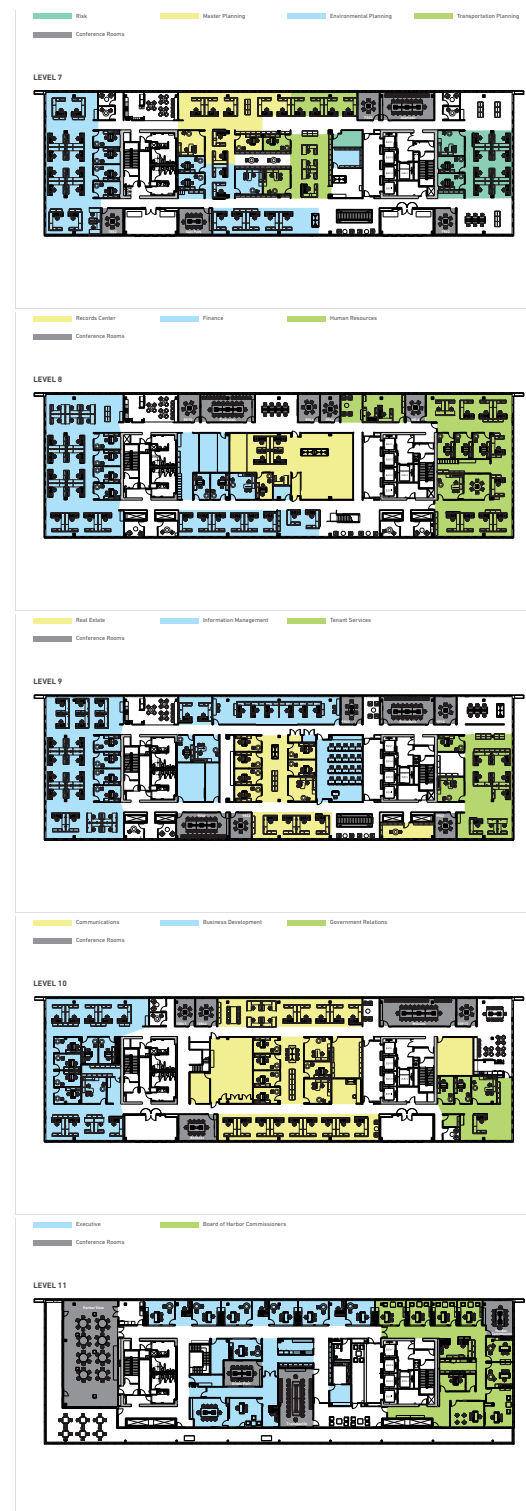
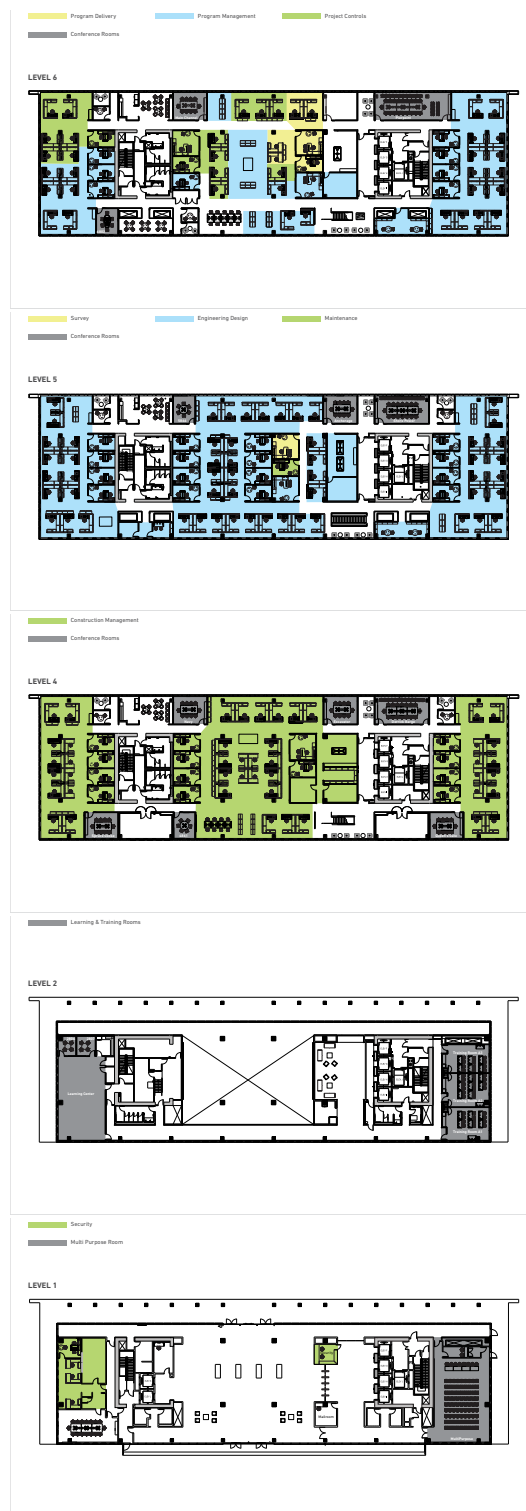
in bins installed on each office floor. Additional Paper Purges were scheduled in December 2018, March 2019 and right before the July move.

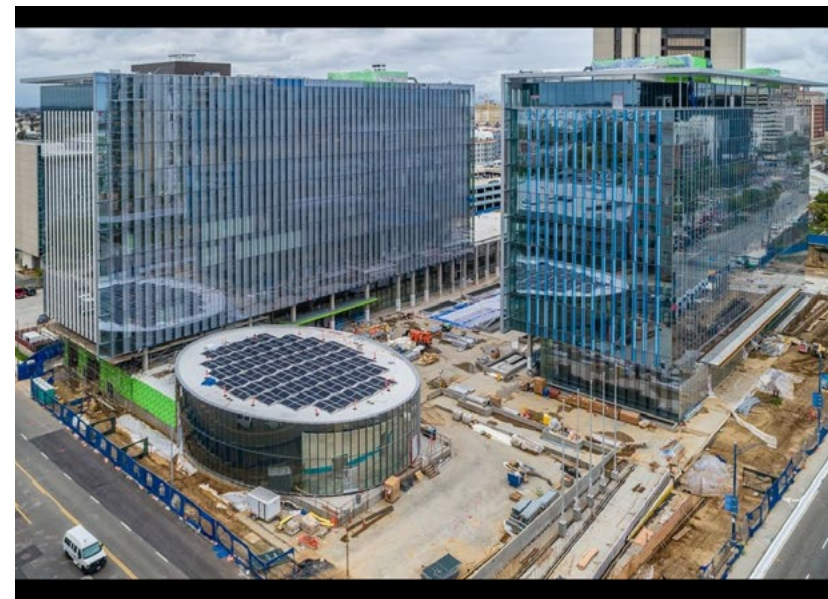
- **December 7 and 14** – Paper Purging Event & Pizza Party
To encourage IAO staff to continue clearing their desks and files ahead of the move, and thank them for participating in the Purge, a pizza lunch was provided both days.
- **March 1 and 8** – Paper Purging Event & Pizza Party
- **May 10 and 17** – Paper Purging Event & Pizza Party
- **July 12** – Moving Day for Group 1 Construction Management, Design, Human Resources, Maintenance and Security divisions
- **July 19** – Moving Day for Group 2 Environmental Planning, Finance, Master Planning, Project Controls, Program Delivery, Program Management, Risk Management

and Transportation Planning divisions and the Records Center

- **July 26** – Moving Day for Group 3 Business Development, Communications, Government Relations, Information Management, Real Estate and Tenant Services Operations divisions and the Board of Harbor Commissioners office and the Executive Suite
- **July 29** – Civic Center Grand Opening Celebration
- **July 30** – Welcome Breakfast and All-Hands Meetings
Port of Long Beach Executive Director Mario Cordero welcomed employees to the new Administration Building with breakfast and two all-hands meetings. He recognized individuals for their contributions to the Move 415 Ocean campaign and congratulated everyone involved for the successful team effort that facilitated a seamless move.

MOVE 415 - Floor plans and direction





portoflongbeach • Following

portoflongbeach We're getting a new home! Next month, Port staff moves to the new Civic Center. Befitting the Green Port, the building has features like photovoltaic panels that offset 25% of electricity consumption and cisterns to manage runoff & irrigate the site. #GoLongBeach

#portoflongbeach #polb #longbeach #lbc #waterfront #civiccenterlb

Liked by marykateruns and 232 others

JUNE 20, 2019

Add a comment... Post

Port of Long Beach @portoflongbeach · Jul 26, 2019

Join #POLB, @LongBeachCity and @LongBeachMayor on Monday, July 29, from 6-8 p.m. for the Grand Opening of the new City Hall and Port Administration Building. The new Civic Center is at the corner of Ocean Blvd. and Magnolia Ave. See you there!

1 13

Social media placement for the Move campaign



Port of Long Beach

Spotted today in the courtyard between the new City Hall and #POLB HQ at the new Civic Center. #lbciviccenter

1,110 People Reached

110 Engagements

40 5 Comments 1 Share

Like Comment Share

Most Relevant

Top Fan
নিমাইন রাত Fantastic photo 1
Like Reply Message - 43w

Brad Simon Finally finished the building
Like Reply Message - 43w

Author
Port of Long Beach Thanks, we're excited too about our new HQ in the Civic Center. And the bonus is that

Comment as Port of Long...

Port of Long Beach @portoflongbeach · Jul 29, 2019

The Grand Opening of the #POLB Administration Building and Long Beach City Hall is almost underway at the new Civic Center, Ocean and Magnolia. The Port is excited to be in a new building and back at the waterfront – thank you to everyone who has joined us to mark this milestone!

4 21

5 Communications Outcomes and Evaluation Methods

Overall, the Move 415 Ocean campaign was successful, and did not delay or interrupt Harbor Department staff from executing their duties in promoting and developing Port business. The campaign was completed within budget and on schedule, with each of the three groups fully prepared when move day came. Most employees were comfortable with the moving process, the new offices and facilities, security procedures, parking instructions and more. Employees freely shared any concerns, which were promptly addressed by the Move team, and expressed their gratitude for the Move team's efforts.

The paper purge events at the IAO produced many bins of paper waste that was appropriately recycled, greatly reducing the amount to be moved to the new location.

Over the life of the campaign, which started with articles on the Civic Center

project in June 2015, stories on the Civic Center and the Move 415 Ocean campaign, which came online in mid-2018, received approximately 20,000 views on Dock Talk, the Port's internal e-newsletter and website. Each view could represent a view of a story or a view of a photo in a photo gallery – photo galleries of employee events and milestones are especially popular on the site.

Total views on the Dock Talk site during that same period are approximately 234,000, making the Civic Center/Move 415 Ocean campaign about 8% of the total traffic on the site.

Although the Move 415 Ocean campaign was primarily internal, there was a vast amount of local, statewide, national and international media coverage of the Civic Center project from planning through grand opening.

"Downtown Long Beach is the center of our international city and world-class port. The new Civic Center embodies Long Beach as a global leader, economic engine and environmental steward. Returning to the waterfront fulfills a promise the Port made five years ago, making us neighbors once again with our valued tenants and industry partners."

"Providing excellent customer service is always our top priority. Accordingly, we designed the move to our new offices to be as seamless as possible for our staff, our customers and our partners, and our Move 415 Ocean team made that goal a reality. The move team and the employees are all to be congratulated."

-Mario Cordero, Port of Long Beach Executive Director

"Once again, our Communications team has pulled the rabbit out of the hat with this seamless Move 415 Ocean campaign. I can't think of a thing they missed. I know this for a fact, because the entire Communications and Community Relations team was involved in this move to our new downtown Civic Center location. And they did all this while carrying on with Port business as usual. I have a great team."

*-Kerry Gerot, Port of Long Beach
Director of Communications and Community Relations*

"We are so fortunate here at the Port of Long Beach to have a top-notch Communications team we can collaborate with for projects like the Move 415 Ocean campaign. My Program Management Division has oversight for the entire project, from construction to move-in, and the Communications campaign meshed perfectly with our timeline leading up to the grand opening. I'm always impressed with the amazing professionals in every division here at the Port of Long Beach."

*-Tom Baldwin, Port of Long Beach
Director of Program Management*

Employee Comments/Q&A from Dock Talk Blog:

"Will there be showers and lockers in the building for those riding bikes to freshen up?"

Dock Talk inquiry from Donna Shipman, former Port Communications Specialist

"I'd like to know that too. When I return to the admin building, I will be walking to work or riding my bike."

Response to Donna from Emmanuella Pena, Special Services Officer in Security

"Yes! There will be a bike locker room as well as showers and lockers for Port staff."

Same day answer from Jamilla Vollmann, Capital Projects Coordinator and coordinator of the Move 415 Ocean team.

"It is a beautiful workspace. Thank you! I noticed a few things that may help checking the punch list.

1. 6th Floor, drinking water dispenser. Bottle sensor does not shut off fast enough and water flashes out. The open slot may be a little too short for some bottles.

2. 6th floor, lady's room soap dispenser should be adjusted to dispense less soap each time or shut off as soon as the hand removes.

3. 11th floor, unisex bathroom soap dispenser does not reach the sink. The leftover soap would drip over the counter."

-Julia Wu, Senior Civil Engineer, Program Management on the Civic Center Post-Move FAQ – 7/25/19

"Looks Awesome! Thank you to Jamilla, Erica, Lincoln, PECP and the whole team for building this beautiful workplace. Ahead of schedule and on budget, too."

-Mark Erickson, Deputy Chief Harbor Engineer, Program Management

"Our new headquarters is looking sharp!"

-Angelina Castellanos

Follow the Port of Long Beach:

