

## The Port of Long Beach

**Overall Campaign: “Let’s Talk Port”** – To redefine itself to the local community and effectively communicate its core values of economic development, environmental stewardship and community engagement, the Port of Long Beach developed its first-ever outreach campaign designed to engage local residents in their own neighborhoods. “Let’s Talk Port” is a series of community forums created to educate and inform local stakeholders about the significance of Long Beach’s port operations, providing the community with an informal way to meet port authority officials and discuss seaport-related topics that influence their community.