

COMMUNICATIONS AWARDS PROGRAM

2011 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSIONS ENTRY FORM

(Please copy and complete this form for each entry)

Check only **ONE** entry classification below:

- | | |
|--|---|
| 1. AAPA Awareness Initiative Messaging _____ | 8. Overall Campaign _____ |
| 2. Advertisements – Single _____ | 9. Periodicals _____ |
| 3. Advertisements – Series _____ | 10. Promotional/Advocacy Material _____ |
| 4. Annual Reports _____ | 11. Social/Web-Based Media _____ |
| 5. Audio-Only Presentations _____ | 12. Special Events _____ X |
| 6. Directories/Handbooks _____ | 13. Videos _____ |
| 7. Miscellaneous _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

CATEGORY 1

CATEGORY 2

Entry Title Green Port Fest 2010 Community Open House

Port Name: Port of Long Beach

Port Address 925 Harbor Plaza, Long Beach CA 90802

Contact Name/Title: Heather Morris, Director of Communications and Community Relations

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Please indicate precisely how your port's name should be listed on any award(s) it may win:

Name Port of Long Beach

Being as precise as possible, please attach a separate entry statement, in English, that:

- **Defines the Communications Challenge or Opportunity**
 - Situation Analysis (*assess major internal and external factors*)
 - Problem Statement (*briefly describe in specific & measurable terms*)
- **Summarizes Planning and Programming**
 - Goals (*summarize desired outcome or end result*)
 - Target Publics (*be specific; list primary and secondary audiences if appropriate*)
 - Objectives (*identify specific and measurable milestones needed to reach goal*)
- **Identifies Actions Taken and Communication Outputs**
 - Strategies (*identify media choices, etc., that require tactics to complete*)
 - Tactics (*specify actions used to carry out strategies*)
 - Implementation Plan (*include timelines, staffing and budget*)
- **Summarizes Evaluation Methods and Communications Outcomes**
 - Evaluation Methods (*describe either formal surveys or anecdotal audience feedback used*)
 - Communications Outcomes (*isolate PR impacts to assess changed opinions, attitudes, behaviors*)

AWARD OF EXCELLENCE



Port of
LONG BEACH
The Green Port

2011 AAPA Communications Awards

Category: Special Events

Title: Green Port Fest 2010 Community Open House

Port of Long Beach Green Port Fest 2010 Community Open House

Communications Challenges and Opportunities

The Port of Long Beach takes a great deal of pride in its award-winning Green Port Policy, an environmental commitment adopted in 2005. The annual Green Port Fest provides an opportunity to share with the community all the innovative and effective ways the Port and its stakeholders are protecting the environment and operating in a more sustainable manner. It also is an opportunity for visitors to explore what goes on behind the scenes at the nation's second busiest seaport -- and have fun at the same time. Who wouldn't enjoy close-up views of giant cranes as tall as 30-story buildings and container ships as long as three football fields?

The Port is a major economic engine for the area, a real bright spot in the economic recovery following the recent recession. The Port supports one in every eight jobs in Long Beach, making it the city's largest employer. That translates to 30,000 Long Beach jobs. The Port also supports more than 300,000 jobs in Southern California and nearly 1.5 million jobs nationwide.

However, many Long Beach citizens don't know as much as they could about the Port's Green Port Policy and its role in the local and national economy.

Planning and Programming Components

The Port of Long Beach is just over the bridge from the city but may seem a million miles away from people's everyday lives. Green Port Fest is an appealing way to bridge that information gap. Planning for Green Port Fest began in January

2010. An Advisory Committee comprised of

representatives from several Port of Long Beach divisions met monthly to discuss progress, potential issues and ways to improve the event from previous years. The Communications and Community Relations Division hired Olson Events Group to assist with event planning and operations.

Long Beach and Southern California residents are the primary audience for Green

Port Fest, and it is designed to appeal to all ages.



Actions Taken and Communication Outputs

The Port of Long Beach opened its doors to the public from 10 a.m. until 3 p.m. on Saturday, October 2, 2010, and despite early rain showers, welcomed more than 7,000 visitors to the Port's sixth annual Green Port Fest community open house.

Live entertainment; tours by boat, bike and rail; interactive displays; exhibits by participating agencies; children's activities; an array of food; and commemorative gifts were all free, and so was the bus transportation to get there.

Port operations were showcased through 112 interactive displays, showing the products that come through the Port, environmental programs, major infrastructure construction projects, community outreach and the Port's multi-layered security effort. Fifty-one organizations participated, including Port customers; federal, state and local law enforcement agencies; community groups; and environmental partners. This was truly an opportunity for the Port to showcase its partnerships.



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More than 3,800 guests were able to enjoy and learn about the Harbor by boat; 3,600 boarded four rail cars, courtesy of Metrolink, that departed from the Port's special Port Fest train station; and a pre-event bike tour was attended by more than 60 guests.

The Port's Communications and Community Relations Division coordinated the involvement of all the participants and synchronized the activities of the various teams. Altogether, about 500 people, identifiable by their green event shirts, worked on the day of the open house, including Port employees, Port Ambassadors (a volunteer support group), volunteers and paid event staff (Olson Events Group).

At last year's event, visitors indicated they had some difficulty getting around the event site and said they faced long lines for food and tours.

For 2010, each visitor received a Green Port Fest Passport with maps, complete information about the event and a visitor survey. Visitors received a prize (a small tree to plant at home) for having every Port Fest venue stamp their passport, completing the survey, and turning it in. Hosts aboard each shuttle from the parking lots to the Port explained the Passport to visitors and answered any questions before passengers arrived at the event. Additional directional signage and information booths helped considerably, and a new line-management system proved very effective, reducing complaints dramatically.



Communications also prepared a script for announcements that were broadcast continuously from the main stage to provide immediate information for visitors.

The Communications team developed a marketing and outreach plan using print advertising, the Re:Port community newsletter, the Port's website, social media outlets, fliers and face-to-face outreach. The news media received a number of electronic releases and media alerts.

Total cost for the event was \$450,000, with \$75,000 of that amount going to the Olson Events Group.

Evaluation Methods and Communications Outcomes

To measure audience satisfaction, the Port encouraged visitors to fill out a short survey attached to the Passport booklet. The surveys were collected at the Community Outreach booth.

By that measure, the event was hugely successful. Of more than 1,000 participants surveyed on the day of the event, 98.6 percent reported having a "good" or "excellent" experience at Green Port Fest.

More important, one of the major goals of Green Port Fest 2010 was to increase awareness of the Port of Long Beach and to educate people about Port programs. Before Green Port Fest, 33 percent of the attendees said they knew a lot about the Port; after, this percentage rose to almost 58 percent.



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Both attendees and participants had good things to say:

"This is fantastic! Very educational, interesting,

Harbor Trail



fun and well done! You took good care of us."

"Great idea. Positive, encouraging method of going green and seeing it in action! I know more than before!"

"Wonderful event and fun to see and learn more about the port. Wish we had more time!"

"I hope to come every year!"

"We love having the opportunity to partner with the Port and educate the community about the important role the Port plays in the community."

"The new set up was easier for visitors to experience the event and partnering with the Port to educate people about the good environmental things happening in our community was a great experience."

Because the event is a showcase for environmental practices, a key metric was the incorporation of sustainable practices into the event, including the following:

- Visitors were given 2,500 trees to plant at home
- 3,000 reusable market bags were distributed
- 65 percent of guests arrived using alternative transportation with 242 on bicycles
- Four tap water stations filled reusable water bottles, saving thousands of disposable plastic bottles
- 100 percent eco-friendly paper products were used throughout the event
- Nearly all shuttle busses were hybrids
- All marketing materials were printed on recycled paper
- More than 1,500 pounds of trash were recycled