

Innovative Approaches to Port Challenges: Communications

Heather Morris, Director of Communications and Community Relations



Our Communications Team



Seeking Permission



To promote trade,
grow the Port and
prosper, we must gain
and maintain the
support of our
community

Transparency



Inform and engage
your stakeholders,
including the general
public.

Build Relationships



Engage All Stakeholders



Residents,
tenants,
customers,
employees,
longshoremen,
government
officials...

Relations Are Important



- You can never have too many friends
- If you inform and engage, you greatly improve your chances of gaining public support

Employ the Entire Tool Box



Publications – Print and Online

A Community Newsletter from the Port of Long Beach

re:port

Port of LONG BEACH
The Green Port

Fall 2012



Bridge of the Future

Construction will begin soon on a new span to replace the aging Gerald Desmond Bridge. The new bridge will improve traffic flow and include a bike path, pedestrian path and observation decks. Learn more on Pages 4 and 5.

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Green Ships
Incentives attract less-polluting ships
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Beyond the Waterfront
The Port supports community events, activities
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tie lines

The Port of Long Beach's Monthly Newsletter

Port of LONG BEACH
The Green Port

September 2012

Panama Canal Update



Completion of the Panama Canal expansion has been delayed at least six months, and the project may not be completed until April 2015, according to the Port's Latin America Trade Representative, Eduardo E. Lugo 'E'.

Lugo gave a presentation on the topic to the Long Beach Board of Harbor Commissioners on September 10.

[Read more...](#)

[Watch the video...](#)

Port Security Remains Strong



More than a decade following 9/11, security remains a high priority at the Port. The security systems that protect the nation's busiest harbor complex are continually being upgraded. Since 2001, the Port has increased security staff by 40 percent and invested millions of dollars in training, equipment and technology to become one of the most secure ports in the world.

[Read more...](#)

Cargo Volumes Up

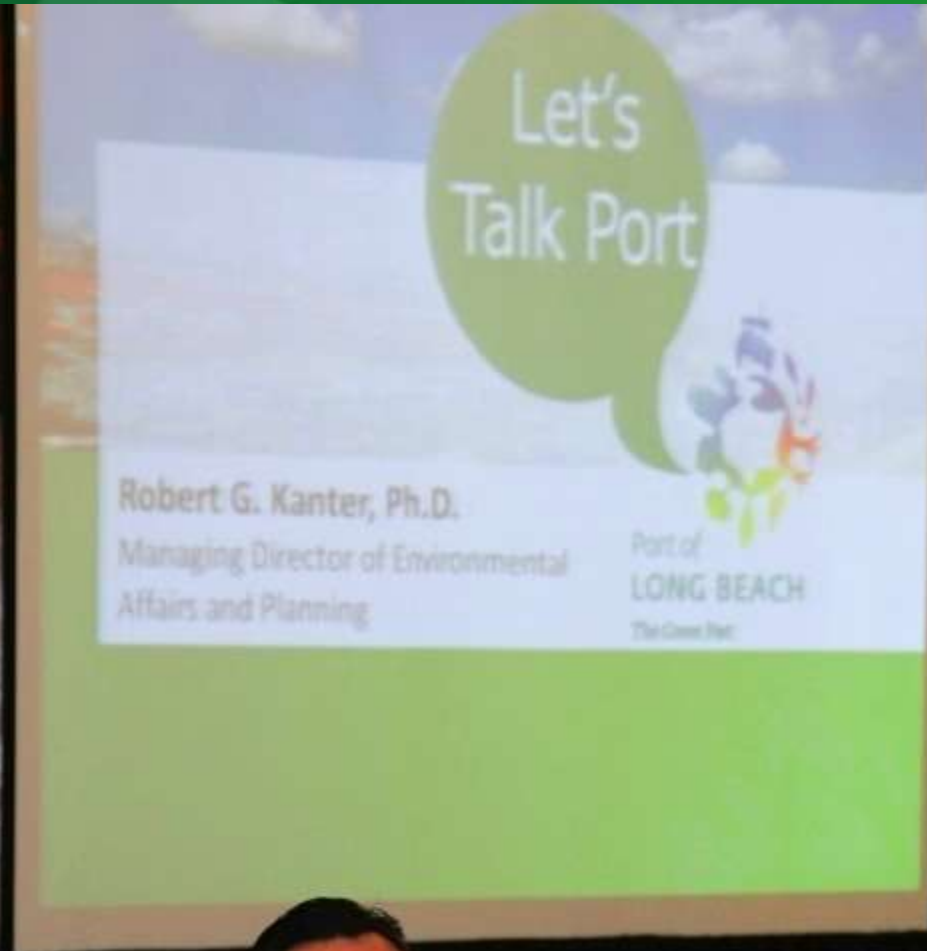


Container traffic volumes at the Port rose in August, with imports up 2.9 percent and exports up 5.7 percent compared to the same period a year ago. August marks the start of the peak season, when shipments begin arriving for the end-of-the-year holiday shopping season. Overall container traffic was up 1.4 percent in August.

[Read more...](#)

Port of LONG BEACH

Special Events: Let's Talk to People



Special Events: Celebrating Women



Takin' it to the Streets!



Engaging the Community



Engaging the Community



Engaging the Community



Engaging Video



Environmental Stewardship in Action



Starting the discussion...with Legos!



Engaging the Community



Advertising: Publications

A smiling woman with long brown hair, wearing a yellow top and a dark cardigan, stands in front of a large world map. The map shows North and South America in green and the oceans in blue. The woman is positioned on the right side of the frame, looking towards the camera.

The Port awards thousands of dollars in scholarships each year. Now, that's economics I like to teach. — Libby Huff, Polytechnic High School Teacher

At the Port, we're always planning for the future. That's why educational outreach—including scholarships for local students planning to enter trade-related fields—is one of our top priorities. As teachers like Libby Huff know, investing in the next generation always pays off.
www.POLB.com/community

Thinking outside the docks

The logo for the Port of Long Beach, featuring a stylized globe made of colorful dots (blue, green, yellow, orange, red) arranged in a circular pattern. To the right of the globe, the text "Port of LONG BEACH" is written in a bold, sans-serif font, with "The Green Port" in a smaller font below it.

Small text in bottom right corner: www.PortofLongBeach.com

Outdoor Advertising-Use It!



Multi-lingual Advertising: Spanish



Outdoor Advertising on Buses – A Lasting Impression



Advertising on Pedicabs



Big ship ready today

Big ship ready today
Bigger ship ready tomorrow

Learn more here.



PORT OF
LONG BEACH
The Green Port

Bigger ship ready tomorrow

With a 76-foot-deep main channel, 15 deepwater berths, 54 post-Panamax gantry cranes, a **robust** workforce and the **largest** distribution network in the U.S., we're ready for today's big ships. And we're the best fit for the larger ships to come, thanks to our bold investments in leading technology and **giant** terminals with shore power and on-dock rail. Around here, we think big.

The future is **BIG.**

www.polb.com/bigshipready

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Port of
LONG BEACH
The Green Port

Be Seen by the Masses - YouTube



Multimedia



Social Media

facebook   Search for people, places and things

You are posting, commenting, and liking as Port of Long Beach — Change to Long Beach

 **Port of Long Beach** Timeline ▾ Now ▾

 **Port of Long Beach**
19 hours ago · 

Goodbye to our friend, former Port Community Relations Manager Steven Macias.


Macias, who retired in January 2012 after more than 21 years at the Port, died at home in Long Beach over the weekend. He was 55. Macias had spearheaded the Por... See More



Like · Comment · Share  14

 44 people like this.

 **Emily Theodora Ball** RIP
19 hours ago · Like

 **Loren Uridel** a huge loss for many of us all!
18 hours ago · Like ·  2




Luis Mota Steven, you were absolutely amazing and quite a character. I will never forget your great sense of humor or when you would make fun of me for my decisions to wear sweaters and ties no matter how hot it was. I have so many great memories of you it is hard to choose the ones that made me laugh the most. Your stellar personality and personable attitude made it easy to talk to you regardless of the subject. You gave me one of the best summers of my life. I remember you would bring us babka to cheer us up on an early Saturday morning. I miss that summer and more importantly, I will miss you. I am sorry we did get to so on our Bolivian food adventure. Good-bye Steven. I will make sure to bring a babka the next time I see you. Rest in PEACE (your favorite sign) you deserve it for all the wonderful things you have done.

Always,
Luis

11 hours ago · Like ·  1



Scott Gray That's Steven narrating one of the Port's public tours. He taught me how to do it, but no one could ever touch him in that realm. Come to think of it, there are many realms in which he stood out. Just such a fine human being. That smile. His wisdom and wit. He's the reason I stuck with Port Ambassadors much longer than I would have. Godspeed and fair winds, my friend.

11 hours ago · Like ·  1



Michelle McDonald You were perhaps one of the funniest people I knew. I'm so sad and shocked to hear this terrible news. Rest in peace, Steven.

about an hour ago · Like

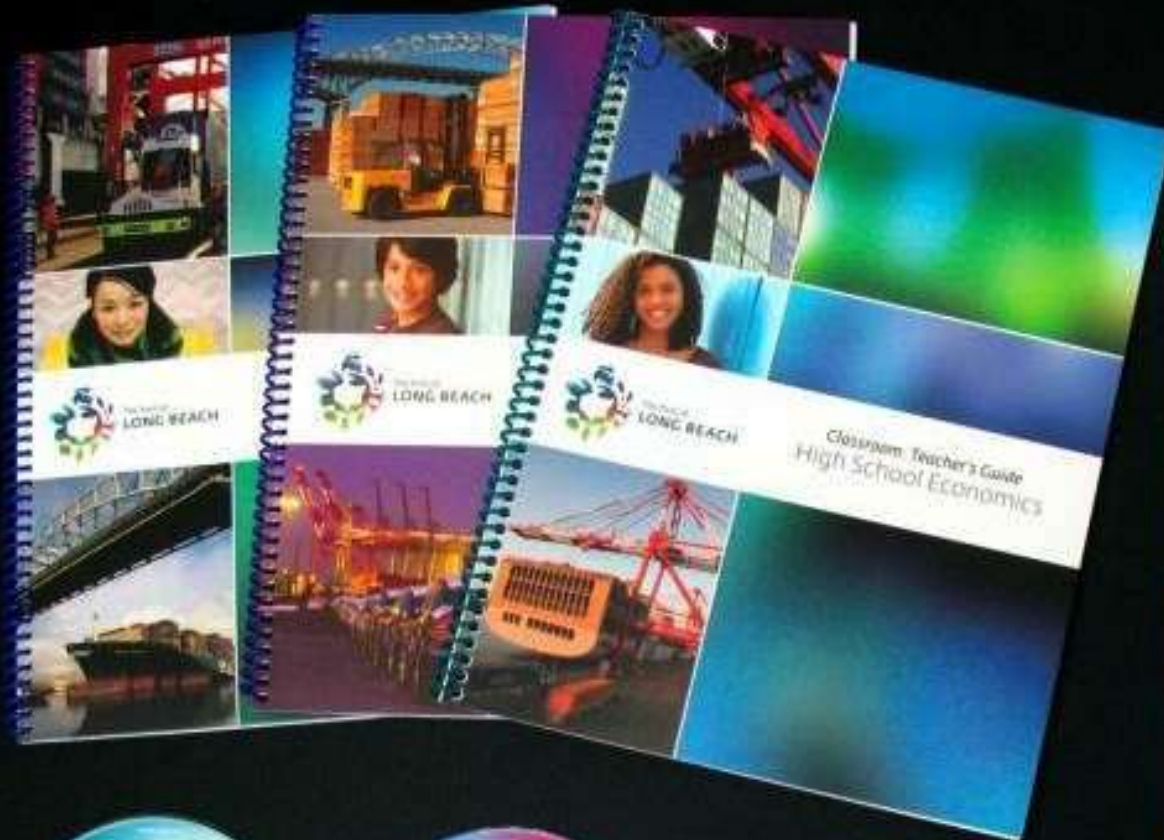


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1,013 people saw this post

Promote ▾

Educational Programs



Reaching Out with Harbor Tours



An Inside Look at Port Ops...by Train



All Aboard!



Port of **LONG BEACH**

Can you say “Choo Choo!”



People Loved Touring Their Port!

