



PORT METRO
vancouver

Port Metro Vancouver

Inspiring public confidence

Evangeline Englezos

Director, Community and
Aboriginal Affairs

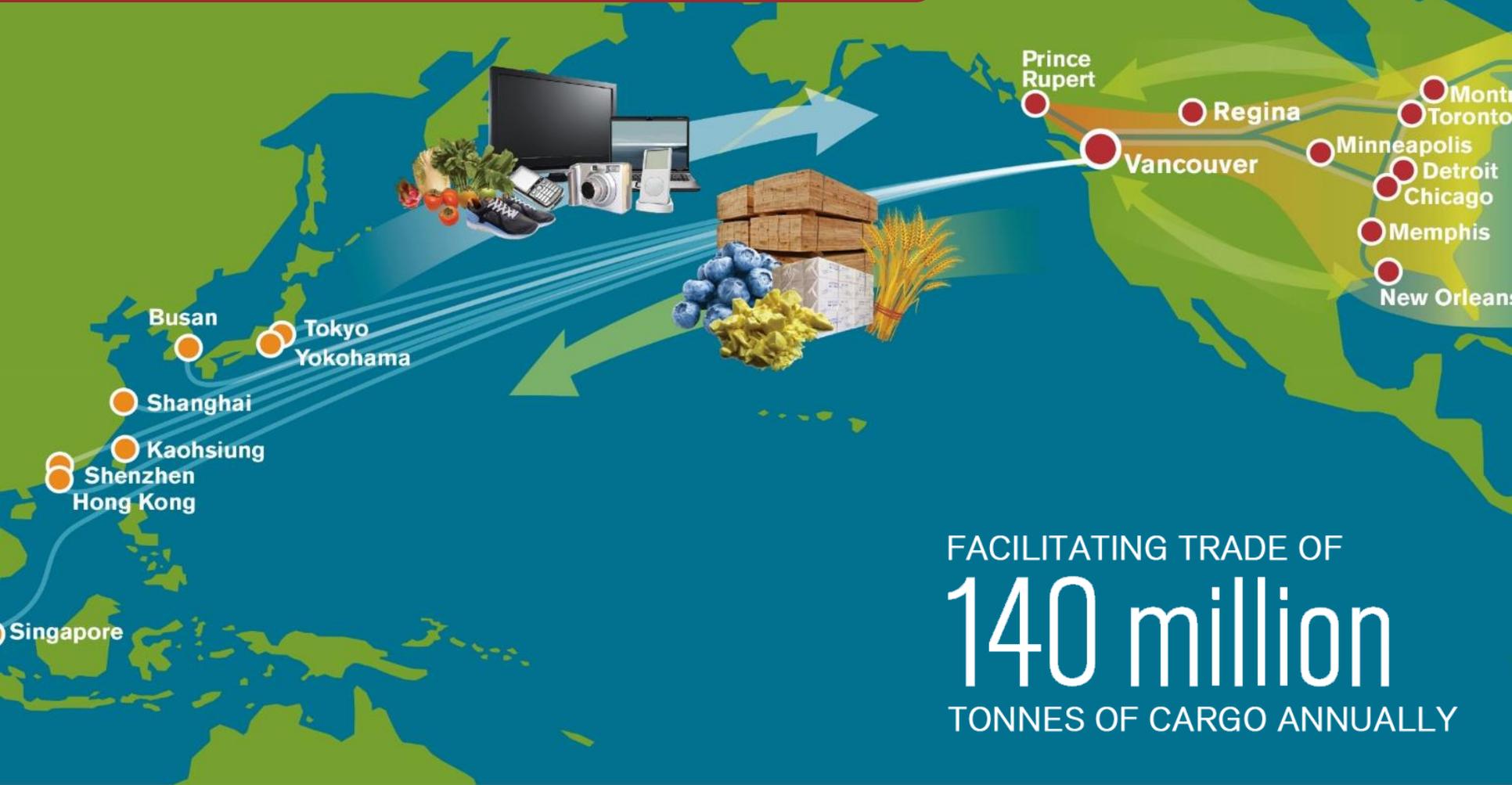
November 2015



How do we inspire pride in our port and trust in our mission?



Facilitate Canada's trade



An aerial photograph of a river valley, likely the Fraser River, showing a winding river through a lush green landscape with some urban areas. A red semi-transparent box is overlaid at the top left. A dashed white line outlines a specific area in the lower right of the image.

Balance efficient operations with community concerns, environmental protection

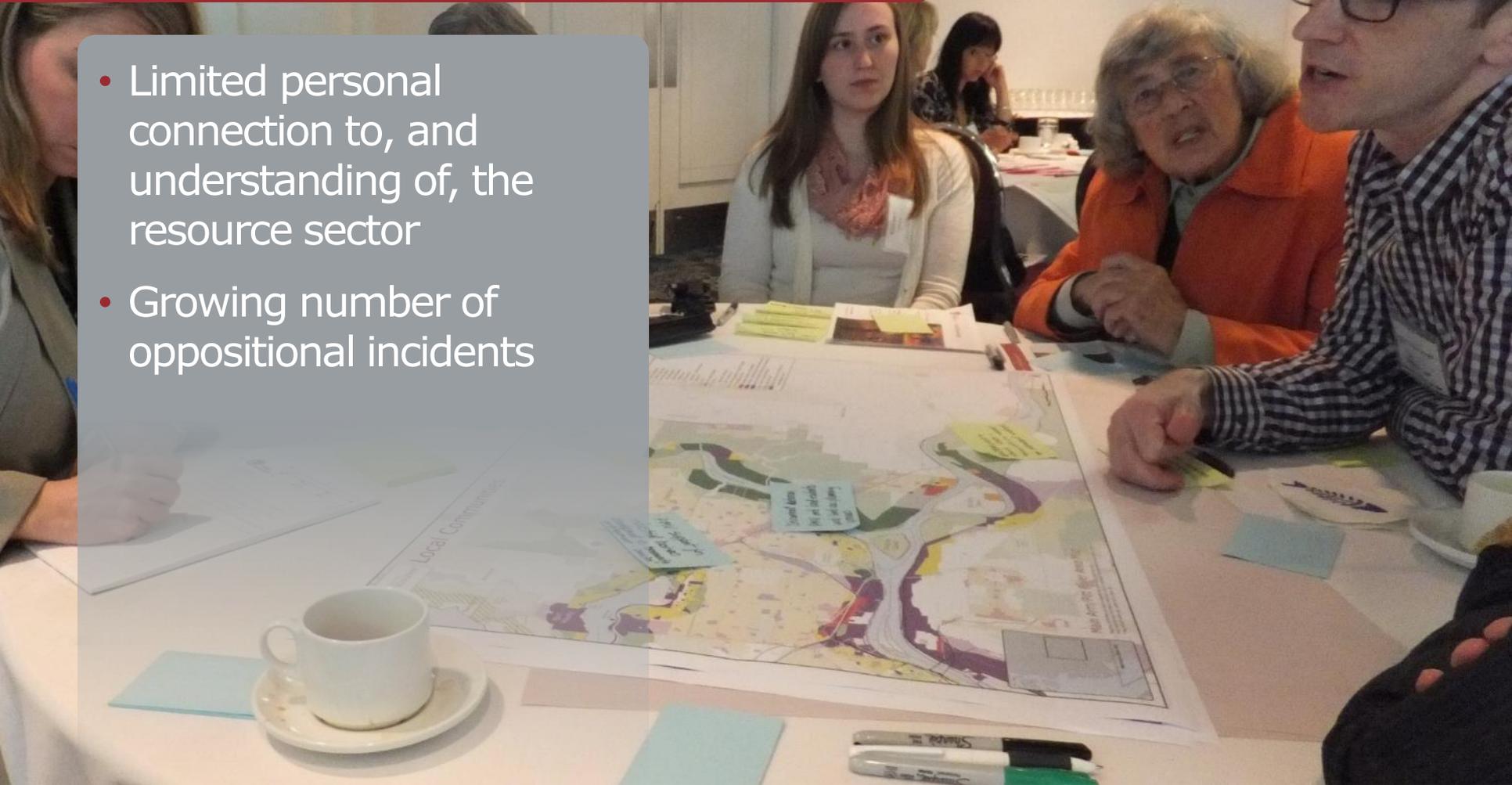
16
municipalities



PORT METRO
vancouver

Growing public interest and concern

- Limited personal connection to, and understanding of, the resource sector
- Growing number of oppositional incidents





A sustainable gateway



ECONOMIC PROSPERITY THROUGH TRADE



HEALTHY ENVIRONMENT



THRIVING COMMUNITIES



PORT METRO
vancouver

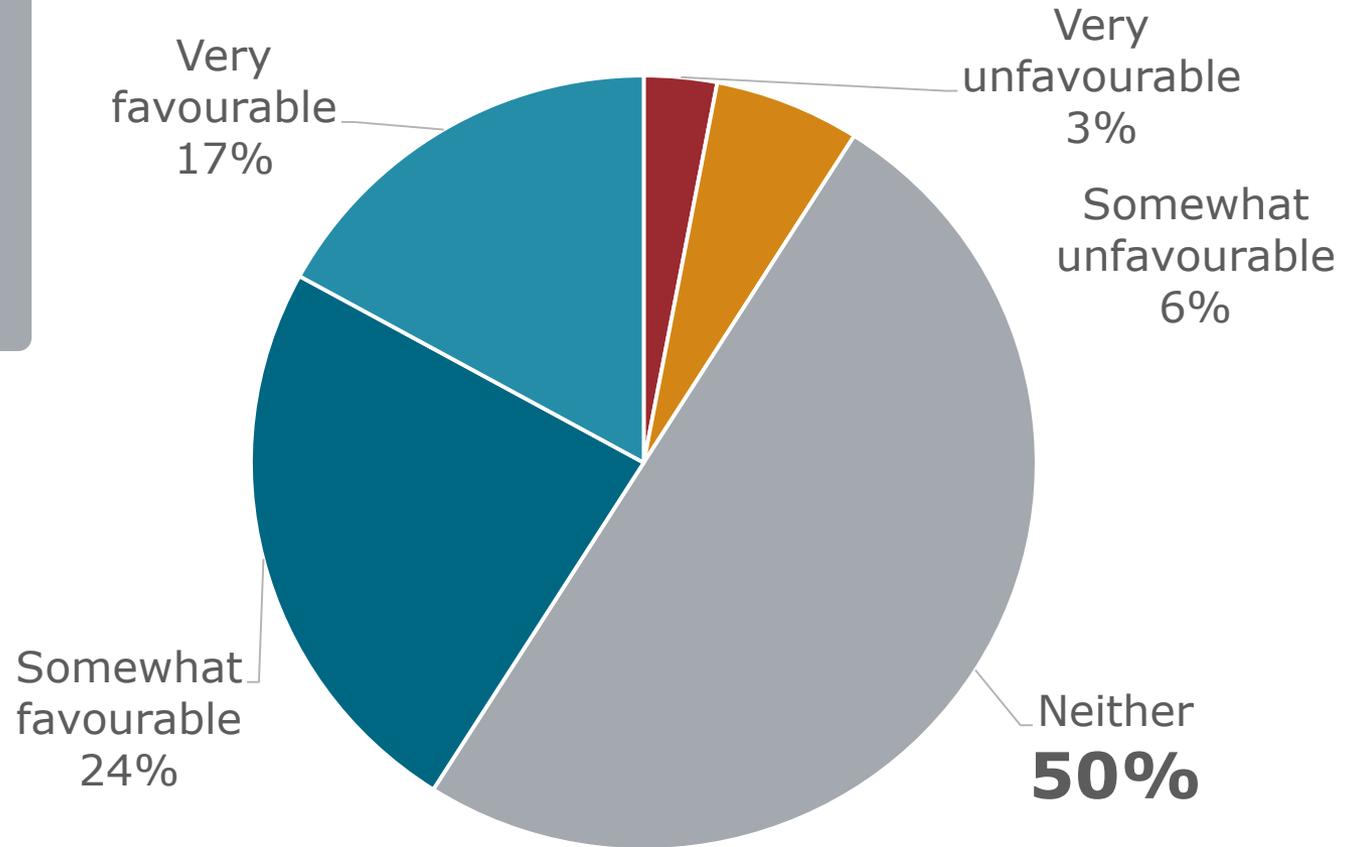
Opportunity

- Maintain increased awareness of the port
- Increase understanding of our mandate
- Increase overall favourable impressions
- Build support for operations and growth



Our audience: the neutrals

- Not actively engaged
- At greatest risk from negative coverage



Community awareness campaign

- Advocacy
 - Third Party validator/influencer
 - Executive Profile Building
 - Issues support
- Promotion
 - Social Media
 - Special Initiatives
 - Traditional and Digital Advertising

Social media



PORT METRO
vancouver



Facebook

“Very impressive !! I wish I had a chance to experience that!!”

“I am very proud to work along with these fine and highly skilled captains every day!”

“Great insight and video!!”



PORT METRO
vancouver



Port Metro Vancouver

Written by Elizabeth Adamson [?] · September 29 at 3:17pm · 🌐

Host Denise Jones joins the BC Coast Pilots as they help navigate a vessel into Port Metro Vancouver.



104,489 people reached

48k Views

Boost Post

👍 Like 💬 Comment ➦ Share

Port Metro Vancouver, Lynn Garry, Stewart Major, David Croney and 205 others like this. Most Relevant ▾

143 shares

111 comments



Twitter

 **Port Metro Vancouver**
@PortMetroVan

MEDIA RELEASE: Port Metro Vancouver donates specialized infrared camera to @NSRescue ow.ly/Tpv6o



RETWEETS 14 FAVORITES 11



 **Port Metro Vancouver**
@PortMetroVan

All operations are being shut down on the south shore. @VanFireRescue and @vchhealthcare deliberating further evacuations.

RETWEETS 45 FAVORITES 9



 **Port Metro Vancouver**
@PortMetroVan

Container units moving through the port climbed 8% according to our mid-year cargo stats: bit.ly/1TRx1wF



RETWEETS 7 FAVORITES 7





Instagram



PORT METRO
vancouver



YouTube



Port Metro Vancouver

[Home](#) [Videos](#) [Playlists](#) [Channels](#) [Discussion](#) [About](#) [Q](#)



PortTV: People of the Port - Tug Boat Captain Dave Dawson

7,949 views 1 week ago

PortTV is back! Ever wonder what the inside of a tug boat looks like? In our new episode of People of the Port, Denise Jones gets a behind-the-scenes look at the Seaspan Raven, a high-performing tug boat. With Captain Dave Dawson as her guide, Denise learns about the important role that tug captains and their crews play in keeping our port safe. Join the conversation. @PortMetroVan #PortTV

PEOPLE of the PORT



PortTV: Season 2

PortTV: Season 2 is back and better than ever! The Port Pop Quiz series follows host David Milchard as he ventures into port communities across the Lower Mainland to quiz peoples' knowledge about port cit...



PORT METRO
vancouver



PEOPLE
of the PORT

0:42 / 4:12



PORT METRO
vancouver



PORT METRO
vancouver



PORT
POP quiz

1:32 / 2:46



PORT METRO
vancouver



PORT METRO
vancouver



PortTV hosts David Milchard and Denise Jones



PORT METRO
vancouver

Advertising



PORT METRO
vancouver



Digital



Port Metro Vancouver

Published by Nancy Chan [?] · March 2 · Edited [?] ·

Have you ever wondered about the ships you see along our beautiful port city waterways? Learn to identify different ships moving passengers and products through the port: <http://bit.ly/17KKJLf>

Do you remember the first time you stepped aboard a ship? Share it with us!



11,732 people reached

Boost Post



Port Metro Vancouver

@PortMetroVan

Check out new **#PortTV!** Host Denise Jones gets a front row seat as a tug boat helps park an enormous vessel.



Port Metro Vancouver



PortTV: Tug Boat Captain Dave Dawson

Our host Denise Jones gets a behind-the-scenes look inside a Seaspan tug boat with Captain Dave Dawson as her guide.



PORT METRO
vancouver



Radio

- 10 weeks
- 8 stations
- 1 contest





Television

**Shore power reduces greenhouse gas emissions
by more than 2,200 tonnes each year.**

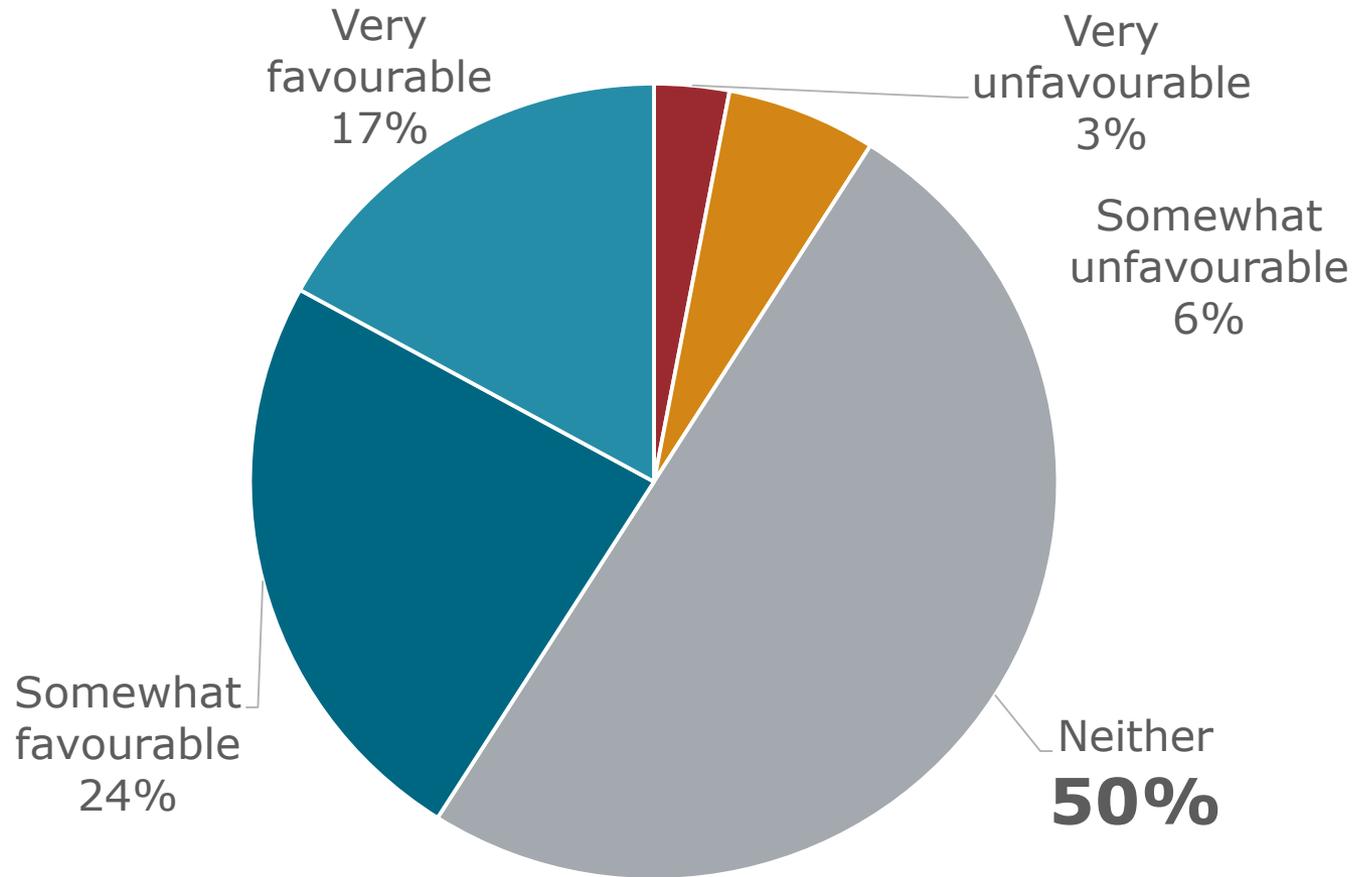


PORT METRO
vancouver



PORT METRO
vancouver

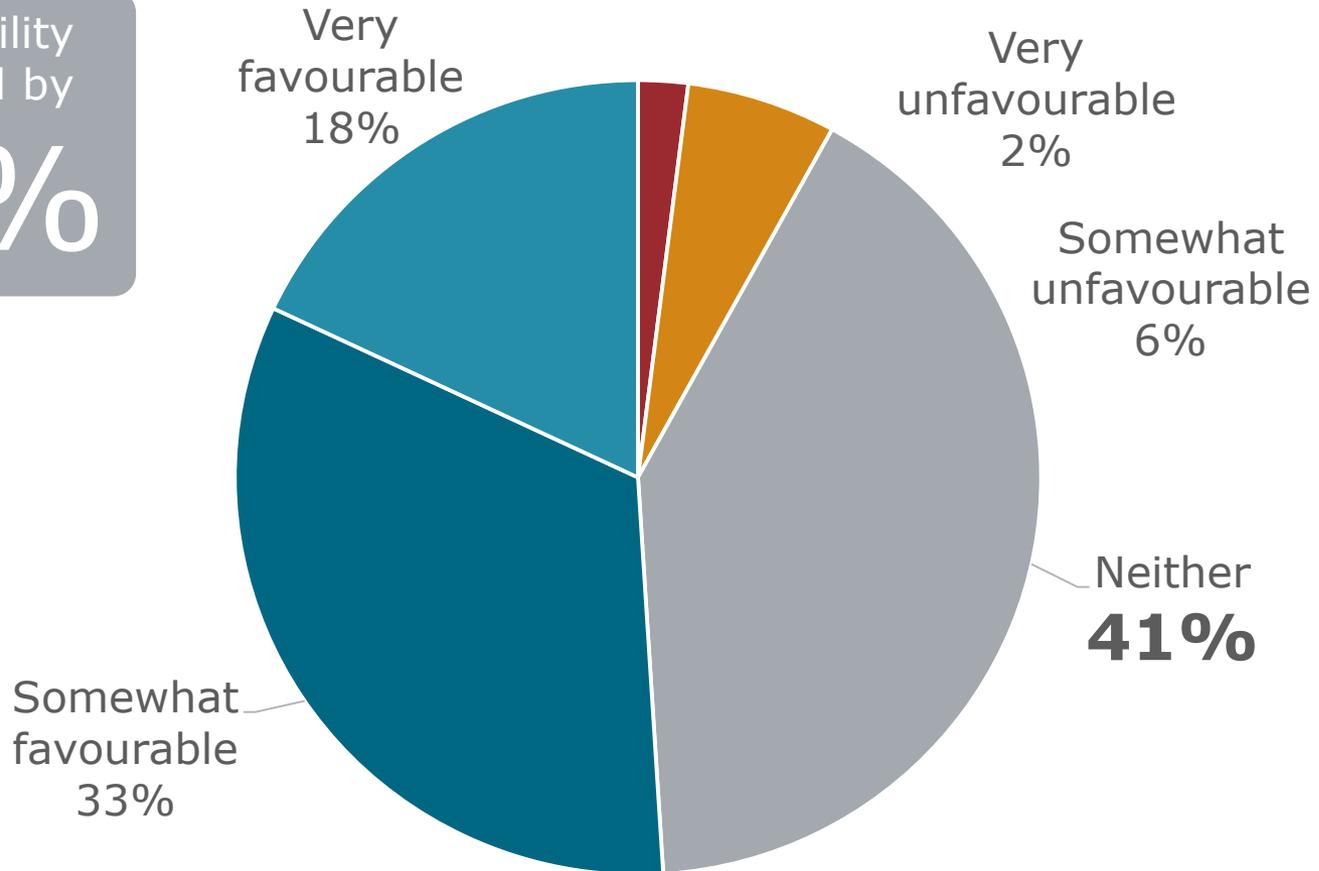
Baseline (2013)



Results (2015)

Favourability
increased by

10%





How do we inspire pride in our port and trust in our mission?



PORT METRO
vancouver



PORT METRO
vancouver

Port Metro Vancouver

Inspiring public confidence

Evangeline Englezos

Director, Community and
Aboriginal Affairs

November 2015