



Port of
LONG BEACH
The Green Port

2013 AAPA Communications Awards

Category: Directories/Handbooks

Title: Facilities Guides

2013 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION 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 _____ |
| 6. Directories/Handbooks <u>X</u> _____ | 13. Videos _____ |
| 7. Miscellaneous _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

CATEGORY 1 **CATEGORY 2**

Entry Title Big Ship Ready - Facilities Guide & On Track for Tomorrow - Rail Guide
 Port Name Port of Long Beach
 Port Address 925 Harbor Plaza, Long Beach, CA 90802
 Contact Name/Title Art Wong, Acting Director of Communications and Community Relations
 Telephone 562 283 7702 Email Address wong@polb.com

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, attach a separate entry statement, in English, that includes a descriptive summary of your entry and lists answers to each of the following four key questions:

1. What are/were the specific communications challenges or opportunities?

- Describe in specific & measurable terms the situation leading up to creation of this entry.
- Analyze the major internal and external factors needing to be addressed.

2. What were your communications planning and programming components?

- Describe your overall goals (desired results).
- Describe your objectives (identify specific, measurable milestones needed to reach your goals).
- Identify your target publics (list primary, secondary and tertiary audiences in order of importance).

3. What actions were taken and what communication outputs were used?

Explain your strategies (e.g., identify media, tim-

OFFICIAL ENTRY LABEL
AAPA 2013 Communications Awards

Port PORT OF LONG BEACH
 Contact Person Art Wong
 Entry Classification DIRECTORIES/HANDBOOKS



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Port of Long Beach Facilities Guides

Communications Challenges and Opportunities

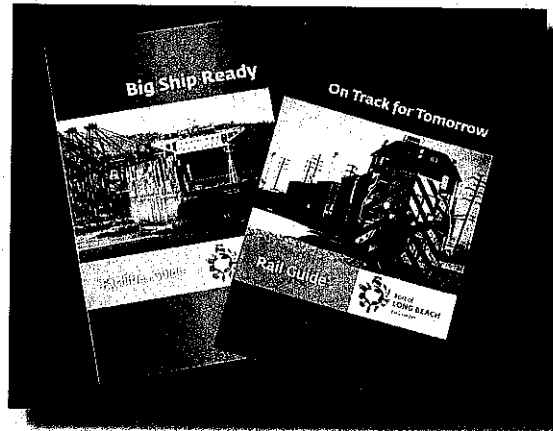
The Port of Long Beach is the premier U.S. gateway for trans-Pacific trade, welcoming 5,000 ships a year from 217 seaports around the world. As the second-busiest container seaport in the United States, the Port handles trade valued at \$155 billion annually and supports hundreds of thousands of jobs.

The key to the Port's competitive advantage, and part of the reason why Long Beach has seen its cargo numbers more than double since the 1990s, is world-class facilities and rail connections that allow cargo to flow efficiently to the rest of the country. Rail also helps reduce diesel emissions from truck traffic. To remain competitive in the new "Big Ship Era" and become more sustainable, the Port is investing \$4.5 billion during this decade to modernize its facilities – the most of any port in the nation.

Although the Port has long maintained internal facilities lists, they were never distributed publicly or considered as vehicles to market the Port's "Big Ship Ready" and on-dock rail advantages to customers.

Planning and Programming Components

To educate both current and potential Port customers, as well as trade-related professionals who influence cargo routes up and down the supply chain, the Port published its first-ever set of facilities guides. Two guides were published, one highlighting the Port's capabilities on the water, and the other on land.



Big Ship Ready – Facilities Guide

In 2012, the biggest container ships in the trans-Pacific trade called at the Port of Long Beach, one of a handful of ports in North America capable of accommodating them. This guide provides detailed capacity and technical information about each of the Port's six container terminals, along with

locator maps and descriptions of future projects. It will be updated annually.

On Track for Tomorrow – Rail Guide

On-dock rail allows containers to be loaded onto a train right at the terminal, minimizing travel time and costs while cutting emissions by reducing truck traffic. The Port is served by two major railroads: Union Pacific and BNSF. A regional switching railroad, Pacific Harbor Line, moves trains within the Port complex. On average, about 60 trains depart from Long Beach docks every week. On-dock rail is the most efficient way of moving containers in and out of terminals. Five of the six container terminals at the Port of Long Beach are equipped with on-dock rail capability. This guide will also be updated annually.

Actions Taken and Communication Outputs Used

The Communications and Community Relations Department began work in early 2012, closely coordinating with the Port's Engineering staff and the Trade Development Division, which is responsible for customer outreach and industry relations. Both guides were written and designed in-house, with about 200 staff hours dedicated to the project. Besides facilities data, the guides

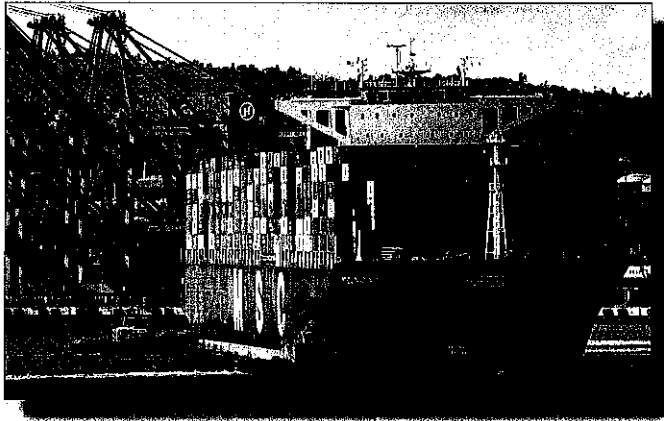


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each incorporated the Port's primary marketing messages and contact information for Trade Development staff.

Their design incorporates the Port's signature, brilliant use of color, information graphics and outstanding photography that easily sells the Port's big ship and on-dock rail marketing messages. These facilities guides can easily be identified as Port of Long Beach collateral. The design also allows for adding additional guides in the series that will address different facilities topics. The Port printed 5,000 copies of the "Big Ship Ready" brochure and 4,000 copies of "On Track for Tomorrow," with a unit cost under \$1 for each of the guides.

Copies were distributed to Port customers at trade-related conventions and conferences and, based on the success of the first-time guides and requests for additional copies, updates and reprints are scheduled for 2013. The guides also became a new resource for educators and students teaching and learning about trade in Long Beach in high schools, community colleges and at the university level.



Due to popular demand and for the convenience of all Port stakeholders, the guides are available on the Port's website (www.polb.com) under the Trade tab at:

<http://www.polb.com/bigship>

<http://www.polb.com/railguide>

The guides have rapidly become principal collateral for the Trade Development Division in their work to sell Port services to new customers.

Evaluation Methods and Communications Outcomes

The Trade Development Division is the Communications Department's internal client for this project. Trade staff has been extremely satisfied with the output and appreciated being involved early and often in the process. Trade staff reports that customers were impressed with the publications and commended it particularly for the ease-of-use and unencumbered graphic elements.

To meet demand, the Trade Development has ordered reprints (with ongoing updates) for 2013.