



Port of
LONG BEACH
The Green Port

2013 AAPA Communications Awards

Category: Special Events

Title: Port Community Train Tours

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

CATEGORY 1 CATEGORY 2

Entry Title Community Train Tours

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, timing & venue choices requiring tactics to complete).

OFFICIAL ENTRY LABEL

AAPA 2013 Communications Awards

Port PORT OF LONG BEACH

Contact Person Art Wong

Entry Classification Special Events



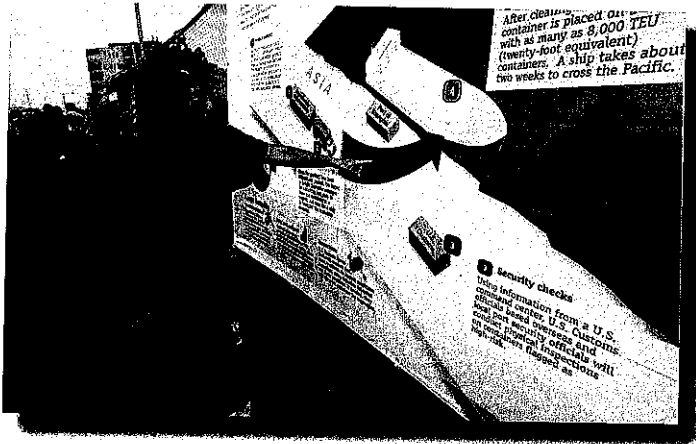
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Port of Long Beach Port Community Train Tours



The Port is investing \$4.5 billion during this decade to modernize its facilities, including better rail facilities. Rail is the most efficient and sustainable way to transport cargo in and out of the Port.

To educate the public about the importance of rail to Port operations and the environment, the Port of Long Beach launched community trains tours in 2012.

Planning and Programming Components

The Port of Long Beach is located within walking distance of downtown Long Beach, yet may seem like worlds away to the residents of this city of 460,000 and other neighboring communities. Most know the Port as a major economic engine, but few are familiar with its daily operations.

Each year, the Port offers free summer boat tours, which attract close to 2,500 area residents for a closer look at Port operations, its facilities and the impact trade has on their everyday life. The boat tours are also an opportunity to educate the public about the Port's environmental initiatives, which have successfully cut diesel pollution from operations by more than 75 percent since 2005.

In 2012, the Port expanded its community outreach efforts with free train tours inside its facilities. Rail is a major component of Port operations, allowing cargo containers to efficiently move in and out of its terminals and decreasing truck traffic and pollution. One train can eliminate as many as 750 truck trips.

The train tours offered a unique, insider's look at cargo-handling operations. Visitors also got to visit areas normally off limits to the public. Like the harbor tours, the train tours also gave Port staff a forum to reach the public directly and educate them about Port projects and programs.

Communications Challenges and Opportunities

The Port of Long Beach is the premier U.S. gateway for trans-Pacific trade and a trailblazer in innovative goods movement, safety and environmental stewardship.

As the second-busiest container seaport in the United States, the Port welcomes 5,000 ships a year from 217 seaports around the world and handles trade valued at \$155 billion annually.

The Port is also a major economic engine for the city of Long Beach and the Southern California region. In Long Beach, the Port helps support one in every eight jobs, or 30,000 jobs, and in Southern California, the trade that flows through the Port helps support more than 300,000 jobs.

Goods moving through the Port reach every U.S. congressional district, and rail transportation is a vital delivery system.

In recent years, the Port of Long Beach has done extensive outreach work to inform and educate its audiences about the Port's environmental initiatives and economic importance. The challenge now is to bring more focus to specific issues.



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Actions Taken and Communication Outputs Used

Planning for the train tours, scheduled for the weekend of October 20 and 21, started at the beginning of 2012 with logistics preparation, including securing trains and train tracks for the tours. Also, Port tenants were alerted to the planned tours, because their business operations were likely to be impacted.

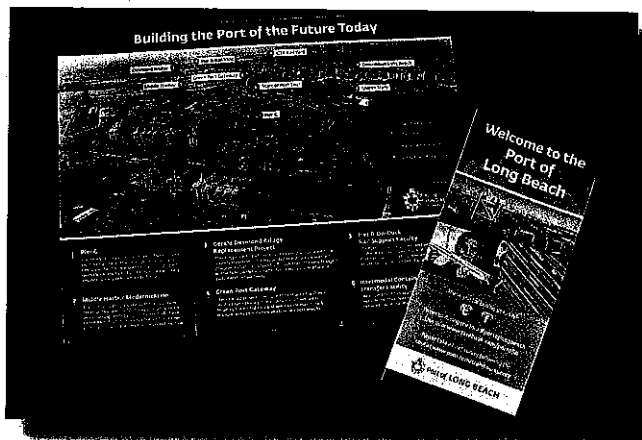
The Communications and Community Relations team worked with Port terminal operators to schedule business operations around the tours. Staff also secured passenger trains from Metrolink, Southern California's commuter rail line, and coordinated with Pacific Harbor Line, the short-line railroad that coordinates all rail activity inside the Port complex.

Metrolink was the ideal partner for this event since its trains also help cut traffic and air pollution by eliminating the need for more than half a million car trips each month.

The event was promoted using the Port's community newsletter, Re:Port, which is distributed to all 450,000 Long Beach households each quarter. Communications and Community Relations also used social media, the Port's website and email marketing.

Guests were required to register online for seats. There were three tours scheduled on Saturday, October 20, and two on Sunday, October 21. All five tours were booked within days of launch, about a month before the event, and a third Sunday tour was added to meet demand.

The tours lasted about one hour and departed from a makeshift station near the Port's Administration building. The area was transformed with informational signs, banners, flags and welcome stations.



The Port hired an outside event organizer to handle check-in, and Metrolink staff assisted with boarding. Port staffers from various divisions were recruited to serve as narrators, hosts and hostesses (with scripts prepared by Communications and Community Relations staff), and

harbor commissioners and Port executives were aboard to welcome the public. The Port's Harbor Patrol provided security and traffic control.

A commemorative brochure and map of the tour was provided to each guest, and a professional photographer documented the event for distribution to social media, the Port's website and the news media.



During the train tour, guests were invited to interact with hosts and play trivia games with questions about the Port. Hosts distributed prizes including Centennial books, t-shirts, hats and pens with the Port of Long Beach brand.

The majority of the project was completed by Port personnel at a total cost of \$89,600. The Port also spent \$7,200 on the outside event organizer and Metrolink and Pacific Harbor Line in-kind donation is estimated at about \$16,500.



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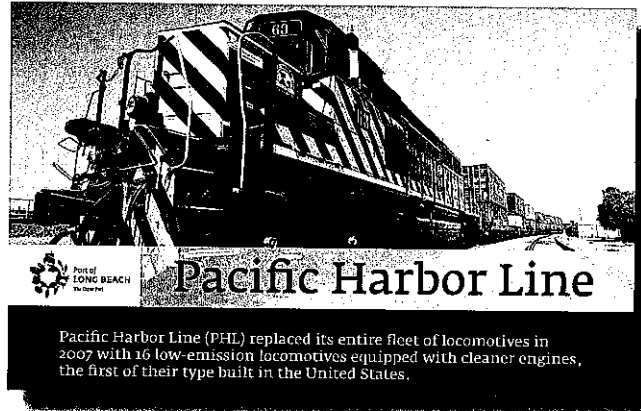
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Evaluation Methods and Communications Outcomes

The Community Train Tours of the Port were a great success. Tours were booked to capacity in just a matter of days, with maximum capacity of close to 3,000 people attending in the span of two days. Guests were a mix of families, seniors, students and individual riders who appreciated a chance to enjoy a train ride and see the Port up close.

In a post-event survey, more than 90 percent of respondents rated their overall experience as "good," "very good" or "excellent," with 45 percent rating their experience as "excellent."

Close to 80 percent of the respondents reported knowing "little to nothing" about Port operations, including the importance of rail,



before the tours. After experiencing the tour, 75 percent of respondents said they knew "a lot" about the Port, and 87 percent said they would return to experience the tour a second time.

Due to the success of this event in 2012, the Port has already scheduled Community Train Tours of the Port for 2013.