

# AAPA COMMUNICATIONS AWARDS

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

CATEGORY 1

CATEGORY 2

Entry Title Gerald Desmond Bridge Website  
 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?**

### OFFICIAL ENTRY LABEL

AAPA 2013 Communications Awards

Port PORT OF LONG BEACH

Contact Person Art Wong

Entry Classification Websites



Port of  
**LONG BEACH**  
The Green Port

## 2013 AAPA Communications Awards

Category: Websites

Title: Gerald Desmond Bridge Website

# Port of Long Beach Gerald Desmond Bridge Website

## 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 handles trade valued at \$155 billion annually and supports hundreds of thousands of jobs. More than 40 percent of seaborne cargo entering the United States comes through the San Pedro Bay Ports of Los Angeles and Long Beach, with 5,000 vessels calling at the Port of Long Beach each year from 217 seaports around the world. This decade, the Port began a \$4.5 billion, capital improvement program, the largest in the nation. To maintain its competitive edge for generations to come, the Port is building some of the most modern, efficient and sustainable marine facilities in the world, while generating tens of thousands of jobs in the region.

Included in the capital improvement program is the replacement of the Gerald Desmond Bridge, which connects several terminals in the San Pedro ports complex with the I-710 Freeway, a major cargo corridor. About 15 percent of all containerized cargo coming into the U.S. travels over the Gerald Desmond, which opened in 1968 and was not designed for today's traffic levels.

To better meet today's growing traffic volumes, the California Department of Transportation (Caltrans) and the Port of Long Beach have begun a project to replace the Gerald Desmond Bridge.



The project receives funding contributions from the U.S. Department of Transportation and the Los Angeles County Metropolitan Transportation Authority (Metro).

The new bridge, estimated to cost \$1.1 billion, will be built with a cable-stayed design. With more than 200 feet of clearance

above the water, the bridge will be high enough to accommodate the newest generation of big, efficient cargo ships. And with three lanes in each direction, plus safety lanes, it will be wider and better able to serve the 68,000 vehicle trips it handles daily. It will also include pedestrian/bicycle lanes in each direction and lookout points for the public to enjoy. It is going to be a visually spectacular bridge.

The route is an important one. The bridge has been designated as a National Highway System Intermodal Connector Route and part of the Federal Strategic Highway Network. It is a critical structure serving the ports of Long Beach and Los Angeles, the City of Long Beach, Los Angeles and Orange counties and the nation.

After more than a decade of planning, preparation and fund-raising, construction began with a formal groundbreaking event on January 8, 2013.

Bridge construction will provide an immediate and significant economic boost to Long Beach and the region, and the \$1.1 billion in spending will generate economic activity of more than \$2 billion in Southern California. Construction will support, on average, 3,000 jobs each year during the five-year construction period.

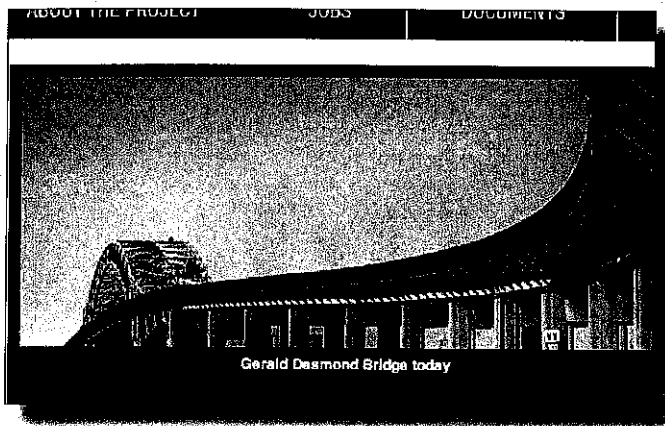


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## 2013 AAPA Communications Awards

Category: Websites

Title: Gerald Desmond Bridge Website



This is the largest bridge project in Southern California. The new cable-stayed bridge will be among the largest in the nation and an iconic landmark for Southern California.

Given the significance of the project to the maritime industry and the region, the Port of Long Beach created a dedicated website, [www.newgdbridge.com](http://www.newgdbridge.com), where people can track the progress of the bridge and get news and other information, such as traffic alerts. It also serves as an information focal point for parties involved in the construction, including several contractors, the Port's construction staff and other public agencies.

### Planning and Programming Components

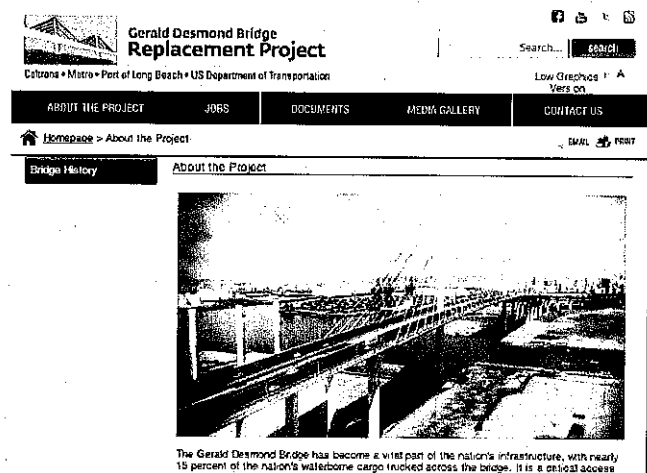
The website to track the replacement of the Gerald Desmond Bridge, at [www.newgdbridge.com](http://www.newgdbridge.com), serves as an information hub for all the parties participating in the construction of the bridge and their various constituencies.

The website is intended to:

- Contain complete information about the bridge replacement project;
- Be continually updated with pertinent information about construction progress, traffic alerts, events and activities;
- Tell about the bridge's purpose and its history;
- Provide job information;
- Be included in all advertising and communications regarding the bridge project;

- Be professional, accurate, colorful, appealing and easy to navigate;
- Provide links to other news media, including social media, and to other participating agencies;
- Present and archive news releases and other information;
- Provide a downloadable photo gallery;
- Relay to the public the usefulness, as well as the visual beauty, of the new bridge.

The target audience for the website is international and virtually limitless, but primary targets include:



- Those involved in the construction project;
- Those involved in the goods movement industry in California, the U.S. and Asia;
- Job seekers;
- Government agencies;
- The local community interested in watching their new landmark rising;
- Students and bridge enthusiasts;
- And many more.



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### Actions Taken and Communication Outputs Used

The bridge website, at [www.newgdbridge.com](http://www.newgdbridge.com), was developed in-house by dedicated personnel in the Port's Communications and Community Relations Division with technical help from a web service provider that services the Port's website on a retainer. At this time, there are no additional contractors or expenses. So far, all updates to the site have been done entirely by the Port of Long Beach, but that may expand now that construction is underway.

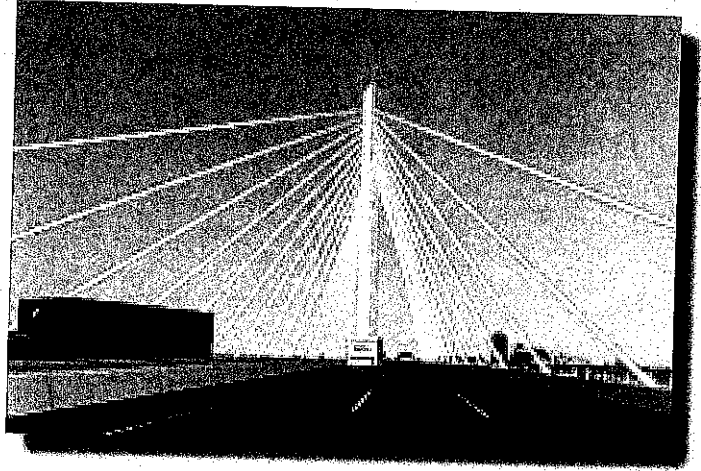
The Gerald Desmond Bridge Replacement Project has its own identity, and the partners listed on the banner below the new logo - Caltrans, Metro, Port of Long Beach and the U.S. Department of Transportation - all approved the website design.

Work began on the site in 2011, and it was officially launched in March 2012, concurrent with the launch of pages on Facebook ([facebook.com/newgdbridge](https://www.facebook.com/newgdbridge)), Twitter ([twitter.com/newgdbridge](https://twitter.com/newgdbridge)) and YouTube ([youtube.com/LBbridgeproject/feed](https://www.youtube.com/LBbridgeproject/feed)).

The website has been prominently included in all news releases and collateral materials and promoted in the consumer, trade and social news media; in the Port's newsletters to industry (tie lines), the community (re:port) and employees (Dock Talk); on signs and banners at community forums and trade conferences; at speaking engagements; and wherever the Bridge Replacement Project is discussed.

### Evaluation Methods and Communications Outcomes

Views of the website are modest at this time, but have been growing steadily since the construction contract was signed in mid-2012 and the January 2013 groundbreaking. As the construction of the bridge progresses and the structure is more visible, visits are expected to grow dramatically. Jobs information on the site is expected to be in high demand.



A 2012 study, conducted by Encinitas-based True North Research, updates data collected annually since 2007 (with a break in 2010). It is titled Public Communications & Perceptions Survey Research Report.

The survey is conducted with 1,000 registered voters in Long Beach and includes respondents from all city council districts, with a thoroughly representative range of demographic profiles. Here are some excerpts from the study:

- 68 percent of respondents indicated that they were satisfied with the Port's efforts to communicate with residents through newsletters, television, the Internet and other means, with 31 percent indicating that they were very satisfied.
- 34 percent said that they rely on the Internet as their primary source of Port news.
- 67 percent said the Port's website was an effective method of communication.
- Nearly two-thirds (64 percent) of the respondents indicated that they most often use a home computer or laptop to access online information, followed by 17 percent who use a smartphone and 8 percent who primarily use a tablet. Two percent weren't sure and only 8 percent did not have Internet access.