

# 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 Port of Long Beach Website: www.polb.com

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:

- 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.
- 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).

- What actions were taken and what communication outputs were used?**
  - Explain your strategies (e.g., identify media, timing & venue choices requiring tactics to complete).
  - Specify your tactics (actions used to carry out your strategies).

**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: [www.polb.com](http://www.polb.com)

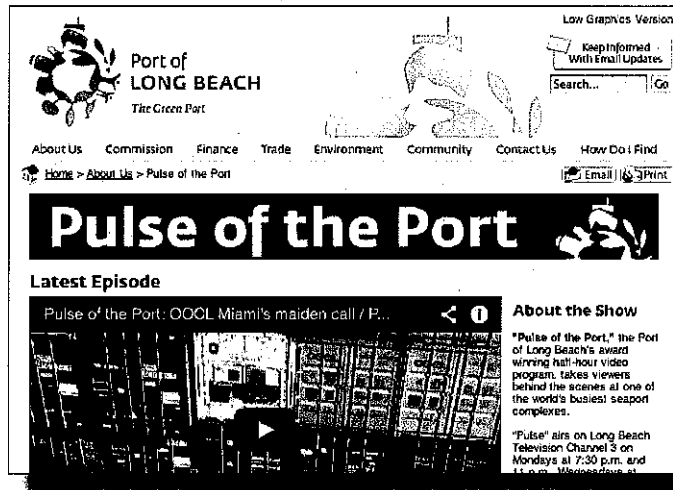
# Port of Long Beach Website: [www.polb.com](http://www.polb.com)

## Communications Challenges and Opportunities

The Port of Long Beach is a 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. The Port welcomes 5,000 yearly vessel calls from 217 seaports around the world.

During the past year, the Port has seen several key developments. After years of investments in deep-water berths and mega-terminals, Long Beach welcomed a series of the biggest container ships to ever call at a North American port, culminating with the arrival of a nearly 14,000-TEU vessel, the MSC Beatrice. The arrival of bigger container ships in Long Beach is significant in the context of an expanded Panama Canal, scheduled to open in 2015, and the potential of all water routes from Asia to the U.S. East Coast. The MSC Beatrice is too big to pass through the new expanded canal.

Long Beach became Big Ship ready with its commitment to first-class facilities, infrastructure, customer service and developing green and sustainable operations. Environmental agencies have acknowledged the Port for its landmark green initiatives, reducing diesel pollution from drayage trucks by more than 90 percent and overall diesel air pollution by more than 75 percent since adopting its Green Port Policy in 2005.



To continue this positive momentum, the Port is investing \$4.5 billion during this decade to further modernize its facilities and meet evolving industry trends, including servicing the new generation of larger, more efficient vessels entering the Pacific fleet.

The Port uses several modes of communication to disseminate news about its operations and development, including traditional push media like news releases and more engaging social media. The Port's website, however, plays a key role as a one-stop shop for Port-related information for our myriad audiences. The site is translated into four foreign languages – Spanish, Chinese, Japanese and Korean – and recently a mobile version of the site was launched to make it easier for visitors to view the website on smartphones and tablets.

## Planning and Programming Components

The Port of Long Beach website, at [www.polb.com](http://www.polb.com), is the looking glass into the Port's past, present and future.

The website is intended to:

- Contain complete information about the Port of Long Beach;
- Be easy to navigate;
- Be included in all advertising and communications to provide expanded information;

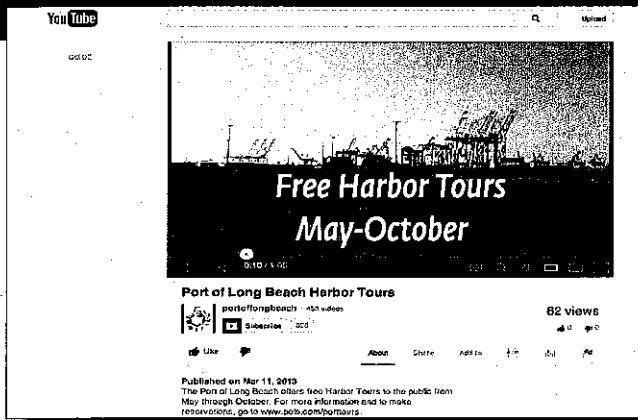


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- Be professional, accurate, colorful and appealing;
- Offer easy interactive communication with Port departments and personnel;
- Be up to date with pertinent information about new projects, people, events and activities;
- Provide links to other new media including social media;
- Archive materials with easy access for research and other purposes, such as periodic newsletters, annual reports, State of the Port addresses, Peak Season Forecast events, news releases, bi-monthly Harbor Commission meetings and much more;
- Reach foreign language speakers in the U.S. and abroad.

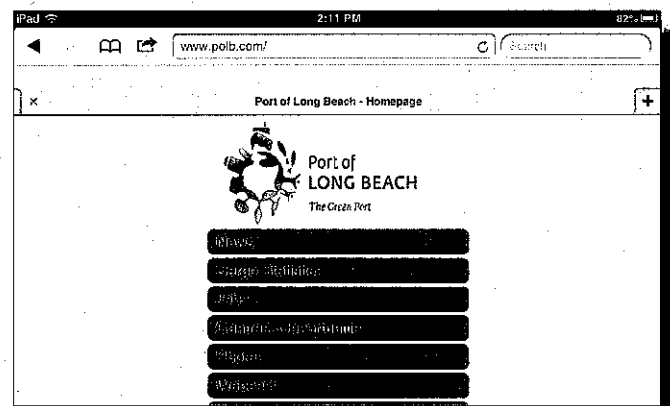
The content is intended to include information about:

- The Port and its operating departments;
- Projects included in the Port's \$4.5 billion capital improvements program;
- The Long Beach Board of Harbor Commissioners, the Port's governing body;
- Port finances;
- The Port's Green Port Policy and the environment;
- Community outreach;
- Port-sponsored activities;
- Jobs;
- Frequently asked questions;

- Port customers and Port vendors;
- Cargo;
- Port history;
- Calendar items;
- And much more.

The target audience for the Port of Long Beach website is international and virtually limitless, but primary targets are:

- Those involved in the goods movement industry in Southern California;
- Long Beach and nearby residents;
- Present and future customers and suppliers;
- Students seeking scholarships and job training opportunities;
- Job seekers;
- Government agencies;
- Those wishing to participate in a Port event or activity;
- And many more.



### Actions Taken and Communication Outputs Used

The Port website, at [www.polb.com](http://www.polb.com), is developed and updated in-house by dedicated personnel in the Port's Communications and Community Relations Division with technical support from web service provider Civica.



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One of the great attributes of electronic media is its ability to easily evolve to meet the Port's changing communications needs. Following are highlights of improvements made to the website during the past year through April 2013.

**www.polb.com** mobile website - The Port launched a mobile version of the website that contains the same information as the regular site, but is formatted for easier viewing and navigation on smartphones and tablets. The user's device is automatically detected and either the mobile or desktop site is displayed. Navigation on the mobile site was designed with the Port's web statistics in mind, making it easier to access the most popular pages including cargo statistics, jobs and contract opportunities.

**www.polb.com/grants** - One of the Port's major environmental projects is its Community Mitigation Grant Programs. The grants are designed to improve community health by lessening the impacts of Port-related air pollution, and to reduce emissions of greenhouse gases. To showcase the grants, which to date have funded projects totaling about \$15 million, the Port created this special section. The section features the latest news about completed projects, as well as application information and comprehensive data on each type of grant. It includes interactive neighborhood maps to clearly show if applicants are in grant-funded geographic regions.

**www.polb.com/porttours** - A new section was added to promote the Port's very popular Community Harbor Tours and Train Tours. The section features information on these free community outreach events and an updated and improved reservation and ticketing system.

**www.polb.com/pulse** - Pulse of the Port is the Port's monthly television segment, aired on local and regional cable stations and available on the Port's YouTube channel ([www.youtube.com/portoflongbeach](http://www.youtube.com/portoflongbeach)). A new page was added to showcase the program on the Port's website. The page also provides a convenient gateway for archived programs, stored year by year beginning with 2005.

**www.polb.com/onthejob** - The Port's On the Job page looks at the men and women who make

the Port of Long Beach work. Short video profiles show different aspects of Port operations and the diverse group of people that keep things running.

### Evaluation Methods and Communications Outcomes

Showing modest gains, page views for April 2012 through March 2013 increased by 519,496, and visits were up by 119,909 over the same period.

Following are the monthly statistics:

Month	Page Views	Visits
Apr-12	796,523	113,497
May-12	873,913	127,717
Jun-12	761,442	116,732
Jul-12	809,326	120,584
Aug-12	839,316	122,066
Sep-12	730,628	116,195
Oct-12	860,440	130,796
Nov-12	776,101	119,179
Dec-12	787,077	129,553
Jan-13	772,422	123,043
Feb-13	796,151	124,001
Mar-13	951,403	135,454
<b>TOTAL</b>	<b>9,727,742</b>	<b>1,478,817</b>

Another tool, providing evaluation of the Long Beach market, is a 2012 study conducted by Encinitas-based True North Research, updating data collected annually since 2007 (with a break in 2010), titled Public Communications & Perceptions Survey Research Report.

The survey is conducted with 1,000 registered voters in Long Beach and includes respondents

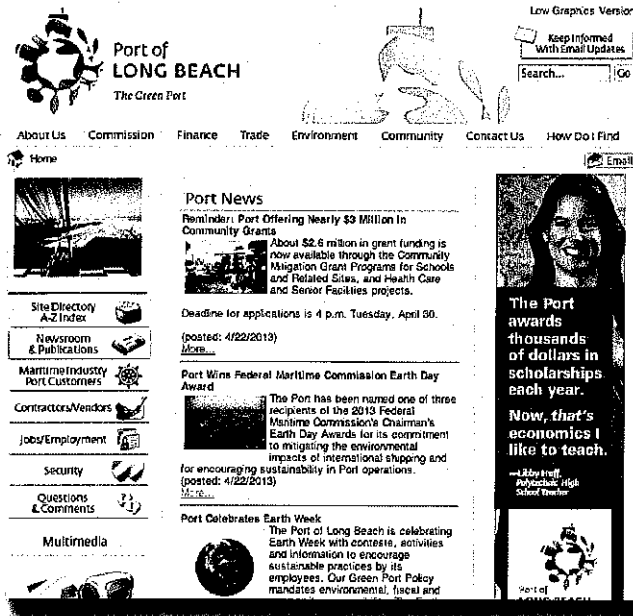


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from all city council districts, with a thoroughly representative range of demographic profiles. Here are some excerpts from the study:

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 to communicate with them.

46 percent felt that YouTube was an effective means 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.