



**PORT OF
REDWOOD CITY**

AAPA Submission

Fishing Pier Ribbon Cutting

Submission:

Port of Redwood City

"Fishing Pier Ribbon Cutting Ceremony" Event

Port Category: 1

Entry Classification: 11. Special Event

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Executive Summary

The Port of Redwood City is a premium destination for worldwide maritime commerce and waterfront recreation. Nestled along the Port's 120 acres of waterfront property is a beloved public fishing pier. Since the original wooden pier was constructed in the 1960s, the public pier has provided several generations with local fishing opportunities to create lifelong memories.

In March 2022, the Port of Redwood City celebrated the opening of a renovated fishing pier that will serve the fishing community for years to come. Port staff were joined by community members and partners at the ribbon cutting ceremony to showcase the updates that modernized the pier. From ADA improvements to peek-a-boo decking, the renovated public pier offers Port guests a new perspective of Redwood Creek. The updated pier also marks a milestone in the Port's efforts to boost waterfront recreation awareness and engagement on its shore.



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The Challenges & Opportunities

The Port of Redwood City's renovated fishing pier located in the main channel of Redwood Creek not only modernizes the pier but also serves as an educational resource for the community.

Dredging is frequently carried out in the creek to keep water in the Port deep enough for large cargo ships. This also attracts some larger fish species such as the leopard shark and white sturgeon. The fishing spot is also known for housing jacksmelt, striped bass and bat rays. The fishing pier is another step the Port of Redwood City is taking to reenergize the waterfront by turning a once-obscure Port into a community-oriented destination.

The project team understood the importance of leveraging the opening of the pier with a community event to increase awareness and showcase its numerous recreation offerings. The Port team created a list of challenges and opportunities to develop and execute a ribbon cutting event that would attract community members, elected officials and media partners.



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The Challenges & Opportunities

Challenges

- Residents of Silicon Valley have disposable income but also have high standards for a pleasurable experience.
- The local community is not aware of the public amenities the Port of Redwood City waterfront offers.
- Freeway traffic can be congested at peak times, making the commute to the waterfront difficult even though it is much closer in proximity to the Silicon Valley community than other waterfront areas.
- The waterfront is hidden, and the access point is tucked away from Redwood City proper.
- The public may be unaware the public pier offers free, unrestricted public access and does not require a fishing license, unlike most areas in California.



Opportunities

- The public fishing pier updates include ADA improvements, interpretational signage and upgrades to rails and decking for optimal viewing access.
- There is ample onsite, free parking for guests.
- The interpretational signage highlights common species of local fish.
- The Port can share fishing safety tips and reinforce picking up waste to keep the pier clean for all users.
- Invite elected officials and media partners to visit the Port of Redwood City.



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The Challenges & Opportunities

In addition to the \$2 million investment in the public fishing pier, the Port has reinvested maritime commerce funds to develop other waterfront recreation amenities. In 2019, the Port launched public art to enhance the public's experience along the shoreline, and last year, the Port built a shade structure and barbecue to accommodate crowds. The Port of Redwood City continues to seek opportunities to create an inviting community space for residents and visitors to enjoy.



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The Vision Alignment

The Port of Redwood City's vision is to maximize land use, improve infrastructure, diversify maritime and commercial business efforts, improve operations and protect the environment – all with the overall goal of strengthening the Port's impact to the region's economy and quality of life.

The Port's 2020 Vision Plan outlines specific long-term goals for the commercial areas of the waterfront:

- Encourage commercial/recreational uses to create a Redwood City waterfront destination.
- Make the overall commercial and recreational area a “destination” for visitors, workers, tenants and residents.
- Establish periodic events, such as Harbor Days and PortFest.
- Create active uses on a regular basis.
- Develop interest in the area by featuring retail carts and mobile dining attractions.
- Promote active uses including retail, cafes, restaurants, public access and entertainment uses.

The public fishing pier was renovated to support active uses. The ribbon cutting event provided the Port an opportunity to serve the Silicon Valley and showcase its unique waterfront recreation opportunities.



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The Action Plan

The project team developed a strategic marketing plan to promote the event and encourage attendance. The Port's overall operational objectives were defined along with the fishing pier ribbon cutting event objectives. This helped craft a timeline to ensure event preparation.

Operational Objectives

- Increase the number of people coming to visit the waterfront.
- Increase the number of hosted events booked on the waterfront.
- Support the Port of Redwood City's waterfront recreation tenants.
- Build partnerships with local businesses by inviting them to access waterfront amenities for corporate events.

Event Objectives

- Position the Port of Redwood City waterfront as a vibrant and desirable destination for waterfront recreation.
- Increase awareness of the Port's updated fishing pier and other waterfront amenities.
- Drive traffic to the website and social media platforms with the goal of converting cyber visits into in-person visitors.



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The Action Plan | Development Timeline

- **January 2022** - Finalize construction
- **February 2022** - Promote the event via newsletter, social media and website; invite media and elected officials
- **March 3, 2022** - Fishing pier ribbon cutting ceremony
- **March 2022** - Follow up with media partners and cross promote on website news section



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The Real-World Execution

With the objectives in mind, the project team outlined and executed the PESO model of advertising to market the event: Paid, Earned, Shared and Owned.

PAID

Created a Facebook event for the ribbon cutting ceremony.

Boosted the Facebook event with the goal of increasing awareness.

EARNED

Shared a media advisory with local media partners.

Followed up with media partners following the event to offer photos and details.

SHARED

Shared a press release with email subscribers and on the website.

Developed social media to market the event and share news.

Reached out to local officials for a personal invitation.

OWNED

Sent a press release to subscribers.

Leveraged the Port's monthly Currents newsletter via Constant Contact to build excitement and estimate an R.S.V.P count.

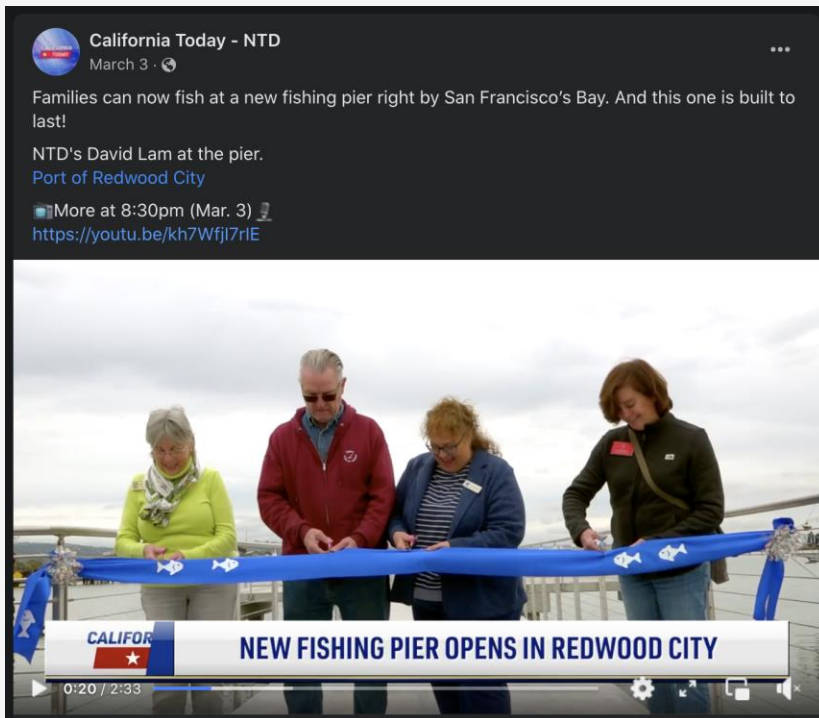
Promoted on the Port's website event page.

Results from the promotional strategy are included in the following section.



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The Real-World Execution



California Today News Segment on Facebook



Port of Redwood City Twitter Post



Port of Redwood City E-Newsletter

The Final Result



Using the promotional strategy, the team continued to track progress and measure outputs toward the event date. On March 3, 2022, the Port hosted an in-person fishing pier ribbon cutting. The event hosted local community members and several local media partners and elected officials.



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The Final Result | Port E-News

[January 2022 Currents Newsletter](#) | Jan. 25, 2022

- Sent: 583
- Open Rate: 46.8%
- Click Rate: 4.2%

[February 2022 Currents Newsletter](#) | Feb. 28, 2022

- Sent: 586
- Open Rate: 44.3%
- Click Rate: 5.8%

[Fishing Pier Ribbon Cutting Ceremony](#) | Feb. 16, 2022

- Sent: 43 Port partners and elected officials
- Open Rate: 65.9%
- Click Rate: 7.3%



[Media Advisory: Fishing Pier Ribbon Cutting](#) | Mar. 1, 2022

- Sent: 1,679 media contacts
- Open Rate: 43.8%
- Click Rate: 0.4%

[Press Release: Port of Redwood City opens newly constructed fishing pier](#) | Mar. 3, 2022

- Sent: 2,201 public subscribers, media, partners
- Open Rate: 43.3%
- Click Rate: 4.2%



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The Final Result | Media Hits

In the News

Following the event, the Port of Redwood City received several media hits. This supported the Port's objectives and helped increase website and social media traffic.

[Climate Online article 'Port of Redwood City to cut ribbon on public fishing pier'](#) | Feb. 22, 2022

[California Today News NTD news segment](#) | Mar. 3, 2022

[The San Mateo Daily Journal article 'Redwood City debuts upgraded fishing pier'](#) | Mar. 4, 2022

[KRON4 article and segment 'Redwood City hosts ribbon cutting for new pier'](#) | Mar. 5, 2022

[SFGATE article 'Port Hosts Community Ribbon-Cutting Ceremony For New Fishing Pier'](#) | Mar. 5, 2022

[Bay City News article 'Redwood City hosts ribbon cutting for new pier'](#) | Mar. 5, 2022

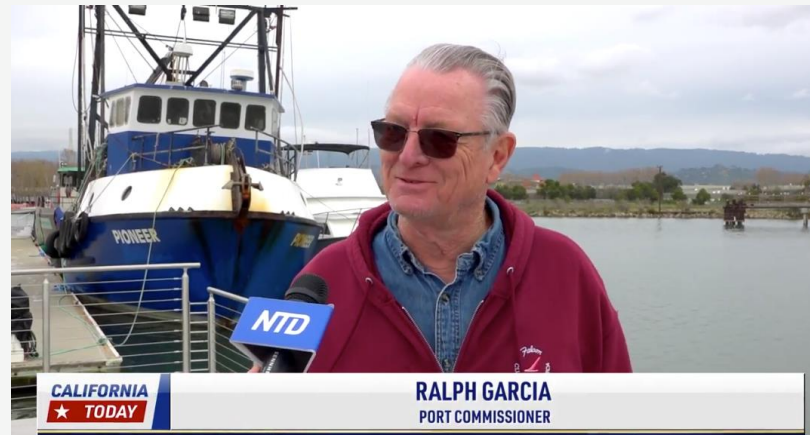
[San Mateo County Economic Development Association](#) | Mar. 7, 2022



Port of Redwood City to cut ribbon on public fishing pier

Published on February 22, 2022 — in Community — Staff

The Port of Redwood City is inviting the community to a ribbon-cutting ceremony for a newly completed public fishing pier. The event will take place at 11 a.m. at 460 Seaport Ct.



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The Final Result | Elected Officials

Elected officials participated in the ribbon cutting.

From left to right

Dianna Reddy, City of Redwood City Vice Mayor

Ralph Garcia, Port of Redwood City Commissioner

Lorianna Kastrop, Port of Redwood City Commissioner

Joan Dentler, Senior Field Representative, California State
Senator, Josh Becker SD 13



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The Final Result | Social Media Boost

The Port of Redwood City created and boosted a Facebook event with the goal of increasing awareness.

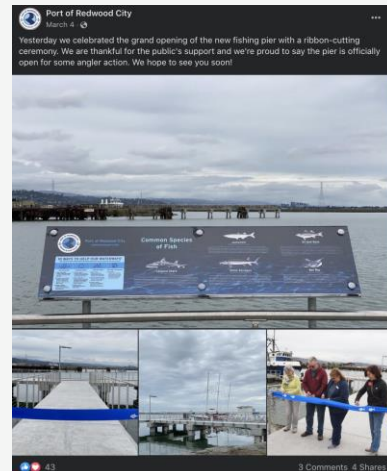
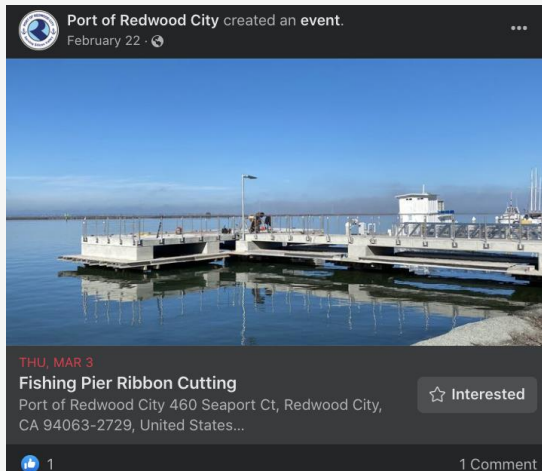
Total budget: \$47.00

Duration: 7 days

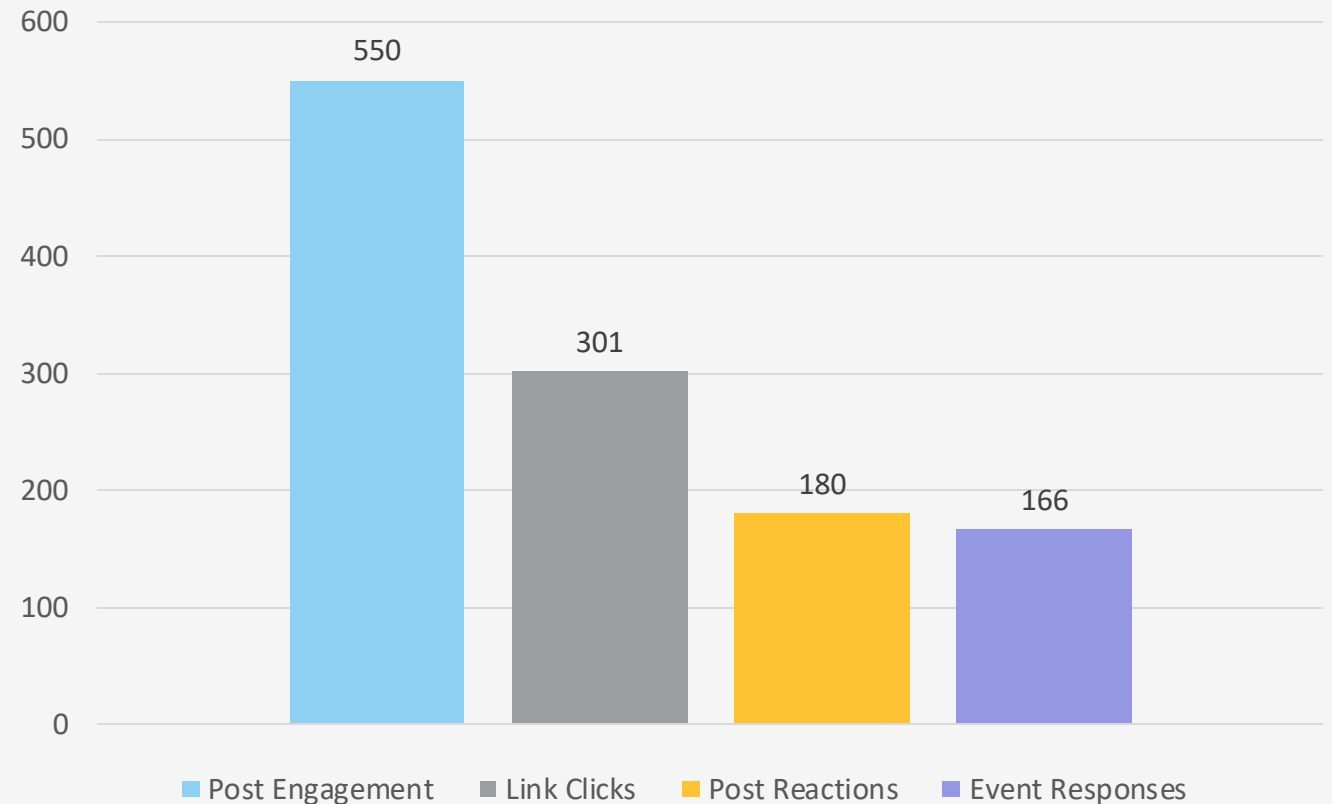
Timeline: Feb. 23—March 2, 2022

Ad reach: 11,416

Cost per event response: \$0.28



Facebook Ad Performance

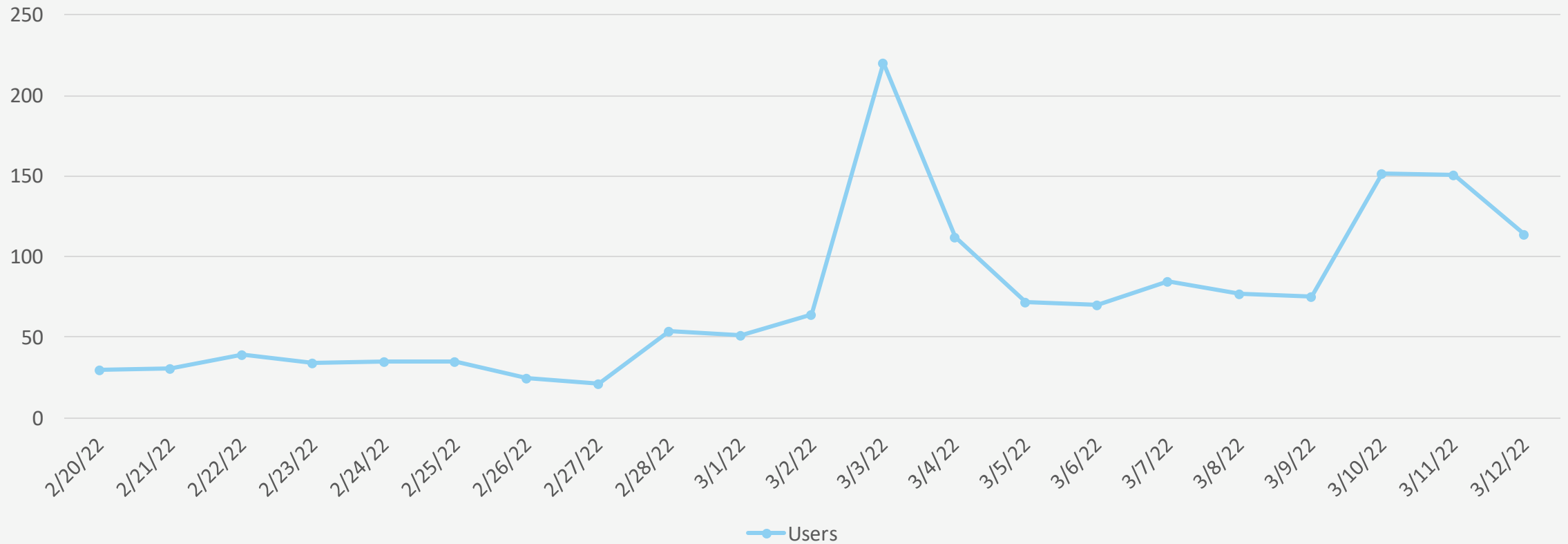


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The Final Result | Website Traffic

Google Analytics for the [Port of Redwood City's website](#)

Feb. 20—March 12, 2022



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The Final Result | Website Traffic

Google Analytics for the [Port of Redwood City's website](#)

Key Stats for March 3, 2022

Users: 220

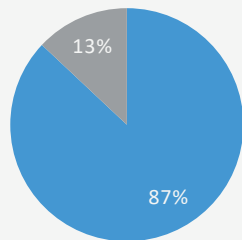
Sessions: 237

Pageviews: 381

Avg. Time on Page: 1 minute 21 seconds

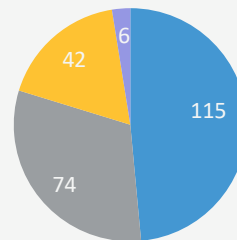
Bounce Rate: 68.78%

Users

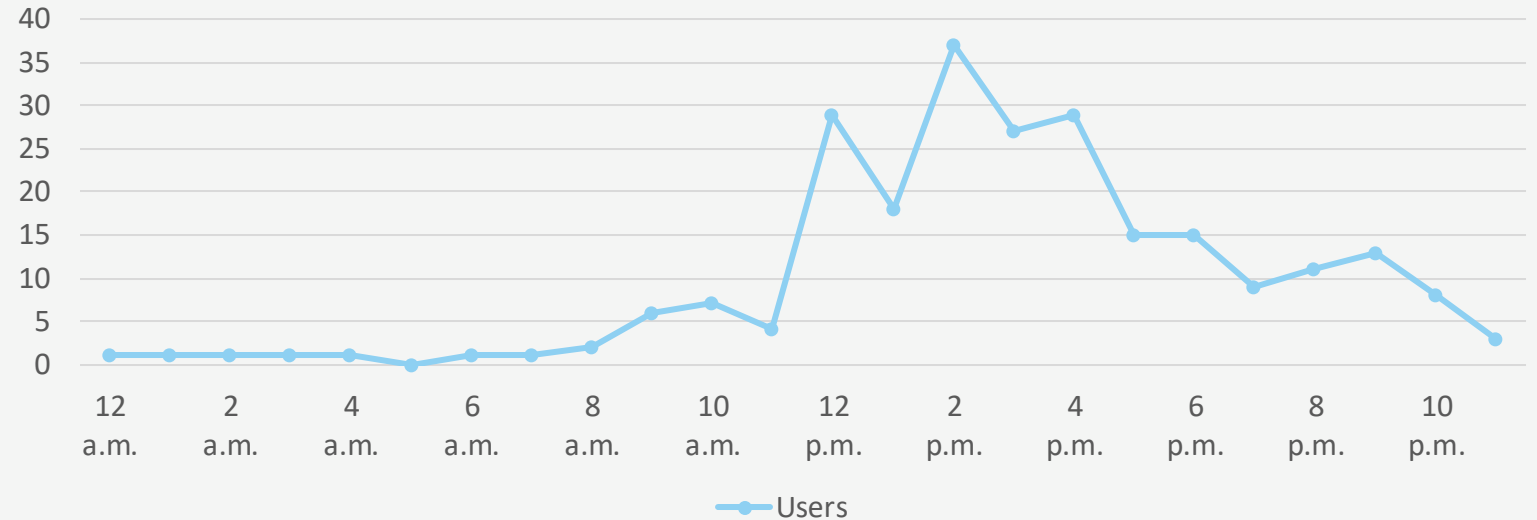


■ New Visitor ■ Retuning Visitor

Sessions



■ Direct ■ Social ■ Organic Search ■ Referral



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The Final Result | Event Photography



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The Final Result | Summary

The Port is committed to serving Silicon Valley through maritime commerce and waterfront recreation. We plan to continue investing in expanding our recreation amenities and hosting community events that welcome the public to the Port. The Port of Redwood City will foster education and appreciation of the maritime industry while sharing local recreation opportunities within proximity to residents.



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