



2022 AAPA LIGHTHOUSE AWARDS – COMMUNICATIONS

*Classification #13: Visual Only Presentations*

## **‘The Green Port Through the Years’ – An Illustrated Timeline**

# ‘The Green Port Through the Years’ – An Illustrated Timeline

## Summary

The Port of Long Beach is an industry leader and pioneer in environmental sustainability for seaports, known worldwide for its Green Port Policy first adopted in 2005. To celebrate the 15th anniversary of the policy (delayed due to COVID-19 priorities) and acknowledge the Port’s environmental success during Earth Month 2021, the Port’s Communications and Community Relations team, in conjunction with the Environmental Planning Division, created an illustrated timeline titled “The Green Port Through the Years,” that was produced in both graphic format for the Port’s new website, and also in video format for social media and other uses. Designed to be augmented as new environmental initiatives are introduced and celebrated, the timeline will be a viable communications tool well into the future.



*The Port of Long Beach*

# 1

## Communication Challenges and Opportunities

### Background

The Port of Long Beach is one of the world's premier seaports, a gateway for trans-Pacific trade and a trailblazer in innovative goods movement, safety, environmental stewardship and sustainability. As the second-busiest container seaport in the United States, the Port serves 175 shipping lines with connections to 217 seaports around the world, handles trade valued at \$200 billion annually and supports 2.6 million trade-related jobs across the nation. That includes more than 575,000 jobs in Southern California and one in five jobs in Long Beach. Through day-to-day efforts by labor and terminal operators, the Port is processing record amounts of cargo, with 9.38 million twenty-foot equivalent units (TEUs) in 2021 – the busiest year in its history – and 2022 is trending toward raising the mark yet again. Goods moving through the Port of Long Beach reach every U.S. congressional district.

The Port is governed by the Long Beach Board of Harbor Commissioners, and managed by the staff of the Long Beach Harbor Department. Mario Cordero, a former harbor commissioner, then Chairman of the Federal Maritime Commission under President Barack Obama, has served as Executive Director of the Port of Long Beach since 2017, leading a team of 500. The Port operates as a landlord, develops shipping terminals and leases them to its tenants. The Commission guides the Port's ongoing capital improvement program, currently a plan to invest \$2.6 billion over the next 10 years to upgrade Port facilities, protect the environment, increase revenue and enhance competitiveness. Projects include roadway, waterway, wharf and rail improvements to speed cargo flow and reduce traffic. The Port generates revenue through leases and cargo operations. The Port's budget for the 2022 fiscal year is \$622.4 million, and no taxpayer revenue is used to pay for Port operations and salaries.

The Port of Long Beach is proud of its top-notch customer service, state-of-the-art infrastructure and operational excellence. In 2019, 2020 and 2021 industry leaders named it "The Best West Coast Seaport in North America." Founded in 1911 with a single municipal dock at the mouth of the Los Angeles River, today the Port encompasses 3,200 acres with 35 miles of waterfront, 10 piers, 80 berths and 72 gantry cranes. Nearly 40 percent of seaborne cargo imports to the United States pass through the San Pedro Bay ports of Long Beach and Los Angeles. The complex handles more containers per ship call than any other port complex in the world.

### The Project

The Port of Long Beach is an industry leader and pioneer in environmental sustainability for seaports, known worldwide for its Green Port Policy first adopted in 2005. The Port's comprehensive programs have

succeeded in dramatically improving the environment over the years even as the Port moves dramatically more cargo – reaching record volumes the past two years.

In fact, sustainability became so integrated with the Port's image that when new branding was introduced in 2008, "The Green Port" was the tagline accompanying the new logo.

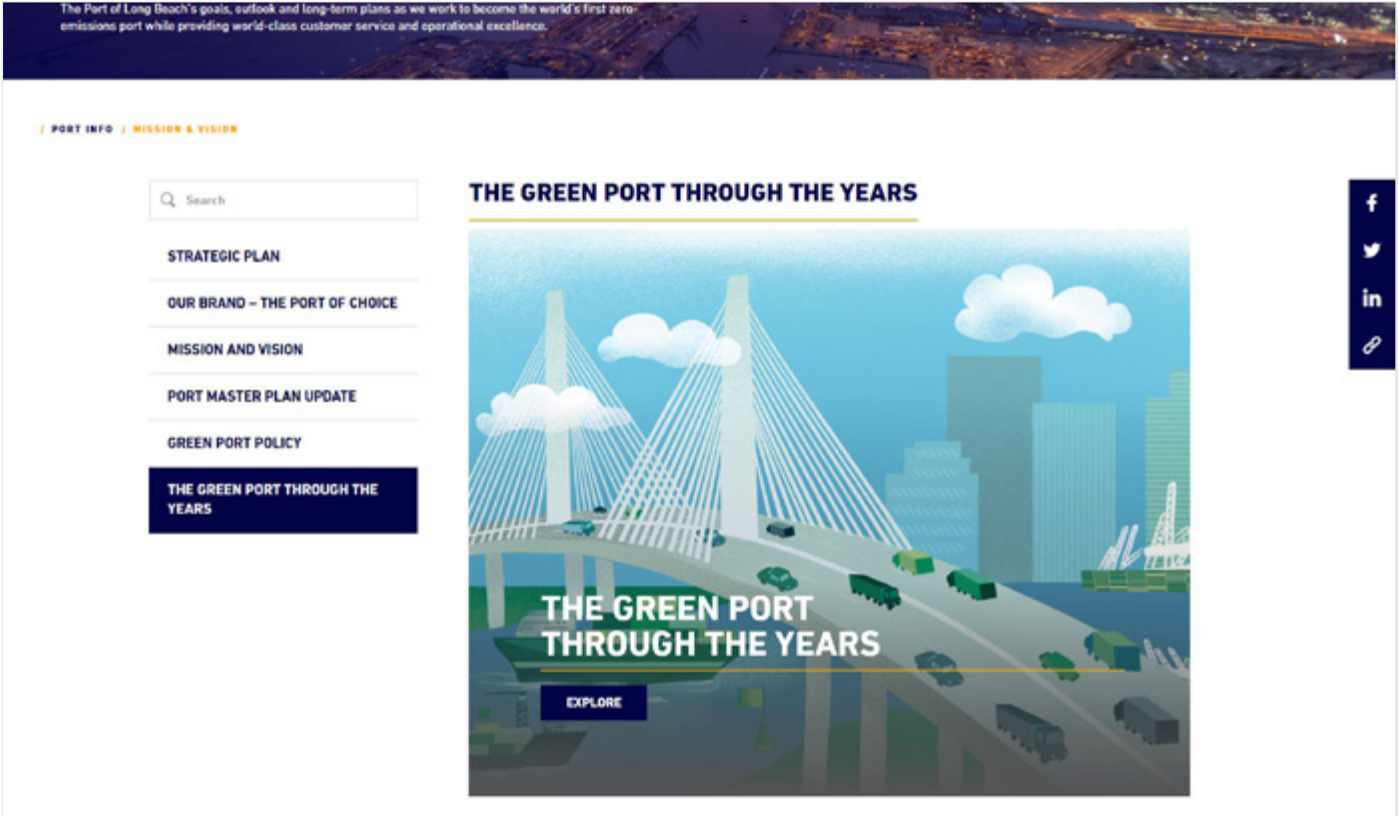
In 2018, Port executives and the Board of Harbor Commissioners determined that another brand refresh was appropriate, aimed at focusing on the Port's operational excellence and performance for a business audience, without diminishing the commitment to the environment. In early 2020, new branding was unveiled at the annual State of the Port event with an alternate tagline, "The Port of Choice." "The Green Port" tagline was retained for use with environmentally focused materials.

Plans were also afoot to commemorate the 15th anniversary of the Green Port Policy in 2020. However, with the advent of the COVID-19 pandemic, world focus – and the focus of international trade – shifted to safely maintaining operations to provide necessary day-to-day and emergency goods locally, nationally and to the world. Anniversaries and celebrations took a back seat.

Still wishing to recognize the Port's environmental accomplishments, instead of a specific 15th anniversary celebration, the Port of Long Beach Communications and Community Relations team, in consultation with the Environmental Planning Division, decided to produce an evergreen timeline showing the milestones and achievements of the Green Port years, a multi-goal document that could:

- Serve as the 2021 annual Green Port update to the Board of Harbor Commissioners;
- Celebrate Green Port accomplishments in a flexible format that could be easily augmented with new data and remain an effective tribute and communications tool for years to come;
- Reinforce the Port's commitment to the Green Port Policy during the transition to the new branding strategy and the introduction of a new logo and website;
- Become part of the Port's archive for use – intact or dissected – in other projects.

The result was an illustrated timeline titled "The Green Port Through the Years."



The illustrated timeline on the Port's website.

## 2 Complementing the Overall Mission

The Port serves the City of Long Beach as a primary economic engine and considers it a top priority to keep the community informed about Port activities that contribute to meeting the goals set by the Board of Harbor Commissioners in the most recent version of the Port's Strategic Plan, updated and released in April 2019. One of those goals is: Improve the environment through sustainable practices and the reduction of environmental impacts from Port operations and development.

Communicating the Port's environmental achievements to a broad audience is essential to obtaining public support and goodwill for both the Port and its programs,

as well as garnering grant and other funding for future projects.

Guided by the Green Port Policy, Long Beach has assumed an industry-wide leadership role in clean port development and operations. The Port's environmental initiatives have made dramatic and documented gains in cutting air pollution – including the elimination of 90 percent of diesel emissions – restoring harbor water quality, protecting wildlife and natural habitats, recycling and reusing construction materials, and nurturing groundbreaking new clean technologies that are showing ports around the world how to reduce the impacts of their operations.

Beginning with the adoption of the Green Port Policy in 2005, the Port of Long Beach embarked on the nation's most ambitious effort to improve air quality by working to become the world's first Port with zero-emissions cargo operations, with goals of zero-emissions cargo-handling equipment by 2030 and zero-emissions port trucking by 2035.

Facing the effects of climate change, communicating the Port's many successes along the journey to zero emissions is a critical piece of the Communications and Community Relations Division's plan to inform and excite the constituencies and stakeholders who rely on the Port as an economic engine for the region, the nation and worldwide.

Using the Port's new website as a showcase for The Green Port Through the Years illustrated timeline was seen as a win/win – attracting new visitors to the site with this interesting feature and drawing current, business-oriented visitors to the site for an update on the Port's green initiatives.

# 3

## Planning and Programming Components

### Goals/Objectives

- Showcase 15 years of Port of Long Beach environmental achievements in a concise, accessible presentation;
- Create a presentation that could be shared with the Board of Harbor Commissioners as an update, as well as an interactive web timeline for visitors to the Port's new website to enjoy;
- Reach a wide variety of audiences with information about the Port's green achievements;
- Maintain the Port's reputation for visual excellence by using eye-catching graphics and photographs to enhance the viewing experience of the timeline;
- Produce a video version of the timeline (with captioning for the hearing impaired) to use on Port social media platforms;
- Finish the project in time for Earth Month 2021 in order to maximize attention to the timeline and programs;
- Archive the timeline, in both still and video format, to have it available to use as a tool to promote future environmental initiatives;
- Create the timeline in a flexible format that can easily be augmented with future Green Port achievements;
- Promote viewership of the timeline via social and traditional media;
- Complete the timeline within the confines of an existing budget of \$12,160, plus staff time.



The timeline archived on the Port website.

## Target Audiences

- Members of the Long Beach Board of Harbor Commissioners
- Users of the Port of Long Beach website and visitors to the Port's social media platforms, including:
  - Long Beach-area residents and businesses
  - Port tenants, customers and other business partners
  - Port employees, vendors and consultants
  - Local, state and national environmental groups and agencies
  - Educational institutions and their students
- Users of future materials incorporating images, graphics and content from the timeline



One of the illustrations by art director Jessee Fish produced for the timeline.

## 4 Actions Taken and Communication Outputs Used

After initial internal discussions in October 2020 with the Port of Long Beach's Environmental Planning Division, the Communications Division asked Stellar Agency for a proposal to implement the timeline project. Stellar is a Torrance, California-based company and the contractor who executed the Port's brand refresh and developed the Port's website in early 2020. The Port's web maintenance contract with Stellar contains funds for extra web projects such as this, so a wider RFP was not needed.

Stellar returned a proposal to complete the timeline for a cost of \$12,160, which would include artwork, design (under the direction of the Communications Division's Graphics team) and programming. Photography would be selected from the Port's

extensive archive, text for the timeline to be written by the Communications Division, with input from Environmental Planning. Budget for a video to be produced from the timeline as a presentation to the Harbor Commission was not included in this total.

Stellar contracted with art director Jesse Fish to produce illustrations for the timeline. Fish worked with Stellar and the Port's Graphics team to decide on the look for the timeline – an organic feel was chosen, heavy with greens and blues, reflecting the Port's turquoise brand and also the environmental focus of the material.

Once graphics, text and photography had been approved, Stellar's web developers, under the direction of the Port's Senior Digital Communications



*Example of how the illustration is incorporated into the timeline.*

Specialist, assembled and programmed the complete interactive timeline.

In preparation for the presentation of the timeline to the Board of Harbor Commissioners and to promote the timeline beginning in Earth Month 2021, longtime Port video contractor Media 360 was given the timeline's graphic materials to produce a three-minute video version, adding audio, music and captioning for the hearing impaired, also called "The Green Port Through the Years."

On April 26, 2021:

- Both the video and the timeline were unveiled at the Harbor Commission meeting and simultaneously added to the Port's website;

- The video was also released on YouTube and other social media platforms. On release, the timeline was featured at the top of the polb.com homepage and it is still currently promoted further down on the homepage;
- A news release about the timeline was distributed to the Port's News and Info list (about 4,800 emails).



The timeline is archived on the Port website and can be updated with new content whenever desired.

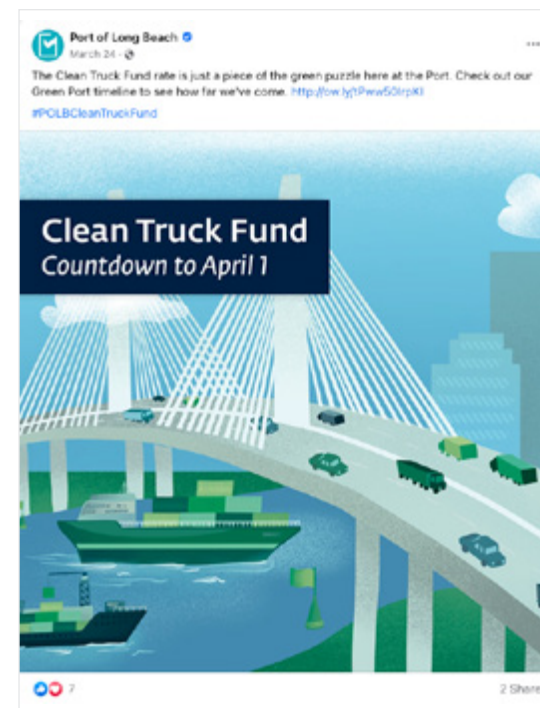
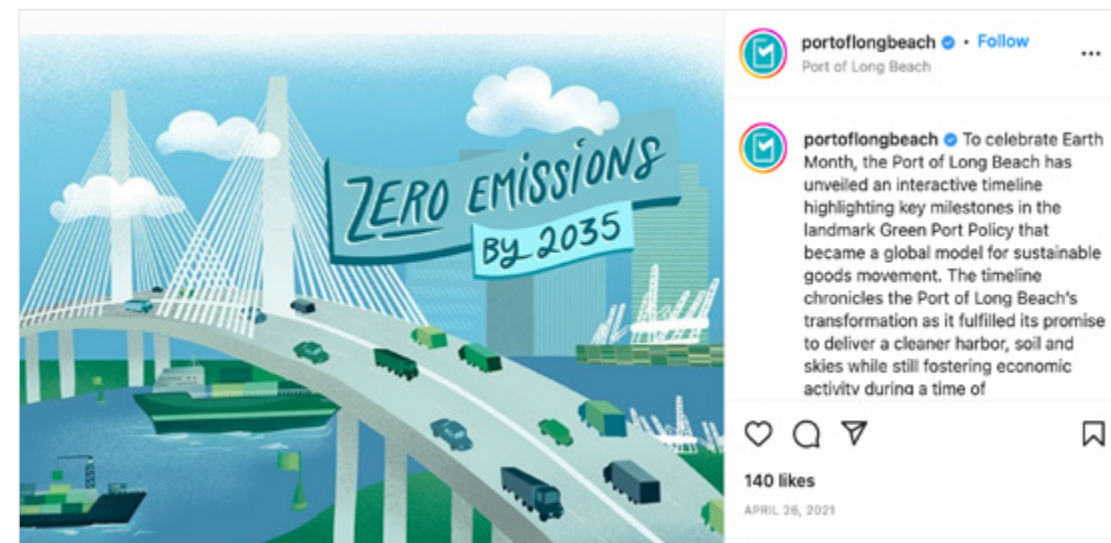
# 5 Communications Outcomes and Evaluation Methods

## Overview

Response to “The Green Port Through the Years” – in both graphic and video format – has been well received by the target markets, and the Port’s ability to continually update the content ensures that it will be a viable marketing tool for the Port’s environmental success story for years to come.

## Statistics

- The Green Port Through the Years project was completed on budget for a cost of \$12,160 – this is the cost paid to Port contractor Stellar Agency for design and programming and does not include staff time.
- The video presentation supporting the timeline, used as an update for the Harbor Commission, was produced for a cost of \$6,350, not including staff time. Through May 18, 2022, the video has received 605 views and 9 likes on YouTube.
- The project was completed on schedule in order to be unveiled at a Harbor Commission meeting during Earth Month on April 26, 2021.
- Website views through May 18, 2022, are 1,864. As the COVID crisis eases, the Port is stepping up its presentations to interns, local students and environmental groups incorporating the timeline. This, coupled with the Port’s ability to expand the timeline’s content as new initiatives are introduced, means the lifetime of the timeline and its value as a communications tool is infinite.
- A press release announcing the debut of the timeline was sent to the Port’s News and Info and Clean Air Action Plan lists, approximately 5,400 recipients, on April 26, 2021.



Social Media

The Green Port Timeline was shared on the Port’s social media platforms immediately following the timeline’s presentation to the Harbor Commission on April 26, 2021. In addition to being released on YouTube, the associated video was shared on Facebook and Instagram the following week. Because of its evergreen nature, we shared the timeline again during Earth Week in 2022, bringing it some renewed attention.

Facebook

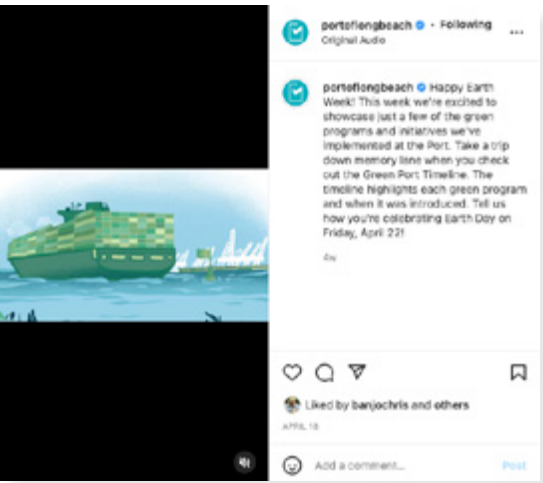
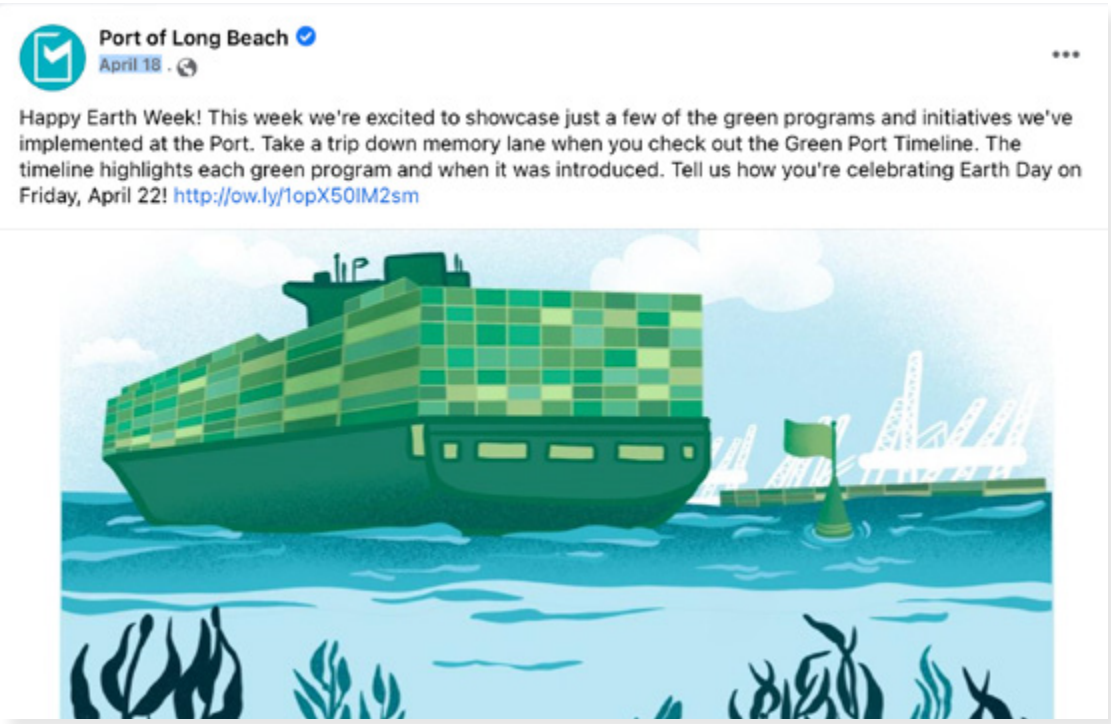
- 4 posts
- 4,471 reach
- 121 likes/reactions
- 12 shares
- 501 video views

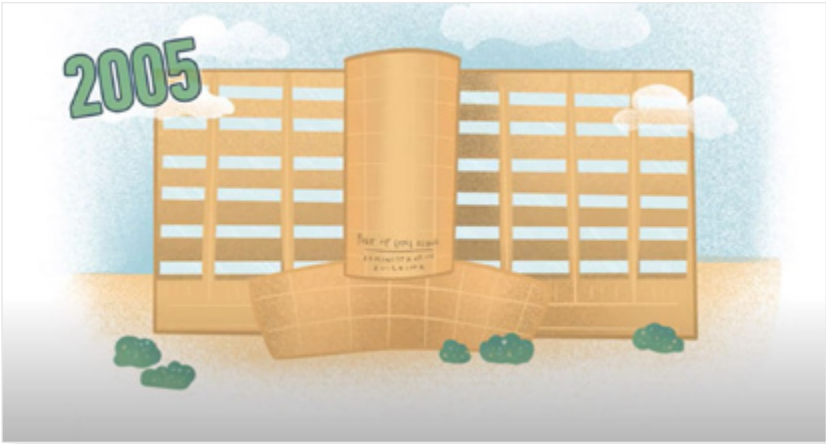
Instagram

- 4 posts
- 6,261 reach
- 242 likes/reactions
- 16 shares

Linked In

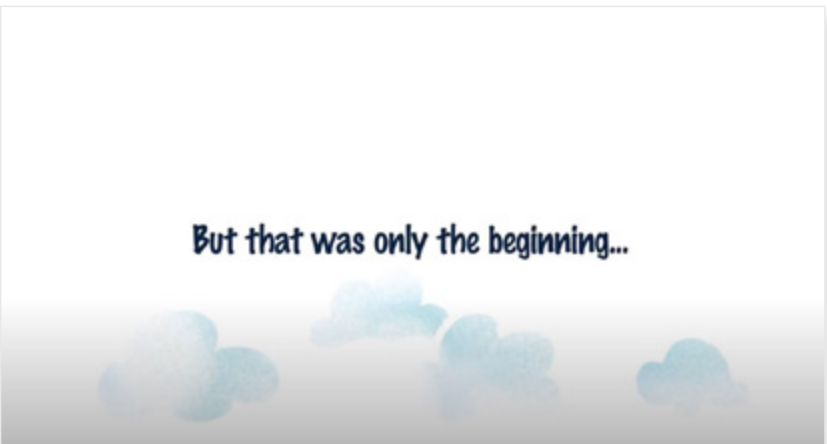
- 1 post
- 2,126 engagements
- 50 reactions
- 7 shares





The Green Port Through the Years Video Clips, using material from the timeline.

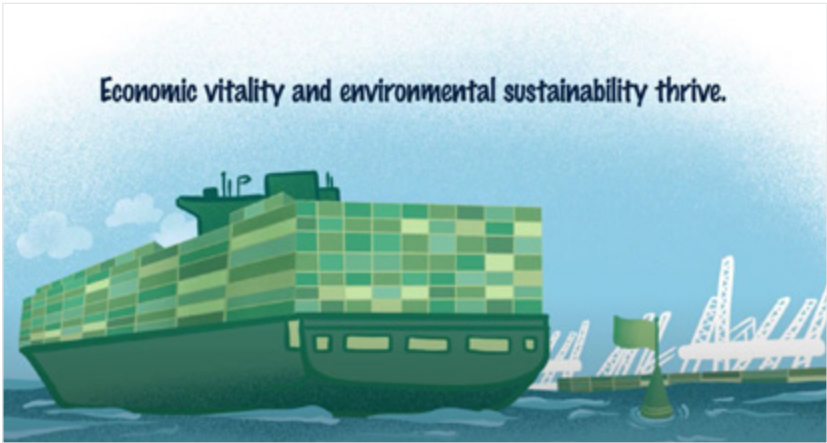
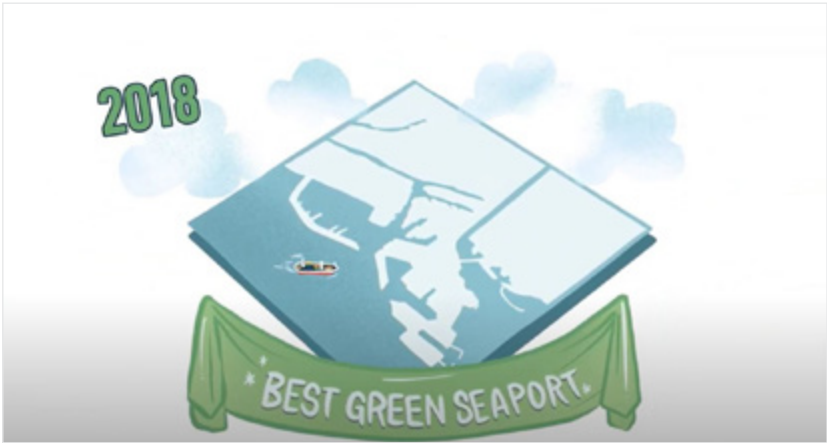
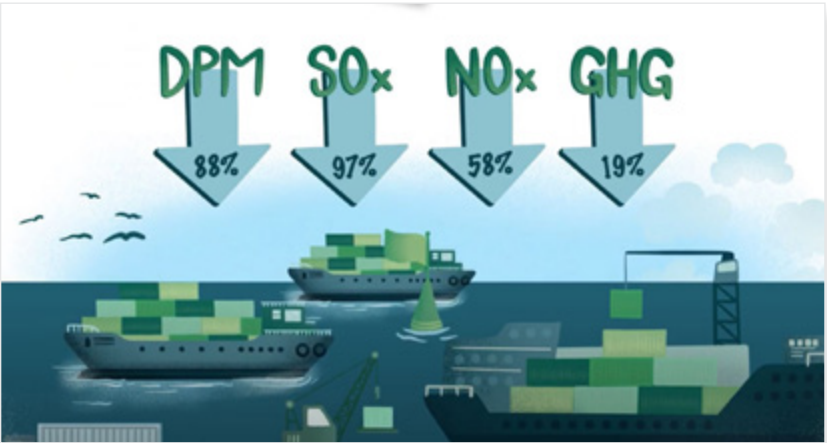
<https://youtu.be/idg6A3HZRdk>





The Green Port Through the Years Video Clips, using material from the timeline.

<https://youtu.be/idg6A3HZRdk>



## Comments

*"This is a wonderful presentation. I do think that the Port needs to tell its story, that we are not just the economic engine of this region, but that we care about the people who surround us, and who surround our transportation corridors...this is a wonderful video to tell our story."*

*– Harbor Commissioner Sharon L. Weissman*

*"Great video – it's a great story for what the Port of Long Beach has done."*

*– Harbor Commissioner Bobby Olvera Jr.*

*"I hope [the presentation] can be used for students throughout the area, Long Beach Unified, our [Academy of Global Logistics] program, wherever it's appropriate, I think it ... shows students what we've been doing so that they could begin to consider what they could do in their own environments."*

*– Harbor Commissioner Bonnie Lowenthal*

*"What this tells us is no matter what the Port of Long Beach does, when it sets its mind to accomplish a vision, that it is not only good for a community, but good for the private sector, the business sector."*

*– Port of Long Beach Executive Director Mario Cordero*

*"Not only can I always count on my Communications and Community Relations team to get the job done right – the same is true for the contractors who join our team for special projects such as this timeline. Stellar Agency and Media 360 are true pros who execute our vision in the most creative ways."*

*– Kerry Gerot, Director of Communications and Community Relations, Port of Long Beach*

## Links

Graphic Timeline:

<https://polb.com/port-info/mission-vision#the-green-port-through-the-years>

Video:

<https://youtu.be/idg6A3HZRdk>

News Release:

<https://mailchi.mp/polb/green-port-interactive-timeline-debuts-for-earth-month-042621>

Follow the Port of Long Beach:



*The Port of Long Beach's new bridge and Long Beach Container Terminal. Building and completion of LBCT, one of the greenest terminals in the world, is a major milestone celebrated in the "Green Port Through the Years" timeline.*