



2021 AAPA LIGHTHOUSE AWARDS – COMMUNICATIONS

Classification #7: Overall Campaign

COVID-19 Outreach

COVID-19 Outreach

Summary

The Port of Long Beach has two major responsibilities in terms of outreach, exemplified by the two taglines that alternately accompany the Port logo in all communications. “The Port of Choice” represents the Port’s commitment to operational excellence and service to the industry and business partners, in turn benefiting the community with increased revenue as a primary economic engine; “The Green Port” shows the Port’s commitment to the environment and to the local community. The ability of the Port’s Communications and Community Relations Division to fulfill either of these outreach responsibilities was severely challenged by the advent of the COVID-19 pandemic in March of 2020.

Suddenly, Long Beach City Hall and the Port of Long Beach Administration Building were closed to the public. Soon after, the vast majority of Harbor Department employees were sent home to telecommute. However, it was quickly decided that the Port had to remain operational, to keep vital goods like food and medical equipment moving, and to fuel the economy. Safety and logistical issues had to be resolved to keep the Port’s workforce as safe as possible. At the same time, the community needed to know if the goods they rely on would be available in stores and if local essential workers would be safe on the job. And less crucial to Port operations but nevertheless important to the local community, dozens of Port-sponsored events were canceled, affecting education, the arts, tourism and other sectors of the economy.

The Communications and Community Relations Division quickly pivoted to “virtual” and socially distanced events; changed standard campaign copy to pertinent COVID messaging, took advantage of the wide reach of social media, organized programs to provide services for those most at risk, found ways to celebrate accomplishments, and realigned staff and budget dollars to accomplish all the Port’s outreach goals, but in very different ways. The team even found ways to provide some much-appreciated free family entertainment. The resulting initiatives were introduced and implemented by the Communications and Community Relations team during an approximately one-year period beginning March 2020 and extending through March 2021.



1

Communication Challenges and Opportunities

The Port of Long Beach is the Port of Choice – the premier U.S. 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, including more than 575,000 in Southern California. Goods moving through the Port of Long Beach reach every U.S. congressional district. The Port of Long Beach prides itself on its top-notch customer service, state-of-the-art infrastructure and operational excellence, and in both 2019 and 2020 industry leaders named it “The Best West Coast Seaport in North America.” In 2020, the Port handled 8.1 million container units, the busiest year in its history. 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 70 gantry cranes. More than 40 percent of seaborne cargo that enters the United States

passes through the neighboring San Pedro Bay ports of Los Angeles and Long Beach, and the complex handles more containers per ship call than any other port complex in the world. The five-member Long Beach Board of Harbor Commissioners, appointed by the mayor and confirmed by the City Council, is responsible for setting policy for the Port of Long Beach and managing the City’s 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.

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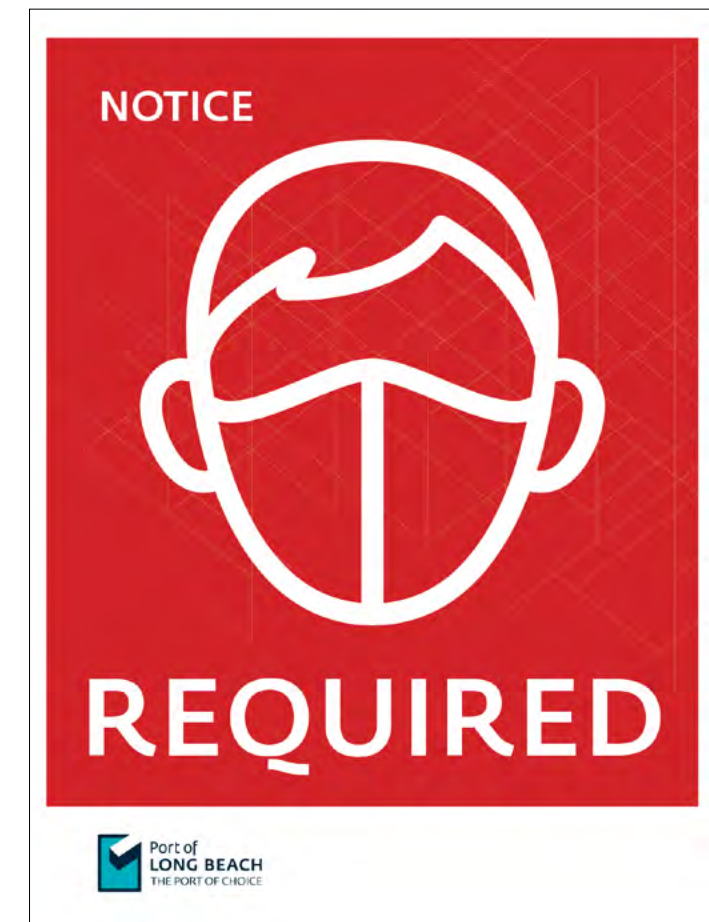
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At the same time, the community needed to know if the goods they rely on would be available in stores and if local essential workers would be safe on the job. And less crucial to Port operations but nevertheless important to the local community, dozens of Port-sponsored events were canceled, affecting education, the arts, tourism and other sectors of the economy.

Traditionally, the Communications and Community Relations team has a presence at many of these events, and, due to the pandemic, lost these person-to-person opportunities to share Port news.

In short, as the Port had to quickly adjust operationally to moving cargo and continuing massive infrastructure construction projects during a pandemic, the Communications and Community Relations Division also had to pivot from being involved “hands-on” with many community events to a completely “virtual” and socially distanced operation. Several Communications and Communications Division teammates were temporarily reassigned to the City’s Joint Information Center to distribute COVID-19 information to the public. At the same time, Communications was still tasked with disseminating the message that the Port was open for business, and also with reimagining existing programs and creating new ones to fit the new environment.



2 Complementing the Overall Mission

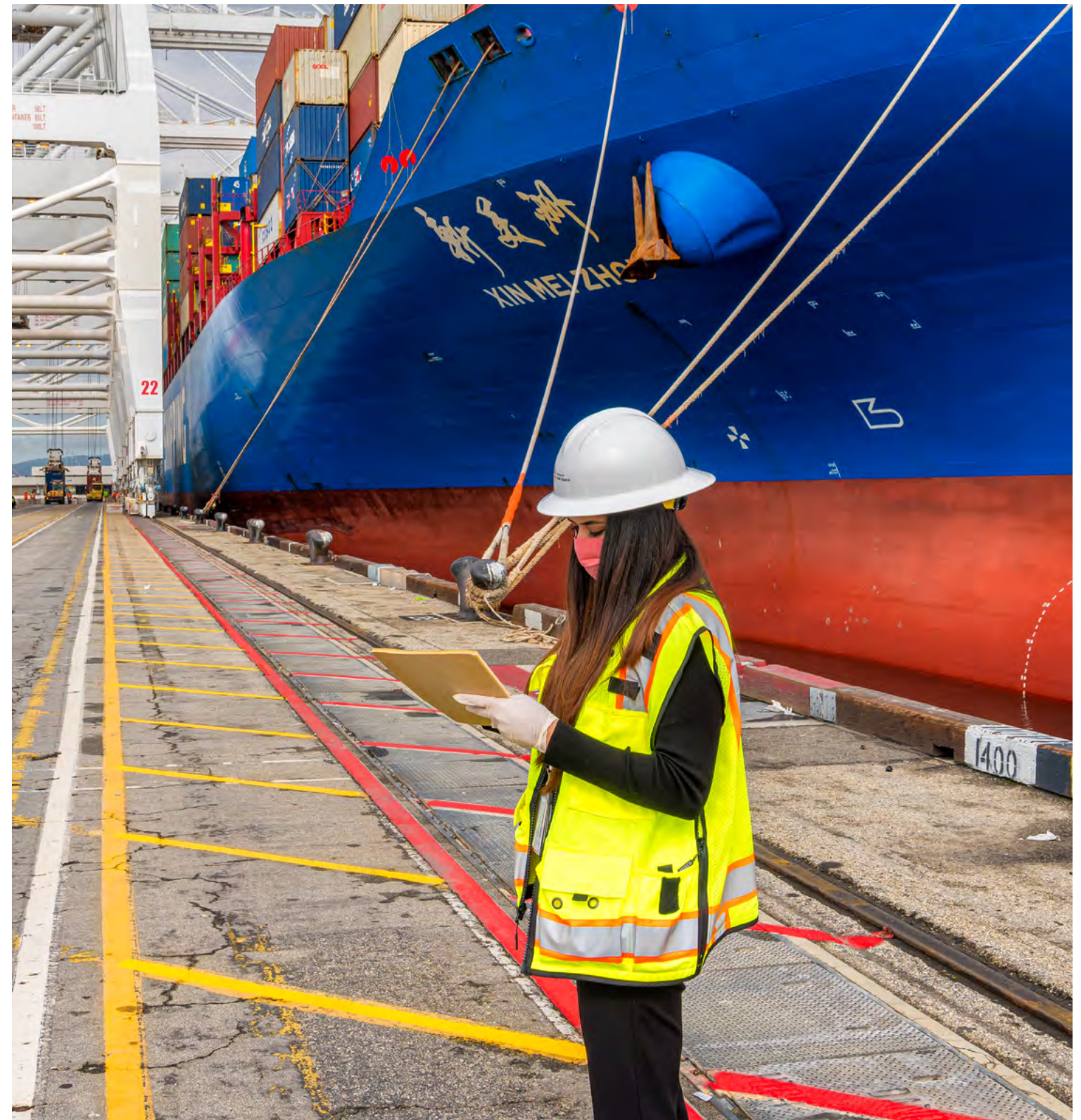
The Port serves the City of Long Beach as a primary economic engine and considers it a top priority to keep the community informed about Port activities that contribute to meeting the six goals set by the Board of Harbor Commissioners in the most recent version of the Port's Strategic Plan, updated and released in April 2019:

- Strengthen the Port's competitive position through secure and efficient movement of cargo while providing outstanding customer service;
- Maintain financial strength and security of assets;
- Develop and maintain state-of-the-art infrastructure that enhances productivity and efficiency in goods movement;
- Improve the environment through sustainable practices and the reduction of environmental impacts from Port operations and development;
- Broaden community access to Port-related opportunities and economic benefits;

- Attract, develop and retain a diverse, high-performing workforce.

To accomplish the Harbor Commission's goal of broadening community access with open channels of communication between the Port and its various constituencies – a goal shared by Port executive management and staff – the Port of Long Beach Communications and Community Relations Division implements a comprehensive annual campaign to reach all of its critical target markets.

This campaign includes advertising and publicity in traditional and web-based media, social media, plus extensive educational outreach, community sponsorships, industry conferences and outreach to customers, Port stakeholders and the local community at events. Due to COVID-19 restrictions, all in-person activities were reimagined to achieve the same results, but in a virtual format.



3 Planning and Programming Components

Goals

- Demonstrate to the maritime industry, government and the community that the Port is open and operating as safely as possible during a pandemic;
- Demonstrate that the Port of Long Beach is taking unprecedented steps to protect its workforce and the Port community during a pandemic;
- Help distribute public health information to keep the community safe;
- Help maintain a healthy Port workforce;
- Help Port-dependent businesses adapt to the changing conditions of the pandemic;
- Mark important Port milestones, like the completion of Port infrastructure projects, despite limitations of the pandemic;
- Continue the Port's commitment to support arts, education and nonprofit groups in the community;

- Enhance and maintain the Port's reputation as a good neighbor and community partner.

Objectives

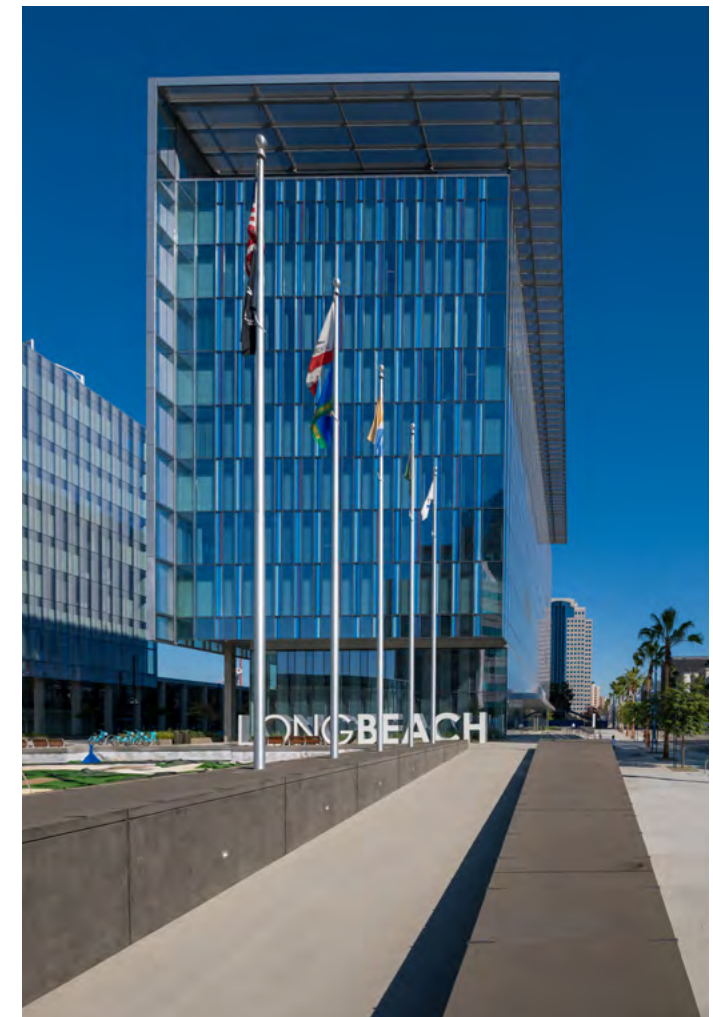
- Reimagine existing Port outreach programs quickly to take advantage of existing virtual and digital technology and reach as wide an audience as possible;
- Reallocate funds already budgeted for in-person events to produce videos and other digital material;
- Apply expertise of Port Communications personnel to other, more urgent communications needs within the City of Long Beach;
- Work closely with other Port and City departments to find ways to leverage Port Communications resources to assist ongoing COVID-19-related measures;
- Support business- and technology-related needs within the Port to provide crucial pandemic-related data to the public; help expand those capabilities;

- Look for unmet needs in the community, especially involving the Port and surrounding area, and find ways to meet those needs;
- Include non-English-speakers in the outreach effort;
- Maintain the Port's reputation for innovation and excellent service during a crisis;
- Continue the core functions of the Port Communications and Community Relations Division despite telecommuting and reallocation of staff members.

Target Audiences

- Port tenants, customers and other business partners
- Long Beach-area residents
- Local property owners
- Port employees, vendors and consultants
- Members of the Long Beach Board of Harbor Commissioners
- Federal, local, regional and state government agencies

- Long Beach business organizations
- Local nonprofit and arts organizations
- City, county, state and federal elected and appointed officials
- School districts and local colleges and universities
- Local business owners, employees and customers
- Neighborhood, community and business associations
- Local, national and maritime industry news media
- Major utility companies and related businesses
- Railroads and related businesses
- International Longshore Workers Union (ILWU) leadership and membership
- Trade unions, IBEW, Pile Drivers union, LA-OC Building Trade Council and others



4 Actions Taken and Communication Outputs Used

Overview

In March 2020, the COVID-19 pandemic came to Long Beach in earnest, affecting all Port operations – in fact, all aspects of daily life for the Long Beach community. Long Beach City Hall and the Port Administration Building were closed to the public, and soon after, the vast majority of City workers were sent home to telecommute. The City’s Incident Management Team was activated and a Joint Information Center created to handle the crisis. Several Port Communications Division teammates helped staff the emergency operations center.

As the pandemic closed down most person-to-person interaction, while at the same time increasing the need for accurate, timely dissemination of information, it became clear that the Port Communications and Community Relations Division would have to quickly rethink many of its practices and programs.

Most urgent was the need to communicate two basic messages:

- The Port was open and operating, moving vital goods to market and

keeping the economy moving;

- Supporting the City’s main message of how to remain as safe as possible during a pandemic.

The Port pivoted quickly to meet those needs. But soon, other needs, closely tied to the six goals of the Port’s Strategic Plan, surfaced:

- How does the Port support business operations and marketing during a pandemic?
- How does the Port mark milestones, like the completion of multibillion-dollar infrastructure projects, that are important to both the industry and the community?
- How does the Port maintain a commitment to supporting education and developing new leaders when local educational institutions face the same limitations as the Port?
- How can the Port support nonprofit groups and the local arts community when events have been canceled until further notice?
- How can the Port maintain and boost employee, industry and community morale?

- What can the Port do to keep both the Port workforce and the community safe and healthy?
- How does the Port meet these needs “virtually” or with a minimum of person-to-person contact?

The Port of Long Beach Communications and Community Relations Division responded to these questions with the following initiatives, introduced and implemented during an approximately one-year period beginning March 2020 and extending through March 2021. They are presented here in more-or-less chronological order.

COVID-19 Response Initiatives

COVID-19 Staff Reassignment

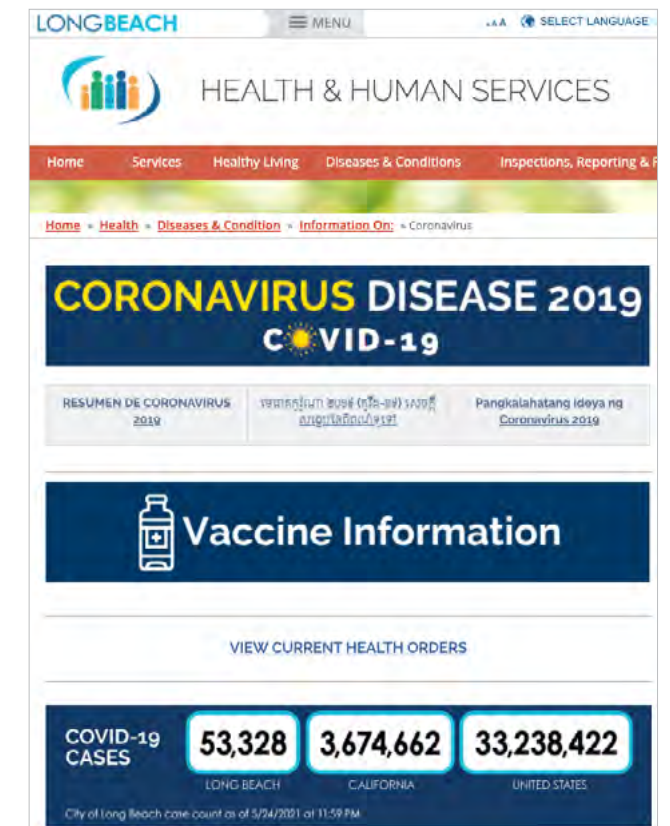
Beginning in early March 2020 and still partially ongoing, members of the Port Communications staff were reassigned to assist the City’s COVID-19 response by staffing the City’s Emergency Operations Center’s Joint Information Center, Equity Office and Contract Tracing Unit.

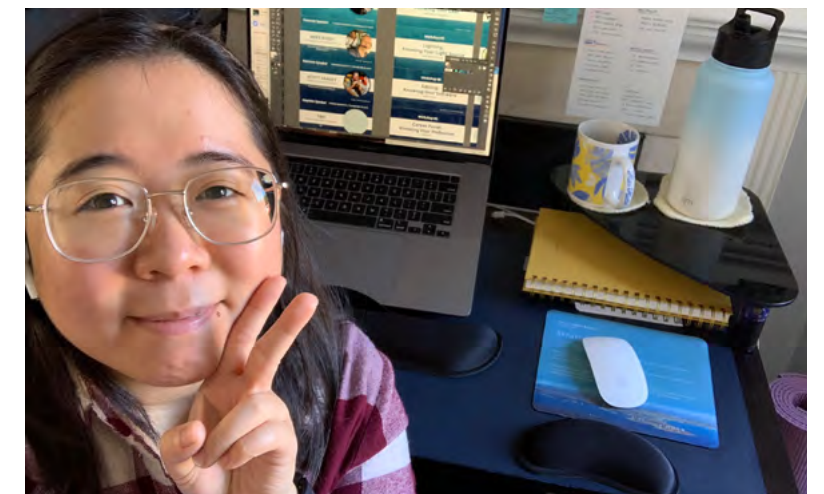
- The Joint Information Center served

as the central point of contact for news media and interested parties to coordinate incident information activities such as press conferences, social media, and distributing of information to the public.

- The Equity Office assists leadership in using an equity lens to improve planning, decision-making, and resource allocation to ensure that the City’s most vulnerable residents had accurate information and resources regarding COVID-19;
- The Contact Tracing Unit was established to contact and identify persons who might have come into contact with an infected person and subsequent collection of further information about these contacts to minimize the spread of COVID-19.

Although Port Communications was glad to give this assistance to the City, losing several staff members for several months made accomplishing division tasks somewhat more difficult, especially in the early days of the pandemic. Approximately 30% of the Communications staff was reassigned at one point or another. Remaining





staff members rose to the occasion so that Port Communications service was not unduly affected.

An approximate breakdown of staff members' duties and time with the various City entities included:

- Community Relations Manager – 7 months/30 hours per week- EOC/ Equity Unit;
- Community Relations Specialist – 12 months/20 hours per week – Contact Tracing/Health;
- Community Relations Specialist – 12 months/20 hours per week, then 3 months/8 hours per week- JIC/ social media;
- Community Relations Specialist – 16 months/4-8 hours per week – staffing press conferences and provided translation services (this assignment is ongoing as of this entry);
- Media Relations Specialist – 3 months/36 hours per week, then 1 month/20 hours per week – media relations;
- Media Relations Specialist – 3 months/total of 317 hours – media relations.

City/Port Advertising Partnership

The Port maintains a regular schedule of community outreach advertising in local print and digital publications and offered this resource to the City as a way of partnering with them to disseminate critical COVID-19 messaging. The partnership was formed, and each new ad was written and produced by the Port of Long Beach Communications and Community Relations Division in conjunction with the City's Joint Information Center (JIC) and the Long Beach Health and Human Services Department. Eight of these COVID response City/Port ads were placed during April and May 2020 before the Port converted back to its normal advertising campaign messaging in June.

Primary messages of the campaign

- Provide useful information to readers about the City's pandemic efforts and direct them to the www.longbeach.gov/COVID19 website for up-to-date information;
- Reassure the community that vital Port and City business was

continuing, that goods were making their way to store shelves and that the Port and City were working to keep the economy moving;

- Encourage the public to safely support local businesses;
- Demonstrate that the Port and City were preparing for the eventual recovery following the pandemic.

The ads were inserted in the Gazette newspaper, a Long Beach tabloid reaching a wide community audience with a free, weekly print circulation of 52,000. Digital versions of the ads were placed on the Gazette website and also in the Long Beach Post, an online-only publication with a wide readership in Long Beach and surrounding communities and a vigorous social media presence.

Gazette ad sizes

Print tabloid-full back page
10" x 13.5"
Print front page banner (promoting full-page back cover)
10" x 2"
Web banner ad
728px x 90px
Web ad
320px x 90px

Long Beach Post ad sizes

970px x 250px
300px x 600px
300px x 250px

All ads were paid for by the Port, using already budgeted advertising funds totaling \$17,000, with an additional \$4,000 added for the Long Beach Post digital ads.

Ad headlines

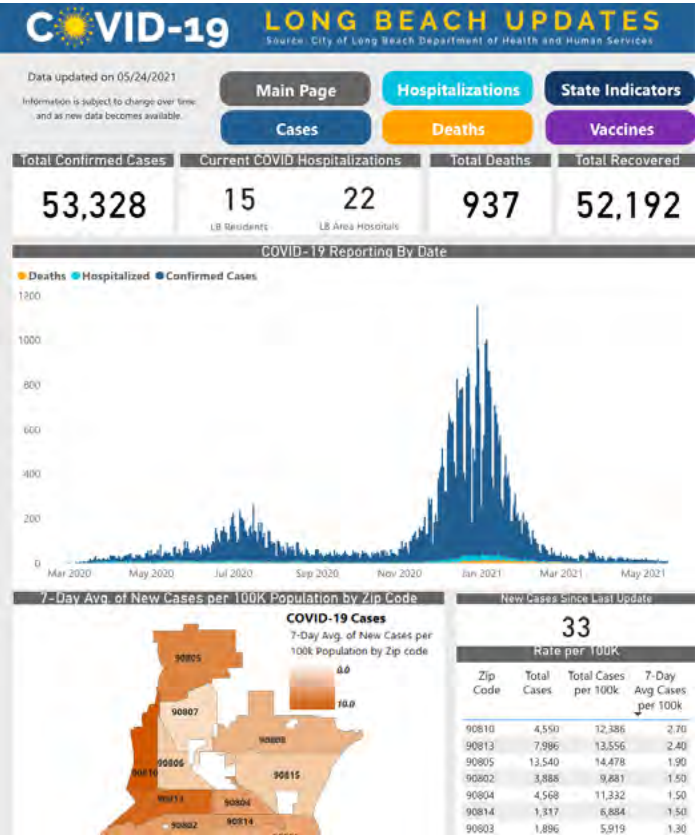
Open and Operating, Keeping Us Safe, Testing and Treatment, Keeping You Connected, Continuing to Serve You, Supporting Our Businesses, Support for Survival and Partners in Goods Movement

Selected ad examples

Week of 3/30/20

Open and Operating

The Port of Long Beach continues to move goods daily to fulfill the nation's essential needs during this challenging time. In collaboration with the City of Long Beach Health and Human Services Department, and industry labor partners, we are focused on the health and well-being of all our communities. For up-to-date information on how to stay safe, visit www.longbeach.gov/COVID19.



Testing and Treatment

Drive-through testing for COVID-19 is available by appointment at Long Beach City College Pacific Coast Campus. Determine eligibility and reserve a spot by answering a few pre-screening questions at www.longbeach.gov/COVID19.

As a measure to relieve the strain on emergency rooms, treatment and prescriptions for common illnesses unrelated to COVID-19 are available without an appointment at the City's new Rapid Assessment Clinic, also at LBCC's Pacific Coast Campus, from 10 a.m. to 6 p.m. daily. We're in this together.

Week of 5/11/20

Support for Survival

Our favorite restaurants and retail shops need your love more than ever, Long Beach.

Venturing out may feel daunting as we take precautions to protect our health, but local businesses are relying on our support for survival during these uncertain times – just as we have relied on them during the good times. If you don't want to leave home, then

consider delivery services, online classes, purchasing gift cards or ordering ahead for pick-ups from some of your preferred businesses. Optimism, kindness and generosity will lead us back to a shared recovery. For up-to-date information on how to stay safe, visit www.longbeach.gov/COVID19.

Week of 5/18/20

Partners in Goods Movement

The Port of Long Beach is open and moving vital goods to market and continuing to provide the excellent customer service we are known for worldwide.

Thank you to Port and City staff and all our partners – longshore workers, truckers, rail operators, cargo owners, ocean carriers, terminal operators, construction workers and our first responders.

And thank you to all the essential
frontline workers doing their part every
day to help the community
remain safe during the COVID-19 crisis.
You are our true heroes. Stay strong
and stay healthy.

For up-to-date information on how to stay safe, visit www.longbeach.gov/COVID19.

VOL. 43 NO. 14

www.TheGrunion.com

APRIL 2, 2020

GRUNION LAZETTE

Long Beach's Favorite Community Newspaper | Follow us on

—Grunion photo by Gary Medsker

PROPER SPACING. Early morning shoppers line up around the Sam's Club store at the Toyne Center, at Canyon Street and the 605 Freeway.

Early Risers Join Forces To Line Up For Supplies

By Gary Medsker
CONTRIBUTOR

It is 4½ hours until the Costco in Signal Hill opens at 9 a.m., yet there are more than a handful of cars in the parking lot. By Southern California standards, it's cold — 42 degrees, and windy. Yet 14 people, armed with shopping carts, are in line.

Not all are standing, though. Giovanni (not last name given), 54, was sitting

enough to bring a chair and a Thermos of coffee. Just behind him is Francisco Ramirez, 55, wearing two sweaters, a wool cap and gloves. The line turned his shopping cart on its side so he can sit down.

"I got up at 3:30 and was here at 4," Giovanni says. "I just don't like waiting in line so it's worth the five-hour wait. I need everything and I know I can't come at 10 o'clock because the line will be around the building."

continued on page 7 / 11A

City Sees Second Death From COVID-19 Disease

By Harley Munigan
SPECIAL TO THE GRUNION

Long Beach officials reported Wednesday, April 1, that a second resident has died from the coronavirus.

The person was a woman in her 60s who had underlying health conditions; she died at an Orange County hospital, officials said.

During a Wednesday afternoon press briefing, City Health Officer Dr. Anita Davis said she could not provide further information on the patient, including how long she was sick with the virus.

"I want to personally offer my sincerest condolences to the family of the woman," Davis said, "who passed yesterday evening."

The city's first death, reported last week, was a woman in her 50s who also had underlying health conditions.

Officials also announced 16 additional cases of COVID-19, the disease caused by the coronavirus, including two people in separate long-term care facilities. One of them was identified at a skilled nursing facility and one was confirmed at an assisted living facility, Davis said, although she declined to share the names of those facilities.

Davis said the Health Department is not yet aware of where those cases originated, but officials are conducting interviews with residents and staff at each facility to determine that.

Officials say those facilities are considered very high risk because of the vulnerable populations that live there," she said. "So

we are providing a lot of our resources toward identifying other people who may have symptoms and making sure we get them tested expeditiously and making sure we provide the proper (personal protective equipment) for residents and staff who are there in the facility."

The city's total number of cases is now 129, and about 31 of those people have recovered.

"This is a number that continues to increase on a daily basis," Mayor Robert Garcia said during Wednesday's press briefing. "We should expect that number to continue to increase exponentially in the days and possibly weeks ahead."

"We know that we are headed right now into a critical few weeks where our hospital system is expecting a surge," Garcia added, "and we're expecting to see more and more positive cases throughout the city of Long Beach."

The new total count included one additional firefighter who lives in the city of Long Beach; so far, 19 firefighters have tested positive for the virus.

Garcia said Wednesday that Long Beach has tested about 1,200 people for the virus, which includes tests that have been conducted in private labs.

He said the city is working to obtain more tests and will open more drive-thru testing facilities as soon as the city has enough tests to serve these sites.

Long Beach currently has one drive-thru testing facility, which is only available for people who are referred by their doctor or health care provider.

INSIDE YOUR GRUNION

STORIES

ELECTION FINAL **P. 6A**

FOSTER ANIMALS **P. 7A**

HELPERS' GRANTS **P. 10A**

COLUMNS

A PINCH OF SALT **P. 2A**

ONLY IN LB **P. 4A**

BUSINESS BEAT **P. 8A**

THE GRUNION'S 40TH BIRTHDAY **P. 10A**

THE GRUNION'S 40TH BIRTHDAY **P. 10A**

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Children's Art To Brighten Belmont Shore

By Harvey Saltzman
SPECIAL EDITOR

As the coronavirus pandemic tightens its grip on the world, America's children found a way to brighten the day — positive messages in chalk on sidewalks.

Fern Solomon, owner of Fern's Garden in Belmont Shore, decided a week or two ago to take that idea a step further. She decided to bring the sidewalk art to Second Street.

Not on the sidewalks, though. Solomon's idea was to create posters using pictures of children's work, and put them in store windows — the windows of stores that have had no close-in purchases.

"My 14-year-old daughter, Murrey Sokoloff, who was the L.R. Unified school psychologist, always told us that kids are engagers to the positive," Solomon said. "That is why I am doing this. For kids, to see their work in store windows and to have something creative to do. For parents to share this on social to show off their kid's work. And mostly for me and my amazing team — it gives us work to do when truly we are dead in the water."

Solomon said she is collaborating with Dede Rossi, executive director of the Belmont Shore Business Association. The BSBA has offered to pay to print the artwork in a large format size.

continued on page 7 / 11A

—Photo courtesy of Fern Solomon

MESSAGE GETS ACROSS. A message of hope from children's chalk art from North Carolina.

Open and Operating

For up-to-date information on how to stay safe, visit www.longbeach.gov/COVID19.

Port of
LONG BEACH
THE PORT OF CHOICE

12A April 2, 2020

GRUNION GAZETTE



Open and Operating

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Port of
LONG BEACH
THE PORT OF CHOICE

CITY OF
LONG BEACH



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We're in this together.



Support for Survival

Our favorite restaurants and retail shops need your love more than ever, Long Beach.

Venturing out may feel daunting as we take precautions to protect our health, but local businesses are relying on our support for survival during these uncertain times – just as we have relied on them during the good times.

If you don't want to leave home, then consider delivery services, online classes, purchasing gift cards or ordering ahead for pick-ups from some of your preferred businesses.

Optimism, kindness and generosity will lead us back to a shared recovery.

For up-to-date information on how to stay safe, visit www.longbeach.gov/COVID19.





Partners in Goods Movement

The Port of Long Beach is open and moving vital goods to market and continuing to provide the excellent customer service we are known for worldwide.

Thank you to Port and City staff and all our partners – longshore workers, truckers, rail operators, cargo owners, ocean carriers, terminal operators, construction workers and our first responders.

And thank you to all the essential frontline workers doing their part every day to help the community remain safe during the COVID-19 crisis.

You are our true heroes. Stay strong and stay healthy.

For up-to-date information on how to stay safe, visit www.longbeach.gov/COVID19.





Personal Protective Equipment (PPE) Distribution

Throughout the COVID-19 pandemic, the Port has received donations of Personal Protective Equipment – reusable and disposable face coverings – from various partners. Members of the Port’s Tenant Services and Operations Team then distributed these items to local stakeholders, helping to keep essential workers as safe and healthy as possible so the Port could remain open and operational.

Communications documented many of the donations in photographs and has used the photos throughout 2020 and 2021 on social media posts and visual presentations like the State of the Port Address and Port Executive Director Mario Cordero’s speech to the AAPA 2021 Spring Conference.

The primary donation of 286,000 reusable face coverings came from the U.S. Maritime Administration and the Federal Emergency Management Association. Donations of about 12,000 disposable face coverings also came from NEXT Trucking, COSCO Shipping, ZPMC and the State of California.

To date, approximately 270,000 pieces of equipment have been distributed at Port Communications events such as Twilight Cinema, to the International Seafarers Center, the Clean Truck Center, local law enforcement agencies and fire departments, trucking groups, Port terminal operators and more.



Port of Long Beach
PPE distribution

COVID-19 Web Page/Business Development Information

COVID-19 web page

The Port launched a completely redesigned website in February 2020, replacing a 15-year-old, inflexible and hard-to-navigate site that was extremely difficult to view on mobile devices. It was fortunate for the Port that the new website was in place when the pandemic began to seriously affect Port operations in March 2020, since it allowed new types of information to be shared with Port audiences.

In late March, just as the Port was beginning to transition to telecommuting, a page of COVID-19 information was added to the site at www.polb.com/COVID19. At first, the page featured only a Frequently Asked Questions (FAQ) section, reinforcing the message that, although the Port Administration Building was closed to the public, cargo was continuing to move to its destinations. In addition, a COVID-19 social media aggregator section was added at the bottom of the page to collect Port and City COVID-19 information from various platforms in one place. The aggregator updates

automatically in real time and the FAQ has been updated over the past months as necessary.

An “alert,” a new feature of the new website, taking the form of a prominent banner across the top of all polb.com web pages, was also added, directing readers to both the Port and the City’s COVID-19 information. The banner, with slightly changed text, remains at the top of the site as of this entry.

Business Development

As workforces throughout the maritime industry were affected by COVID-19, exacerbating an already sluggish first half of 2020 caused by trade disputes with China, Port stakeholders began to request more detailed information about Port of Long Beach operations from the Business Development Division. Nothing was “business as usual,” and the Port took steps to provide the information that would allow international trade in and out of the Port to adapt to the new reality and carry on.

Beginning in late March, each morning a “Cargo Snapshot” was posted to the

Port’s Facebook, Twitter and LinkedIn pages, featuring the numbers of:

- Container vessels in port;
- Bulk vessels in port;
- Tankers in port;
- RoRo (Roll on, Roll off) vessels in port;
- Total vessels in port.

Also posted was a link to the Port’s “Vessels at a Glance” page, with an added to the Port’s website at <https://polb.com/business/port-operations-and-facilities/#vessels-at-a-glance> and also linked to via the COVID-19 page. This page is updated each weekday by Business Development using tools maintained by the Communications and Community Relations Division. The Cargo Snapshot also featured rotating photos of various ships that call at the Port of Long Beach, created by the Communications graphics team.

Over the ensuing months, as cargo began to surge in the second half of 2020 – but the Port and its stakeholders were still very much affected by the pandemic – other helpful business information was

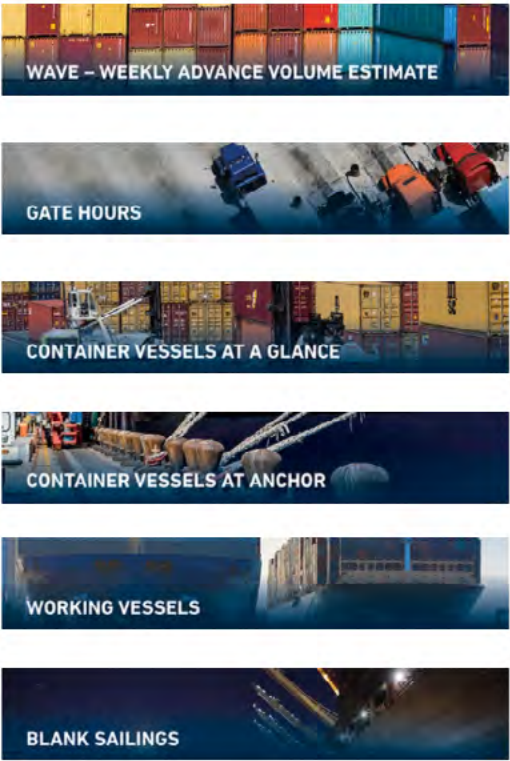
added to the COVID-19 page, usually in response to requests from customers. In partnership with Business Development, Communications added the following features to the page:

- Gate Hours: <https://polb.com/port-info/gate-hours/>
- Container Vessels at Anchor: <https://polb.com/port-info/container-vessels-at-anchor/>
- Working Vessels: <https://polb.com/port-info/working-vessels/>
- Blank Sailings: <https://polb.com/port-info/blank-sailings/>

In December 2020, the daily Cargo Snapshot was superseded by another addition to the COVID-19 page – the Weekly Advance Volume Estimate, or WAVE, Report – <https://polb.com/port-info/wave-weekly-advance-volume-estimate/>

This sophisticated report, updated each Monday morning and, like the Cargo Snapshot, shared on Port social media platforms, was created in PowerBI by Business Development and Communications and is updated

COVID-19 OVERVIEW



COVID-19/CORONAVIRUS INFORMATION

Gate and vessel information and FAQs about COVID-19 at the Port. [polb.com/covid-19](#)

For the latest news on how Long Beach is responding to this situation, visit the City of Long Beach website.

Port of LONG BEACH

THE PORT OF CHOICE

BUSINESS

ENVIRONMENT

COMMUNITY

COMMISSION

PORT INFO

COVID-19 INFORMATION

The Port of Long Beach is open and operating; here you will find vessel and gate information and FAQs about how the crisis is affecting the Port.

Port of LONG BEACH

THE PORT OF CHOICE

BUSINESS

ENVIRONMENT

COMMUNITY

COMMISSION

PORT INFO

PORT INFO

GATE HOURS

GATE HOURS

Container terminals at the Port of Long Beach determine which shifts to work, based on their vessel calls, etc.

AM shifts at terminals are 8 a.m. to 5 p.m.

PM shifts are now 6 p.m. to 3 a.m.

Terminals are generally closed on Sundays.

THIS WEEK

PrintExcelCSVCopyPDF

Termin...	Mon AM	Mon PM	Tue AM	Tue PM	Wed AM	Wed PM	Thu AM	Thu PM	Fri AM	Fri PM	Sat AM	Sat PM	Sun AM	Sun PM
Pier A	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	CLOSED	CLOSED	CLOSED	CLOSED
Pier C	OPEN	OPEN	OPEN	OPEN	OPEN	CLOSED	OPEN	OPEN	OPEN	OPEN	CLOSED	CLOSED	CLOSED	CLOSED
LBCT	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	CLOSED	CLOSED	CLOSED
ITS	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	CLOSED	OPEN	CLOSED	CLOSED	CLOSED
PCT	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	CLOSED	CLOSED	CLOSED	CLOSED	CLOSED
TTI	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	CLOSED	TBD	CLOSED

COVID-19 web page

<https://polb.com/business/covid-19-information#covid-19-overview>

2021 AAPA Lighthouse Awards – Communications

Port of Long Beach – Classification #7: Overall Campaign

13

each week by Business Development. It features tools to help Port stakeholders with planning and includes estimates for the upcoming five weeks of:

- Projected Weekly Cargo Volume
- Projected Vessel Calls
- Estimated Container Move Types (Import, Export, On-Dock Rail, Off-Dock, Local)
- Estimated Export and Empty Returns
- Average Terminal Gate Turn Times

Future updates to this business information are planned.

High School Scholarships – Videos and Program Adaptation

Jobs at the Port and its related industries are filled from a deep pool of highly skilled global logistics workers within the Southern California region. Well educated workers are not an accident. They're an invaluable resource that can't be taken for granted. The Port recognizes it must assume a role in educating students, especially those in its own backyard of Long Beach.

One of the primary elements of the Port's Education Outreach Plan is the Port's scholarship program and, since 2018, the Port has awarded more than \$475,000 in scholarships to local students who are pursuing college degrees in international-related fields.

High school scholarships are open to all seniors in the Long Beach Unified School District (LBUSD) service area pursuing careers in international trade, logistics and other port-related industries. A separate scholarship was established in 2019 for high school seniors attending the Port of Long Beach Academy of Global Logistics at Cabrillo High School, a partnership between the Port and LBUSD requiring separate funding.

This entry focuses on high school – Port scholarships are also available for students already attending California State University, Long Beach (CSULB); Long Beach City College (LBCC) and the California State University Maritime Academy (Cal Maritime), but these are administered through their corresponding scholarship offices.

During COVID-19, Port Communications needed to adapt the traditionally in-person scholarship process (from informing students of scholarship opportunities to an annual awards ceremony to accepting applications) to a virtual process, while maintaining or augmenting the program's reach and success rate.

Requirements and details:

Scholarship awards range from \$1,000 to \$5,000, distributed over four years. To qualify, candidates must:

- Be a senior at a public or private high school within the Long Beach Unified School District's service area;
- Have a minimum grade point average of 2.5;
- Enroll full-time at an accredited college, university, community or junior college or vocational/technical program in the fall of 2021;
- Plan to major in a field related to international trade, goods movement or other port-related industries. These industries include, but may not be limited to, international business, maritime

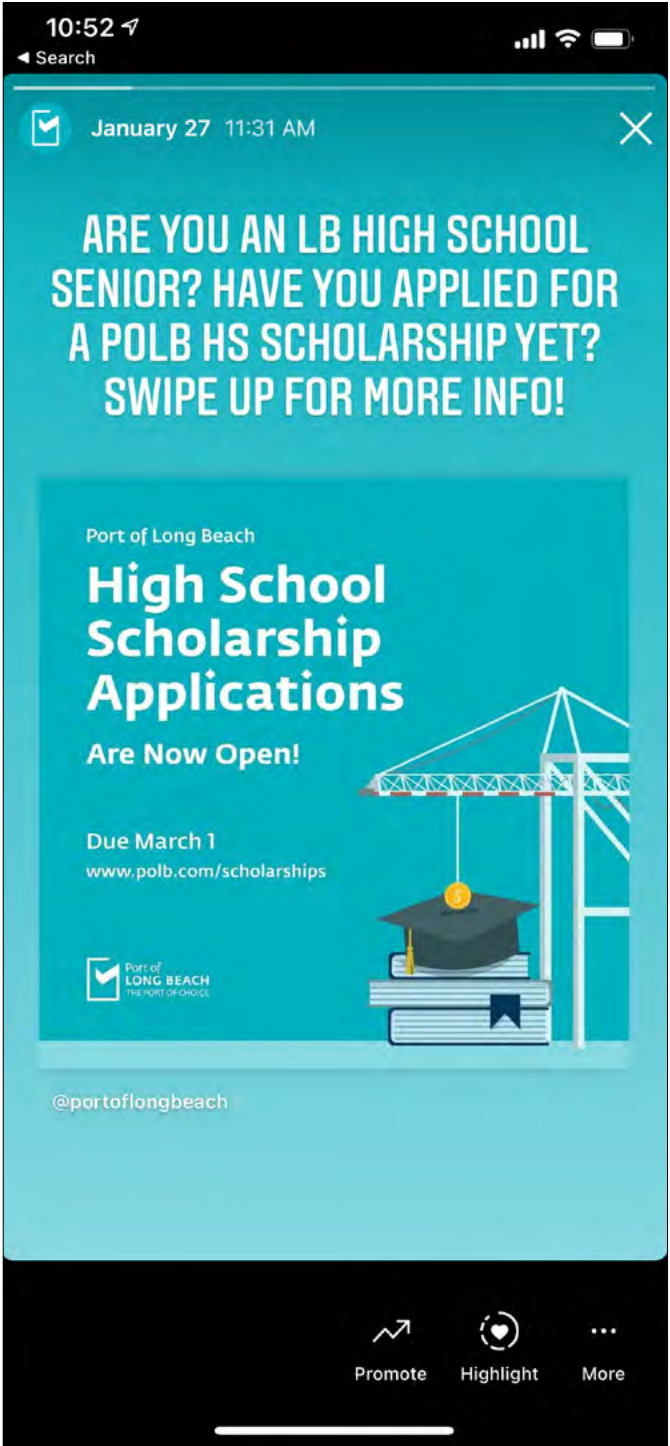
law, global logistics, engineering, environmental science and security. Scholarships for Port of Long Beach Academy of Global Logistics seniors are somewhat different as they:

- Allow for part-time enrollment;
- Range from \$500 to \$5,000 in a one-time payment; and
- Also allow for trade training (welding, electrical, etc..)

Scholarship applications open on Jan. 4 and close on March 1; applications are evaluated based upon academic ability, potential, professional interest, financial need, character, dedication to the Long Beach community and commitment to international trade and/or the port industry. Port scholarships are administered by the Long Beach Education Foundation.

Recognizing recipients

Although the 2020 scholarship application process was not affected by the pandemic, the annual Celebrating Education event, held each May to announce the scholarships and honor their recipients, was canceled to meet COVID-19 protocols. The Port still wished to continue the tradition



of honoring these deserving award winners, and proposed a reimagined way to virtually recognize them, while providing the Port with continued promotional and public relations value.

The Port posted the names of all the 2020 winners by category on all Port social media platforms, sharing that \$125,000 in scholarships had been awarded to 94 students.

To honor the 2020 POLB Scholarship winners, Port staff also worked with education partners LBUSD, LBCC, and CSULB to encourage the scholarship winners to share their impactful stories in self-produced videos. The Port sent a letter to all 2020 scholarship recipients over the age of 18 (50 of 94 recipients) requesting that they share a short 20-30 second video about the impact their scholarship will have and full instructions for shooting their video.

In July 2020, the Port distributed 50 request letters to 2020 scholarship recipients and received 32 videos in

response. The Port team then worked with Port video contractor Media 360 to compile the responses and produce four videos, tagged to identify the appropriate education institution, to be shared on the Port's social media platforms as part of a campaign to not only recognize the recipients, but also promote the Port's education outreach efforts. The first two videos have been posted already; the others will be posted when 2021 scholarship recipients are announced in the next month or so, but all four videos are included here:

- Video 1
<https://drive.google.com/file/d/1B7kkqUtJomkX8hrMozragt-T--6LunIN/view?usp=sharing>
- Video 2
<https://drive.google.com/file/d/1aFIGdJ3VHOn6g3K4L8d8FBjc4nJk-N3V/view?usp=sharing>
- Video 3
https://drive.google.com/file/d/1vMi6W1zuAK_l8ZbNVwrgaXsh-estyxWs/view?usp=sharing

- Video 4
<https://drive.google.com/file/d/1smzHzzPstR4X8Drwoiq8xeKUCEyVE3jI/view?usp=sharing>

Online application
<https://drive.google.com/file/d/1ZJCRaUl3iKZwez3kSo-LKW8e5681KTux/view?usp=sharing>

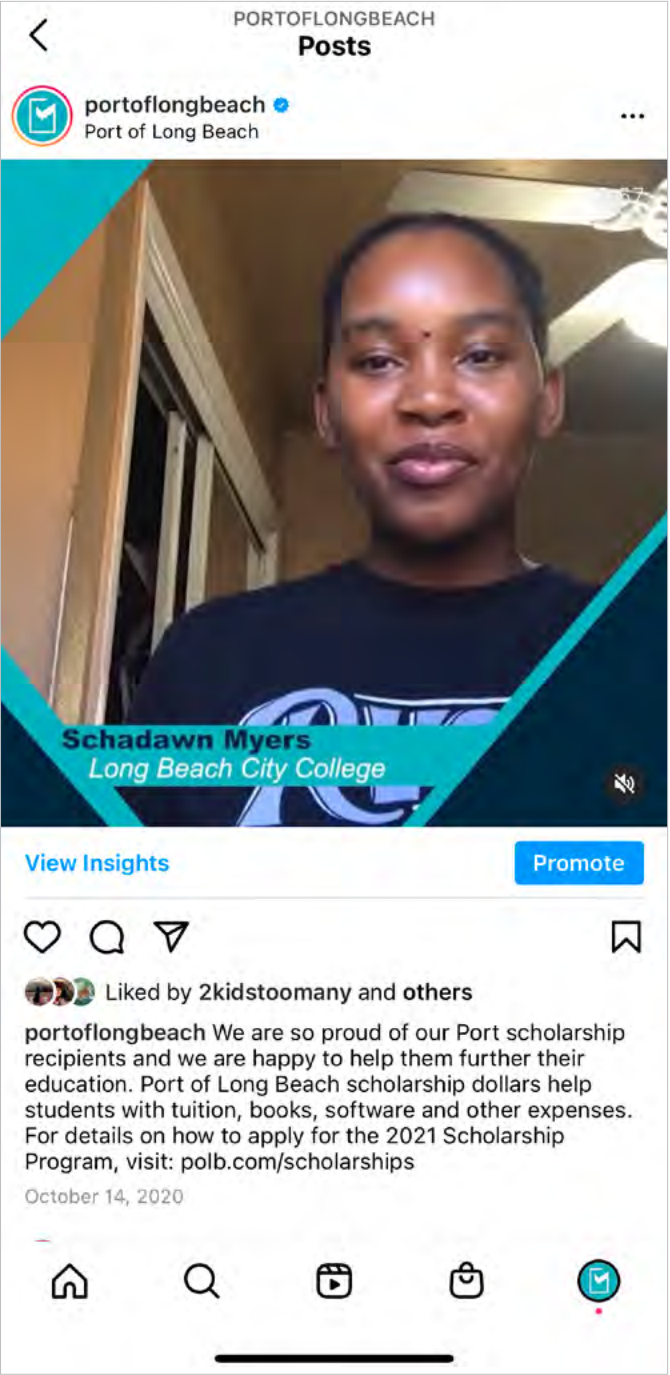
The Port Communications team designed an online application which eliminated barriers and made it easier for students to submit their scholarship applications. Also, because students were not allowed on campus due to COVID-19 protocols, the Port application called for unofficial vs. official transcripts, making it easier for students to acquire and attach their transcripts to the application.

Social media
The Port Communications team developed a detailed social media plan to support the 2021 scholarship program. The campaign ran from Sept.

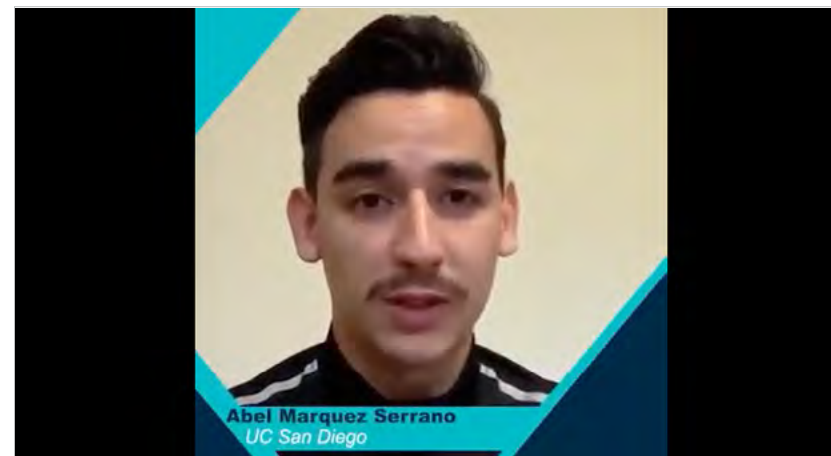
2, 2020 - Feb. 28, 2021, with a total of 10 posts. Additional posts are planned when the 2021 scholarship recipients are announced in the next month or so.

Example
Monday, Dec. 21
Facebook/IG/LinkedIn/Twitter:
Applications for the 2021 Port of Long Beach High School Scholarship Program will open on January 4! We have an easy contactless online portal on our website and winter break is the perfect time to prep your application! Scholarships are open to high school seniors in the LBUSD service area. Applications close March 4. Learn more about the program and applying on our website: www.polb.com/scholarships

Instagram stories
The #POLB High School Scholarship application will open January 4. Swipe up for more info!



Every year the
Port of Long Beach
gives more than
\$150,000
in scholarships,
changing the lives
of many students.



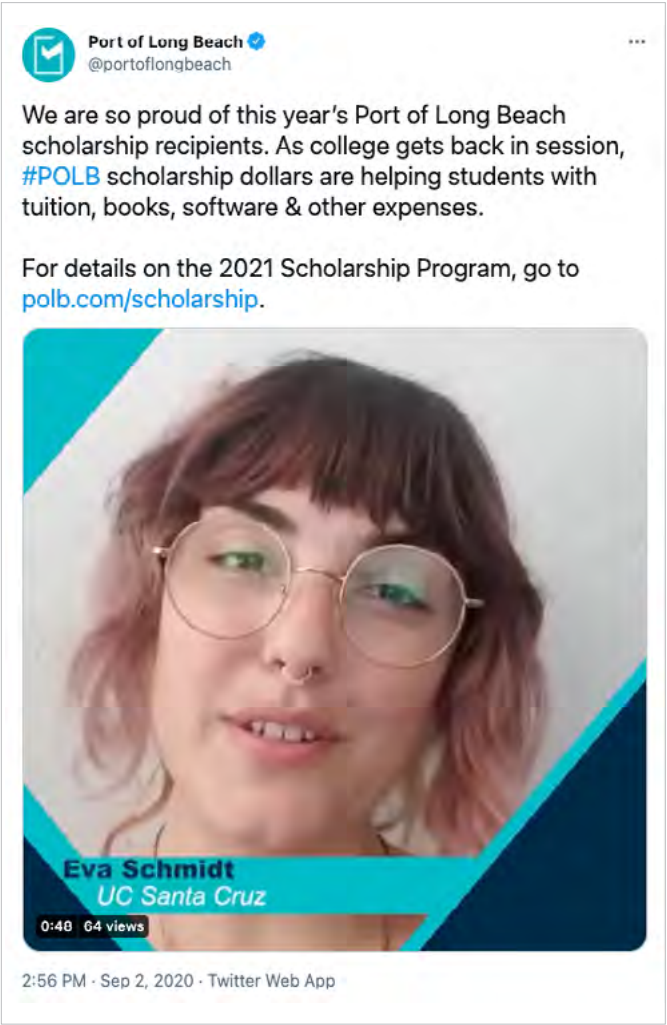
2020 scholarship recipients videos

Video 1
<https://drive.google.com/file/d/1B7kkqUtJomkX8hrMozragt-T--6LuiN/view?usp=sharing>

Video 2
<https://drive.google.com/file/d/1aFlGdJ3VHOn6g3K4L8d8FBjc4nJk-N3V/view?usp=sharing>

Video 3
https://drive.google.com/file/d/1vMi6W1zuAK_18ZbNVwrgaX5h-estyxWs/view?usp=sharing

Video 4
<https://drive.google.com/file/d/1smzHz2P5tR4X8Drwoiq8xeKUCyVE3j1/view?usp=sharing>



Twilight Cinema

Throughout the year, the Port normally sponsors dozens of family-friendly events, often staffing a booth to interact with the public and share information about the Port of Long Beach's business, community and environmental initiatives. One of the most anticipated of these Port-sponsored events has, for several years, been Movies on the Beach, providing an opportunity for people to bring blankets and picnics to beach locations to watch movies on a giant inflatable screen. As COVID-19 made this impossible, the Director of the Port Communications Division reached out to the City of Long Beach Special Events and Filming Division to reimagine the event, and voila! Twilight Cinema was born.

As some restrictions on socially distanced gatherings relaxed somewhat in the summer of 2020, it was noted that the few local drive-in movie theaters still remaining were discovering a new lease on life. They were able to offer moviegoers a safe, socially distanced entertainment experience. Capitalizing on a great idea, the Port and City were able to

move the movies to local parking lots and offer a different kind of free drive-in movie experience.

The result: positive media coverage, a robust social media response, a complete "sellout" and a lot of happy families who were most appreciative of the free and much-needed family entertainment.

Plans for Twilight Cinema were initiated in July 2020 by Communications and Community Relations executives and the City of Long Beach Special Events and Filming Division. Responsibilities were divided as follows:

Port Communications

- Advertising, publicity and promotion
- Graphic design
- Signage and other collateral materials
- Event reservations
- Staff to handle check-in and distribution of promotional items, bags of popcorn, etc.

City Special Events and Filming

- Selecting and licensing the movies to be screened
- Providing and staffing the video and audio equipment
- Event setup (including marking parking spaces)
- Security
- Portable restrooms and maintenance
- Event cleanup

A budget of \$60,000 for eight events was established, and it was decided that the Port would fund Twilight Cinema and pay the City's Special Events and Filming department through a Memorandum of Understanding, essentially as a subcontractor.

The Port's Communications and Graphic Design team created the logo, design and copy for all Twilight Cinema-related materials.

Signs to be posted at the events included:

- Directional signs
- Safety rules and regulations

- Instructions for tuning into the proper FM frequency for movie audio

A Twilight Cinema web page was created on the Port's website at www.polb.com/twilightcinema to promote the events, share rules and schedules and to handle online reservations. Reservations were required and open at 9 a.m. one week before each event. Reservations were available on a first-come, first-served basis with one vehicle permitted per reservation.

An extensive social media campaign, running from July 30 through Sept. 6 to promote awareness and encourage registration, was conducted on Facebook, Twitter and Instagram.

A press release was also issued about the City/Port partnership that can be seen at <https://polb.com/port-info/news-and-press/port-city-partner-for-free-drive-in-movies-08-11-2020/>.

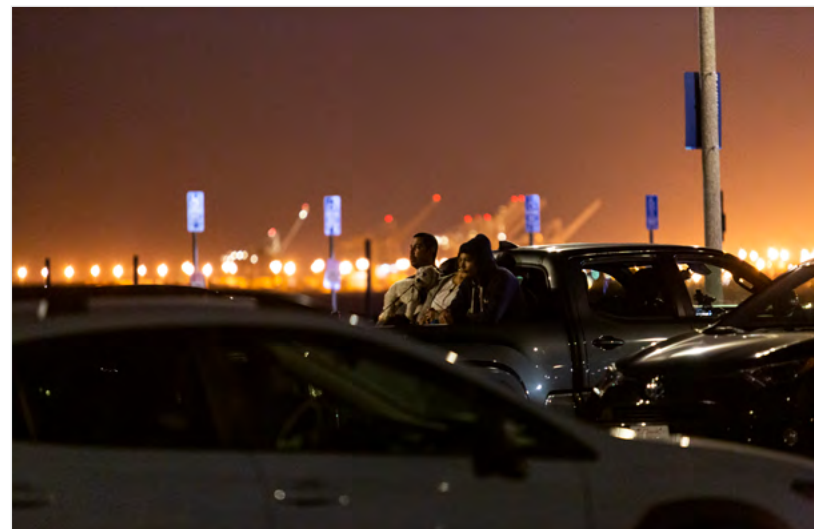
Most events were staged at Long Beach's Granada Beach parking lot (previously one of the main locations for Movies on the Beach), which was originally configured to accommodate





Port of Long Beach
Twilight Cinema





Port of Long Beach
Twilight Cinema



50 vehicles. This was increased to 60, 70, then 80 vehicles during the course of the events as staff became more familiar with equipment and the available space. Three screenings were also held at the Long Beach Convention Center parking lot, which could accommodate 80 vehicles. There was no limit specified on the number of people who could be in each vehicle, but health rules required all passengers to be from one household only. In addition, large vehicles like oversize vans and RVs were not permitted.

A family-size bag of popcorn and a Port of Long Beach-branded bottle of hand sanitizer were given to each group on entry.

Food trucks (with cashless purchases only) and restroom facilities were available at each event, and masked patrons were allowed to leave their vehicles only for these purposes.

A trash bag was provided for each vehicle and the bags were collected following the event. Movies began at dusk, around 8:30 p.m., with the parking lot open at 6:30 p.m.

A 90-second Port of Long Beach promotional video was shown before each film, and can be viewed at <https://youtu.be/SOt6BDt-gwc>.

Eight events (plus one rescheduled event) were scheduled as follows:

- Aug. 6 Granada Beach *Aladdin* (2019 version)
- Aug. 11 Granada Beach *Abominable*
- Aug. 13 Granada Beach *Malificent*
- Aug. 18 Granada Beach *Dora and the Lost City of Gold*
- Aug. 21 Convention Center *Toy Story 4*
- Aug. 25 Granada Beach *Sonic the Hedgehog*
- Aug. 28 Convention Center *Frozen II*
- Sept. 4 Granada Beach *Sonic the Hedgehog* (rescheduled after 8/25 showing was interrupted by power failure)
- Sept. 6 Convention Center *Onward*

COVID-19 Testing Site

In the early days of the pandemic, COVID-19 testing was a scarce resource, and even as tests became more available, getting tested was often inconvenient and time-consuming. To ease this burden on Port essential workers, the Port partnered with the Long Beach Health and Human Services Department to open a COVID-19 drive-up testing site within the Port, to allow anyone who worked in the San Pedro Bay Port Complex (not just Port of Long Beach workers or employees) to get a drive-up test with no appointment. To serve the communities around the Port, the site, which opened Aug. 17, 2020, would also be open by appointment to the general public.

To promote the testing site, the Port Communications team redirected marketing dollars and produced a successful community outreach campaign without spending additional funds.

News releases/social media

On Friday, Aug. 14, a press release was sent to the 5,000 recipients of the Port's e-mail list, which includes local and national news media.

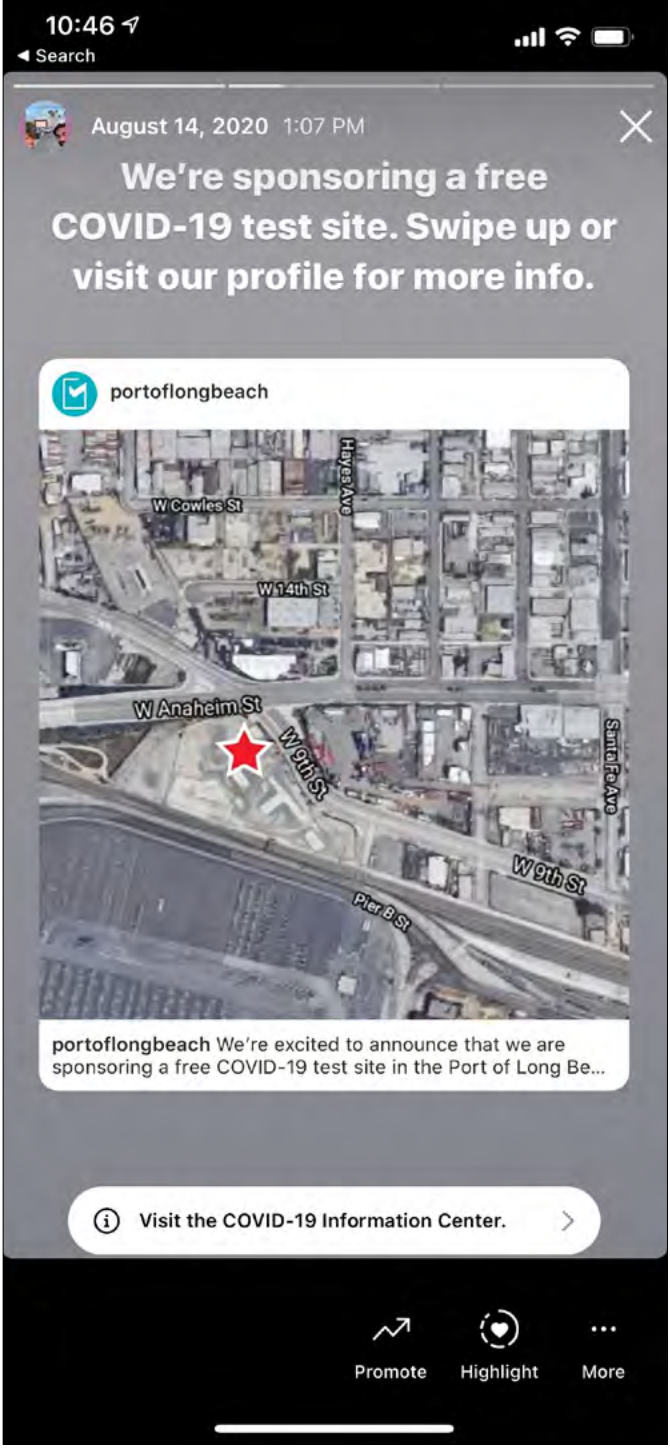
<https://polb.com/port-info/news-and-press/new-covid-19-testing-site-to-open-for-portworkers-08-14-2020/>

In addition, the unveiling of the site was promoted on the Port's social media platforms (Twitter, Facebook, Instagram and LinkedIn). The availability of the testing site has been continually promoted on social media subsequently (generally once per week per platform until March 2021, and then somewhat less since then). On Nov. 16, a one-day free flu vaccine clinic was held at the testing site, and this was also promoted on social media.

Instagram text (Aug. 14):

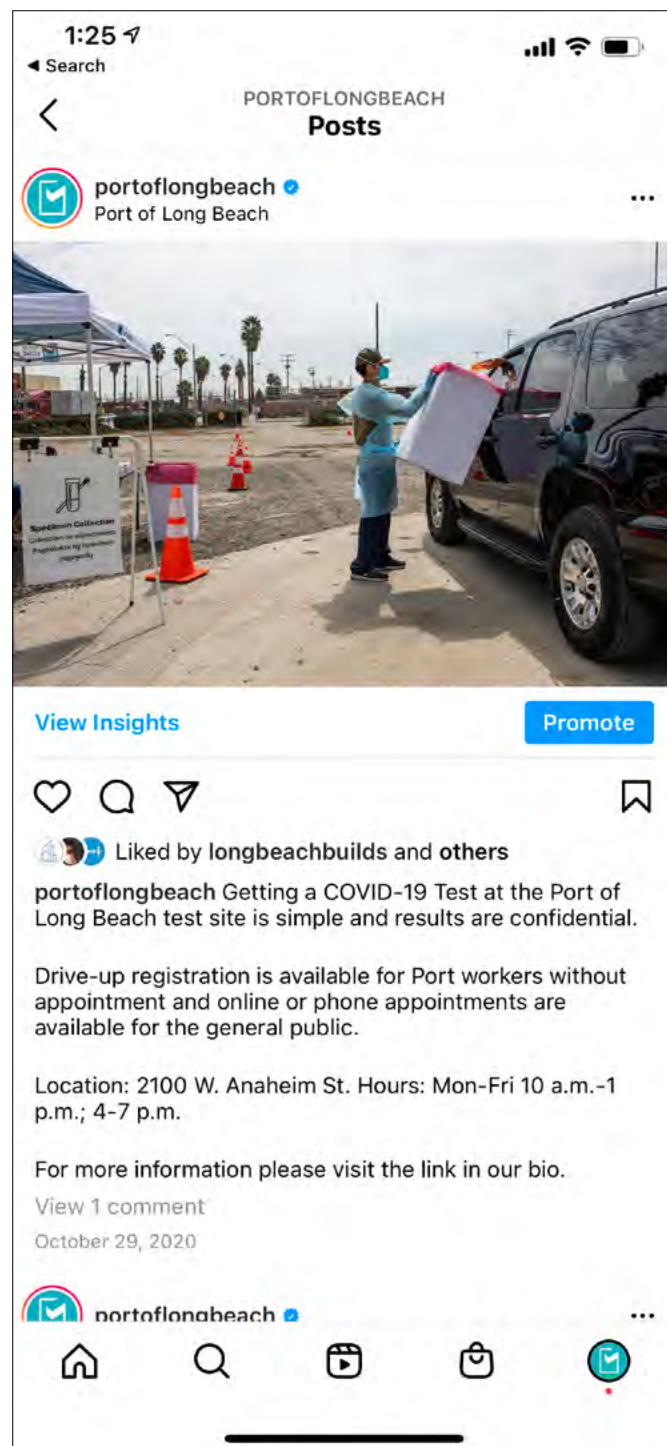
We're excited to announce that we are sponsoring a free COVID-19 test site in the Port of Long Beach at 2100 W. Anaheim St. The site will be available to dockworkers, truck drivers and other partners at the Port beginning Monday, Aug. 17 to help ensure workforce health and safety at the nation's second-busiest seaport. Drive-up registration will be available for Port-related personnel.

Appointments are required for the general public and can be made online





Port of Long Beach
COVID-19 Testing



Port of Long Beach
COVID-19 Testing

or by calling 562-570-INFO (4636). More information at link in bio.

Another news release and social media push came when the site's hours were expanded to include weekends and evenings in mid-January 2021; the extended hours continued until approximately the end of February. <https://polb.com/port-info/news-and-press/ports-covid-19-test-center-expands-operation-01-14-2021/>

In September 2020, a 90-second promotional video was produced by longtime Port video contractor Media 360 in conjunction with the Communications team. The video features Port Executive Director Mario Cordero explaining why the Port is funding the site, footage of testing and Travis Liberman from the Long Beach Health Department explaining the testing process. The video has also been shared on the Port's social media platforms. https://youtu.be/q4Wq2sm8_DY

Advertising

The Port's COVID-19 testing site has also been prominently featured in

both print and online advertising. The week of Aug. 18, ads were placed in the Grunion Gazette, a free newspaper with a print circulation of 52,000 in Long Beach. Each two-part ad placement consisted of:
Print tabloid full back page 10" x 13.5"
Print front page banner 10" x 2"
Web banner ad 728px x 90px
Web ad 320px x 90px

Ad text (Aug. 18):
Doing Our Part

The Port, working to ensure the health and well-being of our workforce, has opened a COVID-19 test site offering free tests to Port workers and the public. Location: 2100 W. Anaheim St. Hours: M-F, 10 a.m.-1 p.m.; 4-7 p.m. Drive-up registration available for Port workers; the general public must make an appointment. More information at polb.com/covid19.
Port Logo
THE PORT OF CHOICE

Web ads and the front-page strip contained less copy; web ads contained links to the Port's COVID-19 information page at www.polb.com/covid19.

Ads for the COVID-19 testing site, with updated photos and messaging (stressing that test results were confidential) were placed the weeks of:
Aug. 18
Sept. 15
Sept. 22
Nov. 3
Dec. 7
Jan. 19 (expanded test site hours)

Similar ads were placed in the Long Beach Business Journal print edition the week of Nov. 10, and digital ads were placed in the Long Beach Business Journal's Monday Morning Coffee weekly e-newsletters and on the LBBJ web site the weeks of:
Jan. 14
Jan. 21
Jan. 28
Feb. 4
Feb. 11
Feb. 17
Feb. 25
March 3
March 11



Bridge Grand Opening/Lighting Ceremonies

The \$1.5 billion Gerald Desmond Bridge Replacement Project (Bridge Project) is a centerpiece of the multibillion-dollar capital improvement program at the Port of Long Beach – the biggest capital investment of any U.S. seaport. The bridge connects several terminals in the San Pedro Bay port complex with the 710 Freeway, a major cargo corridor. About 15 percent of all containerized cargo coming into the U.S. travels over the new bridge that was opened to traffic on Oct. 5, 2020. Three days prior on the morning of Oct. 2, the Port of Long Beach performed a virtual grand opening ceremony to celebrate the completion of the seven-year-long construction of the Bridge Project, a yet-to-be named 100-year bridge that now stands as an icon for the City of Long Beach and Southern California region.

Traditionally, the Port, along with its construction and funding partners, would commemorate such an opening with a large, in-person event. Of course, COVID-19 and associated health rules prevented any large-scale gathering.

Despite this, the Port of Long Beach orchestrated a hybrid digital and live event that included a one-hour prerecorded broadcast featuring 17 speakers offering well-wishes on the completion of the project as well as a 30-minute live broadcast featuring a simultaneous truck, car and boat parade punctuated by a flyover by five vintage Tiger Squadron planes.

Two months later, on Dec. 14, the Port staged a smaller video-only event to mark the inaugural lighting of the bridge, which features a spectacular multicolored programmable LED system.

Challenges

In late August 2020, the decision was made by the Port of Long Beach, with the blessing of the Long Beach Mayor's office, to proceed with an opening ceremony, which was tentatively set for Oct. 2, only a handful of weeks later. Planning meetings went into overdrive to create an event that complied with state and local health mandates that, at the time, prevented any outdoor gathering of more than 100 people.

Further, until late September, there

was a very real threat that the bridge opening to traffic on Oct. 5 would be pushed back as much as three months, due to last-mile construction issues that had safety implications for motorists. The team advanced its planning for an Oct. 2 ceremony, but also created contingency plans for media and the numerous vendors that were engaged to conduct the live portion of the broadcast in case a delay occurred.

Completed following the grand opening, plans for the Dec. 14 ceremony to switch on the bridge lights were surrounded by similar uncertainty.

On Sept. 22, the Long Beach Board of Harbor Commissioners voted to go ahead with the opening of the Bridge Project to traffic on Oct. 5, giving the event planning team only 10 days to finalize details.

The 10/2/20 Grand Opening Event – <https://youtu.be/kLMUUVaseMg>

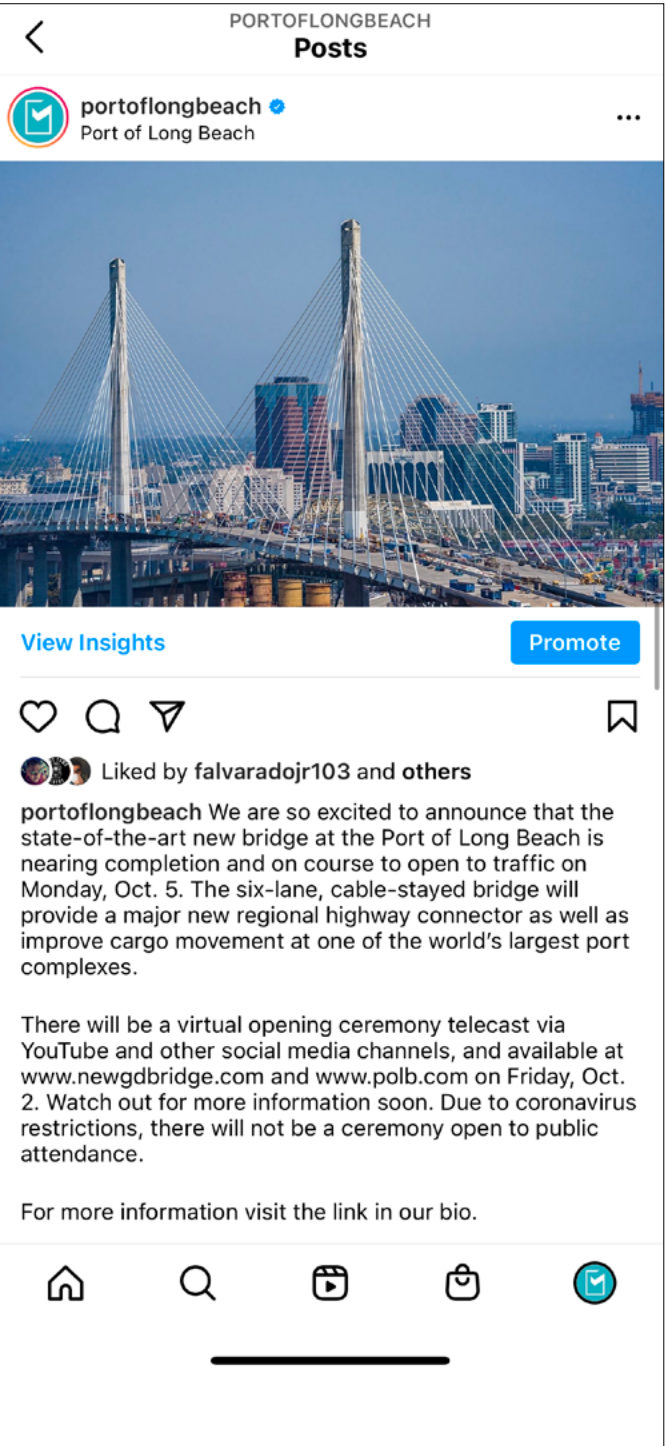
The event began with a one-hour prerecorded broadcast that featured 17 speakers offering well-wishes on the completion of the project which then segued into a 30-minute live broadcast

that featured a simultaneous truck, car and boat parade, punctuated by a flyover by five vintage Tiger Squadron aircraft.

Bridge Project communications contractor Westbound, with the help of the Port's Communications and Government Relations teams, coordinated the pre-production, production and post-production of videos of 17 spokespeople that included federal, state, county and city elected officials; transportation and infrastructure agencies, such as LA Metro and Caltrans; and City and Port executives. This effort involved scriptwriting and creation of specific, differentiated talking points for each of the 17 speakers.

Westbound produced 10 of the 17 video shoots and arranged with staff members of elected officials and agency executives to produce their own videos. This effort involved writing specification sheets that outlined all the details associated with the type of video that was required.

The prerecorded section of the broadcast was hosted by Port Deputy





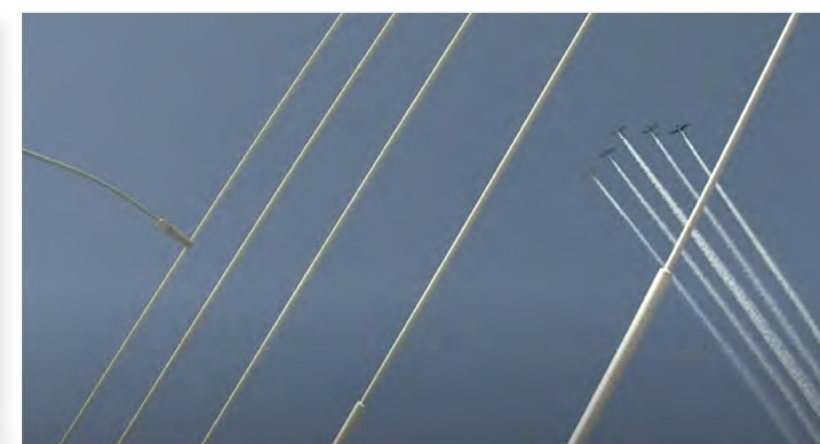
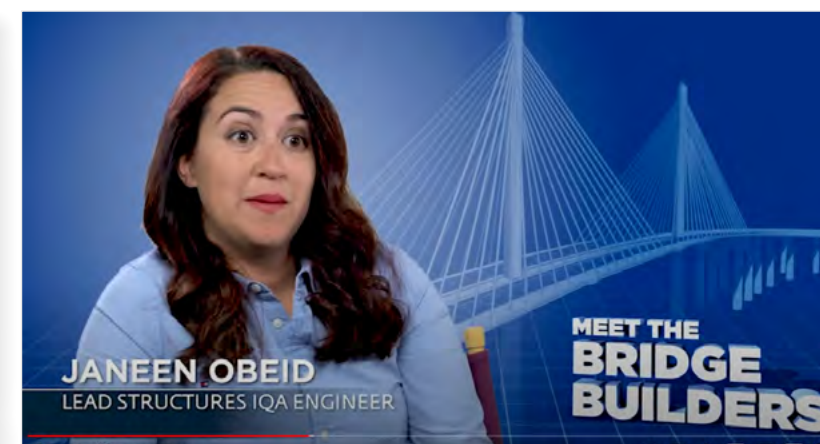
The 10/2/20 Grand Opening Event – <https://youtu.be/kLMUUVaseMg>





The 10/2/20 Grand Opening Event –

<https://youtu.be/kLMUUVaseMg>



Executive Directors Dr. Noel Hacegaba (Administration & Operations) and Rick Cameron (Planning & Development), who provided commentary on the speakers and on documentary-style footage about the construction of the new bridge. That footage featured members of the construction team discussing how the bridge was built and archival footage of the work being done, dating back to the groundbreaking in 2013.

The video production of the documentary-style footage began 18 months prior to the opening of the bridge and the footage was eventually turned into nine Meet the Bridge Builders short videos that were launched in April 2021.

Live event

Hacegaba and Cameron also hosted the live event, which enabled Mayor Robert Garcia, Harbor Commission President Frank Colonna and Port Executive Director Mario Cordero to offer inspiring remarks to kick off a ceremonial first drive-over by more than 75 branded container trucks, vintage car club vehicles, and personal

automobiles belonging to workers on the project.

The coordinated 25-truck caravan gathered offsite at the Long Beach Convention Center, then was led by Harbor Patrol, the Port's law enforcement arm, to the new bridge, driving through downtown Long Beach. They were joined by approximately 30 classic cars; a boat parade with more than 20 interagency sea vessels; and flyovers of five Tiger Squadron vintage planes.

The lead truck in the caravan had a branded wrap around its entire container that featured the four funding partners for the Bridge Project. That branded truck was the ceremonial "first drive" over the new bridge. Sourcing, securing and wrapping the container took weeks of coordination with one of the transportation companies, with the Port of Long Beach ultimately purchasing it. The wrapping process took two full days.

To reinforce the Port of Long Beach's Green Port initiative, every one of the 25 trucks in the caravan was a zero-

emissions vehicle. The event-planning team spent more than three months working with the local Harbor Trucking Association to coordinate with Port tenants and transportation companies to secure these zero-emissions vehicles, secure branded containers for each of the participating tenants, pick up those containers, park the trucks overnight in preparation for an early start the next day, then stage them at the Long Beach Convention Center on the morning of the event.

Included in the truck caravan was the Port of Long Beach's parade float that featured four of the five Port of Long Beach Harbor Commissioners as participants in the parade.

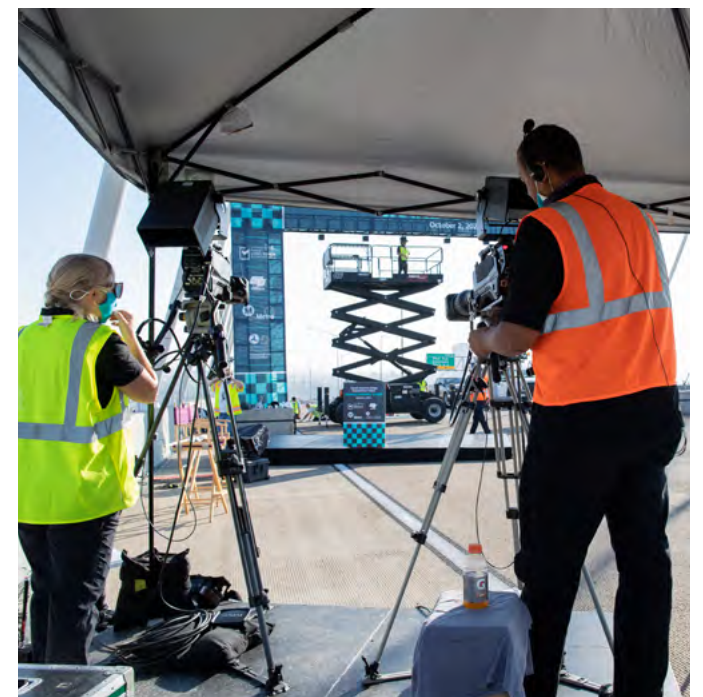
Behind the truck caravan, more than 30 vintage automobiles joined the ceremonial first drive, along with another 25 cars driven by members of the Bridge Project construction management team.

Arranging the boat parade required three months of coordination with the Coast Guard; Jacobsen Pilots (the pilot service that sees ships in and out of the

Port); the Port of Long Beach Security Division; and Harbor Patrol. This interagency team invited their respective stakeholders to participate in the event. The event-planning team worked with Jacobsen Pilots on the careful timing of the boat parade to reach the bridge at the same time as the truck caravan passed above on the road deck and the planes flew over the bridge.

Vintage military planes were chosen for the event to harken to the Port's history as a former U.S. Navy base. The event-planning team remained in real-time communication with the lead pilot by phone to synchronize the timing of the flyover with the movement of the truck caravan over and boat parade under the new bridge. The squadron made one pass over the bridge headed north, turned around, then flew over a second time going southbound.

Due to the remote location of the bridge, the high amount of static noise coming from a nearby power plant and all the steel in the bridge structure, the event-planning team





The event occurred on the main span of the new bridge and involved a coordinated 25-truck caravan that gathered offsite at the Long Beach Convention Center, then proceeded through downtown Long Beach to the bridge

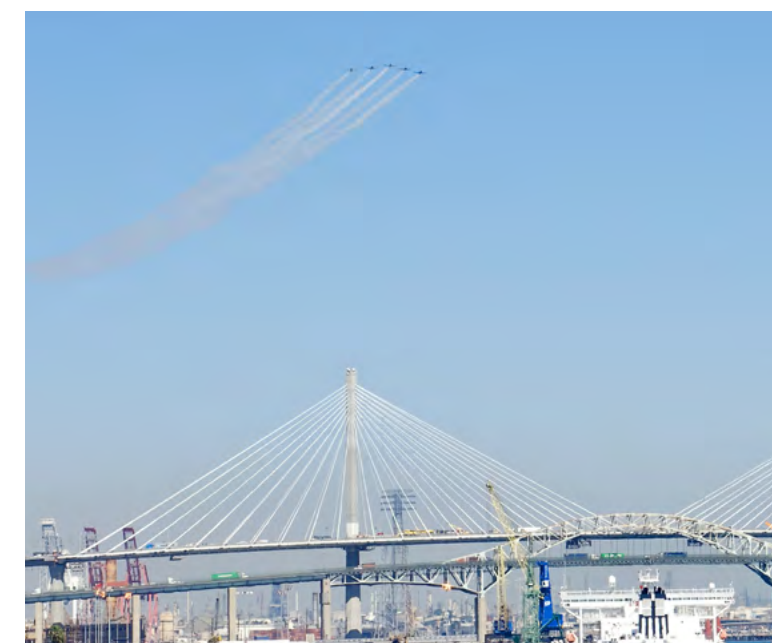
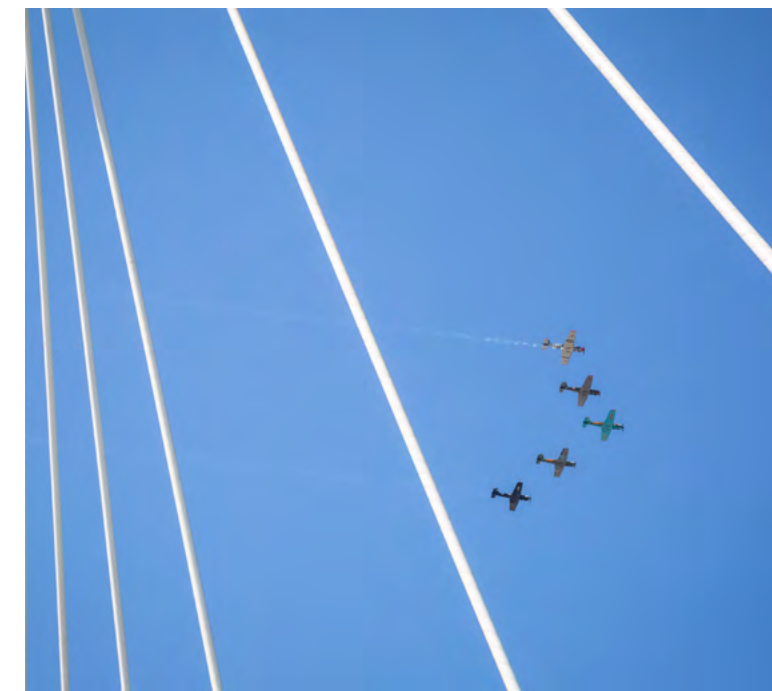




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Arranging the boat parade required three months of coordination with the Coast Guard, Jacobsen Pilots, the Port of Long Beach Security Division and Harbor Patrol

arranged for a broadcast truck to be present on the bridge, versus handling the transmission through other forms of radio or wireless communications. For the remote television broadcast, a director inside the truck called the broadcast as it was televised over the local Long Beach cable station as well as to all of the local broadcast stations for their pickup. Port and Bridge Project websites and social media platforms directed viewers to the cable station livestream for viewing.

Media relations

Westbound used the event to finally convince the Los Angeles Times to write a feature on the Bridge Project. This front-page story, published on the day of the opening ceremonies, was the culmination of persistence and an ongoing dialogue with the reporter that had begun almost five years earlier.

The bridge opening story became an international one. About a month before the opening ceremony, Westbound began working with the Associated Press, Reuters and other media outlets to convey the national and regional significance of the bridge's completion.

This advance work – combined with a national distribution of the opening news release and compilation video – led to a national AP story that appeared in multiple news outlets across the U.S., as well as national use of a local TV news station's coverage.

News coverage of the project's pending completion began appearing a week before the opening, after the Communications team performed a media preview day that granted exclusive access to the new bridge prior to its opening along with interviews from Port of Long Beach Executive Director Mario Cordero and other prominent business leaders speaking on the benefits of the new bridge to the city's economy. Coverage appeared on all six major Los Angeles broadcast outlets.

For the day of the opening ceremony, Westbound made arrangements with Los Angeles-area TV news stations to broadcast live reports in their early morning newscasts from the bridge, featuring Executive Director Mario Cordero. Additional stations and other news outlets attended the opening ceremonies (with some TV stations sending their helicopters to capture

the festivities), resulting in significant coverage.

Budget

Port staff invested hundreds of hours in the Grand Opening event, and overall out-of-pocket expenses beyond regularly-budgeted Port expenses came in at \$193,200.

The Bridge Lighting Event 12/14/20

<https://youtu.be/Spwghwoseiw>

A much smaller event was planned for the evening of Dec. 14 to mark the inaugural lighting of the Bridge Project's multicolored, programmable LED system. The event of necessity had to be virtual due to a late-year surge in COVID-19 cases and corresponding restrictions on events.

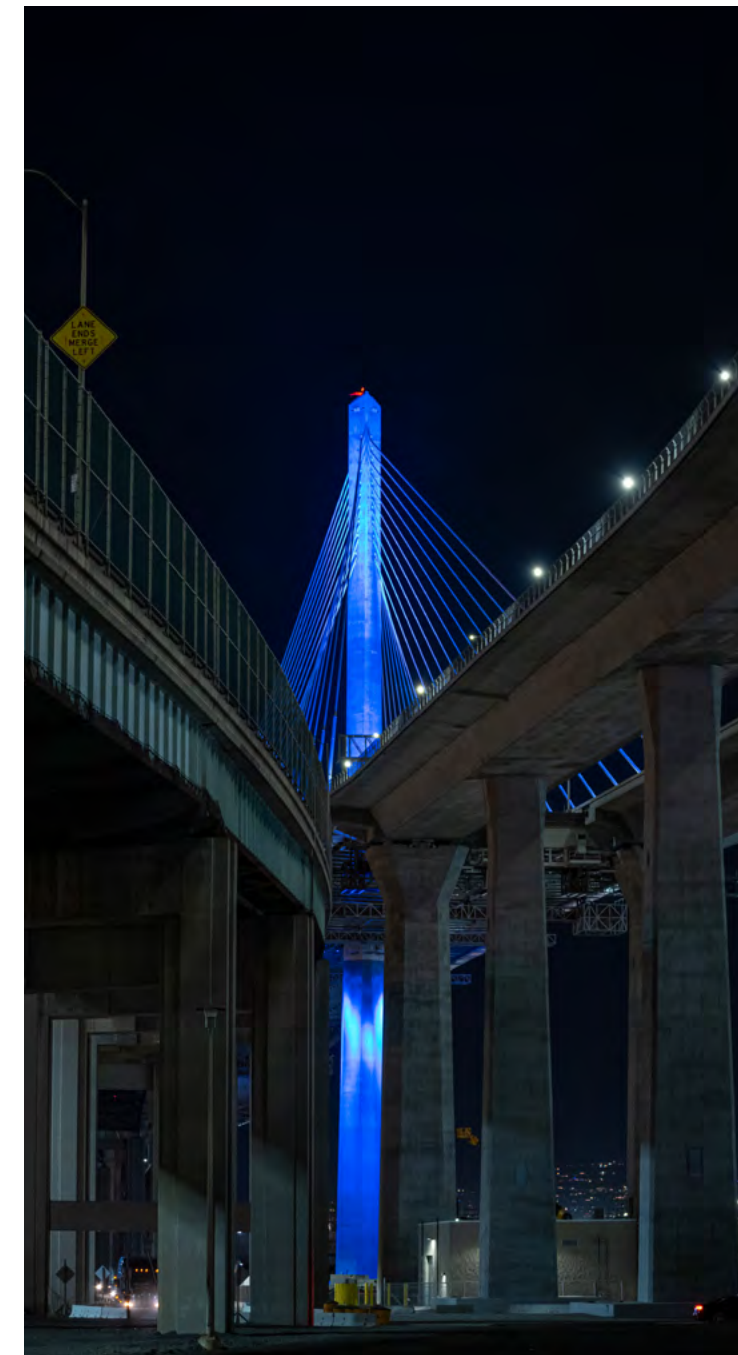
Because people were being asked to limit their travel, officials encouraged residents to enjoy the bridge lights remotely that first night – or any time after the opening event – via the three webcams pointed at the bridge available for viewing at the www.newbridge.com website or LBBridge app, or on LBTv (www.lbtv3.com), the city's cable station.

The event was scheduled for Monday, Dec. 14, at 5:30 p.m. to capture sunset shots of the new bridge before the lights came on. Following an introductory voiceover, three pre-recorded speakers provided introductory comments:

- Dr. Robert Garcia – Mayor of Long Beach
- Frank Colonna – President, Long Beach Board of Harbor Commissioners
- Mario Cordero – Executive Director Port of Long Beach

A news release was distributed on Dec. 10, sharing information about the upcoming event and how to view it remotely, and a follow-up release was distributed to all media the day after the event on Dec. 15, recapping the event and providing a link to the virtual event.

In addition, an advisory was distributed to the news media inviting them to come to a prime viewing location at the Port of Long Beach to view and film or photograph the lights being officially turned on for the first time. Los Angeles-based television channels KCBS 2, KABC 7, and KTTV 11 carried the lighting event in their evening





Thanks to the lighting event, the debut of the new bridge's lighting was covered widely by print, online and broadcast media

newscasts.

The lighting was also covered by the American Journal of Transportation, Long Beach Post, Long Beach Press-Telegram and Grunion Gazette.

Budget for the Bridge Lighting event was minimal, as the only expenses were advisories to alert the public and media to viewing opportunities, videos of the three speakers and the lights switching on, photography and setup for media to record the Bridge Lighting. Port staff invested 60 hours in the Bridge Lighting event, and out-of-pocket expenses, beyond regularly budgeted Port expenses, totaled about \$5,000.

PhotoWorks Program

The Port of Long Beach PHOTO Program (presented annually in partnership with the Arts Council for Long Beach from 2013-2019) was one of the most popular components of the Port’s extensive Community Outreach Program. It featured a class where Port contract photographers offered general tips plus specific advice on photographing the Port, a

sunset harbor tour where participants received special access to area not often visited by the public, and then a juried exhibition of the best of the photos, with first, second and third place prizes awarded.

In 2020, under the extraordinary circumstances surrounding the COVID-19 pandemic, and continuing in partnership with the Arts Council, the in-person PHOTO Program was reimagined as PhotoWorks to continue the this much-anticipated outreach to the Long Beach arts community, but in a very different, completely virtual, social media format, an all-video program centered around a Facebook group.

Program Overview

<https://www.facebook.com/groups/polbphotoworks>

(NOTE: the Facebook group is set to private so only members can see posts, but anyone may join. To join, simply answer the membership questions [basically asking people to obey the group rules] and you will be automatically admitted.) PhotoWorks programming ran Nov.

1, 2020, through March 31, 2021, with program promotion beginning Oct. 5 and group engagement beginning Oct. 27. The PhotoWorks Facebook Group was open to the public and free of charge.

Programming consisted of five monthly pre-recorded educational Workshop videos on various photography topics that were posted on the first Thursday of every month at 6 p.m. Port Communications staff members were online for approximately the duration of each video to interact live with viewers. Each video ran from about 25 to 45 minutes. The presenters also provided “homework,” which involved worksheets and fun activities, and held “office hours” throughout that month during which they were available to answer member questions. Each monthly workshop also included a short survey, with the opportunity to participate in a drawing for a \$100 gift card from Tuttle Camera in Long Beach. Members who completed all workshops and surveys were eligible for an opportunity drawing for a \$500 Tuttle Camera gift card at the conclusion of the program.

Additionally, each month a prerecorded Keynote Speaker video, running from 21 to 27 minutes, was posted on the third Thursday of the month, also at 6 p.m., featuring nationally recognized professional photographers sharing their best tips and photo assignments, providing insight into the life of a professional photographer and helping group members expand their photography skills.

Marketing for the PhotoWorks program, primarily on social media, directed prospective members to the PhotoWorks Facebook Group via an embedded link, inviting them to select the “Join Group” button and accept the Group’s terms and conditions before being approved by the group moderators.

The partners shared responsibilities as follows:

- Port of Long Beach
- Create and own PhotoWorks Group
 - Approve members
 - Moderate 15% of the time
 - Post weekly engagement questions



- Post keynote speaker videos
- Post survey/manage surveys

Arts Council for Long Beach

- Approve members
- Moderate Facebook group 85% of the time
- Post monthly Workshop videos
- Upload workshop materials to appropriate Units

The entire Port of Long Beach Communications and Community Relations team participated in the project, bringing their contractors and vendors into play to provide photography, video, editing, studio time, captioning, and other related services.

Tuttle Camera, a Long Beach retailer, matched funding for gift card incentives for group members who completed the workshops and surveys.

A budget of \$50,000 was established for PhotoWorks (the same as for the in-person PHOTO Program):

- \$15,000 paid to the Arts Council for their services;
- Designing and establishing the

PhotoWorks Facebook Group page;

- Creative, talent and production for 10 Workshop and Keynote Speaker videos;
- Marketing, incentives and other related expenses.

The Port’s Communications and Community Relations team invested hundreds of staff hours – accounted for in the existing departmental operating budget – for planning, designing, writing, producing, research, participating in and promoting PhotoWorks. Advertising costs, for several paid social media posts and print and digital ads, were also accounted for in separate budgets, part of the Port’s normal advertising efforts.

Videos

(NOTE: videos were originally available only on the Facebook group but have since been made available on YouTube – YouTube publication dates may not match actual dates of Facebook premiere.)

NOVEMBER 2020

Nov. 5 – Workshop #1

Knowing Your Photo – Instructor: Joanne Kim

Running time: 43:19

<https://youtu.be/xoBBIGTQFGc>

Course Objectives: Participants

learn the basics of photography, gain vocabulary to aid them in successive webinars and apply this content to capture a successful photograph.

Nov. 19 – Keynote Video #1 – Tim Rue

Running time: 24:50

<https://youtu.be/wnTnt-OeGos>

DECEMBER 2020

Dec. 3 – Workshop #2

Knowing Your Gear – Instructor: Matt Fukushima

Running time: 24:52

<https://youtu.be/bQnAtVOVnco>

Course Objectives: Participants will learn how to identify different types of cameras, understand the purposes of various photo equipment, and be able to apply this content to aid them in making investments in future equipment.

Dec. 17 – Keynote Video #2 – Bernadette McKeever

Running time: 26:51

<https://youtu.be/opRjdryn6AU>

JANUARY 2021

Jan. 7 – Workshop #3

Knowing Your Lighting Source – Instructor Brice Bischoff

Running time: 41:15

<https://youtu.be/7Ulh3ps2yhC>

Course Objectives: Participants will learn to distinguish light sources and how they can affect the mood or style of a photograph, receive a very brief introduction to various types of light equipment and their applied purpose, and be able to apply this content to further create their own artistic style and voice.

Jan. 21 – Keynote Video #3 – Mike Boidy

Running time: 23:43

<https://youtu.be/LMEjDSyyIHw>

FEBRUARY 2021

Feb. 4 – Workshop #4

Editing: Knowing Your Software – Instructor: Ann Le

Running time: 34:40

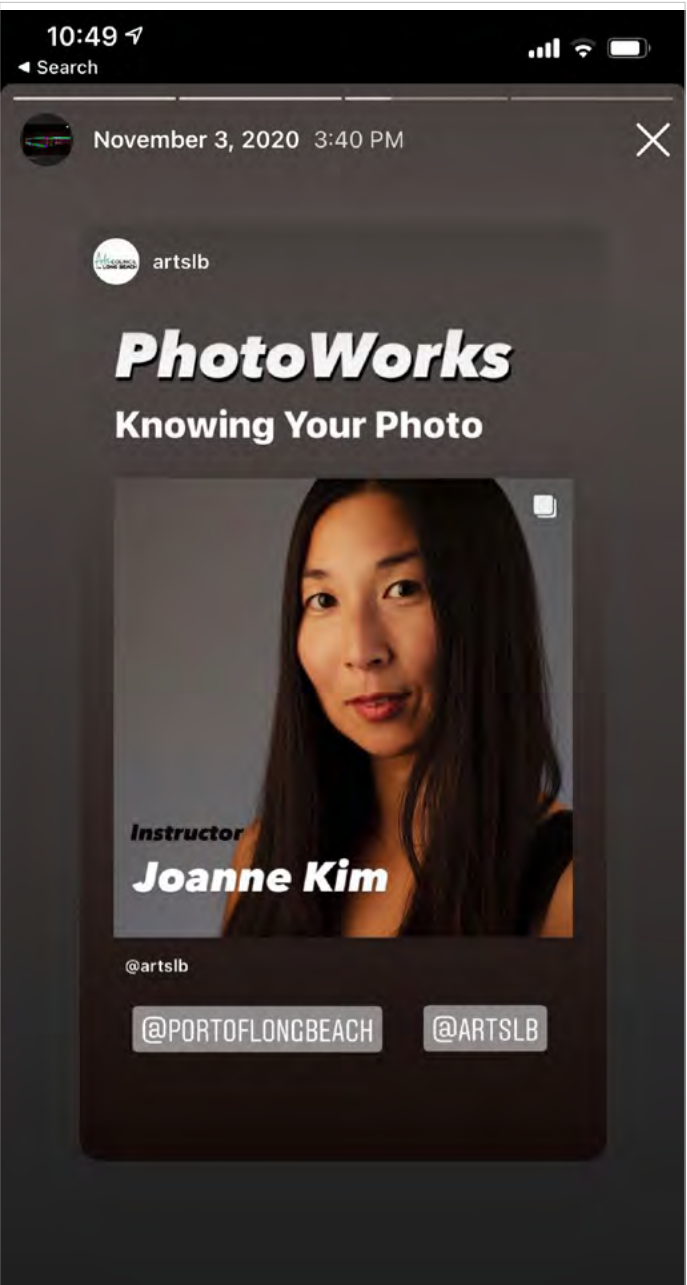
<https://youtu.be/OreuzhSSEfA>

Course Objectives: Participants learn about various photo-editing software and its purpose as well as photo-editing best practices and how to apply this content to maintaining high quality files when saving images.

Feb. 18 – Keynote Video #4 – Scott Varley

Running time: 24:08

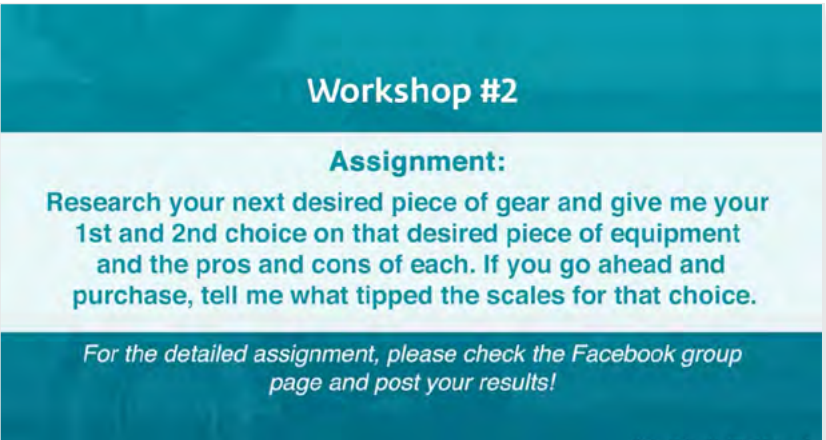
<https://youtu.be/K1zvyUhWpKU>

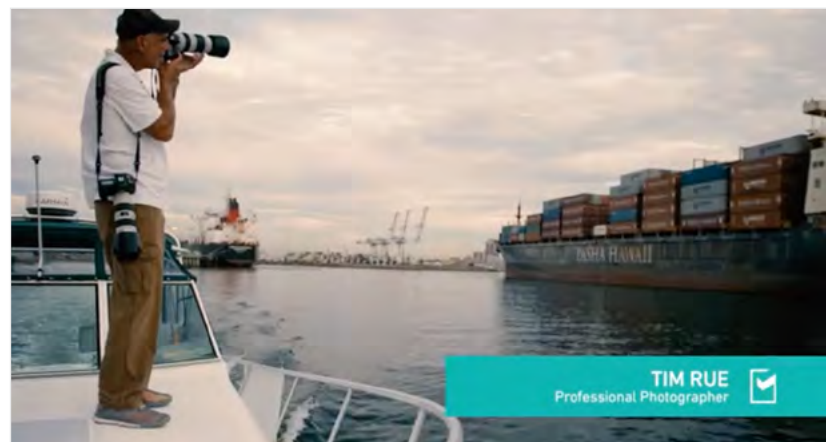




PhotoWorks Workshop #2
Equipment - Knowing
your Gear - Instructor
Matt Fukushima

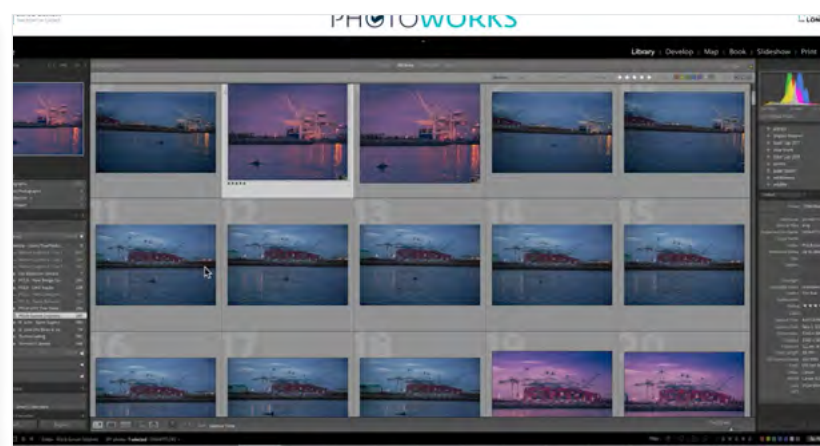
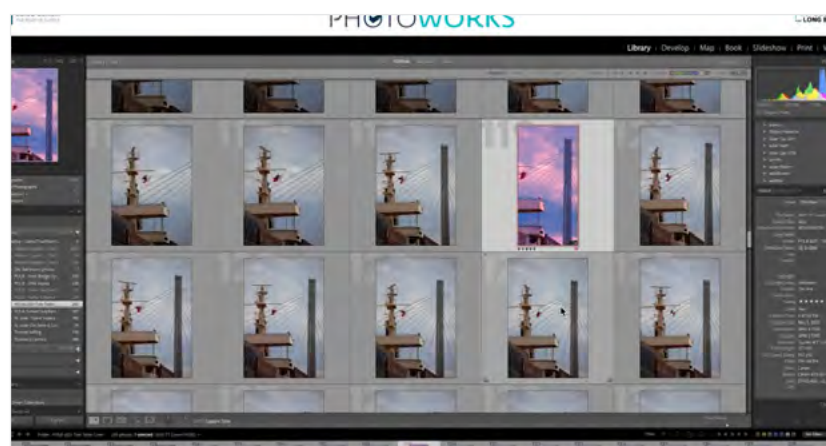
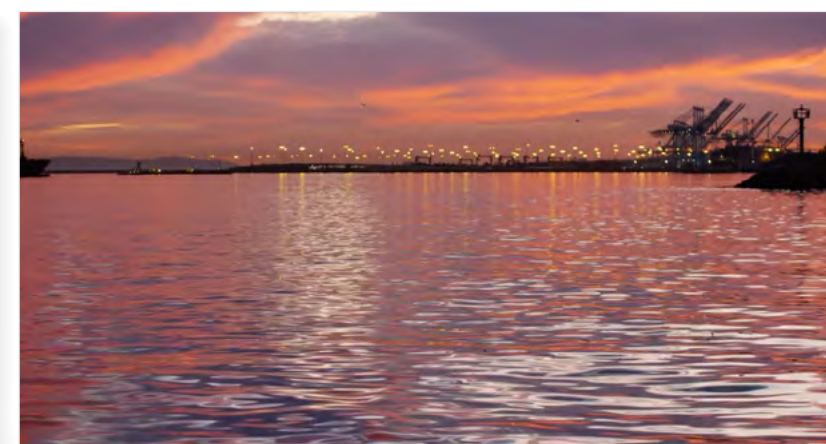
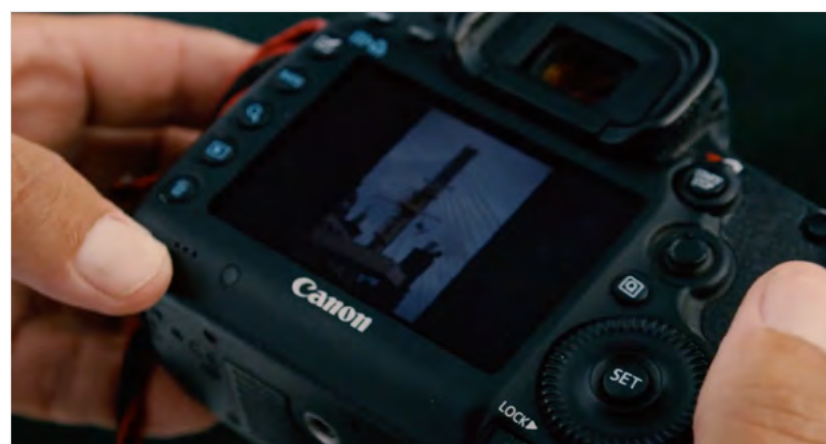
[https://youtu.be/
bOnAtVOVnco](https://youtu.be/bOnAtVOVnco)





Keynote Video #1-
Maritime Photographer
Tim Rue

[https://youtu.be/
wnTnt-OeGos](https://youtu.be/wnTnt-OeGos)



MARCH 2021

March 4 – Workshop #5

Career Panel: Knowing Your Profession

Panelists – William Camargo, Jasmine

Clark, Jose Cordon, Martin Alexander

Spratlen Etem and Jaklin Romine

Running time: 1:01:05

https://youtu.be/_mqFZoNjUs

Course Objectives: Participants will gain exposure to various career pathways in photography, gain insight on formal and informal education in photography, learn about select styles of photography, and learn to apply this content to either start or further their professional careers.

March 18 – Keynote Video #5 – Chris Conkle

Running time: 21:39

https://youtu.be/_qJadQxArXo

MAY 2021

May 6 – Closing Video – ‘Thank You for Participating’ and Future Plans

Speakers: Port Executive Director Mario Cordero and Communications & Community Relations Director Kerry Gerot

Running time: 3:25

<https://youtu.be/gvvvz6ROxQA>

Marketing

A detailed social media plan was

created for the group, featuring promotional posts about the Facebook group on the Port’s regular Facebook page and Twitter, Instagram and LinkedIn accounts, as well as posts by the Port within the PhotoWorks group itself, prompting members to share photos, tips, etc.

<https://mailchi.mp/polb/new-virtual-photography-program-offered-by-port-of-long-beach>

Although most promotion for PhotoWorks was via social media, the Communications and Community Relations team distributed via email a news release announcing the program on Oct. 26 to their full media list. The release contained a link indicating where those interested could join the Facebook Group.

https://www.dropbox.com/sh/oxkviyetsms2sbm/AADLQaPY_AFzkum8HYiGaj-a?dl=o

In addition, the Port used its regular weekly advertising space in the Gazette Newspapers, a Long Beach tabloid with print circulation of 52,000, for three ads featuring the program, on Oct. 22, Oct. 29 and Nov. 19.

www.polb.com/photoworks

<http://artslb.org/photo-works>

Both the Port of Long Beach and the Arts Council for Long Beach each created a PhotoWorks page for their websites.

The Program was very well received and plans are already underway for the continuation of PhotoWorks and keeping the Facebook Group engaged.

State of the Port Event

The Port’s flagship event each year is the State of the Port Address, a “must attend” event for the regional maritime and business community, attracting a live audience of around 750 people and a live online audience of a few hundred more. However, because COVID-19 restrictions made it impossible to gather the intended audience in person, State of the Port needed to be reimaged to reach the same audience, but virtually.

Deciding how best to present the 2021 State of the Port was a complex question that led to much discussion in the Port’s Communications Division. Several approaches were considered, including a live “WebEx”-type event. The final decision was to produce a high-

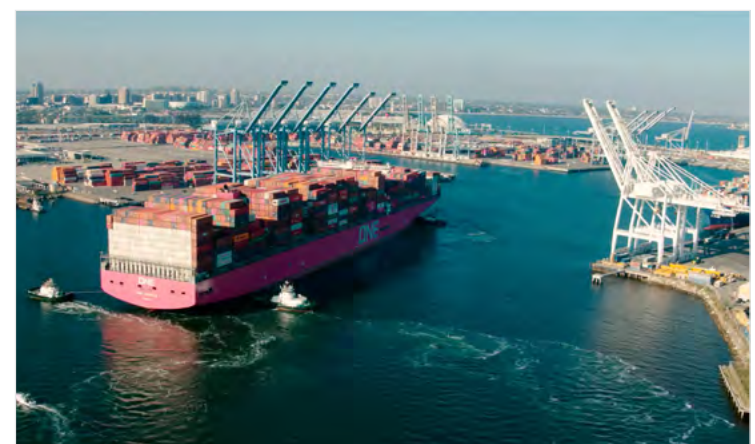
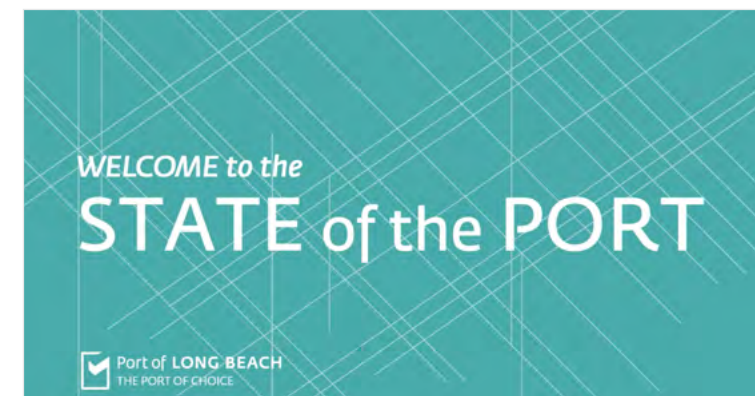
quality video presentation, featuring dynamic footage and graphics, and release it to the public on Thursday, Feb. 4, 2021. The video was posted at the advertised time of 9 a.m. on the Port’s website (using the Vimeo platform), on social media (Instagram, Facebook, Twitter) and on YouTube. It was decided that this approach would look the best, reach the largest possible audience, and avoid some of the potential technical pitfalls and lower video quality that many on our team had experienced during other virtual meetings and events – both as participants and viewers.

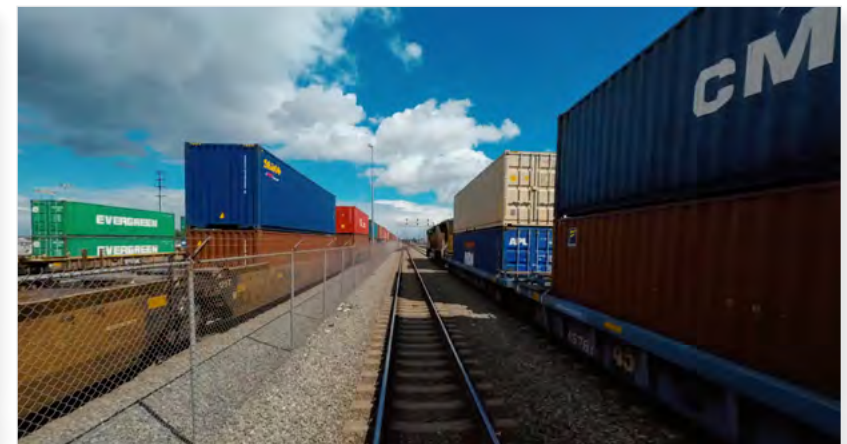
This format proved to be an excellent choice as the speech reached over 7,000 viewers, many more people than normally viewed the in-person events of years past.

Video

<https://www.polb.com/stateoftheport> and <https://vimeo.com/508230311>

State of the Port highlights the past year’s accomplishments and milestones and sets the tone for the Port for the year ahead. It is also traditionally a launch pad for Port announcements, this year including:

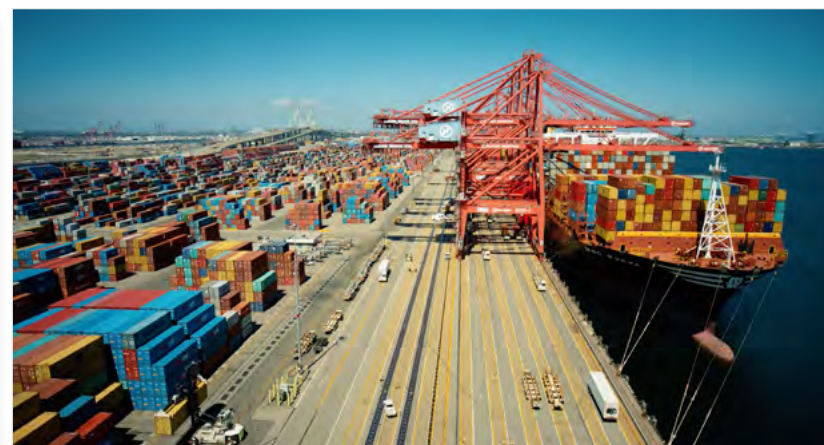




State of the Port 2021 –
Speakers and
Running Order
Video Clips

[https://www.polb.com/
stateoftheport](https://www.polb.com/stateoftheport)

[https://vimeo.
com/508230311](https://vimeo.com/508230311)



- Celebrating the accomplishment of construction milestones such as the opening of the replacement for the Gerald Desmond Bridge;
- Acknowledgment of the dedication of front-line workers to keeping cargo moving during the pandemic;
- Marking a record year of cargo movement and;
- Looking forward to 2021 as “A Year of Recovery.”

0:00 – Dr. Robert Garcia, Mayor, City of Long Beach

Welcome and discussion about challenges facing the City during COVID-19, why this is a virtual event, praise for the Port and Commissioners for their work during the pandemic and brief 2020 Port highlights.

1:31 – Union Representatives

Brief video comments from members and officials of the various unions that work at the Port, outlining challenges that they faced during 2020 and their hopes for a better 2021.

2:30 – President Frank Colonna, Long Beach Board of Harbor Commissioners

Thank you to essential Port workers for

keeping cargo moving and discussion about the Port’s decision to remain open and operating during the pandemic.

3:46 – Video Highlights of 2020

As is traditional at the Port’s live State of the Port event, a highlight of the 2021 virtual event is a dynamic video segment featuring aerial and drone footage of vessels, terminals and Port operations. This year’s segment, culminating in aerial footage of the Port’s recently opened “Bridge to Everywhere,” was set to “America” from West Side Story, music selected by Port Executive Director Mario Cordero as having personal meaning to him.

4:44 – Executive Director Mario Cordero, Port of Long Beach State of the Port Address
Filmed at an active Port terminal, with operations visible and occasionally audible during the presentation, the 20-minute address includes:

- A moment of silence for maritime workers who lost their lives to COVID-19
- A call to vaccinate front-line logistics workers immediately
- A look back at the beginning of

2020, when ports faced uncertainty because of the U.S.-China trade war and the beginnings of the effect of the pandemic on the supply chain

- Highlights from a challenging year
 - Hard work of Port staff
 - Establishing a COVID testing site in the Port
 - Opening the new “Bridge to Everywhere”
 - Launching a new brand and website
 - Moving more containers than ever during a record year
- What would it take to keep the Port operating safely – changing operating hours and practices inside the terminals, shifting to telecommuting, etc.
- How the Port coped with a surge in cargo that began during late spring 2020 and is still continuing
- Welcoming new ships and services
- Ongoing construction. In crisis, we build – the Port continued construction projects, including the Gerald Desmond Bridge Replacement Project, a new

fireboat station, rail expansion and the final phase of Long Beach Container Terminal. The bridge is now a landmark on the Southern California skyline.

- Building a zero-emissions future – The Port of Long Beach is also continuing its commitment to being The Green Port, testing new zero-emissions cargo handling equipment and aiming for a goal of
- zero-emissions cargo handling by 2030 and a zero-emissions drayage fleet by 2035.
- Working with a new presidential administration – a vision for reassessing the nation’s trade and logistics policies

24:44 – Long Beach Board of Harbor Commissioners

The five members of the Long Beach Board of Harbor Commissioners, appointed to the Commission by the Mayor and confirmed by the Long Beach City Council, comment on various highlights of 2020 including:

- Capital improvements
- Commitment to equity and inclusion



- Education outreach and workforce development
- Partnering with labor and other stakeholders to distribute medical supplies during COVID
- Community sponsorships for nonprofits

26:00 – Executive Director Cordero
A look ahead to 2021 as “A Year of Recovery.”

Event production

The Communications team created a timed event outline and running order, and all speeches, including the main address for Executive Director Mario Cordero and ancillary speeches for Mayor Robert Garcia and members of the Harbor Commission, were developed in-house by the Port’s Communications and Community Relations Division with input from the speakers and assistance from a Port contract writer. Writing began in November 2020, wrapping up as soon as year-end cargo figures became available in mid-January 2021.

The stunning photography that accompanies the State of the Port

address is accumulated throughout the year to support various Communications projects; in addition, drone and aerial video footage is produced throughout the year, some especially for the address and some in conjunction with other projects. Images are produced by several longtime contract photographers, and the aerial and drone footage by longtime contractor Media 360. The budget for these photo/video shoots is usually covered as part of individual events throughout the year.

The Communications Division’s graphics team always works closely with speech writers and Media 360 to produce charts and other graphics; this year the collaboration was especially close as the pre-recorded nature of the address made split-second timing of photos, video and graphics possible. Also, the need for memorable images was increased to avoid long periods of “talking heads” in the video. Finally, filming sessions were scheduled with Mayor Garcia, Harbor Commission President Frank Colonna and the other four members of the board, and Executive Director Cordero. This filming was conducted at the Port

Administration Building (inside and around the downtown Long Beach Civic Center Plaza) and on location at terminals inside the Port. The crews and speakers adhered to all social distancing and safety guidelines, keeping the number of personnel involved to a minimum.

Editing was completed by Media 360 with direction from the Port Communications and Community Relations team.

Collateral and social media

Since State of the Port was virtual, there was no need to limit the number of invitations to the event. An initial news release announcement was sent to approximately 11,000 people (including news media) on Jan. 20, along with an announcement in the Port’s YourPORT Community Newsletter to approximately 4,800 recipients on the same date. Reminders were sent on Feb. 1 and the morning of Feb. 4 when the video went live.

Before, during and after announcements, reports and event videos were posted on social media

including Facebook, Instagram, Twitter, LinkedIn, Vimeo and YouTube. The social media campaign for the State of the Port event ran from Jan. 20 to Feb. 20.

Pre-event promotion on Facebook consisted of five posts including photos, a promo video and links. On the day of the event, the program was posted natively to Facebook and to IGTV on Instagram. A preview was also posted to the Instagram grid and was shown in the feed. Afterward, three posts including photos and a link to the full video were placed on all four platforms to further promote the program and give it a longer life. On social media the program video garnered more than 2,000 views. Over the life of the campaign nearly 31,000 people were reached via social media.

Budget

The Communications and Community Relations team spent approximately 500 hours planning and executing the 2021 State of the Port, with most of the team being involved at some point. The in-house creative team provided direction for all content production, including both by in-house personnel



and contractors. In addition to staff time, the overall cost for the video/virtual event was approximately \$11,000, mostly for contract writing services and the filming of the actual speeches. Costs for aerial and drone footage and photography were included in separate events throughout the year. This was less than one-tenth the cost of the normal in-person event with its expenses of venue rental, catering, parking, etc.

Food Distribution Events

Many families in the Long Beach area were and are struggling during the COVID-19 pandemic as they lost jobs and depended on savings and unemployment benefits. Local organizations organized food distribution events for families throughout the area and the Port hosted two of these events as part of COVID-19 outreach and giving back to the community.

The Port of Long Beach hosted two events in partnership with Los Angeles Regional Food Bank, Labor Community

Services, International Longshore and Warehouse Union Local 13, 63 and 94, and the City of Long Beach on Saturday, Feb. 20 and Saturday, March 27. Each event was drive-up only to comply with COVID-19 health regulations; the events took place in the north part of the harbor district, on 9th Street between Harbor Avenue and Anaheim Street. Outreach efforts, including social media posts on Facebook, Twitter, Instagram and LinkedIn during February and March, focused on maritime and goods movement families experiencing food insecurities.

Flyers, distributed through email and social media, were also produced promoting the event in English, Khmer and Spanish.

The LA Regional Food Bank provided approximately 50 pounds of food (dairy, fresh vegetables, canned items, frozen proteins) per family. The Port donated the space and paid for tents, coffee for volunteers, and overtime for Long Beach police officers who were staffing the event. In addition, about

12 Port staff members were among the 100 or so individuals who volunteered or staffed the event from all the organizations that were involved.

The events were open to the public and food distribution was based on a first-come-first-serve basis. The food distribution events fed over 3,800 families.

A video on the March event featuring Port Executive Director Mario Cordero, Harbor Commission President Frank Colonna and ILWU Local 13 President Rusty Roten was shared on Port social media platforms following the event; the video solicited further donations for the LA Regional Food Bank.

<https://www.facebook.com/PortofLB/videos/862856940960597>
AAPA Chairman's Address

As 2020-2022 Chairman of the Board of the American Association of Port Authorities, Port of Long Beach Executive Director Mario Cordero delivered the AAPA Chairman's Address at the organization's annual Spring



Port of Long Beach
food distribution

Conference in March 2021. Due to COVID-19 restrictions, AAPA decided on a prerecorded speech rather than an in-person presentation, leading to a short turnaround time for the Port of Long Beach Communications and Community Relations team, which had only 12 business days to write, produce, edit and deliver the finished product.

Based on the success of the outdoor, on-the-docks format utilized for the Port's recent State of the Port video, also necessitated by COVID-19 restrictions, Mr. Cordero was filmed at a working Port of Long Beach terminal, allowing the sights and sounds of the Port to become part of the event. Speech content included 2020 and future industry issues and recommendations, and in addition, graphics, photos and video footage of port operations were included to punctuate appropriate parts of the address.

The end of the video featured footage of Port operations solicited from AAPA member ports (and gathered with the assistance of AAPA staff), set to composer Aaron Copland's "Fanfare for the Common Man," a piece of music selected personally by Mr.

Cordero. Some visual effects created by the Communications Division's graphics team for State of the Port were also included in the AAPA video. The 17-minute video was completed on time and within budget, delivered an impactful and enjoyable punch for conference attendees and, at the request of AAPA, was later distributed to the organization's entire membership.

The script was written in-house by the Port of Long Beach Communications and Community Relations Division with input from Mr. Cordero and AAPA Public Affairs, which also assisted in collecting video from other AAPA member ports. Longtime Port video contractor Media 360 produced and edited the 17-minute video. Besides shooting new video of the speech itself, other footage and images were selected from the Port's extensive archive or provided by other AAPA ports. Budget for the video was \$10,000 and the final cost was well under budget at \$7,913.

Video – <https://youtu.be/d4C9Yz31lok>
Script – <https://drive.google.com/file/d/1ZrzXek2ZXNgXoZc5UEdipaQ7dgl13VFW/view>

Following an introduction of AAPA leadership and a look back at AAPA 2020 accomplishments, the speech put emphasis on:

- Vaccinations for front-line workers
- Funding for relief and infrastructure
- Climate change
- Tariffs and globalization
- AAPA's new brand
- Industry outlook

00:00 – Introduction and a look back at AAPA accomplishments in 2020

03:25 – Effects of the COVID-19 pandemic and advocacy for priority vaccination for frontline workforce, overcoming uncertainty and falling container volumes in first half of 2020

06:00 – Need for federal funding for pandemic relief and seaport modernization; AAPA to lead advocacy effort, need for national freight policy

09:39 – Combating climate change – ports are well positioned to be leaders in the battle against climate change; infrastructure and clean technology

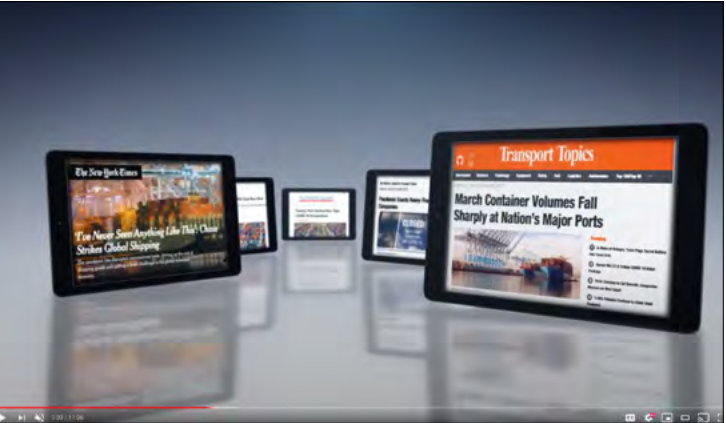
investment needed; AAPA can lead discussion

12:12 – Invigorating trade – AAPA should advocate on behalf of exports and American manufacturing, as well as eliminating tariffs and promoting free trade

13:35 – AAPA's new brand and vision for the future

14:00 – Forecast for 2021 – moderate growth foreseen through 2022; focus on vital role of maritime industry

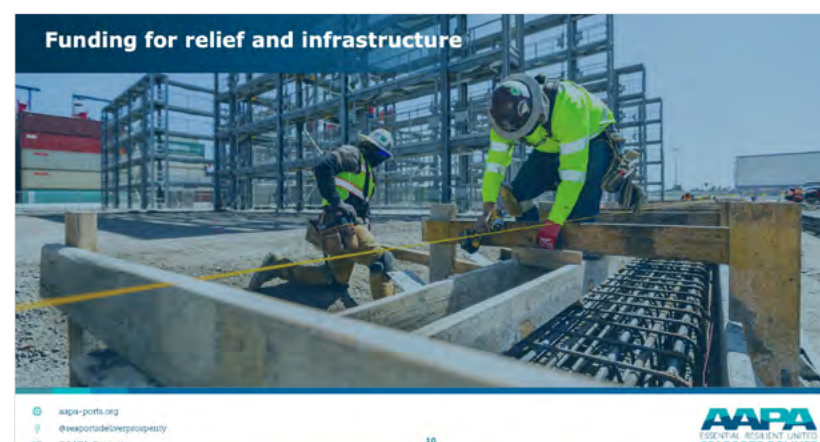
16:00 – Footage from AAPA members of port operations set to Aaron Copland's "Fanfare for the Common Man"





2021 AAPA Spring
Conference Chairman's
Address

Video - <https://youtu.be/d4C9Yz31ok>



5 Communications Outcomes and Evaluation Methods

The Port's overall COVID-19 outreach campaign has been considered a resounding success by both the Communications team itself and executives and employees throughout the Port. The Communications Division was able to perform its core duties with some staff members reassigned and all of the staff telecommuting; was able to quickly reimagine several key events as virtual events, like the Bridge Opening Ceremony and State of the Port; and was able to offer some innovative new outreach vehicles, like Twilight Cinema and PhotoWorks.

Most of this reimagined outreach was accomplished for either the same amount as pre-COVID-19 programs, especially advertising, or for much less, in the case of many in-person events that were reimagined virtually.

Overall COVID-19-related social media posts

Start/End: March 2020 – April 2020

These include COVID-19-related posts from all of the initiatives included here, plus a few items that were not included in Section 4. This does not include Cargo Snapshot/WAVE Report, see below.

35 Instagram Posts

- Likes: 7,366
- Comments: 126
- Reach: 115,279
- Actions: 1,190

24 Instagram Stories

- Impressions: 4,068

Actions Taken: 153

38 Facebook Posts (36 photos, 2 videos)

- Reactions: 1,711
- Comments: 139
- Reach: 124,562
- Engagement Rate: .59 %
- Shares: 529
- Video Views: 6,488

56 Tweets

- Likes: 393
- Retweets: 151

1 LinkedIn Post

- Clicks: 416
- Comments: 10
- Engagement Rate: .39%

- Impressions: 23,170
- Reactions: 568
- Shares: 53

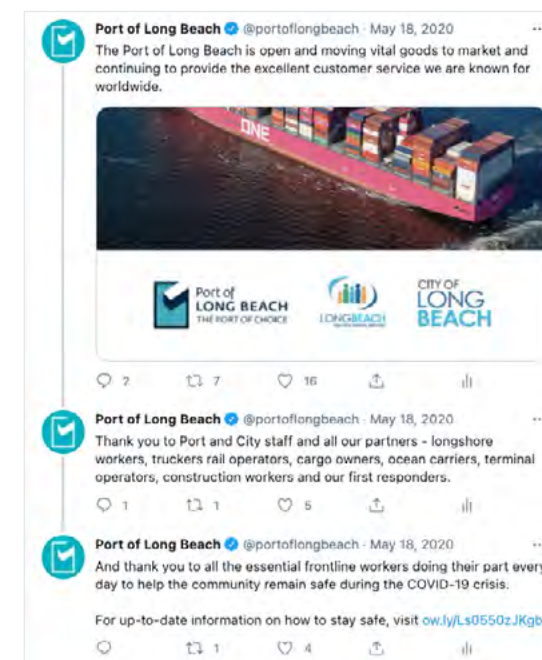
COVID-19 Staff Reassignment

Approximately 30% of the Port Communications staff, 6 people, were reassigned for periods of 3, 6, 12 and 16 months to work for the City's Joint Information Center and related offices. Most were away from their Port jobs around 20 hours a week, but some served for as many as 36 hours a week.

City/Port Advertising Partnership

The Port/City of Long Beach COVID-19 response advertising partnership was very successful; the campaign was produced quickly to meet the demands of the pandemic, within budget, and placed promptly in community media outlets that had wide reach to the target audiences.

- Gazette print circulation totaled 416,000
- Gazette website leaderboard ads achieved 68,000 impressions
- Long Beach Post website ads, in three sizes, achieved:
Ad size Impressions
970x250 242,561



300x600 147,820
300x250 109,633

Personal Protective Equipment (PPE) Distribution

To date, the Port has distributed approximately 270,000 reusable and disposable face coverings to 32 different Port stakeholders, including labor unions, terminal operators, nonprofit groups, truckers and more. All the masks were donated to the Port by federal agencies and other business partners.

COVID-19 Web Page/Business Development Information

The Port's COVID-19 page, www.polb.com/covid19, had 15,378 pageviews between 3/1/20 and 2/28/21, making it the sixth-most-visited page on the Port's website.

The WAVE Report page, www.polb.com/wavereport, started in December 2020 and received 5,734 page views through 2/28/21.

The Vessels at a Glance page, www.polb.com/vesselsataglance, received 4,964 pageviews during the same time period.

In addition, the following social media statistics were recorded for the Cargo Snapshot and WAVE Report posts (numbers here are approximate):

Cargo Snapshot: 3/15/20-12/1/20, 37 weeks, Twitter and LinkedIn 5 per week, 1 post daily, 185 posts total

Twitter

- Likes/retweets/replies: 370
- Impressions: 150,000

LinkedIn:

- Reactions: 600
- Impressions: 200,000

WAVE Report: 12/1/20- present, Twitter and LinkedIn 1 per week, 25 posts total

Twitter

- Likes/retweets/replies: 75
- Impressions: 20,000

LinkedIn:

- Reactions: 125
- Impressions: 75,000

The Cargo Snapshot and WAVE Report were/are compiled using existing

Port resources and systems with no additional expenditure.

High School Scholarships – Videos and Program Adaptation

All objectives were accomplished for the conversion of the Port's scholarship programs from in-person to virtual formats. In 2020, \$125,000 in scholarships was awarded to 94 students, and in 2021, the Port is on pace to award \$150,000.

Comparative 2020-21 statistics for high school scholarship applications, over which the Port has direct oversight and management, show an increase in applications from 56 in 2020 to 70 in 2021, primarily due to the new user-friendly online application process that will permanently replace the hard copy/mailed application:

2020 applications received:

Regular HS: 27
Academy of Global Logistics (AGL): 29
2020 Total: 56

2021 applications received and under review:

Regular HS: 47

AGL: 23

2021 Total: 70

The Port emailed letters to all the 2020 scholarship recipients over 18 years of age (50 of 94 students) requesting videos and received a whopping 32 videos in response that were edited to produce four videos for placement on social media.

Scholarship information was prominently displayed on the Port of Long Beach website under Community/Education and was viewed 3,500 times with 182 downloads of the FAQ document.

Social Media

10 Instagram Posts

- Likes: 1,410
- Comments: 10
- Reach: 2,713
- 10 Instagram Stories
- Impressions: 2,968
- Actions taken: 22

10 Facebook Posts

- Reactions: 218

- Comments: 2
- Reach: 14,015
- Engagement Rate: .92 %
- Video Views: 351
- Shares: 54

10 Tweets

- Engagements: 1,330
- Retweets: 20

8 LinkedIn Posts

- Impressions: 13,108
- Reactions: 233
- Shares: 19

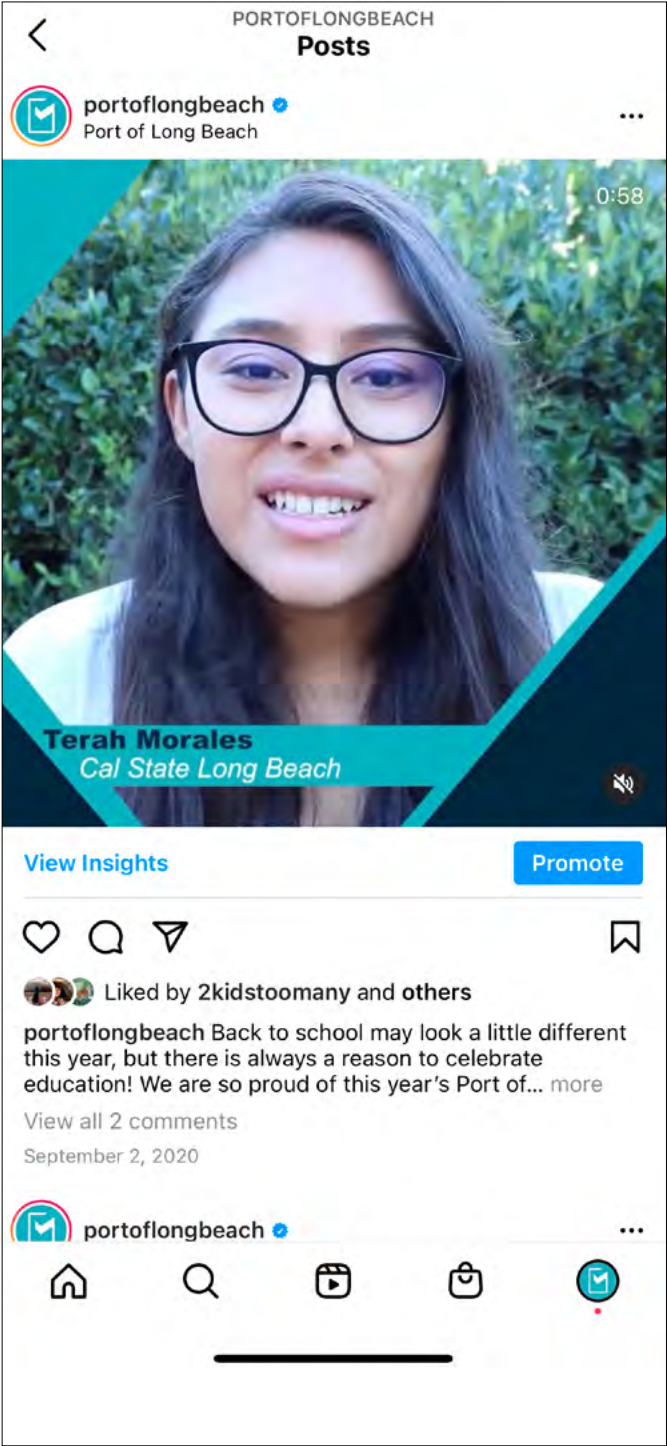
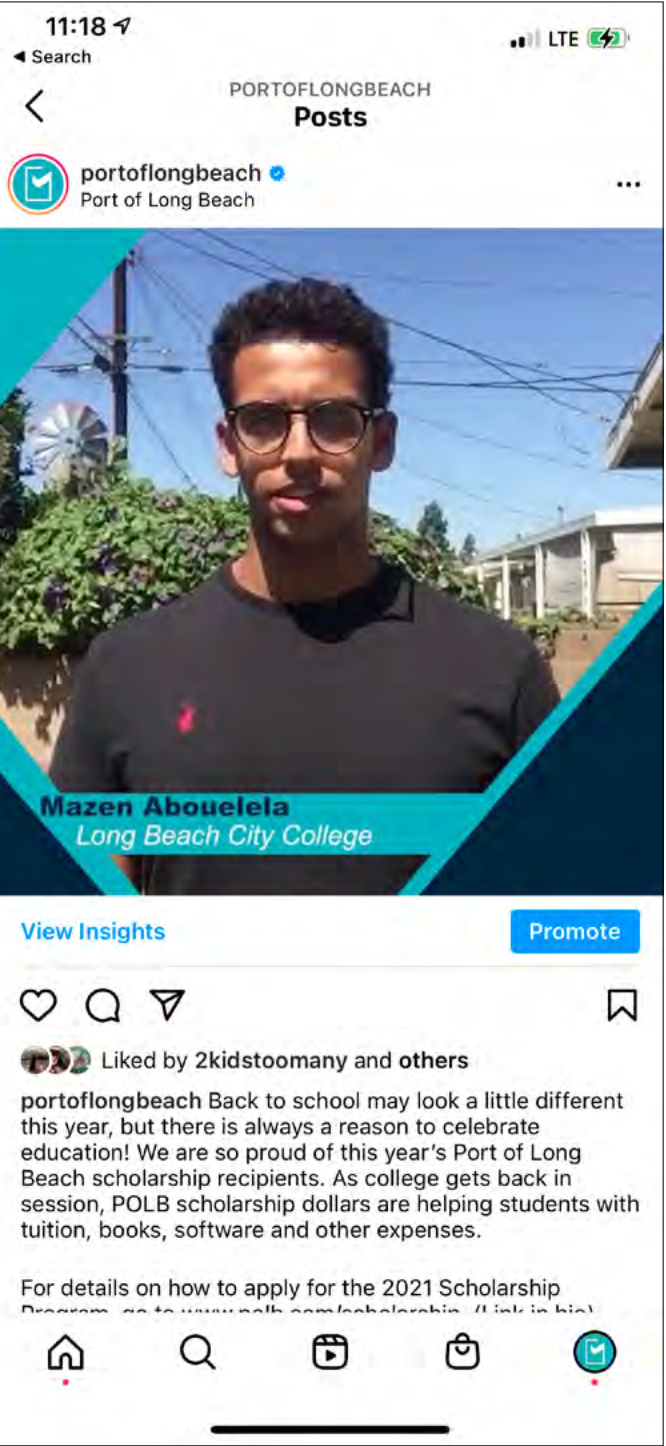
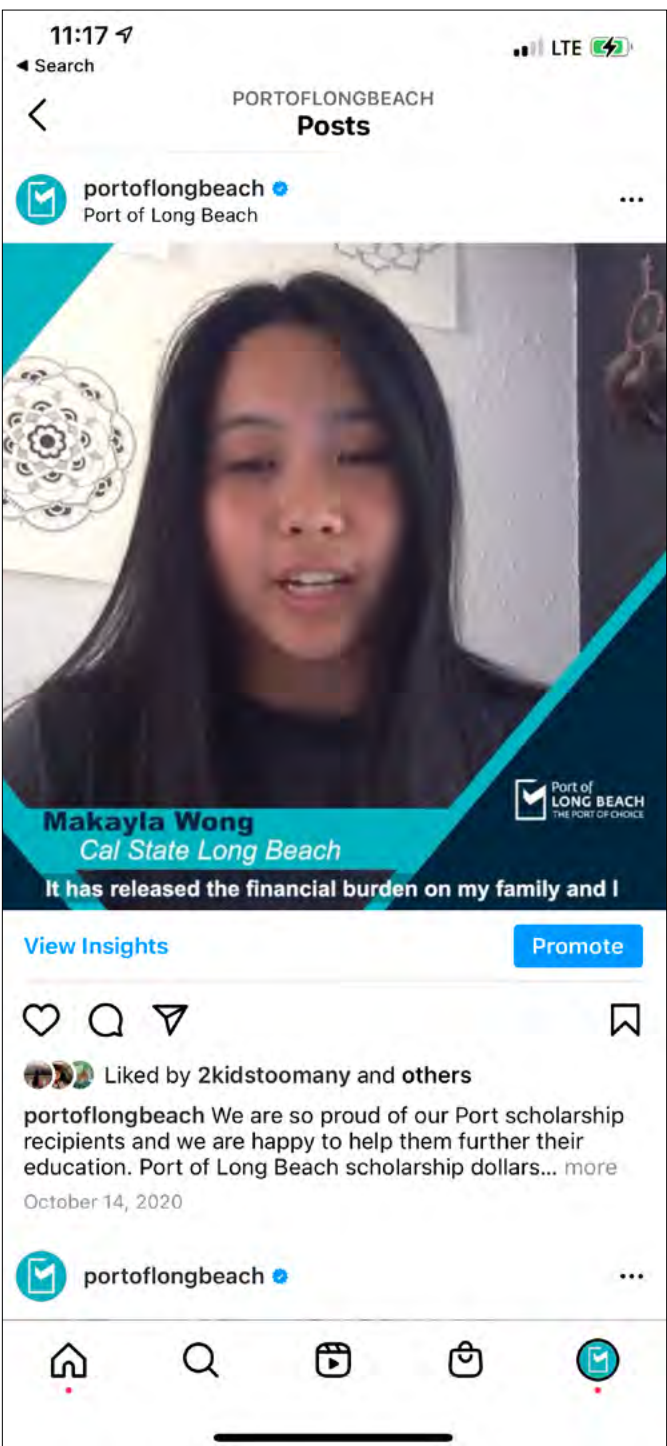
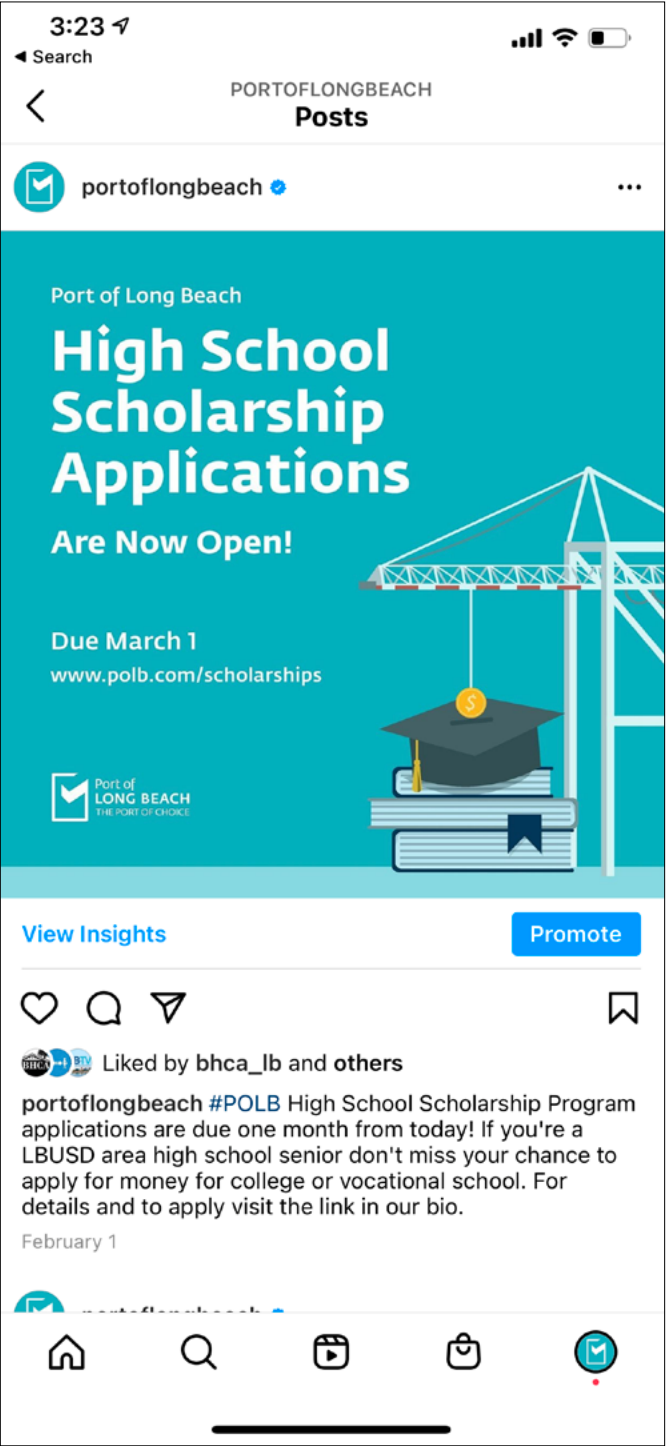
Video posts (also included in above statistics)

2 Instagram Posts (2 videos)

- Likes: 70
- Comments: 2
- Reach: 2,713

2 Facebook Posts (2 videos)

- Reactions: 15
- Comments: 0



- Reach: 1,828
- Engagement Rate: 1.5%
- Video Views: 199

2 Tweets

- Engagements: 40
- Impressions: 2,384

**Twilight Cinema
Media Coverage**

The start of the program on Aug. 11, 2020, received wide coverage in local news media, with pieces on local TV news on KCBS, KABC and KCAL. Print and web-based media featuring the program included the Press-Telegram, Long Beach Post, Grunion Gazette, Random Lengths and City News Service.

Social Media

The campaign that ran from July 30 through Sept. 6 achieved the following results:

13 Instagram Posts (2 videos, 11 photos)

- Likes: 701
- Comments: 18
- Reach: 33,871

32 Instagram Stories

- Impressions: 27,204
- Actions Taken: 743

11 Facebook Posts (2 videos, 11 photos)

- Reactions: 168
- Comments: 27
- Reach: 33,748

Website

During the promotional campaign, the Twilight Cinema page at www.polb.com/twilightcinema, which provided information and the registration form, received 20,858 pageviews, making it the fifth-most-viewed page on the site.

Attendance

Online reservations for each one of the screenings, which were on a per-vehicle basis, were sold out. A total of 625 online reservations were received. There were inevitably some no-shows on the evenings of the events, so staff let cars in to fill additional spaces about 15 minutes before the start of the show. It is estimated that a total of 1,575 people attended the series.

Cost

Costs paid to the City of Long Beach Special Events and Filming Division by the Port for all equipment and space setup, movie licensing, security, signage, staffing and cleanup totaled \$47,344.83. Cost for popcorn was \$2,687.50, photography was \$1,793.94 and cost for hand sanitizers was approximately \$1,242, making a total cost of approximately \$53,068 for the program, below the \$60,000 estimated budget. Staffing by Port Communications and Community Relations Division personnel for check-in and distribution of popcorn and promotional material, was approximately 108 hours and was paid as part of normal staff time.



COVID-19 Testing Site

Outreach efforts were very effective, meeting all project objectives and resulting in the unqualified success of the Port’s COVID-19 testing site. When the Port first partnered with the Long Beach Health and Human Services Department to open the site, the plan was that it would be open for operation for three months and test about 200 people each day. Due to demand and need, the Port has continued to fund the site and it is still open as of this entry.

Through the week of May 3, the site has conducted 24,764 tests, an average of about 650 tests per week, with the peak of testing in December 2020, when tests topped 2,000 per week.

About 44% of the tests have been for Port employees, with the remainder being members of the public. Tests are now in the 200 range per week as more people in Southern California have received vaccinations.

Existing marketing schedules were quickly reimagined to convert to the important COVID testing site message, without the expenditure of unbudgeted dollars.

Targeted local and maritime industry media responded to the news release on Aug. 14 with coverage – write-ups on the testing site were featured that weekend in the Long Beach Press-Telegram, Spectrum News and City News Service, as well as the American Journal of Transportation and Sea News. Local television stations KCBS 2 and KTLA 5 covered the site on their morning news programs, and Telemundo 52 carried the news on its morning and evening Spanish-language news programs. The site’s expanded hours were covered in January by the American Journal of Transportation and Sea News.

Social Media/Digital Publications

The social media campaign for the site began Aug. 14, 2020 and has continued to the present:

11 Instagram Posts

- Likes: 933
- Comments: 23
- Reach: 29,362
- Actions: 319

7 Instagram Stories

- Impressions: 4,068
- Actions: 153

13 Facebook Posts

- Reactions: 324
- Comments: 6
- Reach: 42,561
- Engagement Rate: 3.8 %
- Shares: 139
- Video Views: 6,141

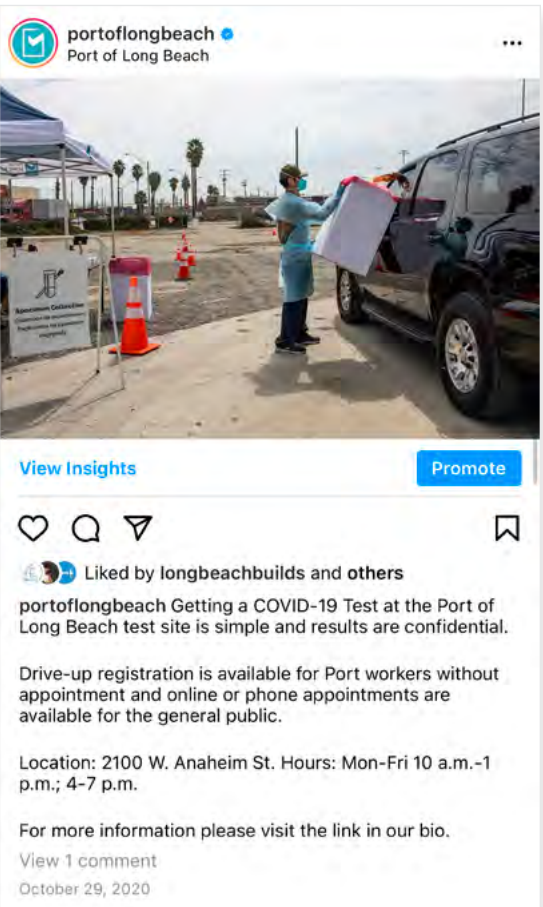
11 Tweets

- Likes: 77
- Replies: 7
- Retweets: 39

10 LinkedIn Posts

- Clicks: 155
- Comments: 3
- Engagement Rate: 3.2%
- Impressions: 11,881
- Reactions: 227
- Shares: 25

Web advertising in the Grunion Gazette received approximately 159,550 impressions over the life of the campaign, and the web advertising



in the Long Beach Business Journal totaled approximately 623,960 impressions.

Bridge Grand Opening/Lighting Ceremonies

To date, nearly 16,000 individuals have viewed the Grand Opening event video (combined on the Bridge Project and Port YouTube channels), well ahead of live events that usually welcome 1,000 or fewer and post-event views that normally reach in the low thousands.

Through Oct. 15, 2020, for the Oct. 2 Grand Opening event, there were more than 130 online, print and broadcast media placements with a combined readership of more than 242 million and viewership of more than 18.9 million. The Dec. 14, 2020 Bridge lighting debut was covered by seven news outlets.

Both the Grand Opening and the Bridge Lighting events were produced on time within short timeframes and within the overall budget of \$200,000.

Social media

Bridge Opening

Port of Long Beach platforms

Campaign ran from Sept. 27 - Oct. 8

11 Instagram Posts

- Likes: 5,917
- Comments: 118
- Reach: 80,400
- Impressions: 88,204

36 Instagram Stories

- Impressions: 39,356

11 Facebook Posts (2 videos, 9 photos)

- Reactions: 1,485
- Comments: 141
- Reach: 145,482
- Engagement Rate: 98%
- Shares: 729
- Video Views: 17,256

19 Tweets

- Likes: 580
- Retweets: 134

12 LinkedIn Posts

- Clicks: 8,654
- Comments: 40
- Engagement Rate: 1.2%
- Impressions: 72,504

- Reactions: 2,129
- Shares: 112

Gerald Desmond Bridge Replacement Project platforms

Campaign ran from Sept. 24-Oct. 8

22 Instagram Posts

- Likes: 4,633
- Comments: 136
- Reach: 50,416
- Impressions: 45,196

42 Instagram Stories

- Impressions: 40,537

23 Facebook Posts (2 videos, 9 photos)

- Reactions: 6,260
- Comments: 1,089
- Reach: 174,005
- Shares: 1,082

28 Tweets

- Likes: 400
- Retweets: 163
- Impressions: 71,090

(No LinkedIn)

Bridge Lighting

Port of Long Beach platforms

Campaign ran from Dec. 10-15

3 Instagram Posts

- Likes: 876
- Comments: 27
- Reach: 13,254
- Shares: 184

24 Instagram Stories

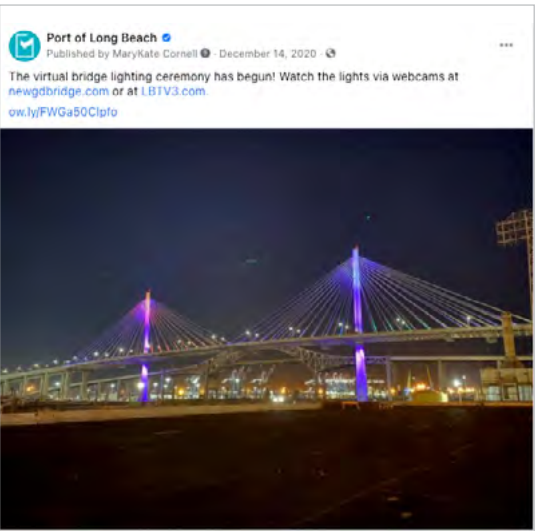
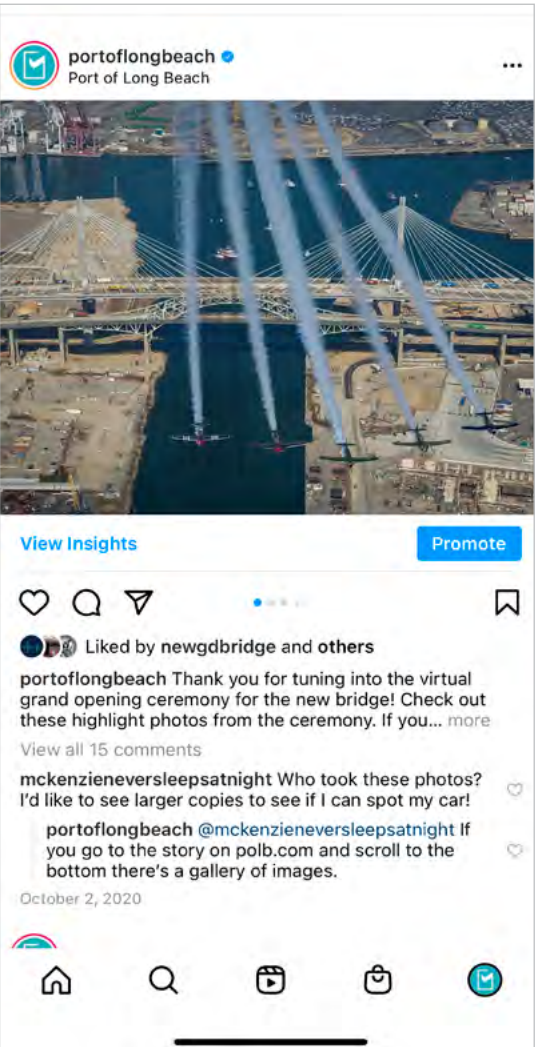
- Impressions: 10,240

4 Facebook Posts (1 video, 3 photos)

- Reactions: 360
- Comments: 20
- Reach: 16,388
- Engagement Rate: 2.9 %
- Shares: 90
- Video Views: 2,724

19 Tweets

- Likes: 33
- Retweets: 10
- Impressions: 10,273



1 LinkedIn Post

- Clicks: 97
- Comments: 1
- Engagement Rate: 5.2%
- Impressions: 4,278
- Reactions: 133
- Shares: 5

Gerald Desmond Bridge Replacement Project platforms
Campaign ran from Dec. 10-15

7 Instagram Posts

- Likes: 2,094
- Comments: 47
- Reach: 13,017

8 Facebook Posts

- Reactions: 1,878
- Comments: 221
- Reach: 34,226
- Shares: 266

28 Tweets

- Likes: 153
- Retweets: 37
- Impressions: 35,449

(No LinkedIn)

PhotoWorks Program

Each year the in-person PHOTO Program could accommodate only 75-80 local participants, and many were turned away due to lack of capacity. The Communications Division and Arts Council had decided that if the virtual program's Facebook group reached 200 members, it would be a success. Nearly 700 people from throughout Southern California and around the world joined the PhotoWorks Facebook Group.

Total Group Members: 667
Homework/Guide Completion: 79
total guides completed, 870 posts completed (NOTE: Guide completion: every video and assignment viewed for each month; Post completion: video or assignment completed)

Budget Results

The PhotoWorks program was completed within the projected budget of \$50,000, with another \$10,000 accounted for in other campaign budgets for community outreach advertising.

Video views

VIDEO	VIEWS	IMPRESSIONS
Keynote 1	392	690
Keynote 2	254	441
Keynote 3	189	301
Keynote 4	238	317
Keynote 5	133	242
TOTAL	1,206	1,991
Workshop 1	856	212
Workshop 2	308	537
Workshop 3	260	465
Workshop 4	172	278
Workshop 5	138	241
Total	1,734	1,733

Social Media Campaign

Results
(these statistics are for posts promoting the PhotoWorks Program on general Port social media platforms, not the posts inside the Facebook group itself)

13 Instagram Posts (2 videos, 11 photos)

- Likes: 2,029
- Comments: 31
- Reach: 34,300

12 Instagram Stories

- Impressions: 4,871
- Actions Taken: 100

13 Facebook Posts (2 videos, 11 photos)

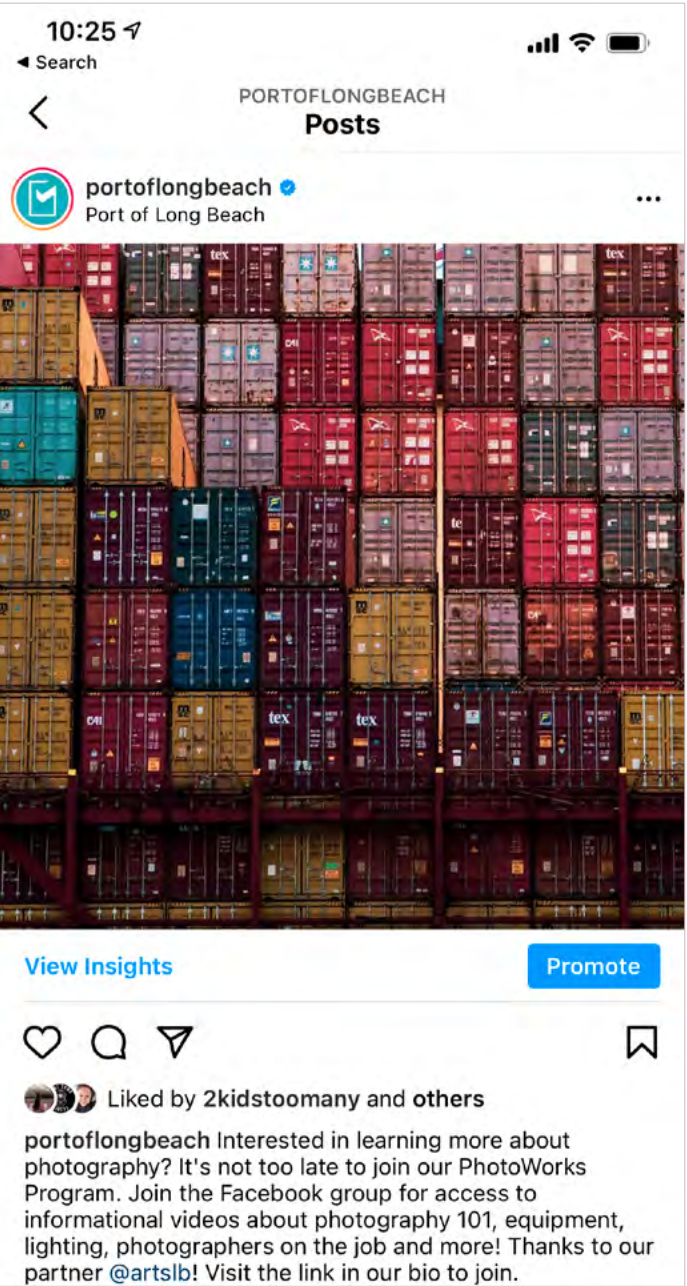
- Reactions: 139
- Comments: 20
- Reach: 15,581
- Engagement Rate: 3.24%
- Shares: 29
- Video views: 703

10 Tweets

- Likes: 21
- Retweets: 6

11 LinkedIn Posts

- Clicks: 370
- Impressions: 14,549
- Engagement Rate: 3.9%
- Reactions: 269
- Shares: 11



Survey Results

<https://drive.google.com/file/d/1-J-4ouPPWPLTOC1xZy69frWT8tUtlqZ1/view?usp=sharing>

For each monthly educational video, the Port launched a survey using Survey Monkey, which was open from the date of the Workshop video until the last day of that month. The purpose of the survey was to collect data to measure success, collect contact information for future communication and seek ways to improve the program.

Each completed survey entered the participant in an opportunity drawing for a \$100 gift card from Tuttle Camera in Long Beach. Participants who participated in all Workshops and completed all five surveys were entered in an opportunity drawing for a \$500 Tuttle Camera gift card.

Despite the gift card incentive, the number of responses to the five surveys was less than anticipated, and future post-surveys will be revised to be more accessible for better results. The gift cards were well received, and all awarded. Recipients were photographed receiving their

certificates from Tuttle Camera, and the images were posted on the Facebook Group page providing exposure for both the recipients and Tuttle.

Respondents:

Survey #1	54
Survey #2	22
Survey #3	20
Survey #4	12
Survey #5	21

State of the Port Event

The virtual 2021 State of the Port event was produced on time and for slightly more than one-fifth of its \$50,000 budget.

11,050 recipients were emailed the news release/announcement of the 2021 State of the Port video/event, with two follow-ups, including the morning the video was released.

4,835 recipients were emailed the Port's YourPORT Community Newsletter with the same announcement.

6,640 recipients were emailed the follow-up news release on the State of the Port address.

Nearly 31,000 people were reached via social media during the State of the Port campaign, from Jan. 20 to Feb. 20.

On social media (Instagram, Facebook, Twitter) the State of the Port video garnered over 2,000 views.

From the day of release to the beginning of April 2021, the video has received 4,970 views on YouTube and 588 impressions on Vimeo (this reflects the number of times the video was loaded, embedded on the polb.com website; a technical glitch prevented a fully accurate tally of views, but this is a reliable approximation). This is compared to about 340 live views and 600 archived views of the event in 2020 (which had an in-person attendance of 750).

Traditional and trade media, including print and broadcast, reached local, national and audiences of more than 1 million people, with major coverage by Bloomberg and CBS.

With interest running high in the ports of Southern California, coverage was very strong in the trades and in local general media, which had

been following the ongoing stories of the surge in cargo volume and the explosive rise in COVID-19 cases during the winter of 2020-21.

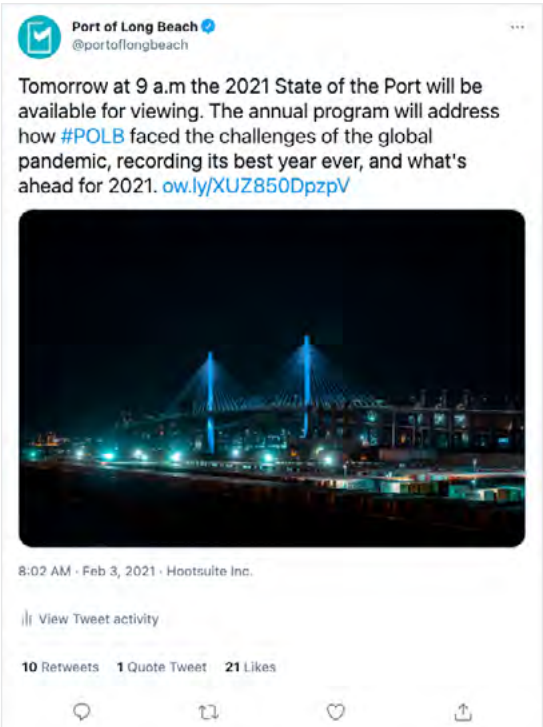
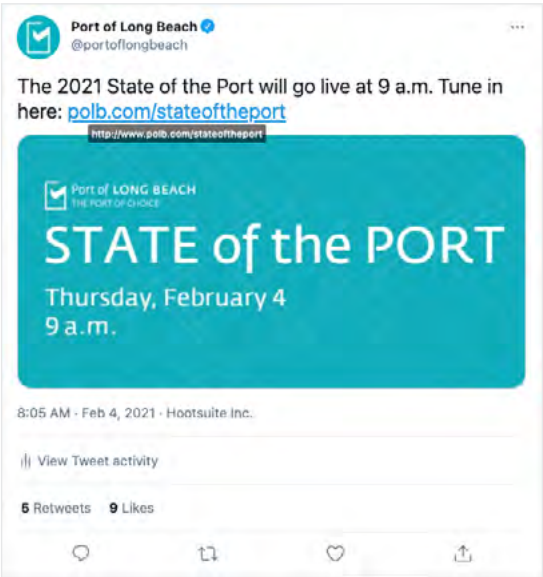
Food Distribution Events

The two food distribution events, held on Feb. 20, 2021 and March 27, 2021, provided about 3,800 families with around 50 pounds of groceries each.

AAPA Chairman's Address

Port of Long Beach Executive Director Mario Cordero's AAPA Chairman's Address at the organization's March 2021 Spring Conference was a resounding success with the 126 event attendees, to the extent that AAPA executives asked to distribute the 17-minute video to the entire membership numbering 18,000.

Although the turnaround to produce the video address was short, the finished product was delivered on time at a cost of \$7,913, well under the \$10,000 budget.



Comments

"I am exceptionally proud of how our industry carried on in the face of this worldwide pandemic. Here at the Port of Long Beach, we responded quickly and effectively to both the operational and communications challenges that came along with COVID-19. We're part of this community, many of us live here, and we were more than happy to lend a hand to our neighbors as well as our many partners in the international supply chain."

- Mario Cordero, Executive Director, Port of Long Beach

"Hopefully, we will never again be faced with a crisis that equals the magnitude of the COVID-19 pandemic. That said, we're ready to meet whatever challenges lie ahead. Everyone at the Port of Long Beach had a hand in our COVID-19 response, but our Communications team instantly refocused all energy to get the word out that the Port was open, operating safely and ready and eager to be of assistance to our community."

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

Comments – Twilight Cinema

"Thank you so much POLB for spending your Friday night with all of us hosting the downtown drive-in movie. This was Carter's first drive-in movie ever, and this has been amazing for him and us. Tonight was Frozen 2, next week is Sonic the Hedgehog."

- Brian Ulaszewski, Facebook follower

"That is outstanding Customer Service and we truly appreciate you doing this for us."

- Lucie Houston, event attendee

Comments – Bridge Opening Ceremony

"This is a historic day for our city and for the nation. We know that this project is a phenomenal marvel of architecture and infrastructure. It connects our Port and the world to each other. All of the commerce that we depend on will go over this bridge – connecting Long Beach to the rest of the country."

- Dr. Robert Garcia, Mayor, City of Long Beach

"From a long time Long Beach resident, a huge congratulations and thanks for the Bridge project, done with excellent communication with our community, allowing transit to Terminal Island and the South Bay with minimal disruption. Best wishes."

- Oscar Gallo, Long Beach resident

Comments – PhotoWorks Survey

"What I'm taking away from this is understanding the process of photography and editing to tell or relive a moment in life. So far, with the first video, I am able to have a better understanding of light and shoot at night without having a photo be too dark. Before this I was taking photos in automatic mode, jpgs, and I thought they were great but now I think I can get better looking photos."

"Just happy to be getting involved in my local photography community."

Comments – AAPA Chairman's Address

"Bravo everyone on an amazing video. Thank you so much for your collaboration. The video was such a hit at the spring conference we would like to distribute it in an email to our full AAPA membership."

- Jen Wilk, Public Affairs Director, American Association of Port Authorities

Comments – State of the Port Event

"Excellent presentation. Thank you."

- Jim DeMask, WZI Worldwide

"Just watched it. WOW! Great Job!!!"

- Matthew Arms, Director of Environmental Planning, Port of Long Beach

"Congratulations on a terrific State of the Port video! Outstanding. I love the new brand and how you used the container throughout the video."

- Michele Grubbs, Vice President, Pacific Merchant Shipping Association

Links

Port of Long Beach COVID-19
information site

www.polb.com/covid19

90-second promotional video for
COVID-19 testing site

https://youtu.be/q4Wq2sm8_DY

Scholarship Main Page

[https://polb.com/community/
education-resources-scholarships/#high-
schoolscholarships](https://polb.com/community/education-resources-scholarships/#high-schoolscholarships)

Twilight Cinema Page

www.polb.com/twilightcinema

Follow the Port of Long Beach:



Bridge – Oct. 2 Grand Opening Video

<https://youtu.be/kLMUUVaseMg>

Bridge – Dec. 14 Lighting Video

<https://youtu.be/Spwghwoseiw>

PhotoWorks Facebook Group

[https://www.facebook.com/groups/
polbphotoworks](https://www.facebook.com/groups/polbphotoworks)

PhotoWorks Workshop series

[https://youtube.com/playlist?list=PLRO
L3HXWUAaafn37c2HlesVo67-anop69](https://youtube.com/playlist?list=PLROL3HXWUAaafn37c2HlesVo67-anop69)

PhotoWorks Keynote Address series

[https://www.youtube.com/playlist?li
st=PLROL3HXWUAaZzwm5ApdgMsj-
Cnqi8_EWk](https://www.youtube.com/playlist?list=PLROL3HXWUAaZzwm5ApdgMsj-Cnqi8_EWk)

Video – 2021 State of the Port

<https://www.polb.com/stateoftheport>
or <https://vimeo.com/508230311>

Video – Mario Cordero's March 2021
AAPA Spring Conference Chairman's
Address

<https://youtu.be/d4C9Yz31lok>

