



## AAPA 2021 Communications Awards Submittal

**Submitting Port:** Port of Everett

**Entry Classification:** Overall Campaign

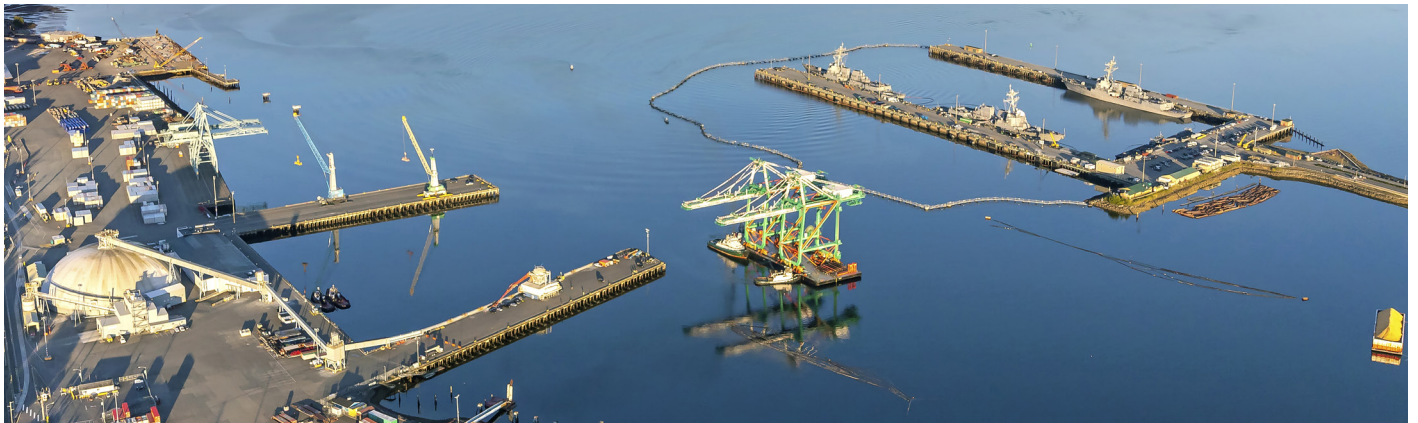
**Entry Title: Port of Everett:** Port of Everett Crane Campaign

### Descriptive Summary

*In August 2018, the Port of Everett broke ground on its South Terminal Modernization — a \$57 million maritime infrastructure project designed to support the next generation of larger vessels and heavier cargoes now calling Everett, including aerospace parts for the new 777X. This was the largest capital project undertaken in the Port's history by dollar value and the largest maritime construction project underway on the U.S. West Coast at the time.*

*The South Terminal is a key piece of the Port of Everett's overall Seaport Modernization efforts which has included more than \$125 million in infrastructure investments over the past decade. The South Terminal is the largest of the Port's docks by land footprint; however, the dock was originally built in the 1970s by The Weyerhaeuser Company to support forest products, and in its previous state, could only accommodate 500 pounds per square foot (psf). Modern cargo operations require a minimum of 1,000 psf. This critical project strengthened the 700-foot wharf, added two Post Panamax container cranes to the dock and upgraded wharf electrical, transforming this underutilized terminal to put it back to work at its highest and best use.*

*The following submittal outlines the highly visual community outreach campaign that the Port undertook over a nearly two-year period to highlight the critical role the Port of Everett plays in the region, and specifically, to foster community awareness and support for the South Terminal Modernization. By leveraging the visual impact of the arrival of two massive container cranes for the modernized terminal, the Port's "Crane Campaign" was born and successfully ignited community interest, provided outreach opportunities for the duration of the project and successfully amplified messages of the value and future of the Port's working waterfront.*





## 1. Communications Challenges/Opportunities

The Port of Everett's South Terminal Modernization project was an important story to tell. The Port hoped to generate project awareness and support from the citizens of the Port District and its key stakeholder groups, including shipping customers, community leaders, the business community, legislative representatives and more. While the project broke ground in summer 2018 and included a groundbreaking ceremony that was successful in earning local, regional and national media coverage, the project itself was located within a federally secure area that is not easily visible to the community unless you live or work in proximity to the Seaport. It is important to the Port to keep its constituents and customers informed, especially about its number one strategic initiative that sets out to modernize Seaport facilities to meet 21<sup>st</sup> century demands in support of enhancing our economy and growing jobs.

The Port continued to share construction updates via traditional communication methods but hoped to do more to increase community interest. One of the key components of the project was the acquisition and eventual arrival of two, 100-foot gauge container cranes in mid-2019 from EverPort Terminal at the Port of Los Angeles to Everett. The Port's communication team saw this highly visual milestone as an opportunity to amplify the critical importance of the Port of Everett Seaport, and to build hype around the new full-service terminal coming online to support the region's custom

aerospace logistics and cargo diversification efforts. We opted for a visual social media campaign to cover the crane journey from loading in LA to journeying 1,177 nautical miles to Everett for offload.

With the majority of the cranes' journey taking place off-site, our team encountered some challenges related to access to communications tools. We saw this as an opportunity to reach out to our fellow port communicators at the Port of LA to see if they had any local resources/contacts for photographers/videographers that could gain access to their terminal to cover the loading of the cranes on the LA side. They did us one better and assigned a staff member to take photos and b-roll for our use and would help amplify our messaging on social. Once the cranes left LA to begin their journey by water, the next challenge was not having access to capture photo or video during transit. We reached out to our logistics partner completing the move, Foss Maritime, and they were able to provide us with daily updates and photos received from the crew. Inclement weather and high seas delayed the arrival date of the cranes, so we had to stay flexible with our communication timeline. Upon arrival in Everett, crane offloading was tidally dependent, which posed challenges with changing dates/times and coordinating aerial photography, media escorting and staffing for photo/video coverage.

Shortly after the cranes arrived, the Port learned the height of the newly acquired cranes triggered specific Federal Aviation Administration (FAA) requirements for flight zones, which require any structure exceeding 200 feet in height and located within applicable flight zones be marked and/



or lighted in accordance with FAA Obstruction Marking and Lighting. The team worked to inform the community of this news and facilitated a crane lighting demonstration to seek public input on the matter.

With the initial social media work and subsequent lighting demonstration proving to be of great community interest, our team saw an opportunity to continue to expand on its efforts by tying all future communications for the South Terminal Modernization to the cranes to boost relevance and attention. We communicated through project completion, including other milestones from relocation of the cranes to their final home on the Port's upgraded South Terminal Wharf and operational testing to getting the cranes into service and the first ship to make use of the cranes at the upgraded dock.

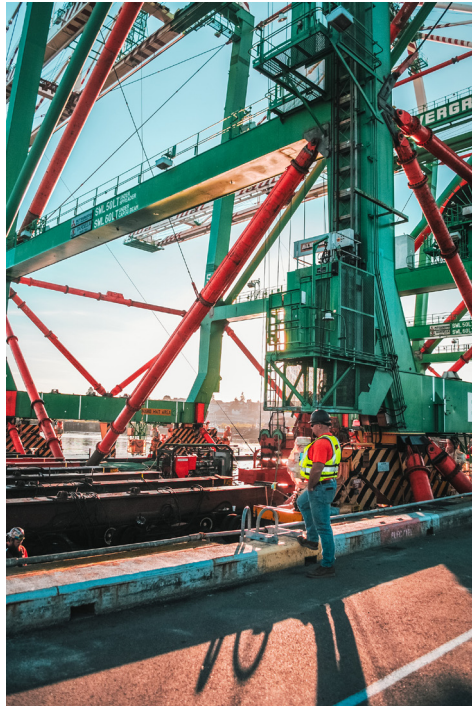
The culmination of the Crane Campaign included two key virtual outreach efforts — a Ceremonial Ribbon-Cutting Ceremony for the completion of South Terminal (due to the COVID-19 pandemic, plans shifted from in-person to an all-virtual format), and completed the campaign with a video featuring the inaugural ship to use the completed full-service berth and cranes.

## 2. Complement to Overall Mission

The Port of Everett's mission reads, "Enhancing maritime commerce, jobs and a healthy community." The Port meets its mission through operation of international shipping terminals, the largest public marina on the West Coast, real estate development ventures, and by acting as a public access and environmental leader for its waterfront. Through its activities, the Port supports the second largest export customs district in Washington State — 5<sup>th</sup> largest on the U.S. West Coast — representing more than \$29 billion in annual exports, and, supports nearly 40,000 jobs in the region and contributes \$433 million to state and local taxes.

The Port Commission adopts a Strategic Plan that guides how the Port is to fulfill this mission to the community. The plan establishes six strategic focus areas, one of which is Outreach and Partnerships. This strategic focus recognizes accountability and transparency are critical components necessary to build public confidence and support the Port in its effort to bring the community better economic and quality of life opportunities. Port activities are complex and

involve a myriad of business, government, tribal, labor force, environment, and community interests. The Port recognizes that much of its success and overall social license to operate relies on meaningful outreach and community engagement to all of its constituents and stakeholder groups, so they understand the "why" as well as the "what" the Port is doing and the "how" it operates.



Our communication in this overall campaign was targeted to reach our key stakeholders to foster greater understanding of the full working picture of the Port. As part of our mission, our charter is to bring jobs and business, and that is what the modernized terminal and new cranes will do. The region's businesses benefit from the Port's deep-water access to its marine terminal facilities that provide the flexibility, infrastructure and responsiveness desired by our customers. In addition, the shipping terminals serve as a critical piece of the supply chain logistics for the aerospace industry and other key industries from construction and agriculture to energy, military and more. The Port's recent investments in the South Terminal and addition of the two

container cranes allow for the pursuit of larger vessels and additional maritime cargo to support growth in Snohomish County. The Port's facilities are recognized in state statutes as facilities of statewide significance (RCW 47.06.140) due to the value of the marine terminals to the entire state. Accordingly, they must be protected and enhanced to support the growing community. Maintaining existing Port terminal facilities and equipment necessitates a long-term strategy to support and enhance current operations.





### 3. Planning & Programming Components

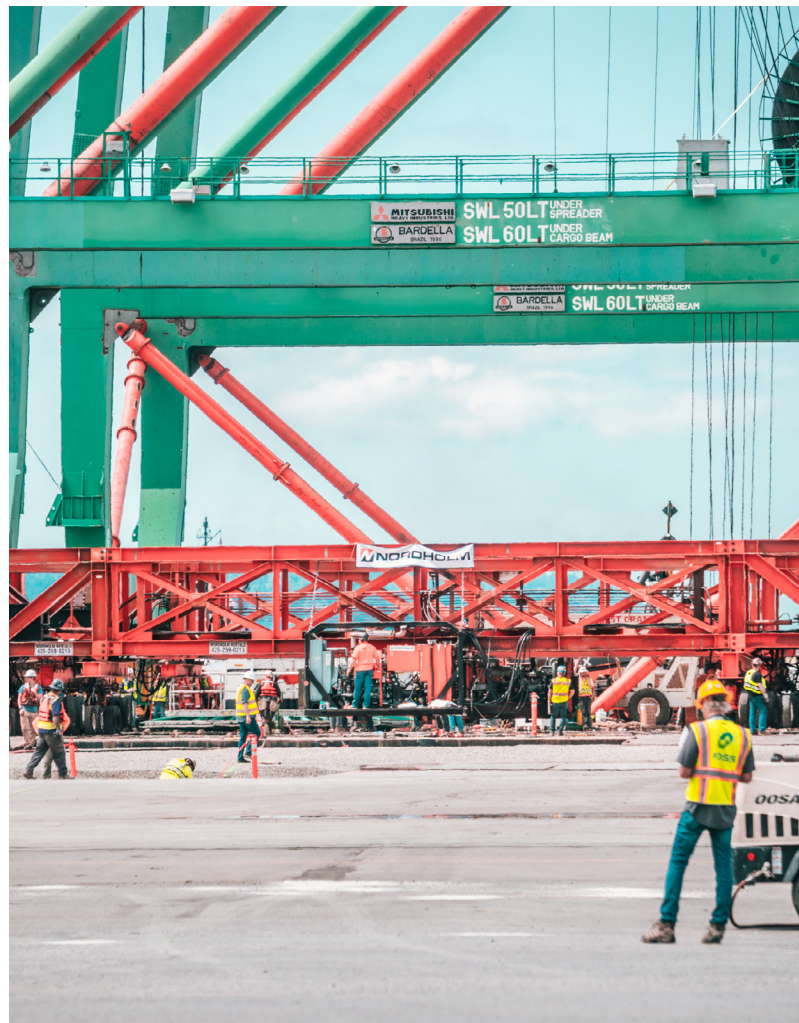
#### GOALS

- ✓ Ensure community and customers awareness of the on-going South Terminal Modernization project, including the arrival of cranes
- ✓ Educate Port District residents and key stakeholder groups on the critical importance of the Port of Everett Seaport and the Port's Seaport Modernization initiative
- ✓ Gain attention and interest for the new terminal/cranes by current and potential shipping customers
- ✓ Foster buy in and create community advocates for the South Terminal modernization

#### OBJECTIVES

Initially, the project started out as a 10-day social media campaign, and as we added elements that developed into an overall campaign, we added to our objectives.

- ✓ Reach up to 10,000 social media users with at least 300 likes and 50 shares for the crane journey/ arrival social media campaign
- ✓ Earn 30+ media mentions over campaign; at least two regional broadcast media (i.e. King, Komo, Kiro, etc)
- ✓ Have 75+ residents submit feedback for the crane lighting demonstration
- ✓ Have at least 1,500 views on the virtual ribbon-cutting video
- ✓ Have at least 1,500 views on the first ship video





## AUDIENCES

### PRIMARY AUDIENCES

**Port District Residents/Community:** The Port of Everett was created by a landslide vote of the citizens of Everett in 1918. Then, just like now, the community desired an entity to reclaim the waterfront from private industry, protect the interests of the residents, create family wage jobs and serve as a steward of the waterfront. It's important to the Port that we keep this audience well informed about who the Port is, our operations and our value, especially in big changes like the new cranes at the Seaport. The Port District residents in proximity of the Seaport are an especially important group to keep informed.

**Seaport Customers:** Since the formation of the Port, international trade has been a key part of the operating mix. Our shipping terminals are the one line of business that is in a constant state of change based on cargo demand and economic factors. Throughout the years, the Port has developed long-lasting trade relationships around the world and have worked with a variety of customers and logistics partners. In shipping, maintaining relationships is crucial and marketing our facilities and capabilities is necessary. Through this campaign, there was opportunity to showcase our ability to handle a wide variety of cargoes, and that our ability would be growing with the larger dock and new cranes.

### SECONDARY AUDIENCES

**Political Leaders:** The Port has various legislative priorities directly related to its mission and lines of business. Educating elected officials and other government representatives of the critical role the Port plays at a local, regional and national level is crucial. Keeping this audience informed and engaged as it relates to their priorities helps the Port in gaining support on policy change, budget appropriations, competing for federal grant and loan programs, etc. The South Terminal Modernization was paid for in part with state and federal grants, so its important to show value in these investments and provide updates.

**Business Community:** The Port has worked tirelessly to create goodwill with the community, including the greater business community. This group is highly engaged and generally supportive of the Port and its operations. By informing the local business community of new infrastructure and projects going on at the Port, we can continue to maintain and build confidence in the Port's value to the community.

**Employees:** While the Port's operations support nearly 40,000 jobs in the community, its employee base is lean with around 90-100 employees who support all operations. Our team is made up of very hard working and creative people who are passionate about what they do and the mission of the Port. Keeping this group informed on key strategic initiative like our Seaport Modernization and arrival of cranes is necessary to promote understanding.



**Throughout the South Terminal Modernization Project, numerous events were held to promote and engage with our various stakeholders including open houses, ground-breakings and customer relationship celebrations.**





Before the journey to the Port of Everett began, the cranes were prepped at the Port of Los Angeles. Photo courtesy of Port of Los Angeles.

## 4. Actions/Outputs

### STRATEGIES

- ✓ Leverage visual impact of cranes to bring attention to the South Terminal Modernization project and critical importance of the Port of Everett Seaport
- ✓ Provide a continuous flow of crane content in all standard communications (i.e. press release, newsletters, neighborhood meetings, mediums)
- ✓ Develop attractive custom content that social media users will want to share

### TACTICS + IMPLEMENTATION TIMELINE

Over a nearly two-year period, the Port's "Crane Campaign" covered everything that took place from the cranes' journey from the LA to Everett in mid-2019 to a crane lighting demonstration in early-2020 to ensure federal requirements were being met, and to project completion with a virtual ribbon-cutting event and first ship video in early-2021. The Port communicated with our target audiences using a variety of outreach methods, including social media, video, print and digital newsletters, press releases, neighborhood and community presentations, print mailers and direct e-mails, sponsored media content, Port Commission meetings, booths at open house events and more. Below is a summary of our tactics and implementation.

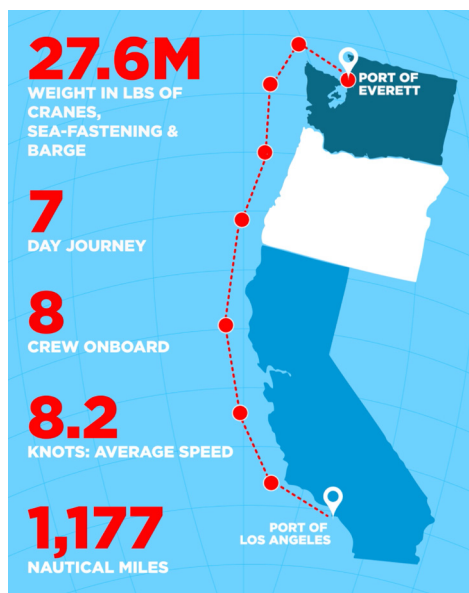
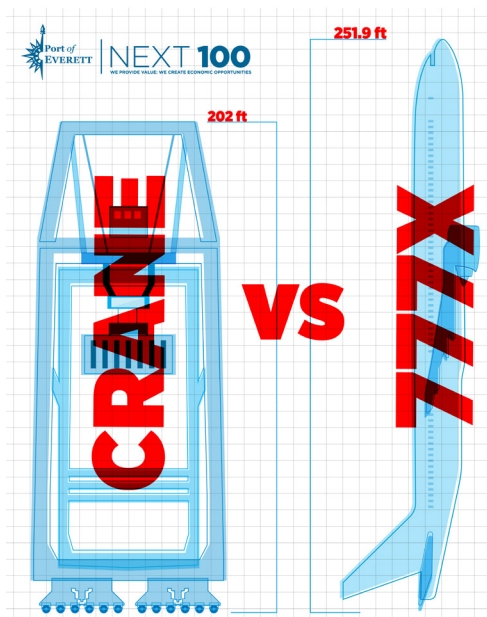
#### Social Media:

Before the cranes arrived, our biggest outreach was through social media. We utilized Facebook, Instagram and Twitter to document the journey, and we continued to use social media to communicate about the cranes until they were put into service.

#### Crane Journey Social Media Campaign #CranesAreComing #CranesAreHere

In advance of crane arrival our team developed a two-week social media campaign to document the 11-day journey from

the Port of LA to Everett. We partnered with the Port of LA to capture footage of the cranes preparing for departure from their EverPort terminal, and also, partnered with Foss Maritime who transported the massive cranes to provided updates during the voyage to support our crane tracker graphics while in transit. We generated social posts with fun facts about the cranes, including their size, journey details and future impact for the region. As the cranes got closer, community buzz increased, and we established viewing locations to watch and share "sightings" of the cranes as they entered Washington state. On the day of arrival, the Port team covered the visual and historic moment with aerial and on-site photography/video, and interest had enticed local TV, online and print media to the site to cover the arrival and get interviews with Port staff. The metrics resulting from our social media efforts far exceeded our expectations over a short timeframe (see outcomes on pages 9-10).





## Crane Lighting Demonstration:

Shortly after arrival, the Port learned the height of the newly acquired cranes triggered specific Federal Aviation Administration (FAA) requirements for flight zones, which require any structure exceeding 200 feet in height and located within applicable flight zones be marked and/or lighted in accordance with FAA Obstruction Marking and Lighting.

The Port sought public feedback in early-2020 to determine if the cranes should remain as they arrived, green with FAA compliant white and orange hash marks above the 200-foot level or paint them smoke blue like the Port's Pacific Terminal cranes and add FAA compliant 24/7/365 white and red pulsating lights. The Port used social media, direct mailers and e-mail, neighborhood meetings, newspaper and more to seek citizen feedback via online survey and public comment at Commission Meetings. The Port received nearly 120 comments with more than 86% of the comments favoring the current painting versus adding pulsating lights. Ultimately, the cranes remained as is.

## South Terminal 'Virtual' Ribbon-Cutting:

Due to the COVID-19 pandemic, we shifted from plans for an in-person ceremony to an all-virtual format for the South Terminal Ribbon Cutting ceremony. We used all the content gathered over the duration of the project, including the crane voyage from LA to Everett, and gathered congratulatory videos from project partners, including Senator Murray, Senator Cantwell, U.S. Congressman Larsen and representatives from the Department of Transportation's Maritime Administration, Washington State Department of Transportation, Snohomish County and City of Everett. [Watch the video here.](#)

## Commemorative Video for First Ship at Modernized South Terminal:

The Port of Everett celebrated the historic milestone of the first cargo ship to call the newly modernized South Terminal and make use of the cranes. The video highlighted all the steps that made this vision a reality and the positive economic impact of the project and the cranes in the region. We worked with Port Commissioners, Port staff, ILWU labor and our shipping partners to create the video. [Check out the quick video here.](#)



*Interviewing our different partners provided an in-depth look at the positive impacts the new cranes will have.*



Port of Everett  
January 24, 2020

REMINDER -- SOUTH TERMINAL CRANE LIGHTING DEMO to begin next Wednesday, Jan. 29 through the following Wednesday, Feb. 5. For more detail visit [www.portofeverett.com/cranes](http://www.portofeverett.com/cranes).

## Neighbors, we need your feedback!

The Port of Everett invites community members to participate in an upcoming crane lighting demonstration taking place at the Seaport Wednesday, January 29 thru Wednesday, February 5, 2020.

The purpose of the demonstration is to gather feedback on two Federal Aviation Administration (FAA) airspace navigation compliance options being considered by the Port as part of the installation of its recently acquired container cranes at South Terminal.

### WHAT ARE THE FAA REQUIREMENTS?

FAA regulations require any structure exceeding 200 feet in height and located within applicable flight zones be marked and/or lighted in accordance with FAA Obstruction Marking and Lighting Requirements.

Because the South Terminal cranes are 215 feet tall, and the Seaport is in proximity to the flight paths for both Naval Station Everett and Providence Hospital, the cranes must remain in compliance with these regulations to support the safe and efficient use of navigable airspace.

### WHAT OPTIONS ARE BEING CONSIDERED?

The two options currently up for consideration are:

- 1) Keep the cranes as they are, with the white and orange hash markings on the top portion of the cranes that exceed 200 feet in height.
- OR
- 2) Paint the cranes to match the Port's shorter, 197-foot tall cranes at Pacific Terminal, and install red and white pulsating lights on the top portion of the cranes that exceed 200 feet in height, to be illuminated 24/7/365.

### HOW CAN I PARTICIPATE IN THE LIGHT DEMONSTRATION?

During the lighting demonstration taking place Wednesday, January 29 thru Wednesday, February 5, one of the two cranes will remain as is (see crane image above), and the other one will be temporarily equipped with FAA compliant red and white pulsating lights.

If you live or work within view of the Port of Everett Seaport, specifically the South Terminal, you can simply view the cranes from your home or office. If you don't live or work within view, a suggested viewing location is the Warren Avenue Outlook located in the Port Gardner Neighborhood near Laurel Drive.

### HOW CAN I PROVIDE FEEDBACK?

To provide feedback on your preference following viewing, please visit [www.portofeverett.com/cranes](http://www.portofeverett.com/cranes) to complete a quick survey. The deadline to complete the survey is the end of day Wednesday, February 5, 2020. In addition, the Port Commission will host a public meeting at the February 4 regular Port Commission meeting to consider citizen comments.

### QUESTIONS?

If you have any questions, please contact Catherine Soper at 425.388.0680 or e-mail [publicaffairs@portofeverett.com](mailto:publicaffairs@portofeverett.com).



*Celebrating with a socially distanced ribbon cutting due to the COVID-19 pandemic.*

*On April 7, 2021, the Port of Everett welcomed the first vessel to the South Terminal.*

7

AAPA 2021 COMMUNICATIONS AWARDS | PORT OF EVERETT



## Port Publications & Press Releases:

We used every opportunity we had to talk about the South Terminal Modernization project and cranes, leveraging the visual impact of the project. Over the duration of the campaign, our team created various written content for press releases as well as print and digital publications tied to the cranes, aiming to expand reach while benefiting Port news. Content was supported with graphics, photos, and factoids. All of these efforts were worked into the Port's standard communication methods that are established avenues of communication. Here are a few examples.

### Port Side Newsletter

Quality publication mailed to all Port District residents 2X/year; approximately 52,000 households

- [Port Side Winter 2021](#)
- [Port Side Summer 2019](#)

### Port Report Newsletter

Monthly newspaper insert in the local *Herald Business Journal*; 26,000 total distribution per issue

- [June 2019](#)
- [July 2019](#)
- [November 2020](#)
- [December 2020](#)
- [February 2021](#)

## Press Releases

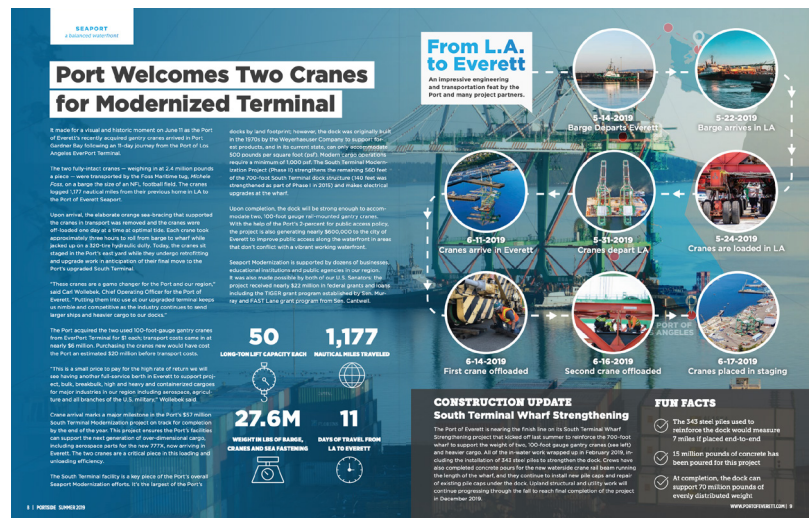
Issued to media, key stakeholder lists and shared on website/social

- [Follow Along on the Crane Journey](#)
- [Port Welcomes New Cranes to Everett](#)
- [Crane Lighting Demonstration Notice](#)
- [Crane Lighting Update](#)
- [Port of Everett Celebrate Completion of South Terminal](#)
- [Port of Everett Welcomes First Vessel to South Terminal](#)

## Port Events:

We had many Community presentations, including ones at our Waterfront Place Open House and Strategic Plan Update Open House. Our Communications team planned and produced these in-house events and gave the public information about the importance of the new cranes along with the Port's overall mission in creating jobs and adding economic development.

**Community Presentations:** Our communications team makes a point to visit neighborhoods associations within its Port District, as well as various community and industry groups, including rotaries and chambers. We also speak or prepare for our executive team to speak at various industry conferences, trainings and events. Any time we were out in the community presenting, talking points included information on the South Terminal modernization and cranes. Pre-COVID all of our presentation were in person. Luckily, during COVID we were able to still accommodate this and





actually may have reached even more folks than usual via the video conferencing method.

**Community & Business Tours:** Annually, the Port hosts bus and harbor tours. These tours prove to be quite popular, and always book up. The tours took place pre- and post-crane arrival in 2019; but our 2020 tours were cancelled due to COVID. We opted to create a project video in lieu of the tours (see videos).

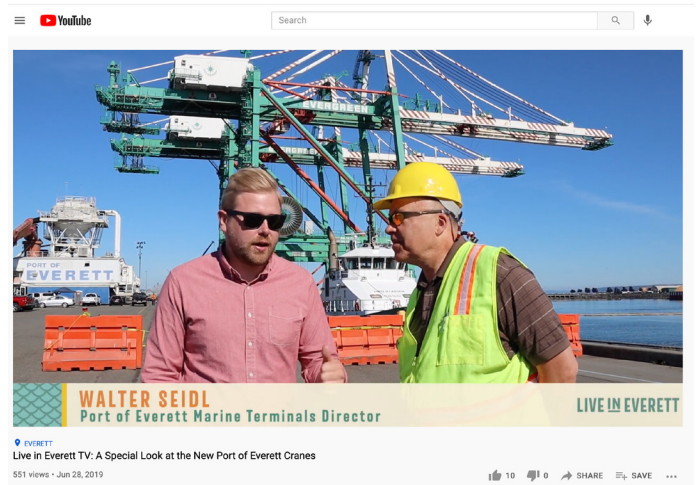
#### **Sponsored Media:**

The Port of Everett reached out to a well-known local blog Live in Everett to help out with development of some sponsored content. They were well known at the time for their “behind the scenes” vlog posts, so we invited them down to interview our team upon crane arrival to help amplify the significance. The content still provides value today, they recently re-shared this as a throwback in 2021 upon getting the cranes in service at the dock. [Watch it here!](#)

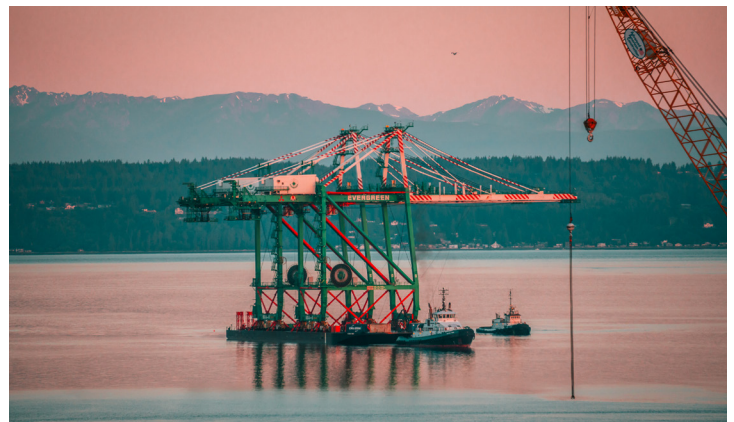
#### **BUDGET & STAFFING:**

We didn’t have a large budget or large staff at our disposal for this communications campaign; however, we knew communicating successfully on this topic would create an opportunity to tell the Port’s story in a visual and impactful way and tie crane arrival back to our mission. Our communications team is small, consisting of then two staff members, who were responsible for the strategy and content creation the campaign (with the exception of the Port of LA/Foss Maritime provided photo and video during the crane journey). Our team managed the photography for the day of the crane arrival. Our unique location gives us access to have photography from the neighboring bluff, in addition to our Seaport property, where the cranes arrived, where we had two photographers stationed. We hired Skytech Aerial Photography, a local photography company that specializes in aerial shots, to do a custom shoot as well as a local photographer to support other images from other viewpoints. This took much coordination as the cranes were delayed and we were constantly monitoring when the cranes were coming.

In total, the crane campaign cost about \$5,000 covering photography costs, video creation (most was completed in house) and sponsored and boosted social media content. All other methods of communication are part of our standard communication budget (i.e. publications, newspaper insert, community open houses, etc.).



***Live in Everett on-site for the crane arrival provided additional community engagement and amplified the significance of the cranes.***



***Different angles and viewpoints of the cranes arriving gave the public a different perspective.***



## 5. Outcomes & Evaluation Methods

The culmination of the Port's 'Crane Campaign' resulted in a high-level of community interest and participation, and a sense of overall understanding and buy in for the South Terminal Modernization project. Our communication efforts resulted in successful reach to and engagement with key stakeholders, including the citizens of the Port District who watched eagerly and shared about the arrival, installation and use of the cranes on social media, and who amplified our messages and participated in the crane lighting demonstration, neighborhood meetings, open houses and more. The campaign also resulted in a lot of high-quality local, regional and national media coverage in print and digital publications, social media/blogs, TV and radio and more. Below is a summary of successful outcomes.

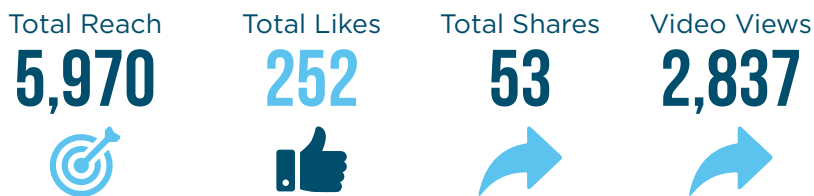
### SOCIAL MEDIA

The metrics that came out of our social media efforts far exceeded our expectations, especially since we had multiple project milestones to share over the nearly two-year campaign.

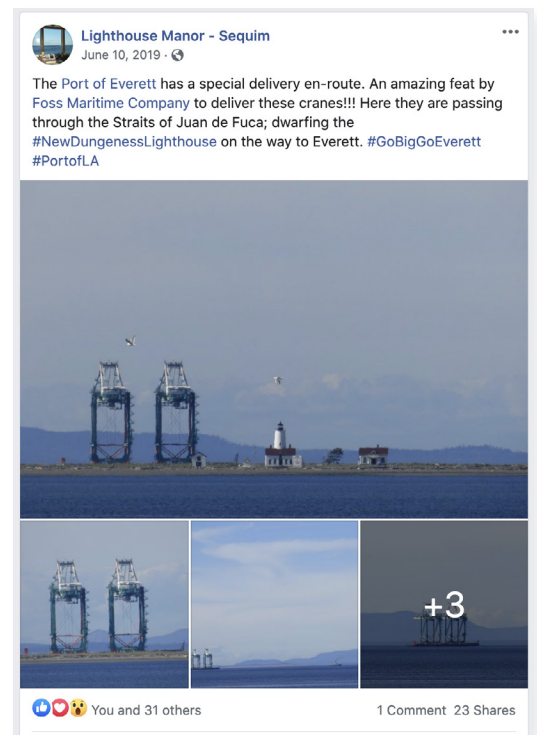
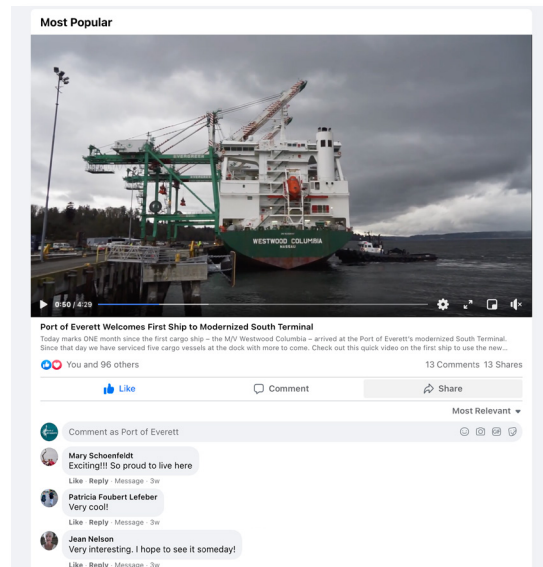
The following metrics reflect the cumulative impact of the social media content produced in promotion of and during the 10 day journey, including the loading of the cranes at the Port of LA, the course of the journey and the arrival and offload of the cranes in Everett using #CranesAreComing and #CranesAreHere.



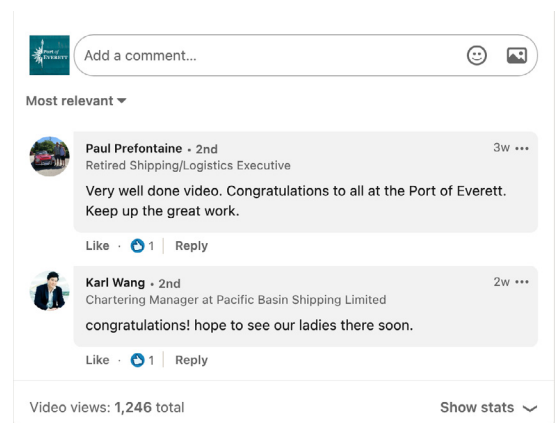
The following reflects the posts celebrating the Grand Opening of the newly strengthened South Terminal project in January 2021.



The following reflects the posts the first ship at South Terminal with the new fully operational cranes in April 2021.



**Above: Positive social media engagement throughout the crane campaign.**



**LinkedIn engagement from shipping industry contacts.**



## EARNED MEDIA

The earned media over the course of the campaign far exceeded our expectations. We received earned media from a variety of local news sources, including print, radio, broadcast and blogs. The local paper, The Everett Herald, produced multiple stories about the cranes, including the purchase, arrival and completion. Regional news outlets and local media were on-site for the arrival of the cranes, watching from the bluff and captured a few media interviews with Port staff. In total, we believe we had 50+ media mentions, many of which were targeted media in the markets we were hoping to reach.

*Please note: the following is a list of some of the media coverage, but is not inclusive of all mentions.*

### 425 Business:

[An Everett Expansion](#)

### AJOT:

[Foss Barge departs to retrieve the Port of Everett's two container cranes](#)

### Baird Maritime:

[PHOTO OF THE DAY | PORT OF EVERETT'S NEW CONTAINER CRANES ON THE WAY!](#)

### Bunker Ports News Worldwide:

[Foss Barge Departs Equipped with Sea Bracing to Retrieve the Port of Everett's two container cranes for the South Terminal](#)

### Democratic Underground:

[Renovated Port of Everett terminal gets first cargo customer](#)

### My Everett News:

[New Cranes To Arrive At Port Of Everett Tuesday Morning At 6 AM](#)

[Container Ship Makes First Official Call At Port Of Everett's Upgraded South Terminal](#)

[Port Of Everett Celebrates Completion Of South Terminal Upgrades](#)

[New Cranes At Port Of Everett Set For Final Placement](#)

[Port of Everett to keep cranes green](#)

[Port Of Everett To Test Lights On New Waterfront Cranes](#)

### Everett Herald:

[First of two big, new cranes is unloaded at Port of Everett Cargo cranes were a bargain at \\$1 — but then there's shipping](#)

[Two big cranes took the slow boat from California to Everett](#)

[Port's new director looks ahead to ongoing waterfront revival](#)

[Renovated Port of Everett terminal gets first cargo customer](#)

[No flashing lights planned for giant Port of Everett cranes Keep Everett port cranes as-is, or pay for blue paint, lights?](#)

### Everett Post:

[Port of Everett Receives Two Container Cranes for South Terminal Project](#)

### FreightComms:

[Foss Barge Departs Equipped with Sea Bracing to Retrieve the Port of Everett's two Container Cranes for the South Terminal Modernization Project](#)

### HeavyLift:

[Everett Completes South Terminal project](#)

[Westwood Columbia calls in Everett](#)

### Hellenic Shipping News Worldwide:

[Foss Barge Departs Equipped with Sea Bracing to Retrieve the Port of Everett's two container cranes for the South Terminal Modernization Project](#)

### King5:

[WATCH: Massive Container Cranes arrive in Everett](#)

EVERETT

## WATCH: Massive container cranes arrive in Everett

Two container cranes arrived in Everett on Tuesday morning. The cranes each weigh 2.4 million pounds and measure 360 feet long by 120 feet wide.



Author: KING 5 Staff  
Published: 6:29 AM PDT June 11, 2019  
Updated: 6:29 AM PDT June 11, 2019

### Kiro7 News:

[WATCH: Colossal new cranes make journey to Everett](#)



**Komo4 News:**  
[Huge cranes arrive in Everett after harrowing 1,177-mile journey at sea](#)

**MarineLink:**  
[Port of Everett Facelifts South Terminal](#)

**The Maritime Executive:**  
[Port of Everett Acquires Two Container Cranes from LA Terminal](#)

**Pacific Maritime Magazine:**  
[Cranes Arrive in Everett](#)

[Port of Everett to Relocate Cranes](#)

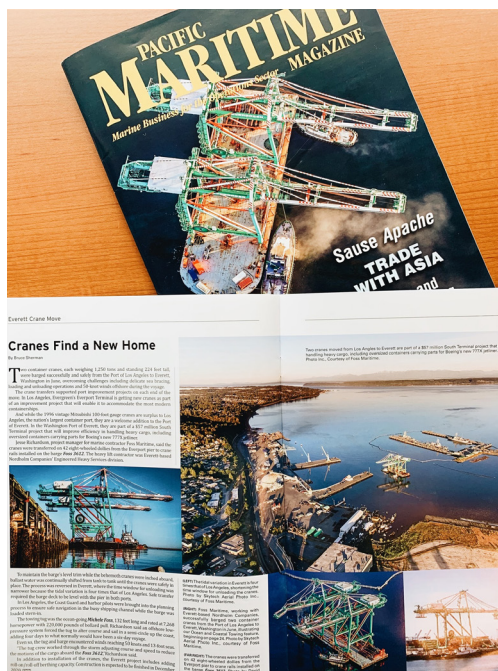
[‘New’ Cranes for Everett](#)

[Cargo Handling: Greener Options For West Coast Ports](#)

[Port of Everett Seeks Input on Crane Lighting Demo](#)

[Port of Everett Welcomes 1<sup>st</sup> Cargo Ship to New Modern Terminal](#)

[South Terminal Project Completed](#)



**Safety-4-Sea:**  
[Port of Everett to receive new cranes](#)

**SeaNews:**  
[Port of Everett – New Container Cranes for South Terminal Modernization Project](#)

**Ship Technology:**  
[Port of Everett buys two container cranes from LA Terminal](#)

**Vessel Finder:**  
[Port of Everett celebrates completion of South Terminal Upgrades](#)

**World Cargo News:**  
[Cranes move to Everett](#)

[Everett to keep cranes in Evergreen colours](#)

## ANECDOTAL FEEDBACK

The campaign provided a lot of opportunities to engage with our community in a variety of ways. As part of this outreach, we received a lot of anecdotal feedback on the project while participating in neighborhood meetings and other in person events. We also received similar interest and comments on social media, which show the efforts to reach our key stakeholders were successful.

### Participation in crane lighting demonstration:

The Port received nearly 120 comments with more than 86% of the comments favouring the current painting versus adding pulsating lights.

### South Terminal ‘Virtual’ Ribbon-Cutting Outcome:

The event was covered in local news and the video reached more than 2,300 views over all platforms, essentially bringing the message to even more of our audience than that of an in-person event. A success all around! [Watch the video online.](#)

### Commemorative Video for First Ship at Modernized South Terminal Outcome:

This event was a huge success. After many years in the making, the Port of Everett was finally able to showcase the importance of this modernized terminal and the significance the cranes will have on the entire region. The video had over 4,600 views across all of our platforms.

[Check out the quick video here.](#)

## Summary

The Port of Everett Crane Campaign was a huge success. This highly visual outreach campaign successfully highlighted the value of the Port of Everett to the community and region, and specifically, fostered community awareness and support for the South Terminal Modernization and new cranes. By leveraging the visual impact of the arrival of two massive container cranes for the modernized terminal, the Port’s “Crane Campaign” successfully ignited both community and customer interest and gained great social and traditional media coverage. Our team is proud to have been part of getting the critical messaging out!