Port of
LONG BEACH
THE PORT OF CHOICE



2026 AAPA Lighthouse Awards Public Relations/Communications Excellence in Print/Digital Communications – Large Port Community Brochure

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AAPA - American Association of Port Authorities
2026 LIGHTHOUSE AWARDS

Port of Long Beach Application

Category: **Public Relations/Communications Awards**
Excellence in Print/Digital Media Communications – Large Port
Recognizes initiatives that effectively deliver information and messaging through print and digital media channels. Strong submissions demonstrate clear communication, audience engagement, and measurable impact. Examples include websites, advertisements, social media messaging, digital publications, video storytelling, and other multimedia content.

Title: **Community Brochure**

Program/Project Summary

The Community Brochure combined several different fact sheets and a popular Port of Long Beach map into one publication for distribution to the public at Port-sponsored events. The project was initiated by Communications and Community Relations interns who pointed out the need for one concise, attractive source of information. Producing one high-level brochure on recycled stock with QR codes linking to more information reduced the need for constant updates and reprints and reduced waste, following the precepts of the Port's Green Port Policy to operate as sustainably as possible.

1. Background, Purpose & Goals

The Port of Long Beach is committed to giving back to the community it serves and awards a total of $3 million in more than 1,100 sponsorships each year to nonprofit groups for arts and community events – events that reach an annual audience of at least 3 million people.

A condition of the sponsorships is an opportunity for the Port to spread its message to attendees; often at these events this means a booth staffed by members of the Port Communications and Community Relations team including paid college interns. In 2025 this meant attending 63 events with attendance of at least 30,000 people.

The team's job is to introduce constituents to one of the nation's busiest seaports located right in their own backyard. They also share construction updates, grant and scholarship opportunities, job openings, upcoming Port events, harbor tours and more. This information is all backed up by several topic-specific, full color, one-sheet takeaway flyers that are displayed in racks.

The primary challenge was continually inventorying, updating, printing, packing and loading up the flyers to stock the booths at the many events.

Also, the Automobile Association of America's Southern California branch had discontinued production of a very popular, much-requested map of the San Pedro Bay Harbor District, and it needed to be replaced.

The solution to juggling and updating sheaves of flyers and replacing the map, first introduced by the college interns staffing the booths, was to combine the flyers and map into one **Community Brochure** that could be easily updated and themed to promote current campaigns.

By using Communications staff and interns to compile, write and design the brochure, costs would most likely be limited to printing.

The result was a full-color, double-sided brochure, designed and folded to imitate a standard AAA map, with 10 panels dedicated to Port information on one side and a map on the reverse.

2. Implementation & Resources

Working with the Port Communications content and creative teams, since it was their suggestion, the team's college interns were afforded the first pass at consolidating the fact sheets and map and writing the copy. The theme for the inaugural 2025 Community Brochure was the Port's yearlong "20 Years Leading Green" campaign, celebrating the 20th anniversary of the Port's landmark Green Port Policy.

The 10 information panels on the first side of the inaugural version of the Community Brochure include:

- Front and back covers with production date, logos and contact information
- One panel for Quick Facts
- One panel about Connecting with the Community
- Two panels dedicated to current events – in this case the Port's 20 Years Leading Green celebration, marking two decades since the Port's landmark Green Port Policy was enacted in 2005
- Individual panels for Community Sponsorships, Community Grant Programs, Education and Community Harbor Tours
- A QR code on each information panel for users to easily access additional information via the Port's website at polb.com

The reverse side includes:

- A full-page map of the Port of Long Beach created by the Port's graphic design team, already in use for a variety of other graphics projects but expanded on for this publication
- Points of interest indicated on the map with colorful icons

- A Did-You-Know? box with information about Port business
- A Tenant Operations box with color-coded keys indicating Port locations for various types of cargo, walk/bike paths and the harbor tour route
- The Port logo and a QR code for quick access to additional terminal information

As stated, the Community Brochure was developed in-house utilizing existing map art, photographic images and design elements. The print contractor was West America Printing with an initial order of 2,000 pieces, trimmed, folded and shrink-wrapped in 100s. Dimensions were: 21.9375" x 18", which folds to 21.9375" x 9", then accordion-folds five panels to a final fold to 4.3875" x 9" (AAA map dimensions): The brochure was printed on 60# Accent Opaque Text Super Smooth white paper, made from recycled post-consumer fiber in keeping with the Green Port Policy.

3. Innovation & Relevance

In addition to simplifying the distribution of Port information, moving from many printed pieces to just one containing the same information, including reintroducing a desirable but retired harbor area map – was more efficient, affordable and, in keeping with the Green Port Policy, more sustainable.

4. Results, Evidence & Impact

The public response to the new all-in-one Community Brochure was very positive, eliminating the need for event attendees visiting Port booths to gather a sheaf of individual flyers, giving easy access to additional information by scanning QR codes and using less paper. The reaction to the inclusion of the map was also positive, probably extending the retention of the piece for future reference.

Events where the initial version of the brochure was available included:

- Green Port Celebration (day of harbor tours): 1,200 people
- Public harbor tours throughout summer 2025: 7,000 people
- Uptown Long Beach Jazz Festival: 8,000 people
- Long Beach Municipal Band Concerts: 20,000 people
- Movies on the Beach: 5,000 people

Now, staff/interns at events can speak about the Port and reference one document, rather than shifting from flyer to flyer.

The initial printing of 2,000 Community Brochures cost $2,027 ($1.0135 per brochure). Staff/intern hours for this project were not specifically tracked, but the duration of the project from concept, through design, production and delivery, took 5 months, from January to June 2025. Updating and reprinting is ongoing.

5. Integration, Adaptability & Scalability

The Port of Long Beach Communications and Community Relations team considered this consolidation of materials successful, not only in terms of convenience for both staff and recipients, but also as a way to reduce printing costs and save resources. It is easy to update and new versions are already in production.

6. Stakeholder Engagement & Collaboration

Port staff and college interns manning the booths at community events noted the shuffle of materials for visitors to sort through, the requests for a harbor area map (discontinued by AAA), and the hassle and expense involved in keeping all the separate pieces of information current. The interns came up with this excellent solution.

The development of the Community Brochure, in collaboration with the Communications creative team, provided an ideal learning opportunity for the Port's college interns with a tangible reminder of a job well done.

7. Conclusion

College interns manning information booths at Port of Long Beach-sponsored community events recognized the inconvenience of updating and distributing a sheaf of separate flyers to visitors and suggested consolidating all the information – as well as a much-requested but discontinued AAA harbor area map – into one Community Brochure. The result was not only more convenient and affordable, but the brochure is likely retained longer due to the map. It was also a point of pride and accomplishment for the interns who were afforded the opportunity to develop their concept into the initial version of the brochure, focusing on the 20th anniversary celebration of the Port of Long Beach Green Port Policy. Updated versions are already in production.

Download the Community Brochure (PDF) here