

2012 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSIONS ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

- | | |
|--|---|
| 1. AAPA Awareness Initiative Messaging _____ | 8. Overall Campaign _____ |
| 2. Advertisements – Single _____ | 9. Periodicals _____ |
| 3. Advertisements – Series _____ | 10. Promotional/Advocacy Material _____ |
| 4. Annual Reports <u>XX</u> | 11. Social/Web-Based Media _____ |
| 5. Audio-Only Presentations _____ | 12. Special Events _____ |
| 6. Directories/Handbooks _____ | 13. Videos _____ |
| 7. Miscellaneous _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

CATEGORY 1

CATEGORY 2

Entry Title Port of Los Angeles Sustainability Report 2011

Port Name Port of Los Angeles

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Please indicate precisely how your port's name should be listed on any award(s) it may win:

Name Port of Los Angeles

Being as precise as possible, please attach a separate entry statement, in English, that:

- **Defines the Communications Challenge or Opportunity**
 - Situation Analysis (*assess major internal and external factors*)
 - Problem Statement (*briefly describe in specific & measurable terms*)
- **Summarizes Planning and Programming**
 - Goals (*summarize desired outcome or end result*)
 - Target Publics (*be specific; list primary and secondary audiences if appropriate*)
 - Objectives (*identify specific and measurable milestones needed to reach goal*)
- **Identifies Actions Taken and Communication Outputs**
 - Strategies (*identify media choices, etc., that require tactics to complete*)
 - Tactics (*specify actions used to carry out strategies*)
 - Implementation Plan (*include timelines, staffing and budget*)
- **Summarizes Evaluation Methods and Communications Outcomes**
 - Evaluation Methods (*describe either formal surveys or anecdotal audience feedback used*)
 - Communications Outcomes (*isolate PR impacts to assess changed opinions, attitudes, behaviors*)

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PORT OF LOS ANGELES SUSTAINABILITY REPORT 2011
Port of Los Angeles

Communications Challenge/Opportunity

The Port of Los Angeles has been an industry leader in making environmentally-aware operations a priority since 2004 when it became the first port in the world to "plug-in" a containership to clean electrical power while at dock. Since then, it has forged forward with a wide array of environmental programs, including the 2006 San Pedro Bay Ports Clean Air Action Plan (CAAP) with neighbor Port of Long Beach, and has moved the bar higher for cleaner operations. While much attention is placed on individual environmental programs, it became clear that one single document encompassing the Port's philosophies, initiatives and progress was needed to tell the full environmental story – to the industry, to environmentalists and to the public. In 2011, the first annual Sustainability Report was created.

Planning and Programming

The Sustainability Report was spearheaded by the Port's Environmental Management Division and they utilized consultant ESA to assist with some aspects of the presentation. The Report was broken into key sections beginning with the management's vision and philosophy from the Mayor to the executive staff. Also included was the Port's mission and vision statement, at the time of printing, from the developing new Strategic Plan. From here the Report was broken into sections on the various environmental initiatives at the Port, followed by performance scorecards to show the Port's progress.

The layout was designed by in-house graphics design staff. The look was designed to be clean and to include large photos and graphic elements to assist with readability. With such a science-based subject with an intended audience ranging from subject experts to the general public, it was important to not overwhelm the reader and to make the content appealing to all levels. Special care was taken to strike this balance in both text and graphics.

Actions Taken & Outputs

Keeping with the sustainability theme, the Report was primarily distributed electronically, as well as posted on the Port's website, with a few dozen hard copies printed and comb-bound in-house. The Reports were sent electronically to the Port's list of approximately 350 environmental stakeholders, customers, media contacts and community members expressing interest in the Port's environmental initiatives. Hard copies were given to the Board of Harbor Commissioners and other staff members who frequently interact with those who may ask environmental questions. The commission vice-president specifically requested five printed copies for his business trip to Central America so that he could share it at his customer meetings there.

Outcome and Evaluation

The Sustainability Report has become an invaluable tool for documenting the Port of Los Angeles' success with environmental programs. It is used often by staff and has been received well by the environmental stakeholder community. It has received 200 hits on the webpage to date and an additional printing of 30 copies has been requested by management and commissioners.