

2015 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

Please copy and complete this form for each entry.
Create a separate document for answering the five questions below.

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 <u> X </u> |
| 4. Annual Reports _____ | 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 _____ |

Please check the appropriate box:

- | | | |
|-------------------------------------|-------------------------------------|--|
| <input type="checkbox"/> CATEGORY 1 | <input type="checkbox"/> CATEGORY 2 | <input checked="" type="checkbox"/> CATEGORY 3 |
|-------------------------------------|-------------------------------------|--|

Entry Title Facts & Figures/Air Quality Card
 Name of Port Port of Los Angeles
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 Contact Name/Title Theresa Adams Lopez
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On separate paper, **FIRST** write a short, descriptive summary of your entry, **THEN**, in as much detail as needed, specifically address each of the following five questions and number your answers. Your answers equal 50% of your score.

- What are/were the entry's specific communications challenges or opportunities?**
 - Describe in specific & measurable terms the situation leading up to creation of this entry.
 - Analyze the major internal and external factors needing to be addressed.
- How does the communication used in this entry complement the organization's overall mission?**
 - Explain the organization's overall mission and how it influenced creation of this entry.
- What were the communications planning and programming components for this entry?**
 - Describe your overall goals or desired results.
 - Describe your objectives and list specific, measurable milestones needed to reach your goals.
 - Identify your primary and secondary audiences in order of importance.
- What actions were taken and what communication outputs were used in this entry?**
 - Explain what strategies were developed to achieve success and why these strategies were chosen.
 - Specify the tactics used (i.e., actions used to carry out your strategies).
 - Detail the implementation plan by including timeline, staffing and outsourcing used.
- What were the communications outcomes from this entry and what evaluation methods were used to assess them?**
 - Describe any formal/ informal surveys used, or anecdotal audience feedback received, that helped in evaluating the success of this entry.
 - If possible, explain how this entry influenced target audience opinions, behaviors, attitudes or actions.

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**Project Name: Facts & Figures Card/Air Quality Card
Port of Los Angeles**

Summary

The Port of Los Angeles Facts & Figures and Air Quality cards are both staple components of the Port's general information kit. The Facts & Figures card provides general, useful information about Port facilities, cargo handling, trade, financial, and economic impact statistics. The Air Quality Card gives an annual review of the Port's performance reductions – essentially a report card showing how the Port continues to make major strides in cutting pollution from ships, trucks, trains, cargo-handling equipment and harbor craft.

Communications Challenge/Opportunity

The primary challenge for both cards was to report scientific and industry statistics in a simple, bulleted format for quick review. The challenge was to translate technical, acronym-laden text into something easy to read. The goal is to make industry statistics appealing and less cumbersome. In the interest of brevity and clarity, the grab-and-go format has proven to be the preferred method for employees and can be easily copied and repurposed for presentations.

Nexus to the Port's Overall Mission

These cards support two objectives outlined in the Port of Los Angeles Strategic Plan: "Continue environmental stewardship through implementation of programs with clear and measurable standards," and "Make the Port of Los Angeles the employer of choice by providing opportunities for professional development and promoting excellence."

With both internal and external audiences in mind, these cards strengthen internal communication channels by giving employees more information about Port news and related activities. These cards are kept handy at employee workstations to reference during phone calls and writing reports.

Planning and Programming

Both cards are compiled by the Port's Media Relations Manager. Working with multiple internal and external sources, this staff member's work is reviewed by the division heads and senior management before submitting a draft card for approval by the Executive Director.

Generally available by March, the Facts & Figures Card combines information from at least five internal divisions, including Engineering, Marketing, Planning, Real Estate and Wharfingers, as well as fiscal year statistics based on the Port of Los Angeles Financial Statement. Calendar year statistics are based on subscription to Port Import/Export Reporting Service (PIERS) data.

Usually released in June, statistics for the Air Quality Card are extrapolated from the Port's annual Inventory of Air Emissions, which tracks the progress of a comprehensive suite of clean air measures, requirements and incentives to reduce harmful emissions from mobile sources associated with port operations. The latest findings are based on data from the 2013 calendar year and compared with data collected annually since the baseline year of 2005. The Port's Environmental Management Division provides heavy input and review of this project. Last year, the findings were particularly dramatic, and showed the Port set new records with diesel particulate matter (DPM) down 80 percent, nitrogen oxides (NOx) down 57 percent and sulfur oxides (SOx) down 90 percent over eight years of aggressive clean air measures. The latest clean air gains resulted in increased interest and collaboration with the Mayor's Office.

2015 COMMUNICATIONS AWARDS PROGRAM**Actions Taken & Outputs**

A total of 1,500 copies are produced for the initial run of each card, which are distributed to all Port employees and Commissioners. Extras are printed by request for staff members who attend speaking engagements, meetings, events and conferences. Both cards are also available on the Port of Los Angeles website and shared via social media. Both cards are designed and printed in-house in full color by the Port of Los Angeles Graphics Services and Copy Center at an average cost of less than .05 each.

Outcome and Evaluation

Employees have grown to rely on – and continually ask for – the information provided in the each of these cards. Often times, particularly in large organizations, varying statistics are used, leaving one to question which figure is correct. The Fact & Figures card, ultimately approved by the Executive Director, is considered the one accurate, verifiable source for Port of Los Angeles information. Employees don't need to guess if the information presented is right or wrong; they can feel secure in sharing these statistics when prompted with questions about the Port of Los Angeles.