

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:

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| 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
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Entry Title LA Waterfront Map

Name of Port Port of Los Angeles

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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.

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| <p>1. What are/were the entry’s specific communications challenges or opportunities?</p> <ul style="list-style-type: none"> - 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. <p>2. How does the communication used in this entry complement the organization’s overall mission?</p> <ul style="list-style-type: none"> - Explain the organization’s overall mission and how it influenced creation of this entry. <p>3. What were the communications planning and programming components for this entry?</p> <ul style="list-style-type: none"> - 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. | <p>4. What actions were taken and what communication outputs were used in this entry?</p> <ul style="list-style-type: none"> - 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. <p>5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?</p> <ul style="list-style-type: none"> - 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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2015 COMMUNICATIONS AWARDS PROGRAM

Project Name: Discover the LA Waterfront Map
Port of Los Angeles

Summary

The Port of Los Angeles is creating a visitor destination in the LA Waterfront. The LA Waterfront is a vast area covering two communities – Wilmington and San Pedro – and a map with colorful graphics and informational listings of the “things to do” was created to attract and engage visitors.

Communications Challenge/Opportunity

The Port of Los Angeles is creating a visitor-friendly waterfront, the LA Waterfront. The City of Los Angeles is so large that many of the residents aren't aware of the Port in general, let alone that there is a growing place for entertainment and activities – the LA Waterfront. The place is new, the name is new. We need to get the word out as we grow the waterfront and bring new and interesting attractions to the LA Waterfront such as the Battleship Iowa and CRAFTED at the Port of Los Angeles, a permanent crafts marketplace. And once we get them here, we need to let them know what there is to do here and where everything is located. This is why we created the “Discover the LA Waterfront” map.

Nexus to the Port's Overall Mission

The Port of Los Angeles is growing its waterfront and has a goal to bring more visitors to the LA Waterfront as more attractions are activated. Adding more emphasis, and pressure on the outreach team, is Mayor Garcetti's complementary stated goal for the City of Los Angeles – to bring more visitors to the LA Waterfront. This map helps not only bring the visitors in, but shows them where to go to enjoy the attractions once they arrive.

Planning and Programming

The Public Relations and Graphics team worked together to identify attractions. Much of this legwork was done with the creation of the Port's “Steppin' Back in Time” map/tour created several years earlier. After going through the map to identify the attractions that will be used in the Discover the LA Waterfront map, the Graphics team created the icons to be used. In-house graphic artists hand-drew the amazing icons. Information on each location was researched and placed on the map as well.

The map came together as a resource not only for the Port but for the various visitor outreach entities in the area – the trolley schedule is also included to assist visitors navigate their way through the LA Waterfront. We had gotten feedback from the Battleship IOWA guest relations folks that their visitors were consistently asking them “what else is there to do around here” and the map filled that need very well. The map has been updated numerous times not only to include more visitor destinations, but to specifically promote upcoming events such as the Tall Ships Festival in 2014.

Work is underway for an LA Waterfront app that would include the map.

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Actions Taken & Outputs

Once the map was created, it was made available online (http://www.portoflosangeles.org/pdf/map_points_of_interest.pdf and <http://lawaterfront.org/attractions.php>) as well as in hard-copy form from a variety of locations. Note that as the user hovers on an icon, information that goes along with the icon pops-up. The San Pedro and Wilmington Chambers of Commerce both routinely give out the map at their offices and events, as does the San Pedro Business Improvement District and the San Pedro Visitors and Convention Bureau. Maps are also located in the Cruise Center terminal, the Battleship IOWA, at the various attractions around town and in the local hotels and restaurants. Since its introduction in 2012, more than 200,000 copies have been distributed to visitors. The cost of these brochures, which are printed through the City of Los Angeles Print Shop, is 46 cents per map.

Outcome and Evaluation

These maps are a hot item and receive requests for additional maps on a daily basis. We have received very positive comments from the local businesses and attractions as well as from the public. New business ventures along the waterfront, such as a stand-up paddle boarding rental company, reach out to us as soon as their contract is inked to get them on the map. We have been told by the folks at CRAFTED that nearly half of their weekend visitors have the LA Waterfront map firmly in-hand as they stroll the vendor stalls. The map has become our go-to printed piece for the LA Waterfront. We have reprinted multiple times and we continue to have a strong demand for the map.