

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

Please check the appropriate box:

Category selection boxes: CATEGORY 1, CATEGORY 2, CATEGORY 3 (checked)

Entry Title Electronic Surveys
Name of Port Port of Los Angeles
Port Address 425 S. Palos Verdes St., San Pedro, CA 90731
Contact Name/Title Theresa Adams Lopez
Telephone 310-732-3507 Email Address tadams-lopez@portla.org



# Port of Los Angeles

Electronic Surveys

Miscellaneous



## 2016 COMMUNICATIONS AWARDS PROGRAM

Project Name: Electronic Surveys  
Port of Los Angeles

### Brief description:

The Port of Los Angeles holds many special events each year drawing more than 100,000 guests to the LA Waterfront. For years, the Port has captured the contact information, primarily e-mails, of these people on a paper sign-in sheet to grow our outreach database. By taking this data collection electronic, the Port is able to capture not only contact information but also demographics, economics and future interests.

### Communications Challenge/Opportunity

In all communications and outreach activities, it is important to accurately identify your target audience and to keep that audience once identified. The Port of Los Angeles is activating its LA Waterfront through a wide variety of community events to draw people to the area. Over the years we have become very successful at this with an annual Cars & Stripes Forever! event drawing 25,000 for a five-hour event and nearly 300,000 people for a multi-day Tall Ships event.

Until this year, we had been collecting information on our guests by utilizing a paper and pen "sign-in" sheet with the catchy headline "Yes! I would like to "stay in the know" about the LA Waterfront!" The sheet was stationed at our official Information Booth at each event. This worked ok, but once we had the paper sheets, we had to have staff go through and input them into Excel for loading into Constant Contact. Not only did this take staff time but we often could not read the writing and had to guess at what the person's email address. Not very effective.

Then it dawned on us – with a simple tablet we could not only capture more accurate contact information by the person inputting it themselves, we could actually capture MORE information about the person. Additionally, we could now send a person out into the crowd to gather the information, we didn't have to wait for them to come to us.

### Nexus to the Port's Overall Mission

The Port of Los Angeles has a five-year strategic plan that currently runs through 2017. The four areas of focus of the plan are: 1) World Class Infrastructure that Promotes Growth; 2) An Efficient, Secure and Environmentally Sustainable Supply Chain; 3) Improved Finance Performance of Port Assets; and, 4) Strong Relationships with Stakeholders.

The electronic surveys help us build strong relationships with the community stakeholders and enable us to outreach to them more effectively by collecting accurate contact information and data on their interests.

There are four initiatives called out under Strategic Plan #4 – the second of these initiatives is "Attract visitors to the LA Waterfront of Wilmington and San Pedro." Again, the electronic surveys support this effort by assisting us in collecting data that helps our outreach – both in formulating events and in promoting these events.

## 2016 COMMUNICATIONS AWARDS PROGRAM

### Planning and Programming

We first began by researching simple tablets. We were looking for a tablet that was light, easy to operate, had a long battery life, was able to utilize a variety of apps and was inexpensive. As luck would have it, the Amazon Fire tablet fit all of these criteria and was on sale for only \$50. We purchased three for less than \$200. We also outfitted all three with bright green cases to that they would be identifiable and we used our own "Port of Los Angeles" promotional imprinted styluses to complete the package.

We then had to find an app that would do everything we wanted – was able to create a basic survey document, had the ability to collect data on multiple questions, had the ability to let us customize our questions and responses, was able to work offline and not require a live wi-fi connection to give us flexibility, was compatible with Excel and had interface with Constant Contact which we use for our large outreach materials. After researching several apps, we decided on iCapture as it fit all of these qualifications. In addition, it offers interface with numerous other programs that we are not currently using but are considering using in the future, so we have a growth path with the current app. At only \$49 per month, it is very cost-effective.



## 2016 COMMUNICATIONS AWARDS PROGRAM

### Actions Taken & Outputs

We relied heavily on our Graphics team to design the “look” and layout of our survey screens. Our designers are able to make a custom background to match the flyer of each of our events, putting together a polished look. The guests recognize the artwork and understand that this is a legitimate Port of Los Angeles survey.

Prior to each event we discuss the type of information that we will be seeking from the guests. Each survey seeks the guest’s name, email address, city of residence (this helps us determine how far the guest has travelled to visit the LA Waterfront without being too intrusive), how many guests are in their party and how many events they have attended on the LA Waterfront. The other questions depend on the type of event and the number of guests expected. For a simple free Pet Parade event, we seek information on what other types of events they like to attend and how they enjoyed the event. For a larger event with some for-pay aspects, such as food/beverage and merchandise, we ask economic impact questions such as how much they plan on spending while at the LA Waterfront.

At events, staff in Port of Los Angeles shirts move out into the crowds politely asking if they would please take our survey to help us keep in contact with them about future special events and offer a promotional item as an incentive. The goal is to get as many guests to fill out the survey as possible, with accurate information, so that we may increase our outreach database as well as to receive positive marks on our events.

### Outcome and Evaluation

We are happy to say that the electronic surveys are working well. To date, we are averaging 30-40% of our guests who are filling out the surveys. We anticipate a higher number with our larger events as we have more staff available for surveying.

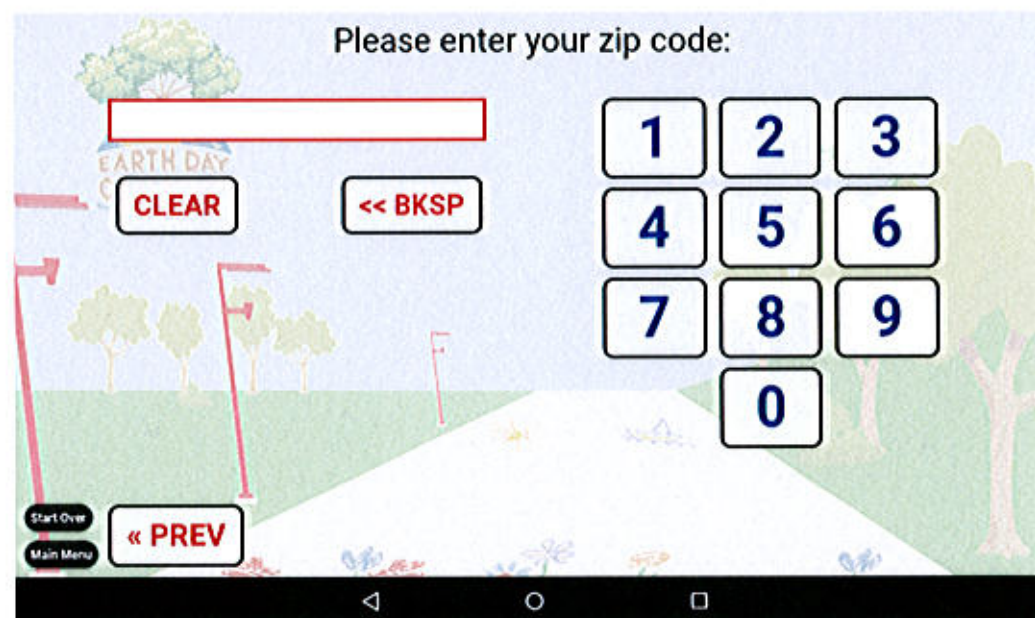
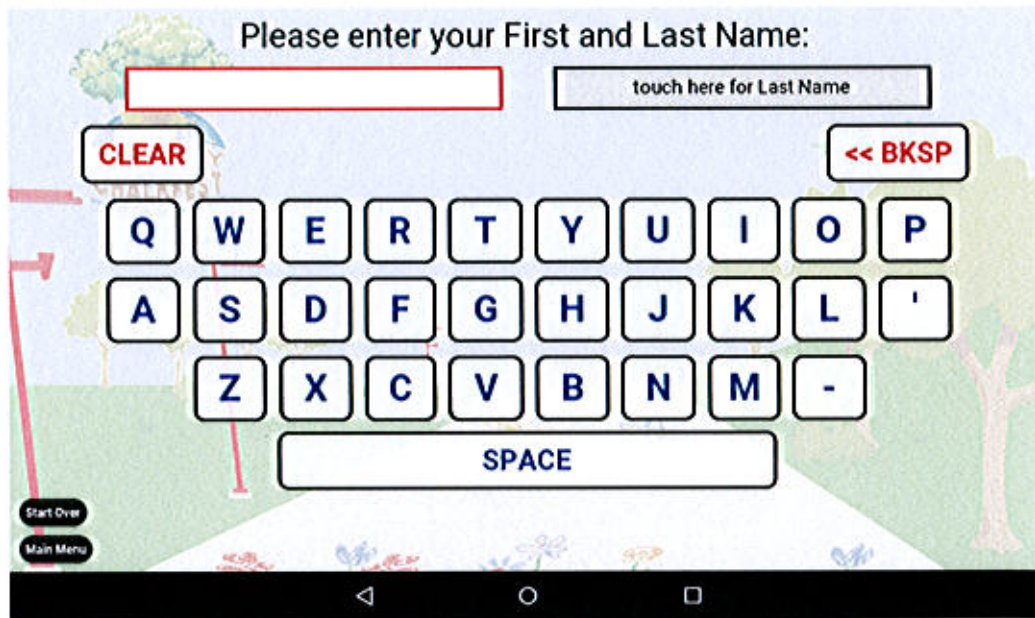
The interface with Constant Contact has worked very well and we have not received a bounce-back yet on a contact that was gathered by the electronic survey. Staff is still needed to download the information from the tablets and consolidate in Excel and to upload into Constant Contact, but this time is reduced by about 90% over our old process.

We are also able to capture significantly more qualitative data to assist us with planning future events and determine economic impacts of LA Waterfront events.

We have gotten very positive feedback from our guests on the electronic surveys and it is something they are familiar with. To date, guests rating their experience at our events as “very satisfied” are running 95% with “satisfied” making up an additional 3%. With only 2% saying “unsatisfied” we find ourselves “very satisfied.”

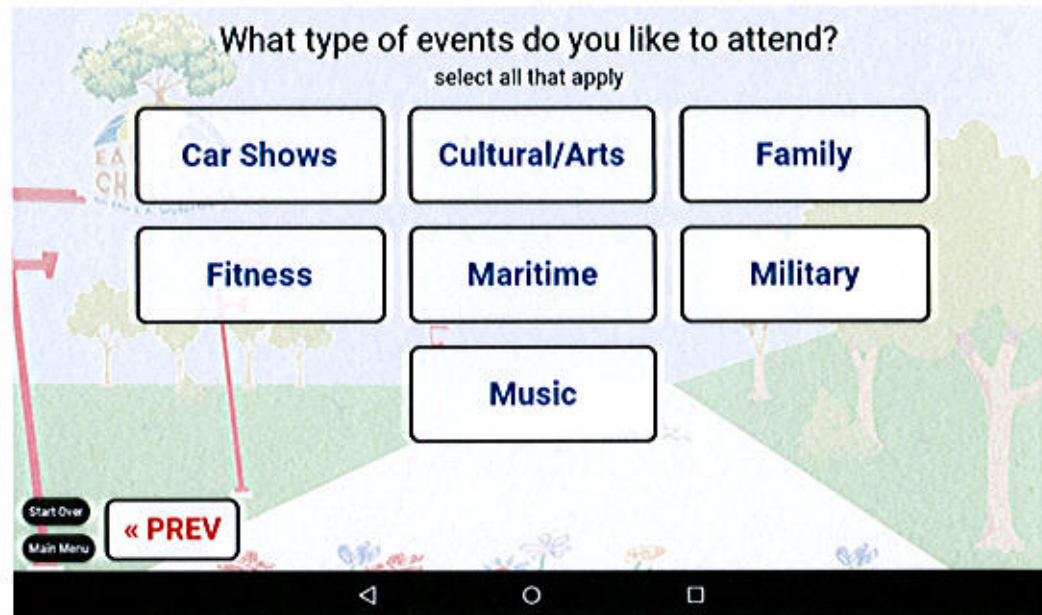
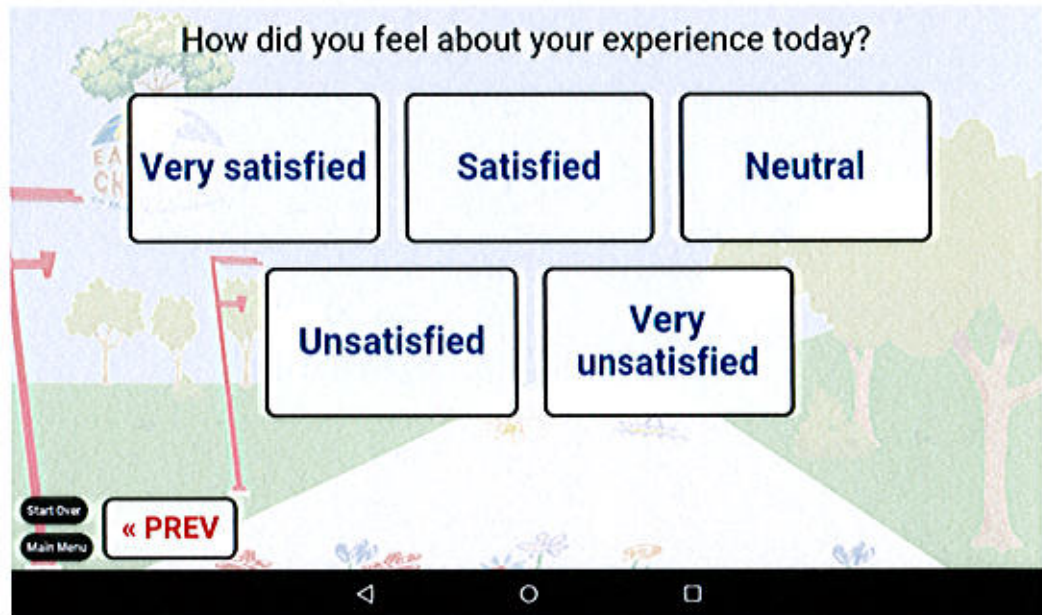
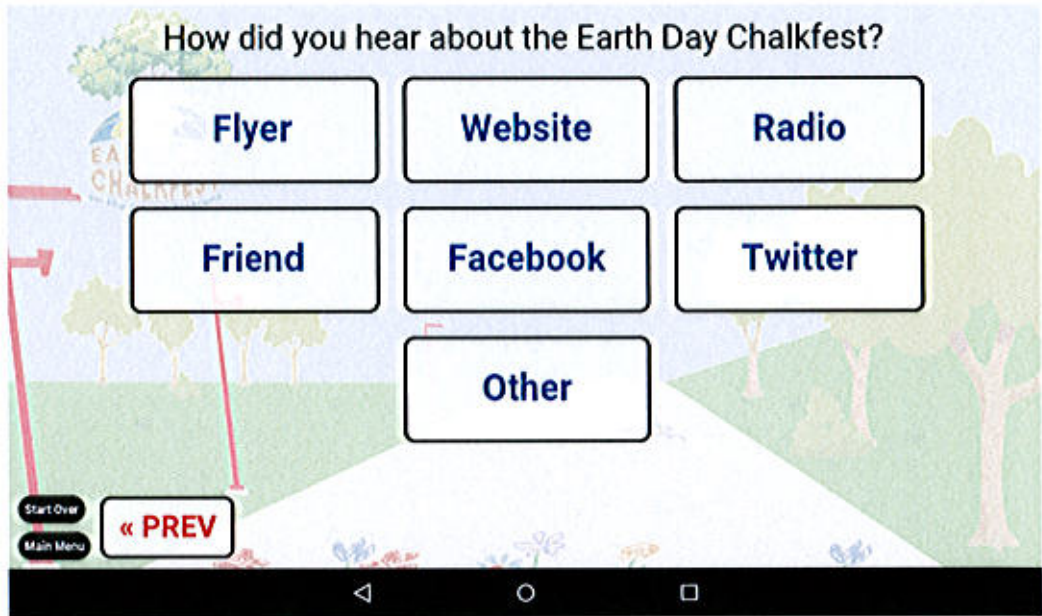






CHALK  
FEST  
SURVEY  
SCREEN  
SHOTS





How many LA Waterfront events have you attended?

**First Time  
Attendee**

**2-5**

**6-10**

**11+**

Start Over

Main Menu

« **PREV**



## Terms and Conditions

By entering your email address, you are Opting In to receive marketing emails from us. This will allow us to digitally communicate with you via emails which might contain newsletters, product information and updates or special offers.

We respect your privacy and do not tolerate spam and will never sell, rent, lease or give away your information (name, address, email, etc.) to any third party. Nor will we send you unsolicited email.

You may withdraw your consent at any time by clicking on the Unsubscribe link contained in

**I AGREE**

Start Over

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« **PREV**



Please enter your First and Last Name:

touch here for Last Name

**CLEAR** **<< BKSP**

Q W E R T Y U I O P  
 A S D F G H J K L '  
 Z X C V B N M -

SPACE

Start Over  
Main Menu

THE PORT OF LOS ANGELES LA

Please enter your email address:

.COM .NET .ORG @ - -

1 2 3 4 5 6 7 8 9 0  
 Q W E R T Y U I O P  
 A S D F G H J K L  
 X C V B N M .

**<< PREV**

Start Over  
Main Menu

Please enter your city:

**CLEAR** **SKIP >>** **<< BKSP**

1 2 3 4 5 6 7 8 9 0  
 Q W E R T Y U I O P  
 A S D F G H J K L  
 Z X C V B N M - .

**<< PREV** SPACE

Start Over  
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BIKE  
 RODEO  
 SURVEY-  
 SCREEN  
 SHOTS

Please enter your zip code:

Approved by the Port of Los Angeles

**CLEAR** **<< BKSP**

|   |   |   |
|---|---|---|
| 1 | 2 | 3 |
| 4 | 5 | 6 |
| 7 | 8 | 9 |
|   | 0 |   |

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THE PORT OF LOS ANGELES LA

How did you hear of the Bicycle Rodeo Event?

|        |          |         |
|--------|----------|---------|
| Flyer  | Website  | Radio   |
| Friend | Facebook | Twitter |
| Other  |          |         |

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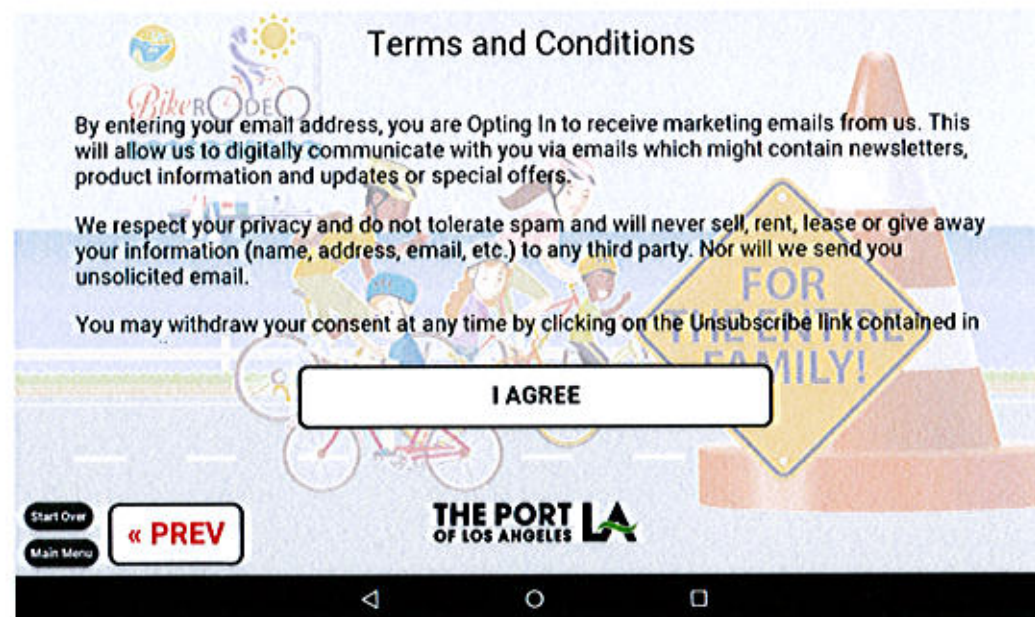
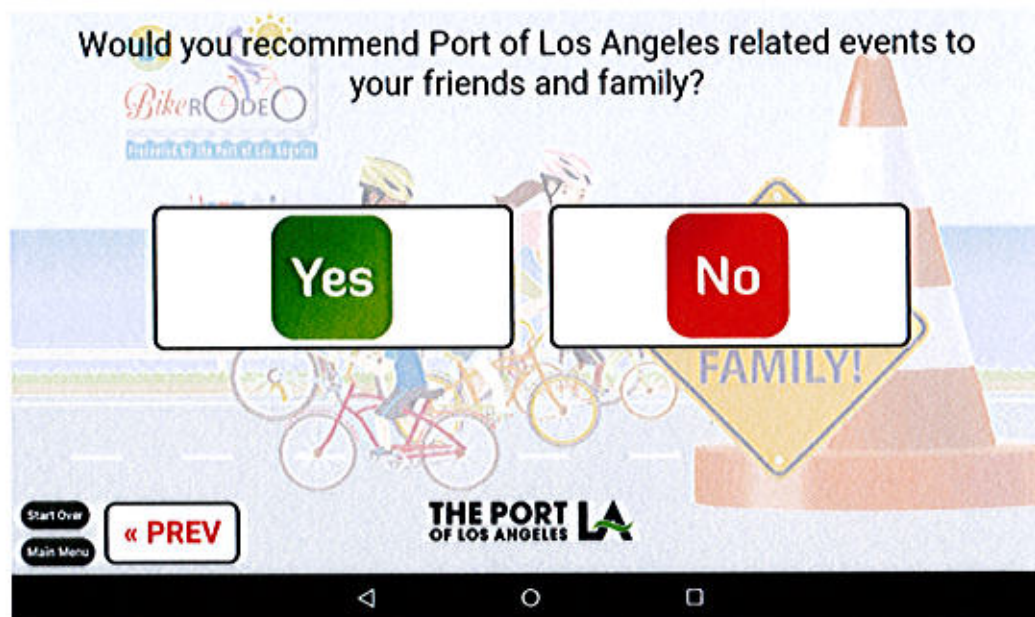
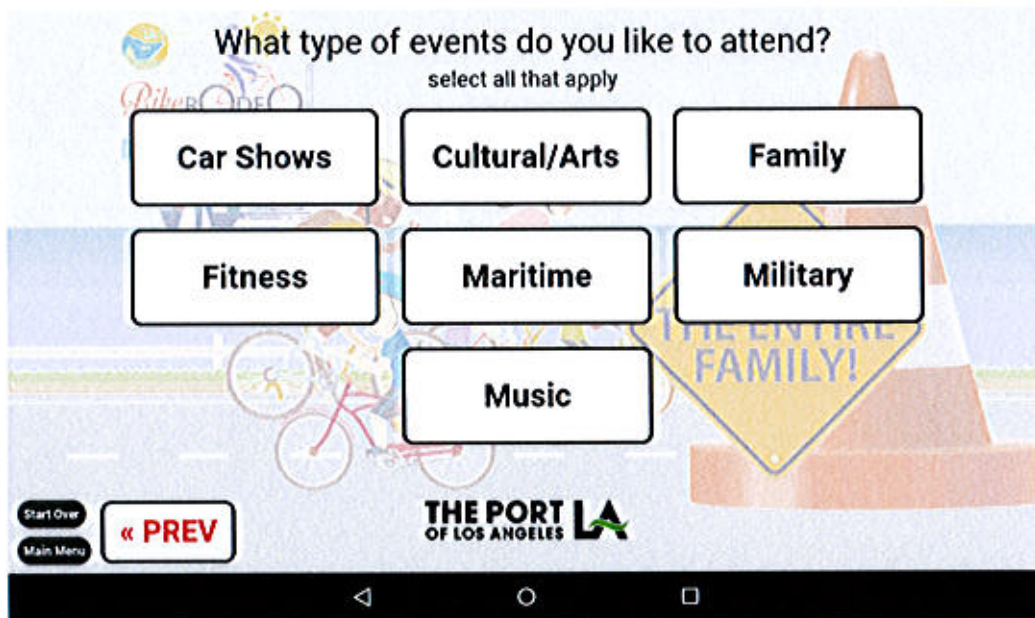
THE PORT OF LOS ANGELES LA

How many in your group today?

|   |   |    |
|---|---|----|
| 1 | 2 | 3  |
| 4 | 5 | 6+ |

**Start Over** **Main Menu** **<< PREV**

THE PORT OF LOS ANGELES LA



| Q1:FirstName | F1:LastName | Q2:Email             | Q3:Address  | Q4:Zip | Q5:How did you hear about the Earth Day | Q6:How many in your group today? |
|--------------|-------------|----------------------|-------------|--------|---|----------------------------------|
| Rick         | Rada        | redacted for privacy | WILMINGTON  | 90744  | Friend                                  | 2                                |
| Khoury       | Nader       | redacted for privacy | LOMITA      | 90717  | Friend                                  | 3                                |
| Manny        | Madrigal    | redacted for privacy | WILMINGTON  | 90744  | Flyer                                   | 3                                |
| Nuria        | Ortiz       | redacted for privacy | CARSON      | 90745  | Friend                                  | 2                                |
| Alma         | Ortiz       | redacted for privacy | WILMINGTON  | 90744  | Facebook                                | 4                                |
| Jacqueline   | Padilla     | redacted for privacy |             | 90744  | Friend                                  | 3                                |
| Andrea       | Romero      | redacted for privacy | WILMINGTON  | 90744  | Other                                   | 2                                |
| Ibeth        | Vasquez     | redacted for privacy | SAN PEDRO   | 90731  | Other                                   | 6+                               |
| Kamara       | Shephard    | redacted for privacy | SAN PEDRO   | 90731  | Facebook                                | 2                                |
| Ana          | Morales     | redacted for privacy | WILMINGTON  | 90744  | Website                                 | 2                                |
| Vero         | Vaca        | redacted for privacy | WILMINGTON  | 90744  | Flyer                                   | 2                                |
| Crystal      | Salgado     | redacted for privacy | WILMINGTON  | 90744  | Flyer                                   | 2                                |
| Kelsey       | Prieto      | redacted for privacy | SAN PEDRO   | 90732  | Flyer                                   | 4                                |
| Gabby        | Ramirez     | redacted for privacy | WILMINGTON  | 90744  | Flyer                                   | 5                                |
| Elizabeth    | Him         | redacted for privacy | SIGNAL HILL | 90755  | Flyer                                   | 6+                               |
| Maria        | Armenta     | redacted for privacy | WILMINGTON  | 90744  | Flyer                                   | 2                                |
| Gisela       | Garcia      | redacted for privacy | WILMINGTON  | 90744  | Facebook                                | 4                                |
| Jessica      | Gonzalez    | redacted for privacy | SAN PEDRO   | 90731  | Friend                                  | 6+                               |
| Wendy        | Ramirez     | redacted for privacy | WILMINGTON  | 90744  | Other                                   | 4                                |
| Lori         | Rubn        | redacted for privacy | SAN PEDRO   | 90732  | Friend                                  | 2                                |

SAMPLE DATA FROM CHARCKFEST

