

INDIVIDUAL SUBMISSION ENTRY FORM

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

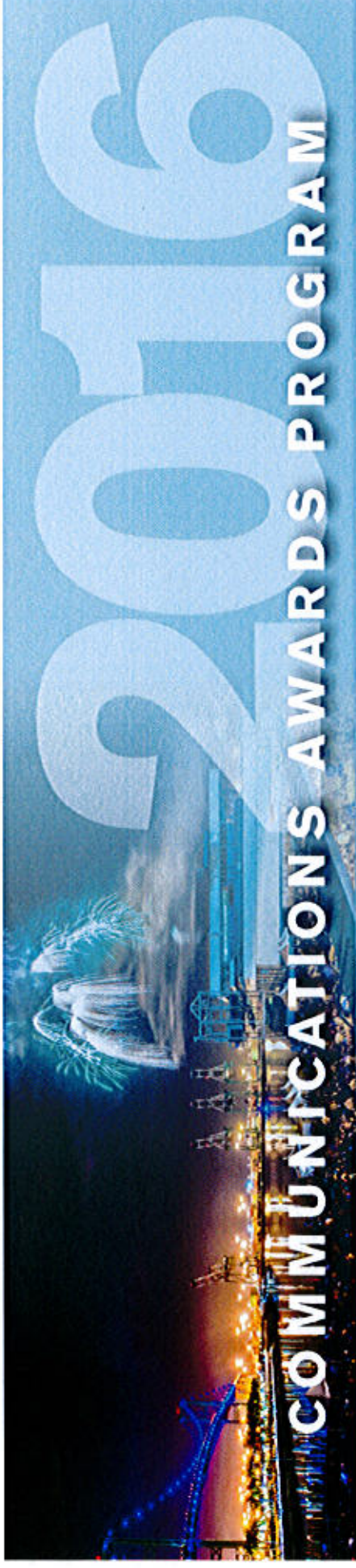
Check only ONE entry classification below:

- 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 Employee Town Hall
Name of Port Port of Los Angeles
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2016 COMMUNICATIONS AWARDS PROGRAM

Port of Los Angeles

Employee Town Hall

Miscellaneous



2016 COMMUNICATIONS AWARDS PROGRAM

Project Name: Employee Town Hall
Port of Los Angeles

Brief description:

Employee engagement and sharing of information is a priority at the Port of Los Angeles. Quarterly Town Hall meetings led by Executive Director Gene Seroka are the ideal venue for management/employee communication.

Communications Challenge/Opportunity

The Port of Los Angeles is made up of nearly 1,000 employees. These employees are true ambassadors into a wide variety of communities – where they live (and fully one-third of our employees live in San Pedro where the Port is located), where they meet with family, where they go to church, where they spend their recreational time. Having engaged, informed employees as ambassadors is key to getting correct information about the Port into these communities. As with any large business, misunderstandings about business operations and unflattering new stories can take their toll. By communicating accurate information to employees they may in-turn communicate this information to their communities.

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.

In this case, employees are the stakeholders being addressed.

There are four initiatives called out under Strategic Plan #4 – the third of these initiatives is “Make the Harbor Department the employer of choice by providing opportunities for professional development and promoting excellence.” By sharing information in a Town hall forum, employees feel more engaged and valued by the organization, making it an employer of choice and promoting excellence.

Planning and Programming

Executive Director Gene Seroka was appointed to his post in June 2014. With any high-level management change employees have questions and concerns. On a couple of earlier occasions, management had held employee forums to address certain topics – one very popular topic taken on years earlier was “Rumor Control.” At this lunch forum, employees were invited to come and share rumors they had heard and hear the truth about the situation directly from the Executive Director. So we knew that an Employee Town Hall to impart information to employees was a proven way to go.

To undertake an active sharing of information with employees, the Employee Town Hall was created in July 2014. Sharing information once is good, but it was decided that an on-going dialogue was better and the Town Halls were scheduled quarterly thereafter.

2016 COMMUNICATIONS AWARDS PROGRAM



Actions Taken & Outputs

The first order of business was to locate a venue that can hold 1,000 employees. In previous years the Port held a similar event called an "Employee Assembly" in the cruise luggage building. This venue was ideal because it is a wide-open space, but the logistics and cost of outfitting the space for audio/visual and seating was significant and not seen as viable for the new Employee Town Hall. Instead, the local historic Warner Grand Theatre was chosen for its ambiance, its built-in audio/visual and its walkable location from the Harbor Administration Building. Buses were necessary for the several hundred employees at an outlying location and we did operate one bus from the Harbor Administration Building for those who were ambulatory-impaired.

The Town Hall would start at the beginning of the day and would be kept to a single hour so that employees could get back to their productive days. The Town Hall is not mandatory so that employees have flexibility should they need to work on critical matters when a Town Hall is held.

Format for the Town Hall was decided as a general business overview and current issues presentation by Mr. Seroka with a question and answer period following. Information is presented with a content-rich PowerPoint with illustrative graphics. To streamline the employee questions and answers, employees submitted their questions in advance of the Town Hall. Any questions not answered during the Town Hall were addressed in the next issue of the employee newsletter "What's New, Crew?" In this way, everyone received an answer and the one-hour Town Hall was kept on-track.

Other employee-centered activities taking place during the Town Hall include Mr. Seroka presenting the employee service pins and recognition of outstanding employee efforts during the quarter. All Town Halls are videotaped and posted on the Ports intra-net for those who missed the meeting.

Outcome and Evaluation

After six Town Halls, employee attendance is holding steady at 80 – 85%. The format works well for imparting the current business information of the department and has informed the staff first-hand about such vital topics as the slow down last year, LA Waterfront projects and some projects that were in the news frequently. Employees have said that they appreciate hearing the facts from management and that they are frequently asked by friends and family "so what is going on at the Port?" and they appreciate having the information to give. Employees continue to ask questions and remain engaged and we look forward to what will be expressed at each Town Hall.



Summer 2014 POLA Employee

TOWN HALL

Perspective on maritime industry issues and trends from Executive Director Gene Seroka

Thursday, July 31

8:30 – 9:30 a.m.

Liberty Hill Plaza

Please note: food will not be served



Buses will be leaving from C&M at 7:45 a.m. and returning immediately after the Town Hall.
Loading will take place at the Fries Avenue Yard Gate.



Fall 2014 POLA Employee
TOWN HALL

With Executive Director Gene Seroka

Wednesday, October 29

8:30 – 9:30 a.m.

Warner Grand Theater

478 W. 6th St., San Pedro

Submit your questions in advance to Cynthia Ruiz at cruiz@portla.org

Please note: food will not be served



Buses will be leaving from C&M at 7:45 a.m. and returning immediately after the Town Hall.

Loading will take place at the Fries Avenue Yard Gate.

Employees from HAB, Port Police and Topaz Building are encouraged to walk to the venue.

Buses will be available for those unable to walk to the venue and will leave from HAB at 8:10 a.m.

Winter 2015 POLA Employee

TOWN HALL

With Executive Director Gene Seroka



Tuesday, February 3
8:30 – 9:30 a.m.

Warner Grand Theater
478 W. 6th St., San Pedro

Submit your questions in advance to Arley Baker at abaker@portla.org

Please note: food will not be served



Buses will be leaving from C&M at 7:45 a.m. and returning immediately after the Town Hall.
Loading will take place at the Fries Avenue Yard Gate.

Employees from HAB, Port Police and Topaz Building are encouraged to walk to the venue.
Buses will be available for those unable to walk to the venue and will leave from HAB at 8:10 a.m.

Spring 2015 POLA Employee

TOWN HALL

With Executive Director Gene Seroka

Tuesday, May 19
8:30 – 9:30 a.m.

Warner Grand Theater
478 W. 6th St., San Pedro

Submit your questions in advance to Arley Baker at abaker@portla.org
Please note: food will not be served

Shutterbug Workshop

immediatly following for those who want tips to getting great photos for the employee Photo Contest.



Buses will be leaving from C&M at 7:45 a.m. and returning immediately after the Town Hall.
Loading will take place at the Fries Avenue Yard Gate.

Employees from HAB, Port Police and Topaz Building are encouraged to walk to the venue.
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Fall 2015 POLA Employee

TOWN HALL

With Executive Director Gene Seroka

Wednesday, October 7

8:30 – 9:30 a.m.

Warner Grand Theater, 478 W. 6th St., San Pedro



Buses will be leaving from C&M at 7:45 a.m. and returning immediately after the Town Hall.
Loading will take place at the Fries Avenue Yard Gate.

Employees from HAB, Port Police and Topaz Building are encouraged to walk to the venue.

Buses will be available for those unable to walk to the venue and will leave from HAB at 8:10 a.m.

THE PORT 
OF LOS ANGELES

Winter 2016 POLA Employee

With Executive Director Gene Seroka
TOWN HALL

Wednesday, February 17, 8:30 – 9:30 a.m.

**Warner Grand Theater
478 W. 6th St., San Pedro**

To submit questions in advance go to the link on iPOLA.

THE PORT 
OF LOS ANGELES

Buses will be leaving from C&M at 7:45 a.m. and returning immediately after the Town Hall.
Loading will take place at the Fries Avenue Yard Gate.

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Buses will be available for those unable to walk to the venue and will leave from HAB at 8:10 a.m.

