

# 2016 COMMUNICATIONS AWARDS PROGRAM

## INDIVIDUAL SUBMISSION ENTRY FORM

6177

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

Please check the appropriate box:

☐ CATEGORY 1

☐ CATEGORY 2

☒ CATEGORY 3

Entry Title Facts & Figures/Air Quality Report Cards

Name of Port Port of Los Angeles

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## 2016 COMMUNICATIONS AWARDS PROGRAM

Project Name: Facts & Figures/Air Quality Report Cards  
Port of Los Angeles

Brief description:

The Port of Los Angeles Facts & Figures and Air Quality Report 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 Report 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. The cards present some of the most-requested, yet hard to find data in one place.



FACILITIES	
Acres:	7,500 acres (4,300 land/3,200 water)
Berths:	270 – including 24 berths equipped with Alternative Maritime Power™ (AMP™)
Cranes:	\$1 ship-to-shore container cranes
Marinas:	16 (3,800 recreational vessel slips)
Terminals (27):	Automobile (1) Breakbulk (4) Container (8) Dry Bulk (3) Liquid Bulk (7) Multi-use/other (2) Passenger (2)
Waterfront:	43 miles (water depth of 53 feet)

CARGO STATISTICS	
Automobiles Handled:	164,231 KCY 2015; 117,622 KCY 2014;
Cargo Throughput:	116.7 MMRT KCY 2015; 116.4 MMRT KCY 2014;
Cargo Value:	\$269.7 billion KCY 2015; \$290.2 billion KCY 2014;
Container Volume:	8.2 million TEUs KCY 2015; 8.3 million TEUs KCY 2014;
Container Volume Ranking:	#1 in the U.S. (since 2000) #18 in the world #9 in the world when combined with the neighboring Port of Long Beach (L.A./L.B. comprise the San Pedro Bay Port Complex)
Cruise Traffic:	123 / 582,335 KCY 2015; 122 / 579,668 KCY 2014;
Wood Shipment:	1,951 KCY 2015; 2,088 KCY 2014;

### 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. This at-a-glance 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.

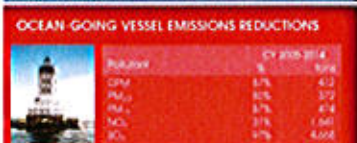
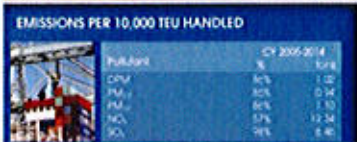
### Facts & Figures

For the Facts & Figures Card, data is collected in February and the card is generally available by March each year. This 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.



## 2016 COMMUNICATIONS AWARDS PROGRAM

### LA 2005-2014 AIR QUALITY REPORT CARD



### Air Quality Report Card

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 2014 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. It takes about two weeks to produce the card once the data is received.

### 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 each of these cards. Often times, particularly in large organizations, varying statistics are used, leaving one to question which figure is correct. The Facts & 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. Both cards are posted online and shared with media. Some of the data is presented in trivia format and posted to the Port's Facebook and Twitter accounts.



# 2005-2014 AIR QUALITY REPORT CARD

## SAN PEDRO BAY STANDARDS

The San Pedro Bay Standards establish the long-term emissions-reduction and health risk-reduction goals for the ports of Los Angeles and Long Beach.



- Emission Reduction Standard for DPM, NO<sub>x</sub>, and SO<sub>x</sub> have target years of 2014 and 2023 to support state ambient air quality goals.
- Health Risk Reduction Standard has a target year of 2020 to align with CARB's Goods Movement Emission Reduction Plan.

Clean Air Action Plan (CAAP) Goals (% reduction compared to 2005)	2014	2023
DPM	72%	77%
NO <sub>x</sub>	22%	59%
SO <sub>x</sub>	93%	93%
<b>Health Risk Reduction Standard</b> (% reduction in residential cancer risk compared to 2005)	<b>2020</b>	<b>85%</b>

## OVERALL EMISSIONS REDUCTIONS CY 2005-2014



Pollutant	CY 2005-2014	
	%	tons
DPM	85%	749
PM <sub>2.5</sub>	83%	691
PM <sub>10</sub>	84%	810
NO <sub>x</sub>	52%	8,442
SO <sub>x</sub>	97%	4,819

## EMISSIONS PER 10,000 TEU HANDLED



Pollutant	CY 2005-2014	
	%	tons
DPM	86%	1.02
PM <sub>2.5</sub>	85%	0.94
PM <sub>10</sub>	86%	1.10
NO <sub>x</sub>	57%	12.34
SO <sub>x</sub>	98%	6.46

## OCEAN-GOING VESSEL EMISSIONS REDUCTIONS



Pollutant	CY 2005-2014	
	%	tons
DPM	87%	412
PM <sub>2.5</sub>	85%	372
PM <sub>10</sub>	87%	474
NO <sub>x</sub>	31%	1,641
SO <sub>x</sub>	97%	4,668



## HEAVY-DUTY VEHICLE/CLEAN TRUCK EMISSIONS REDUCTIONS



Pollutant	CY 2005-2014	
	%	tons
DPM	97%	241
PM <sub>2.5</sub>	97%	230
PM <sub>10</sub>	97%	240
NO <sub>x</sub>	71%	4,496
SO <sub>x</sub>	91%	41

## HARBOR CRAFT EMISSIONS REDUCTIONS



Pollutant	CY 2005-2014	
	%	tons
DPM	47%	26
PM <sub>2.5</sub>	47%	24
PM <sub>10</sub>	47%	26
NO <sub>x</sub>	39%	517
SO <sub>x</sub>	90%	6

## RAIL EMISSIONS REDUCTIONS



Pollutant	CY 2005-2014	
	%	tons
DPM	49%	28
PM <sub>2.5</sub>	51%	27
PM <sub>10</sub>	49%	28
NO <sub>x</sub>	52%	893
SO <sub>x</sub>	99%	97

## CARGO HANDLING EQUIPMENT EMISSIONS REDUCTIONS



Pollutant	CY 2005-2014	
	%	tons
DPM	81%	43
PM <sub>2.5</sub>	78%	38
PM <sub>10</sub>	78%	42
NO <sub>x</sub>	57%	895
SO <sub>x</sub>	81%	8

## CO<sub>2</sub> EQUIVALENT EMISSIONS BY SOURCE TYPE



Source Type	CY 2005-2014	
	%	tons
Ocean-Going Vessels	25%	71,489
Harbor Craft	2%	1,033
Cargo Handling Equipment	-27%	-36,120
Rail	17%	13,884
Heavy-Duty Vehicles	24%	111,098
<b>TOTAL</b>	<b>16%</b>	<b>161,383</b>

**PRIMARY POLLUTANTS DEFINED:**  
DPM = Diesel Particulate Matter  
NO<sub>x</sub> = Oxides of Nitrogen

SO<sub>x</sub> = Oxides of Sulfur  
PM<sub>2.5</sub> = Particulate Matter less than 2.5 microns in diameter  
PM<sub>10</sub> = Particulate Matter less than 10 microns in diameter

CO<sub>2</sub> = Carbon Dioxide  
(A Green House Gas contributor)



## FACILITIES

<b>Acreage:</b>	7,500 acres (4,300 land/3,200 water)								
<b>Berths:</b>	270 – including 24 berths equipped with Alternative Maritime Power <sup>®</sup> (AMP) <sup>®</sup>								
<b>Cranes:</b>	91 ship-to-shore container cranes								
<b>Marinas:</b>	16 (3,800 recreational vessel slips)								
<b>Terminals (27):</b>	<table> <tr> <td>Automobile (1)</td><td>Breakbulk (4)</td></tr> <tr> <td>Container (8)</td><td>Dry Bulk (3)</td></tr> <tr> <td>Liquid Bulk (7)</td><td>Multi-use/other (2)</td></tr> <tr> <td>Passenger (2)</td><td></td></tr> </table>	Automobile (1)	Breakbulk (4)	Container (8)	Dry Bulk (3)	Liquid Bulk (7)	Multi-use/other (2)	Passenger (2)	
Automobile (1)	Breakbulk (4)								
Container (8)	Dry Bulk (3)								
Liquid Bulk (7)	Multi-use/other (2)								
Passenger (2)									
<b>Waterfront:</b>	43 miles (water depth of -53 feet)								

## CARGO STATISTICS

<b>Automobiles Handled:</b>	164,231 (CY 2015) 117,602 (CY 2014)
<b>Cargo Tonnage:</b> <small>Million Metric Revenue Tons (MMRT)</small>	176.7 MMRT (FY 2015) 176.4 MMRT (FY 2014)
<b>Cargo Value:</b>	\$269.7 billion (CY 2015) \$290.2 billion (CY 2014)
<b>Container Volume:</b> <small>Twenty-foot Equivalent Units (TEUs)</small>	8.2 million TEUs (CY 2015) 8.3 million TEUs (CY 2014)
<b>Container Volume Ranking:</b> <small>Source: Top 50 World Container Ports Journal of Commerce</small>	<b>#1 in the U.S. (since 2000)</b> #19 in the world #9 in the world when combined with the neighboring Port of Long Beach (LA/LB comprise the San Pedro Bay Port Complex)
<b>Cruise Traffic:</b> <small>Calls / Passengers</small>	123 / 592,335 (CY 2015) 122 / 578,668 (CY 2014)
<b>Vessel Arrivals:</b> <small>Ship Calls</small>	1,951 (CY 2015) 2,088 (CY 2014)

## TRADE STATISTICS

### Top Containerized Imports:

Top five, in TEUs, CY 2015

Furniture – 422,411  
Auto Parts – 384,743  
Apparel – 244,307  
Electronics – 197,124  
Plastics – 158,806

### Top Containerized Exports:

Top five, in TEUs, CY 2015

Paper/Wastepaper – 288,925  
Pet/Animal Feed – 193,417  
Scrap Metal – 90,337  
Fabrics – 66,615  
Soybeans – 40,692

### Top Trading Partners:

Top five, in cargo value, CY 2015

China/Hong Kong – \$134 billion  
Japan – \$40 billion  
South Korea – \$15 billion  
Taiwan – \$13 billion  
Vietnam – \$12 billion

### Top Foreign Trade Routes:

Top five, percentage of total volume,  
CY 2015

Northeast Asia – 79%  
Southeast Asia – 14%  
Indian Subcontinent – 2%  
Mexico/Central America – 1%  
Northern Europe – 1%

## FINANCIAL STATISTICS

### Adopted Budget:

\$1 billion (FY 2016)  
\$939 million (FY 2015)

### Bond Ratings:

Aa2 (Moody's Investors Service)  
AA (Standard & Poor's)  
AA (Fitch Ratings)

### Capital Improvement Program:

\$199 million (FY 2016)  
\$271 million (FY 2015)

### Net Income:

\$80.6 million (FY 2015)  
\$74.3 million (FY 2014)

### Total Operating Revenue:

\$446 million (FY 2015)  
\$426 million (FY 2014)

## ECONOMIC IMPACTS

### Employment (Direct):

Budgeted, FY 2016

998 authorized positions at the City  
of Los Angeles Harbor Department

### Employment (Related):

Port of Los Angeles

- 133,000 jobs in Los Angeles
- 479,000 jobs in five-county region
- 1.5 million jobs throughout the U.S.

San Pedro Bay Port Complex

- 177,000 jobs in Los Angeles/Long Beach
- 954,000 jobs in five-county region
- 2.8 million jobs throughout the U.S.

### Market Share:

Total Loaded TEUs, CY 2015

38.6% West Coast  
17.1% Nationwide