

# 2016 COMMUNICATIONS AWARDS PROGRAM

## INDIVIDUAL SUBMISSION ENTRY FORM

6181

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 | _____   |
| 4. Audio-Only Presentations | _____ | 11. Social/Web-Based Media        | _____   |
| 5. Awareness Messaging      | _____ | 12. Special Events                | _____ X |
| 6. Directories/Handbooks    | _____ | 13. Videos                        | _____   |
| 7. Miscellaneous            | _____ | 14. Visual-Only Presentations     | _____   |
|                             |       | 15. Websites                      | _____   |

*Please check the appropriate box:*

**CATEGORY 1**

**CATEGORY 2**

**XX CATEGORY 3**

Entry Title LA Waterfront Family Bike Rodeo and Ride

Name of Port Port of Los Angeles

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# COMMUNICATIONS AWARDS PROGRAM

# Port of Los Angeles

LA Waterfront Family  
Bike Rodeo and Ride

Special Event

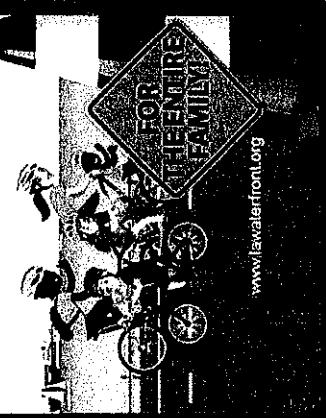


Saturday, March 19, 2016

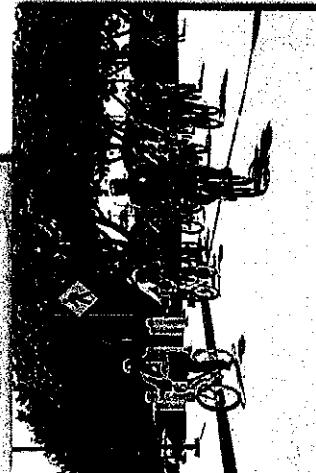
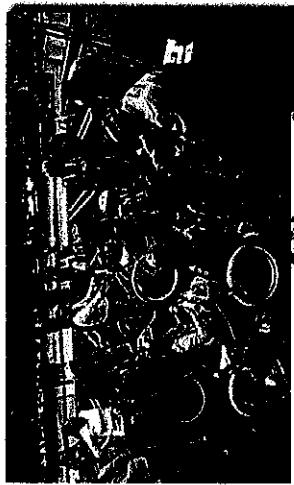
9 am - 12 pm

Via Cabrillo Marina Plaza Parking Lot  
Via Cabrillo Marina & Shoreline Road, San Pedro, CA 90731

Come and learn about bicycle safety  
while exploring the LA Waterfront!



Click Here to  
Watch Video

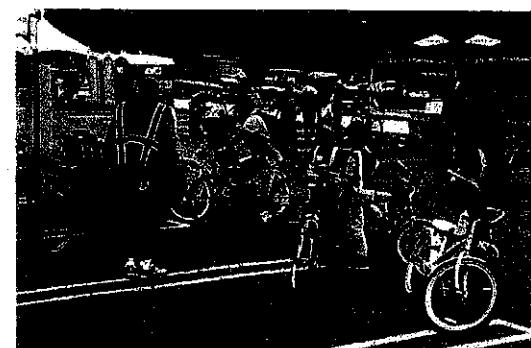


## 2016 COMMUNICATIONS AWARDS PROGRAM

**Project Name:** LA WATERFRONT FAMILY BICYCLE RODEO AND RIDE  
Port of Los Angeles

### Short, Descriptive Summary of the Event:

The Family Bicycle Rodeo and Ride was an event focused on bicycle safety and promoting the LA Waterfront as a visitor destination. Guests brought their bicycles, learned and put into practice safe riding techniques, learned where the bicycle routes are along the LA Waterfront and Port area, had their bikes checked for safety and proper mechanical operation and concludes with a family bike ride along the LA Waterfront. The Port of Los Angeles (City of Los Angeles, Harbor Department) also included a variety of City Departments and groups who put on these types of events in schools on a daily basis. The event was designed to bring a new family audience to the LA Waterfront through biking as an activity as well as providing valuable safety information and techniques.



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**Project Name:** LA WATERFRONT FAMILY BICYCLE RODEO AND RIDE  
Port of Los Angeles

### Communications Challenge/Opportunity

The Family Bicycle Rodeo and Ride event creates a unique way to tout the wonderful landmarks along a portion of the LA Waterfront. A goal of the Port of Los Angeles is to attract visitors to the LA Waterfront that would not normally think of a working Port as a tourist destination. Not only does this event create a memorable family experience, it also serves as an educational tool for both bicyclists and motorists alike about safe operation of their respective means of transportation.

Additionally, the static display presentations by the Los Angeles Fire Department Bicycle Medical Unit and the Port of Los Angeles Police Bicycle Unit provided a unique educational component to the event.

As a first time event, a challenge that we encountered while in the planning stages is that the type of activity that we offered is not associated with the Port or LA Waterfront. We had to explore numerous ways to gain event awareness including the creation of a unique design of our event flyer.

The opportunity that we discovered while planning this event included the unique way to work with sister City departments including Los Angeles Department of Water and Power and the Los Angeles City Fire Department.

### Nexus to the Port's Overall Mission

Over the last several years, the Port has revitalized and successfully created an emerging and exciting destination for Southern California residents and visitors. The LA Waterfront consists of a series of waterfront development and community enhancement projects covering more than 400 acres of existing Port of Los Angeles property in both San Pedro and Wilmington. A mission of the Port of Los Angeles is to attract visitors to the LA Waterfront of Wilmington and San Pedro. This event creates a very unique way to experience a few points of interest along LA Waterfront by combining a City-wide need to promote the use of the bicycle as a viable means of transportation and to encourage the use of proper bicycle safety habits in the community.

This event also is prelude to offering a series of bicycle stations along the LA Waterfront in the future and, in turn, will get the community acclimated to riding here for years to come.

## 2016 COMMUNICATIONS AWARDS PROGRAM

### Planning and Programming

There are several noteworthy benefits to the Family Bicycle Rodeo and Ride event.

- Teach bicyclists the proper use of bicycle safety equipment.
- Teach bicyclists proper riding skills necessary for navigating city streets.
- Reinforce the importance of bicycle safety laws as they apply to public roadways.
- Enhance the motorists awareness of bicyclists.
- Draw people to the LA Waterfront and promote it as a tourist destination and fun place to ride bicycles for years to come.

As more bicycle lanes are being created City-wide, there is an on-going need in the Los Angeles community to reinforce sound bicycle safety practices in order to reduce the amount of bicycle related accidents.

This event not only teaches safe bicycle riding techniques, but it also helps to promote the bicycle as a vehicle that requires some minor maintenance from time to time. By inviting the local community bicycle shop owner to participate in this event, we were able to provide a way for the local community to receive a free bicycle safety check and minor adjustment area free of charge. Additionally, by allowing the owner of the bicycle shop to participate, it also allows for a wonderful business promotional opportunity and the ability to reach the local biking community.

### Actions Taken & Outputs

As a first time event, we hoped to have a good number of people attend, but we also were looking for photos and videos of the event that would help to promote this unique portion of the LA Waterfront for future ad campaigns.

We developed a logo, event flyer (in English and Spanish) and street banners. The event flyer was also developed for electronic posting on the Port of Los Angeles Community Event page as well as on the LA Waterfront website. The Port's social media outlets were utilized and a Constant Contact message was sent out to the Port's list of folks who had attended prior LA Waterfront events and indicated they would like to be made aware of future events. Ads were placed in local publications.

Additionally, by including the local bicycle shop owner in the event, we were able to reach local avid and recreational bicyclists that may not have associated the LA Waterfront as a location where they could ride. Flyers were left on the store counters and were distributed electronically through to their list of customers.

The Port of Los Angeles Community Advocates personally distributed the printed flyers at community held meetings and forwarded electronic versions of the flyer to community based organization websites.

## 2016 COMMUNICATIONS AWARDS PROGRAM

### Outcome and Evaluation

Though it was a very cool morning, we had about 100 bikers attend our first-ever Bike Rodeo and Family Ride event. This was fewer guests than we had anticipated, but we are happy with the results.

In addition to reaching these 100 bikers, we were successful in securing interesting and diverse images for use in future waterfront campaigns in general and for future promotion of this annual event. We also captured about 30 email addresses from our guests and we will be adding them to our outreach database for future event notification.

We did have good social media visibility with more than 100 people RSVPing to the event through Facebook and more than 300 views (and counting) on the event video.

Please see the event video link: <https://www.youtube.com/watch?v=3OJeQ0Zn-3U>

We are also happy to report that because of our proactive approach to courting the biking community, we now have an interest in holding a CicLAvia here from the organizers.

LAWaterfront



# BikeRODEO

Presented by the Port of Los Angeles

For the Entire Family!

Saturday, March 19, 2016

9 am – 12 pm

Via Cabrillo Marina Plaza Parking Lot

Via Cabrillo Marina & Shoshonean Road, San Pedro, CA 90731

A black and white illustration showing several children playing with bicycles in a park-like setting near a waterfront. In the foreground, a child is jumping over a fallen bicycle. In the background, other children are riding or pushing their bikes. A sailboat is visible on the water. The overall style is cartoonish and dynamic.

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cycle sa  
ploring

Ride along a portion of the  
LA Waterfront.

Free bicycle safety check and  
minor repair.

cycle safety  
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er street r  
onstration

Follow us on:



LAWaterfront



Presentado por el Puerto de Los Ángeles

**RODEO DE BICICLETA**  
**¡Para la Familia Entera!**  
**Sábado, 19 de marzo de 2016**  
**9 am – 12 pm**

Estacionamiento de la Plaza de Vía Cabrillo Marina  
Vía Cabrillo Marina y Shoshonean Road, San Pedro, CA 90731

Engage  
dar se  
entrar  
Waterfront

Conduzca sobre una porción  
del LA Waterfront.

Revisión gratuita de seguridad de  
bicicleta y reparaciones menores.

Requisitos de  
correcto

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ectas para

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# Bike Safety Tips

Everything you need to know to keep your kids safe when biking.

There are so many great reasons to ride your bike: It offers fun, freedom and exercise, and it's good for the environment. Here are a few tips so that you will be as safe as possible while you're doing it.

## Wear a Helmet

- We have a simple saying: "Use your head, wear a helmet." It is the single most effective safety device available to reduce head injury and death from bicycle crashes.



## Find the Right Helmet Fit

- Make sure your child has the right size helmet and wears it every time when riding, skating or scooting. Your children's helmet should meet the U.S. Consumer Product Safety Commission's standards. When it's time to purchase a new helmet, let your children pick out their own; they'll be more likely to wear them for every ride.

- Make sure the helmet fits and your child knows how to put it on correctly. A helmet should sit on top of the head in a level position, and should not rock forward, backward or side to side. The helmet straps must always be buckled, but not too tightly. Safe Kids recommends kids take the Helmet Fit Test.



- EYES** check: Position the helmet on your head. Look up and you should see the bottom rim of the helmet. The rim should be one to two finger-widths above the eyebrows.



- EARS** check: Make sure the straps of the helmet form a "V" under your ears when buckled. The strap should be snug but comfortable.



- MOUTH** check: Open your mouth as wide as you can. Do you feel the helmet hug your head? If not, tighten those straps and make sure the buckle is flat against your skin.

More children ages 5 to 14 are seen in emergency rooms for injuries related to biking than any other sport. Helmets can reduce the risk of severe brain injuries by 88 percent – yet only 45 percent of children 14 and under usually wear a bike helmet.



## **Use Appropriate Helmets for Different Activities**

- Children should always wear a helmet for all wheeled sports activities.
- A properly-fitted bike helmet is just as effective when riding a scooter, roller skating or in-line skating.
- When skateboarding and long boarding, make sure your child wears a skateboarding helmet.
- Proper Equipment and Maintenance Are Important
- Ensure proper bike fit by bringing the child along when shopping for a bike. Select one that is the right size for the child, not one he or she will grow into.
- When children are sitting on the seat of the bicycle, their feet should be able to touch the ground.
- Before the ride, make sure the reflectors are secure, brakes work properly, gears shift smoothly, and tires are tightly secured and properly inflated.
- Long or loose clothing can get caught in bike chains or wheel spokes. Dress young kids appropriately to ensure a safe ride.

## **Keep an Eye Out**

- Actively supervise children until you're comfortable that they are responsible to ride on their own.
- Every child is different, but developmentally, it can be hard for kids to judge speed and distance of cars until age 10, so limit riding to sidewalks (although be careful for vehicles in driveways), parks or bike paths until age 10. No matter where you ride, teach your child to stay alert and watch for cars and trucks.
- Children should be able to demonstrate riding competence and knowledge of the rules of the road before cycling with traffic.

## **Model and Teach Good Behavior**

- You'd be surprised how much kids learn from watching you, so it's extra important for parents to model proper behavior. Wear a helmet, even if you didn't when you were a kid.
- Teach your kids to make eye contact with drivers. Bikers should make sure drivers are paying attention and are going to stop before they cross the street.
- Tell your kids to ride on the right side of the road, with traffic, not against it. Stay as far to the right as possible. Use appropriate hand signals and respect traffic signals, stopping at all stop signs and stoplights.
- Stop and look left, right and left again before entering a street or crossing an intersection. Look back and yield to traffic coming from behind before turning left.



## **Be Bright, Use Lights**

- When riding at dusk, dawn or in the evening, be bright and use lights – and make sure your bike has reflectors as well. It's also smart to wear clothes and accessories that have retro-reflective materials to improve biker visibility to motorists.
- Most states require a front light but allow the use of a rear reflector. Headlights aren't so much for bicyclists to see where they are going but for others to see them. Riding without a headlight means drivers won't see you, and surprising motorists is never a good idea.





# Consejos de seguridad para ir en bicicleta

Todo lo que necesita saber para mantener seguros a sus hijos cuando monten en bicicleta.

Hay muchas y muy buenas razones para andar en bicicleta: Ofrece diversión, libertad y ejercicio, y es bueno para el medio ambiente. Aquí hay algunos consejos para que usted esté tan seguro como sea posible mientras lo practica.

## Lleve un casco

- Tenemos una máxima muy sencilla: "Usa la cabeza, lleva un casco". Es el dispositivo de seguridad más eficaz para reducir las lesiones en la cabeza y las muertes por accidentes de bicicleta.



## Encuentre el ajuste correcto del casco

- Asegúrese de que su hijo tenga un casco de la talla adecuada y que lo lleve cada vez que monte en bici, sobre patines o en patineta. El casco de sus hijos debe cumplir las normas de la Comisión de Seguridad de Productos de Consumo de EE. UU. (U.S. Consumer Product Safety Commission). Cuando llegue el momento de comprar un nuevo casco para sus hijos, deje que ellos lo escogen; estarán más predispuestos a usarlo cada vez que monten en bici.

Más niños entre los 5 y los 14 años de edad visitan el servicio de urgencias por lesiones relacionadas con el ciclismo que por cualquier otro deporte. Los cascos pueden reducir el riesgo de lesiones cerebrales graves en un 88 por ciento; pero sólo el 45 por ciento de los niños menores de 14 años tienen la costumbre de llevar casco de bicicleta.



- Asegúrese de que el casco se ajusta bien y de que su hijo sabe cómo ponérselo correctamente. Un casco debe colocarse en la parte superior de la cabeza en una posición nivelada, y no debe oscilar hacia adelante, ni hacia atrás ni lateralmente. Las correas del casco deben estar siempre abrochadas, pero no demasiado apretadas. Safe Kids recomienda que los niños hagan la siguiente Prueba de Ajuste del Casco.
- **Prueba de los OJOS:** Coloque el casco sobre la cabeza. Mire hacia arriba y debería ver el borde inferior del casco. El borde debe quedar aproximadamente a una pulgada por encima de las cejas.
- **Prueba de las OREJAS:** Asegúrese de que cuando las correas del casco están abrochadas, forman una "V" debajo de las orejas. La correa debe estar ajustada, pero cómoda.
- **Prueba de la BOCA:** Abra su boca lo más que pueda. ¿Siente que el casco se ajusta a la cabeza? Si no es así, ajuste las correas y asegúrese de que la hebilla quede plana contra su piel.



## **Use los cascos apropiados para las diferentes actividades**

- Los niños siempre deben usar un casco para todas las actividades deportivas sobre ruedas.
- Un casco de bicicleta debidamente ajustado es igual de eficaz cuando se monta una patineta, patines sobre ruedas o patines en línea.
- Cuándo vaya en monopatín, normal o de tabla larga, asegúrese de que su hijo use un casco de monopatín.
- Un equipamiento y mantenimiento apropiados son muy importantes.
- Puede garantizar un ajuste adecuado llevando a su hijo a comprar la bicicleta. Elija una que tenga el tamaño adecuado para el niño, no una que le servirá en el futuro.
- Cuándo los niños están sentados en el asiento de la bicicleta, los pies deben de poder tocar el suelo.
- Antes de iniciar un paseo, asegúrese de que los reflectores estén bien fijados, los frenos funcionen correctamente, las marchas cambien suavemente y de que los neumáticos estén bien sujetos y correctamente inflados.
- La ropa larga o suelta puede quedar atrapada en las cadenas de la bicicleta o en los radios de las ruedas. Vista a los niños pequeños adecuadamente para garantizar un paseo seguro.

## **Manténgase alerta**

- Supervise activamente a los niños hasta que se sienta seguro de que están preparados para montar por su cuenta.
- Cada niño es diferente, pero desde el punto de vista de su desarrollo, hasta los 10 años les puede resultar difícil juzgar la velocidad y la distancia de los coches, por lo que hasta esa edad es preferible limitar los paseos a las aceras (tenga cuidado con los vehículos en las salidas de garaje), parques o carriles bici. En cualquier lugar donde monte, enseñe a su hijo a mantenerse alerta y atento a los automóviles y camiones.

- Los niños deben ser capaces de demostrar su competencia con la bici y el conocimiento de las reglas de la seguridad vial antes de hacer ciclismo entre el tráfico.

## **Dé ejemplo y enseñe buen comportamiento**

- Se sorprendería de lo mucho que los niños aprenden observándole, por lo que es muy importante que los padres sean un ejemplo de comportamiento apropiado. Use un casco, incluso si no lo hizo cuando era un niño.
- Enseñe a sus hijos a hacer contacto visual con los conductores. Antes de empezar a cruzar la calle, los ciclistas deben asegurarse de que los conductores estén prestándoles atención y se detengan.
- Dígales a sus hijos que circulen por el lado derecho de la carretera, en el sentido del tráfico, no en contra. Manténgase lo más a la derecha posible. Utilice las señales manuales apropiadas y respete las señales de tráfico, deteniéndose en todas las señales de alto y semáforos.
- Pare y mire a la izquierda, a la derecha y a la izquierda de nuevo antes de entrar en una calle o de cruzar una intersección. Mire hacia atrás y ceda el paso al tráfico que viene por detrás antes de girar a la izquierda.

## **Use luces de bici**

- Cuando monte al atardecer, al amanecer o por la noche, sea inteligente y use luces; y asegúrese también de que su bicicleta tenga reflectores. También es inteligente llevar ropa y accesorios que tengan materiales reflectantes para mejorar la visibilidad del ciclista para los demás conductores.
- La mayoría de los estados obligan al uso de una luz delantera, pero tan solo recomiendan el uso de un reflector trasero. Las luces no sirven tanto para que los ciclistas vean por dónde van, sino para que otros puedan verlos. Montar sin luces significa que los conductores no le verán, y nunca es una buena idea sorprender a los automovilistas.

