

2016 COMMUNICATIONS AWARDS PROGRAM

6186

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 | _____ | 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 | _____ |
| 6. Directories/Handbooks | _____ | 13. Videos | <u> X </u> |
| 7. Miscellaneous | _____ | 14. Visual-Only Presentations | _____ |
| | | 15. Websites | _____ |

Please check the appropriate box:

CATEGORY 1

CATEGORY 2

CATEGORY 3

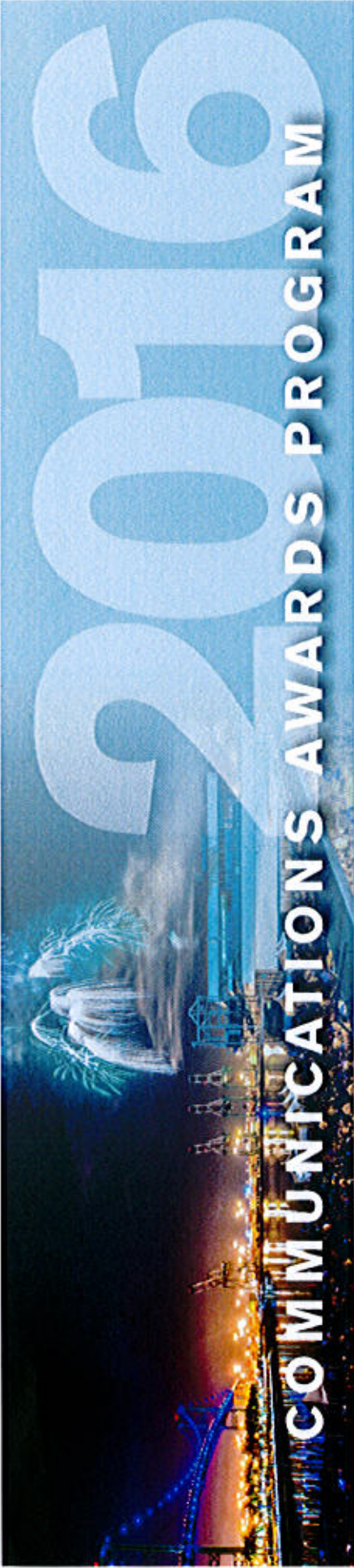
Entry Title LA Waterfront Video

Name of Port Port of Los Angeles

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Telephone 310-732-3507 Email Address tadams-lopez@portla.org

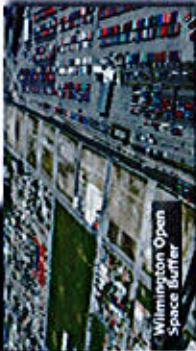
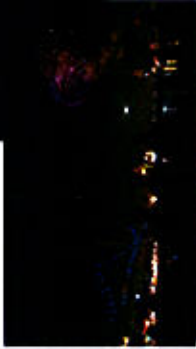


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Port of Los Angeles

LA Waterfront Video

Videos



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Project Name: The LA Waterfront Video
Port of Los Angeles

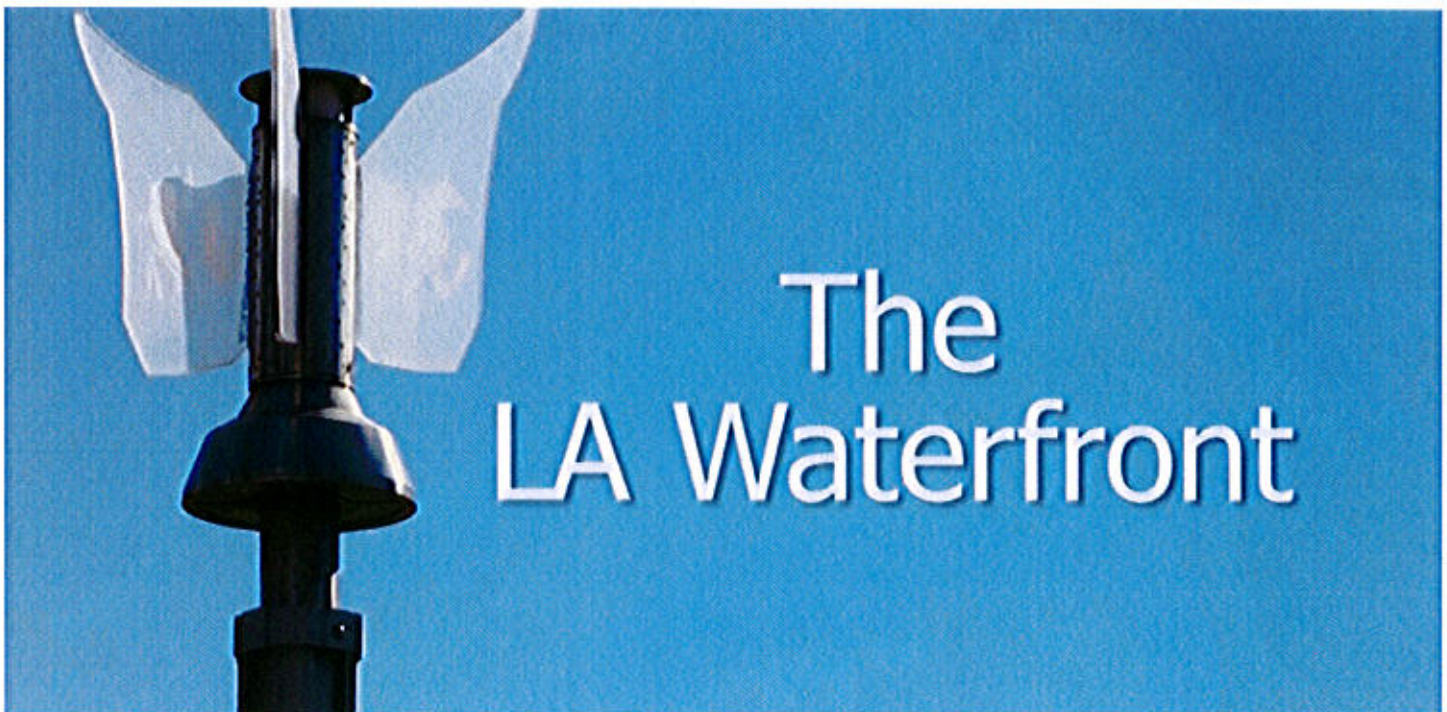
Short, Descriptive Summary of the Event:

Facing ongoing criticism about not doing enough to redevelop its public-serving waterfront, the Port of Los Angeles was in need of a strong visual tool which conveyed the 10+ years of projects that have gradually re-shaped the "LA Waterfront" area. This is a section of community-adjacent waterfront property spanning from Banning's landing in Wilmington to the Angels Gate Lighthouse in San Pedro. Our in-house team created a video that re-capped the projects to date and showed illustrations of future projects. The production team used "before" imagery (photos and videos) contrasted with present-day footage of completed projects, as well as architectural renderings to depict future projects. *The LA Waterfront* video accomplishes the task of telling the historical timeline of development from the past to the present to the future in a fast-paced, visually impactful 6 min. 27 sec. video.

The LA Waterfront

Port of Los Angeles YouTube Channel: 6 min. 27 sec.

https://www.youtube.com/watch?v=_6Tktor8-i0



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Communications Challenge/Opportunity

For over a decade, the Port of Los Angeles has been working towards the redevelopment of the LA Waterfront, the strip of land spanning along the Port's waterfront from Wilmington to San Pedro. The Port is committed to delivering a world-class, thriving international tourism destination, featuring eclectic shops, restaurants and attractions which will capture the rich cultural history of the area. This redevelopment will be a source of non-cargo, commercial-retail jobs, providing much-needed financial stimulation for the local economy. Significant progress has been made towards the redevelopment of the LA Waterfront. However, with any major development, many factors are involved, all of which take time and money. Facing public criticism about the lengthy negotiation between the port and a developer selected to re-develop Ports O' Call, a languishing visitor-serving area of the waterfront, the Port was in need of a visual timeline which reminded stakeholders of the progress already made in the 30-year redevelopment timeline for the LA Waterfront. The video also showed progress toward future projects, including renderings for the redevelopment of Ports O' Call. In the format of a 6 min. 27 sec. video, *The LA Waterfront* successfully conveys this information using past, present and also future imagery, along with a timeline of completed projects and projected future completion dates.

Since the early 2000s, the Port has made significant progress in redeveloping many sites along the LA Waterfront, including Wilmington Waterfront Park, the World Cruise Center, Fanfare Fountain and Gateway Plaza, 22nd Street Park, the Downtown Harbor, CRAFTED at the Port of Los Angeles marketplace, Brouwerij West brewery and the Cabrillo Way Marina. The main, visitor serving commercial center of the LA Waterfront will be the redevelopment of Ports O' Call Village into the San Pedro Public Market. Built in 1963 to resemble a New England fishing village, Ports O' Call is a cluster of restaurants and shops along the Port's main channel spanning approximately 30 acres. While some restaurants and fish markets are still thriving, many of the original stores and eateries now stand vacant or have become run-down. This particular project has drawn a great deal of attention and anticipation from community members, local business owners, developers, elected officials and tourists. Among these interested parties, a coalition of local property owners united with the message of "Save Our LA Waterfront" began to challenge the Port and the Mayor of Los Angeles to make quicker progress towards finalizing the Ports O' Call redevelopment negotiations, so that they could enjoy higher property values as other beach cities typically enjoy. A redevelopment of this size requires experienced, committed private-sector investors who back a commercial developer selected through a request for proposal process. The negotiating process requires project environmental impact studies, financial feasibility reports and a series of community meetings where public feedback and input are collected and incorporated. Partially in answer to the accusations of this coalition of property owners and partially to create a factual timeline of events and accomplishments to date -- along with a roadmap for future developments -- the Port's External Relations team met and decided to create a video which takes the viewer on a journey through the lifespan of the LA Waterfront redevelopment. The completed video is 6 minutes and 27 seconds long and succeeds in creating a factual, historical timeline of events from past to present to future for reference.

Using past video footage and photographs, juxtaposed against present-day footage of each completed project along the LA Waterfront, the first section of the video takes the viewer on a "before and after" visual tour of all of the completed projects along the LA Waterfront, beginning in 2003 with the LA Cruise Ship Promenade and moving year by year through each completed project up to 2015. The before-and-after imagery shows the project-by-project transformations that have taken place, and these visuals truly speak for themselves. The final section of the video focuses on the future of the LA Waterfront, including the long-awaited Ports O' Call revitalization project, using current imagery as well as architectural renderings to depict what each area will look like in the future, once completed.

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Nexus to the Port's Overall Mission

The LA Waterfront video provides concrete visual evidence that the Port of Los Angeles is committed to delivering a redeveloped LA Waterfront and has already made significant progress towards this end goal. As a working port, the LA Waterfront provides a front-row seat to the daily operations of the nation's busiest container port and will also provide a world-class destination for tourism and business travelers alike, while stimulating the local economy with jobs and increased visitors.

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The Port's Strategic Plan focuses on four Strategic Objectives: world class infrastructure that promotes growth; an efficient, secure and environmentally sustainable supply chain; improved financial performance of port assets; and strong relationships with stakeholders. The LA Waterfront Redevelopment addresses both the need for strong relationships and financial strength.

Planning and Programming

The communications planning and programming components for this entry involved a team of in-house External Relations staff, including communications, media relations and graphics. Developed, produced and edited by in-house staff members and a contracted writer, the LA Waterfront video was intended to provide a reference point for all LA Waterfront stakeholders, showing past progress and future plans. It also cleared away any false information circulating regarding the Port's lack of intent to deliver a redevelopment plan by simply showcasing the progress that has been made to date and also clearly displaying the plans for future development and their development timeline, including Ports O' Call redevelopment.



The Port needed a clear visual tool to communicate progress along the LA Waterfront and this video is precisely that, delivering the facts to viewers clearly and comprehensively. Simply entitled *The LA Waterfront*, the video conveys the message through imagery and features short but relevant commentary from both Mayor Eric Garcetti and Councilman Joe Buscaino, underscoring their support for the waterfront progress to date and the exciting projects in store for the future.

The primary audience for the video was the community members of San Pedro and Wilmington, and local businesses and stake-holders. The secondary audience was the coalition and their false accusations that the Port has not made reasonable progress towards developing a community friendly waterfront.

Actions Taken & Outputs

We decided against incorporating a professional narrator as it would be much more powerful for the Mayor and Councilmember to be interviewed and speak to the progress of the redevelopment directly. Rather than coming across as boastful or trying too hard to convince the audience with words, we let the before-and-after images, the future architectural renderings, the timeline, in conjunction with the sheer volume of completed projects, do the talking. Graphics were kept simple and concise. While the original intent was to keep the video to five minutes, the amount of projects to be incorporated lengthened the video to six and a half minutes. However, the content moves along quickly with the music, and keeps the viewer visually entertained throughout.

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We needed a big event to debut the video, so it was first screened at a sold-out “State of the Port” luncheon that the Pacific Merchant Shipping Association hosted for our Executive Director, Gene Seroka. While the video was not specifically created for this audience, the crowd included major business and community stakeholders. The video received a standing ovation from the audience – many of whom neither lived in the local community nor were not up to date on our port’s waterfront redevelopment. The tie-in message Mr. Seroka conveyed to them was that the industry should be proud of the investment THEY have helped the port make in the LA Waterfront as a result of cargo revenue. As intended by our team, a waterfront-focused reporter from the local community newspaper attended the luncheon and later that day asked for a copy of the video to run with [her article updating the community on the LA Waterfront and other initiatives](#) that Mr. Seroka touched on in his speech. This provided the opportunity for widespread viewing through a popular community media outlet.

The video was updated several times to subsequently show at a Board of Harbor Commissioners meeting and during Councilman Joe Buscaino’s “State of the LA Waterfront” luncheon on February 25, 2016. Following these initial public screenings, the video was specifically requested by an organizer of another industry luncheon and was also shown at a port employee Town Hall.

After its initial debut, the video uploaded to the Port’s YouTube channel with the link then posted on the Port’s main website and the LA Waterfront website, as well as social media Facebook and Twitter: https://www.youtube.com/watch?v=_6Tktor8-i0

The timeline to complete the video was very short – about 4 weeks from concept discussions to completion. Our in-house production team worked for five days to complete the video, using almost entirely footage that had already been shot, while gathering missing shots as-needed during one of the five work days. Graphics were kept simple, clean and to the point. Inspirational music was chosen to compliment the beauty shots of the port and the footage was edited to the music throughout. Aerial beauty shots of the entire port had just been shot a month earlier and many of those sunrise shots were incorporated. Additional in-house staff worked to verify project names, dates and future completion dates, and the Port’s engineering department provided future architectural renderings to the production team for incorporation.

Once the video was completed and initially screened it was uploaded to the Port’s YouTube channel, posted on the Port’s social media outlets, the Port’s websites and also shared with stakeholders at subsequent meetings and luncheons (as previously mentioned).

Outcome and Evaluation

General feedback from audiences has been overwhelmingly positive. The visual impact of the footage of the Port combined with inspirational music and interviews with both Mayor Garcetti and Councilman Joe Buscaino enthusiastically stating their commitment to the LA Waterfront worked well to deliver the message that the LA Waterfront redevelopment is happening and the port and city will shepherd it to completion.

While no formal surveys were conducted, anecdotal audience feedback has been enthusiastic and comments include a sense of pride and excitement about what has been done and what is coming. The before-and-after visuals worked well as a strong reminder of what the developed areas of the port looked like before and the transformations that have been made.

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To date *The LA Waterfront* video has been viewed 2,493 times, placing it as the second highest viewed video on the Port's YouTube channel within the past year.

The general outcome of the video is a more well-informed public, including those who support the port's efforts and those who do not. We were particularly surprised by the cargo industry's favorable reaction to the video.

Anecdotally, the video also provided an important turning point in the community in terms of shifting anxiousness to enthusiasm among some stakeholders and squashing vocal criticism from the primary group of stakeholders that were complaining that port and city leadership were not doing enough to develop the LA Waterfront. Their coalition is no longer creating divisiveness and confusion in the community in terms of the city and port's commitment to waterfront redevelopment. We are pleased that the video now serves as a visual and factual reference for all to review. We continue to play it during speeches to general audiences across the region as part of port or waterfront-specific updates.

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