

# 2016 COMMUNICATIONS AWARDS PROGRAM

## INDIVIDUAL SUBMISSION ENTRY FORM

6167

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        | _____ |
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| 6. Directories/Handbooks    | _____    | 13. Videos                        | _____ |
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|                             |          | 15. Websites                      | _____ |

Please check the  
appropriate box:

☐ CATEGORY 1

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Entry Title TransPORTer (mobile educational exhibit) Program

Name of Port Port of Los Angeles

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# Port of Los Angeles

TransPORter  
(mobile education exhibit)  
Program

Miscellaneous





## 2016 COMMUNICATIONS AWARDS PROGRAM

*Project Name:* TransPORTer (mobile educational exhibit) Program  
Port of Los Angeles

### Communications Challenge/Opportunity



The Port of Los Angeles (POLA) is committed to teaching people of all ages about ports, the maritime environment and the industries that facilitate goods movement and global trade in a positive and stimulating way. The TransPORTer mobile educational exhibit (TransPORTer) takes the Port of Los Angeles to the community and to schools and conferences - instead of requiring those groups to visit the port - teaching large audiences in a stimulating, interactive way that captures attention and provides information about the Port of Los Angeles, international trade and the maritime industry.

The TransPORTer broadens views of the POLA and its connection to the Southern California region and the nation, while teaching about its economic impact, jobs, and environmental, security and community initiatives. The TransPORTer teaches Southern Californians that from the clothes they wear, to the computer they work on and to the food they eat, the Port of Los Angeles plays a role in their daily lives.

Some of POLA's other outreach programs focus on visiting the Port of Los Angeles - including boat tours and presentations - showing the importance and economic impact of the nation's number one container port. However, these visit and tour opportunities are not conducive to very large groups. It is not feasible to bring thousands of conference attendees or a whole school to POLA for a visit. It was challenging to convey that same message at a table at a conference or by providing a school presentation. Also, we were finding that due to school budget cuts, although our school boat tour program covers bus subsidies for all or most of the school transportation costs, schools were still having trouble securing the remaining minimal funds to visit POLA.

This program provides the opportunity for the Port of Los Angeles to reach large audiences. Sometimes the TransPORTer is at events, conferences and schools as far away from the Port of Los Angeles as Sacramento, Barstow or Ontario - places from which many people may not have had the opportunity to visit the POLA. Other times, the TransPORTer is at our own events at the POLA such as *Cars & Stripes Forever* providing attendees with the opportunity to not only enjoy our event and the LA Waterfront, but to learn about it as well.

The challenge is to educate as many people as possible about the POLA in a way that appeals to all ages and can be stimulating during a 15-minute classroom visit or at a large conference or community event.

To measure the success of this ongoing program and continue to improve upon it in future years, staff developed a program evaluation form that TransPORTer visit organizers are asked to complete after a TransPORTer event to gauge the overall effectiveness of the program. Also, records have been kept and continue to be kept year after year to compare the number of participants reached, events, etc.

## 2016 COMMUNICATIONS AWARDS PROGRAM

*Project Name:* TransPORTer (mobile educational exhibit) Program  
Port of Los Angeles

*Short, Descriptive Summary of the Event:* The TransPORTer is a 53-foot shipping container that was transformed into a mobile, self-contained educational outreach exhibit about the Port of Los Angeles. The TransPORTer brings the Port of LA to schools and events teaching people of all ages about ports, the maritime environment and the industries that facilitate goods movement and trade.



## 2016 COMMUNICATIONS AWARDS PROGRAM

### Nexus to the Port's Overall Mission

This program supports the overall mission of the Port of Los Angeles. The *Port of Los Angeles Strategic Plan Update 2014* (Strategic Plan) identifies "Strong Relationships with Stakeholders" as one of its four strategic plan objectives.

In the Strategic Plan, under "Strong Relationships with Stakeholders," an initiative is to "attract visitors to the LA Waterfront of Wilmington and San Pedro." Taking the TransPORTer out into the community fosters strong relationships with stakeholders and attracts visitors to the LA Waterfront. Los Angeles residents, who otherwise may not have visited the Port of LA or sought information about the Port of LA, may walk into an enticing Port of LA exhibit at an event. Before entering the exhibit, visitors are greeted at a Port booth with LA Waterfront maps opened on the table and offered to them along with fliers for upcoming events along the LA Waterfront. This often sparks conversation about new and exciting things happening at the LA Waterfront and guests frequently walk away with a map, event fliers and other Port informational brochures sometimes saying to Port staff or their family members that they would like to attend an upcoming Port event or visit the LA Waterfront. Visitors then walk into the exhibit and learn about the Port's economic impact, environmental initiatives, security programs and jobs created – all great messages that encourage strong relationships.

Students at school events learn how the Port impacts their daily lives in addition to all the things noted above. It is very possible that these messages do not end with only the students and educators that participate in these visits. Students that visit the TransPORTer may go home to tell their parents about the Port of Los Angeles and educators may teach more students and other educators about the Port of Los Angeles.

This program has reached more than 20,000 people per year over the past couple of fiscal years and is on track to do the same this fiscal year while fostering relationships and attracting visitors to the LA Waterfront.

### Planning and Programming



In September 2008, after approximately one year of planning efforts with a consultant, POLA completed and received the Port of Los Angeles TransPORTer mobile educational exhibit. A 53-foot container was used as the outer portion of the environmentally friendly exhibit. What better exhibit shell than a shipping container for a Port of Los Angeles exhibit?! The self-contained exhibit included a trade route map, jobs display, crane game simulator, "what's in the box?" activity, oral history videos, sounds of the port display and information on the port's environmental, security and community programs. Last year, the oral history video area which was developed at the time of the Port of Los Angeles centennial and had contained three small screens only allowing for oral histories to be displayed was revamped allowing for great flexibility.



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A bid was released to secure a contract/purchase order for an annual lease, liquefied natural gas- (LNG)-powered tractor rig, driver, storage, and maintenance services for the TransPORTer for a one-year period subject to extension for two additional years. The driver, from the contracted firm, also conducts site checks at each location in advance of the visit to ensure that the large exhibit can feasibly enter and fit in the desired location and that location is determined prior to the visit. The contracted driver of the exhibit will arrive to the school or event site early, set-up the extensions, stairs, games, etc. The total contract amount for these services is not-to-exceed \$45,000 annually.

Existing program materials developed in-house by Public Relations staff include TransPORTer piggybanks that fold to look like the TransPORTer, TransPORTer coloring books, a TransPORTer request form, and a school visit schedule for the organizer to complete prior to the event.

Two Public Relations staff members – a full-time employee and student worker – typically attend a school site visit. During a 15-minute TransPORTer visit by a classroom, Public Relations staff members greet the class, provide an age-appropriate, engaging, brief overview of port operations including the economic impact of the port, jobs connected to the port, its environmental programs, etc. Students then have the opportunity to spend about ten minutes in the TransPORTer. When that time is over, POLA Public Relations staff provides a three question oral quiz on what was discussed and learned in the TransPORTer. Students that raise their hands and answer those questions correctly receive a POLA prize such as a backpack or ruler. The teacher is provided with a POLA item for each student such as a TransPORTer piggybank or coloring book for elementary students and pencil cases and pens for high school students so every student leaves with something.

At community events and conferences, two to three (depending on length of event and crowd size) POLA staff members work at the TransPORTer. A table is placed at the entrance with one to two POLA staff members available to hand-out brochures, promote the LA Waterfront and upcoming events, discuss POLA and answer questions. The table typically includes POLA brochures, TransPORTer piggybanks or coloring books, and a promotional item for adults (determined by the supply at the time and type of event). Visitors are able to explore the exhibit. At large events, a staff member maintains a line at the entrance to ensure that the number of people inside the exhibit at one particular time is safe and appropriate. We have found that being at an event with the TransPORTer rather than only a table brings more people to the exhibit area to learn about the port. Community members and conference attendees are often amazed at what they learn about the port inside the exhibit.

*Goals:* The goal of this program is to educate as many people as possible about the Port in an age-appropriate, positive and stimulating way. POLA strives to teach people about the connection that the port has to their everyday lives; the economic impact of the port; the career opportunities connected to POLA; and the environmental, security, and community programs underway at the port.

*Objectives:* The objective is to receive an overall rating of "excellent" on every TransPORTer evaluation form received by our office. In addition, every evaluation form received would state that the organizer would participate again in the future and recommend the TransPORTer to others.

Another objective is to maintain an outreach of at least 20,000 visitors per fiscal year maximizing use of the exhibit.

*Primary Audiences:* The primary audiences for this program include classes of students at schools and the general public at community events. These groups request the TransPORTer the most frequently and make up the majority of the TransPORTer visits.



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*Secondary Audiences:* Secondary audiences include students at youth conferences and professionals at business conferences. These events are not as frequent as primary audience events. They run more similarly to community events than school visits.

### Actions Taken & Outputs

*Strategies:* Through this, and other education and community programs, we have found that a successful strategy is making program materials easily accessible, convenient and in a location that target and secondary audiences could easily locate. We have also discovered that email is often the preferred method of communication providing the flexibility for requestors to communicate at their convenience.

We decided to include opportunities for the TransPORTer at our own POLA events. We also realized that the TransPORTer is an advertisement in itself and could be used as a promotional tool.

*Tactics:* The Port of Los Angeles website provides a convenient location for teachers, school administrators, event and conference planners to easily access program information. On the Port of Los Angeles website, there is a TransPORTer webpage complete with TransPORTer photos, information, a downloadable TransPORTer request form and a downloadable TransPORTer coloring book. An email address was set-up specifically for the TransPORTer, [transporter@portla.org](mailto:transporter@portla.org), and emails can be sent directly from that webpage.

We utilize social media to notify the public that the TransPORTer will be at community events. We also take the opportunity to bring the TransPORTer to our own POLA events when possible and applicable.

At TransPORTer events, we set up a table outside of the exhibit, and pass out LA Waterfront maps and fliers for upcoming events, Port of LA facts and figures sheets and Air Quality Report Cards to attract visitors to the LA Waterfront and to communicate the great things going on at the Port.

We realized that the TransPORTer is a huge advertisement in its own right. It's hard not to notice the TransPORTer driving down the freeway. We placed a huge Quick Response Code (QR Code) on the back of the TransPORTer so that passengers driving behind or near the TransPORTer would be able to scan the code on their smart phones and have direct access to the newly created Port of Los Angeles "PORTal" allowing users to select the education programs webpage, Facebook webpage, "LATitude" e-newsletter, newsroom, or LA Waterfront website.

*Implementation Plan:* The TransPORTer visited schools, community events, and conferences.

One Port of Los Angeles staff member administers the program, maintains the program calendar and responds to requests on the TransPORTer email account. At school events and smaller community events, typically one student worker joins one Public Relations staff member to staff the event. Large community events are typically staffed with two Public Relations staff members and one student worker allowing for someone to manage the table at the TransPORTer, assist inside the TransPORTer and manage lines when necessary. A contracted driver transports and sets up the exhibit at each event.

The budget for this program includes \$45,000 for the contract. Program materials and promotional items are already in existence and what is available at the time of the event/school visit is utilized. Besides the contract amount, bringing the TransPORTer to an event or school site costs staff time for two to three employees. Approximately 500 students are able to visit during a typical school visit and several thousand people are able to visit during a busy community event.



## 2016 COMMUNICATIONS AWARDS PROGRAM

### Outcome and Evaluation



In Fiscal Year 2014/15, the TransPORTer reached 21,570 guests during 19 appearances. Approximately 16,000 of those guests were students.

Approximately \$2.09 (\$45,000 / 21,570) was spent per exhibit visitor. The audience number for Fiscal Year 2014/15 was very similar to Fiscal Year 2013/14, when approximately 21,515 guests visited the TransPORTer. The TransPORTer is scheduled for a few more visits through the end of this fiscal year. Audience numbers for Fiscal Year 2015/2016 will be available in June 2016, but are on track to surpass 20,000 visitors again.

People are often surprised by what they can learn in the TransPORTer while having fun. Adults often enjoy the TransPORTer just as much as kids do. They read, ask questions, watch videos and play the games. They often take LA Waterfront maps, upcoming event fliers and other brochures with them when they leave, encouraging a future visit to the LA Waterfront.

TransPORTer evaluation forms are still be collected for this year. Evaluation forms received thus far ranked the program as excellent and very informative and organizers stated that they would recommend the program to others.







WELCOME FROM THE  
EXECUTIVE DIRECTOR



HARBOR  
COMMISSION



LA Waterfront

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## Education

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## TransPORTer



From the clothes you wear to the computer you work on to the food you eat, the Port of Los Angeles plays a role in your everyday life.

The TransPORTer brings the story of the Port of Los Angeles to the community, teaching not only about the impact it has on the local economy, but of the importance of the Port on a global scale.

Last year alone, 8.3 million 20-foot containers full of imported and exported goods made their way through the Port of Los Angeles.

The TransPORTer exhibit features displays focusing on the history, jobs, cargo, equipment, environmental programs and future of the nation's number one container port.

The TransPORTer is a 53-foot fully-contained, mobile exhibit featuring exciting, hands-on activities:

- "Ship to Shore" computer simulation game
- Interactive map of ship and goods movements
- Electronic "guess what's in the container" game
- "Can you spot the Port images?" aerial photo
- "Sounds of the Port" listening center

Designed with the environment in mind, the TransPORTer meets U.S. Environmental Protection Agency "Smart Truck"





standards and includes these environmentally-progressive components:

- Pulled by a Liquefied Natural Gas (LNG) powered truck
- UPS electrical system that is supported by two photovoltaic panel arrays for general electric supply LED lighting
- UPS electrical system supported by two rooftop solar panel arrays for general electric supply LED lighting
- Compressed Natural Gas (CNG) powered generator
- Flooring made of recycled materials
- Freon-free air conditioning units
- Low rolling resistance tires



Bring the excitement and activity of the Port to your school. TransPORTer visits are available to schools in the Los Angeles area. A minimum participation of 400 students is required. To book your visit, fill out the electronic request form and e-mail to [TransPORTer@portla.org](mailto:TransPORTer@portla.org).



[Click here](#) for the TransPORTer School Visit Request form.

[Click here](#) to download the TransPORTer Coloring Book.

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# TransPORTer Event / School Visit Request Form

## EVENT / SCHOOL INFORMATION

Event / School: \_\_\_\_\_

Address: \_\_\_\_\_ Major Cross Street: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_ School District: \_\_\_\_\_

## SCHEDULING INFORMATION

Requested Date: \_\_\_\_\_ Time(s): \_\_\_\_\_

# of Visitors: \_\_\_\_\_ Grades (if applicable): \_\_\_\_\_

TransPORTer Departure Time: \_\_\_\_\_

Proposed Location / Placement of the TransPORTer: \_\_\_\_\_

## CONTACT INFORMATION

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

On-Site Event Contact: \_\_\_\_\_ Cell #: \_\_\_\_\_

Principal (if applicable): \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

## ADDITIONAL INFORMATION

Any special education students anticipated to visit the TransPORTer? Yes ☐ No ☐

If yes, please describe: \_\_\_\_\_

Other Comments / Requests: \_\_\_\_\_

**TransPORTer visit requests are subject to approval and site visit.**

Please fax form back to (310) 547-4611 or e-mail to [TransPORTer@portla.org](mailto:TransPORTer@portla.org).



# **PORT OF LOS ANGELES TRANSPORTER MOBILE EXHIBIT**

[www.portoflosangeles.org/education/transporter.asp](http://www.portoflosangeles.org/education/transporter.asp)

Telling the story of the Port of Los Angeles, the TransPORTer mobile exhibit features displays focusing on the history, jobs, cargo, equipment, environmental programs and the future of America's Port. The TransPORTer is a 53', fully contained mobile exhibit features exciting, hands-on activities including:

- ❖ "Ship to Shore" computer simulation game.
- ❖ Interactive map of ship and goods movement.
- ❖ Electronic "Guess what's in the container" game.
- ❖ Video displays
- ❖ "Sounds of the Port."

Please assign your classes/groups according to the visitation schedule listed below and return to the Port of Los Angeles at least two business days prior to the scheduled visit.

**SCHOOL NAME:** \_\_\_\_\_

**DATE OF VISIT:** \_\_\_\_\_

Time	Teacher/Group Leader Name	# of students	grade
8:30 am			
8:45 am			
9:00 am			
9:15 am			
9:30 am			
9:45 am			
10:00 am			
10:15 am			
10:30 am			
10:45 am			
11:00 am			
11:15 am			
Break			
12:30 pm			
12:45 pm			
1:00 pm			
1:15 pm			
1:30 pm	TOURS CLOSED / STAFF SECURES EQUIPMENT & DEPARTS		

