

# 2016 COMMUNICATIONS AWARDS PROGRAM

## INDIVIDUAL SUBMISSION ENTRY FORM

6185

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                | <u>  X  </u> |
| 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 Waves N' Wheels

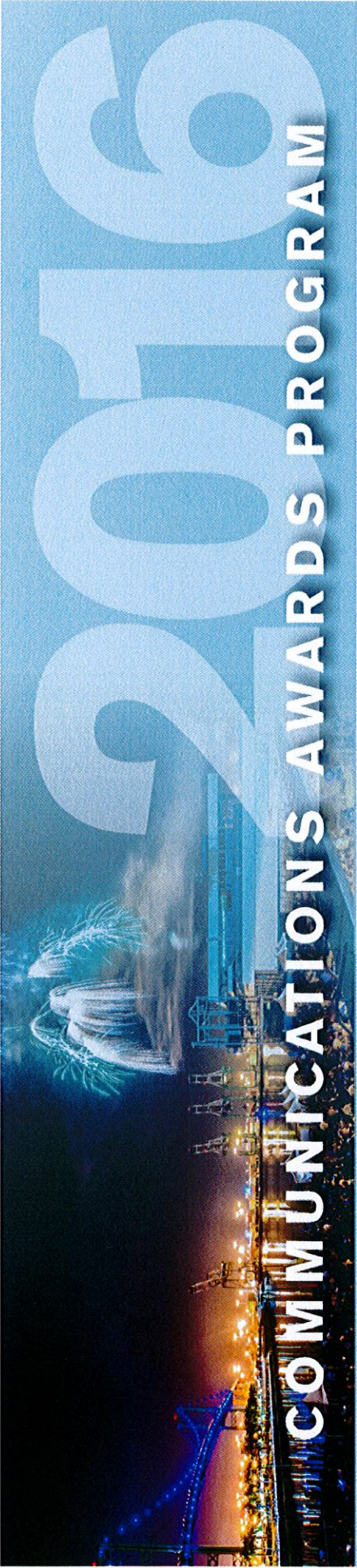
Name of Port Port of Los Angeles

Port Address 425 S. Palos Verdes St., San Pedro, CA 90731

Contact Name/Title Theresa Adams Lopez

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





# Port of Los Angeles

Waves N' Wheels

Special Event





## 2016 COMMUNICATIONS AWARDS PROGRAM

Project Name: Waves n' Wheels  
Port of Los Angeles

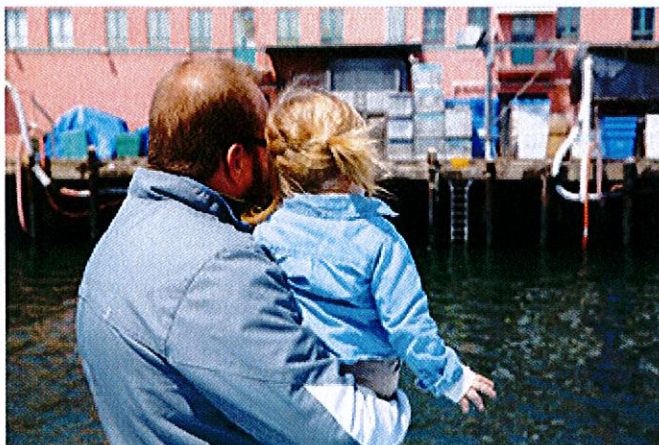


Short, Descriptive Summary of the Event:



In celebration of World Trade Week, the Port of Los Angeles hosted our first-ever Waves 'N' Wheels event on Saturday, May 16, from 10 a.m. to 3 p.m. The event was held at locations in both San Pedro and Wilmington. The free public event offered boat tours of Los Angeles Harbor and unique displays of Port vehicles and equipment.

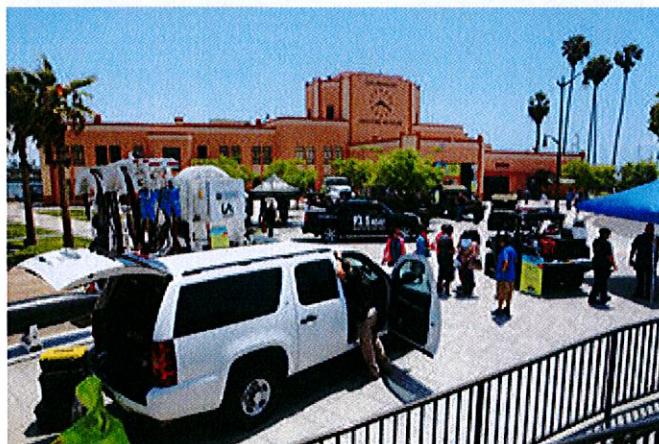
### Communications Challenge/Opportunity



On any given day, the Community Relations Division receives inquiries from seniors, youth groups, after school clubs, fraternal associations and folks from the local neighborhood requesting tour information. In response to do our part to answer the public call to learn more about their local port, the Port of Los Angeles hosts a daylong event of FREE harbor boat tours. The hour long narrated boat tour offers visitors a visual perspective of the daily operations at the Port of Los Angeles, the nation's leading containerport and top international freight gateway.

Internal Challenge:

- Securing modern green and historic equipment/vehicles from our Customers, local Fort Mac Museum, Construction and Maintenance yard, Police and Fire Department.
- Reaching out to Port employees to bring their families to see the magnificent place where they work and share the amazing things we do.
  - We offered an exclusive VIP tour for employees, friends and family.





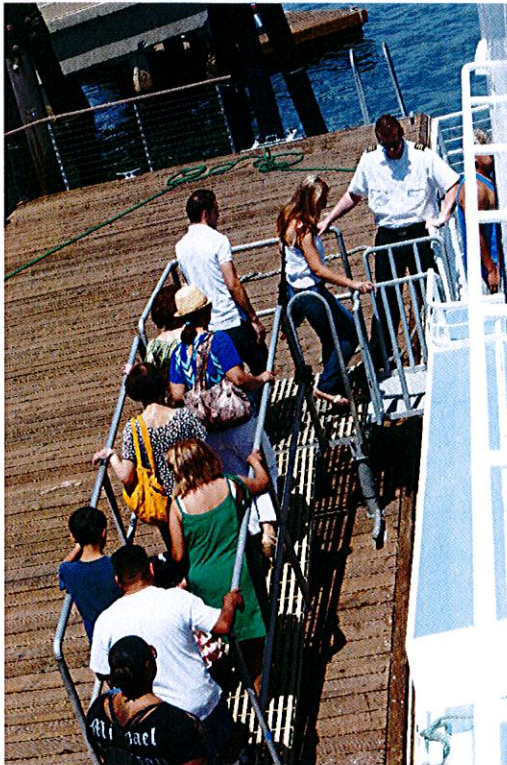
## 2016 COMMUNICATIONS AWARDS PROGRAM

### External Challenge:

- To find a way to educate and reach as many southland residents about the Port of Los Angeles, who we are, what we do and what we offer them.
  - With a free narrated boat, we can present the Port in a positive way that is stimulating to the senses. The passengers hear the sounds of the splash of the water, humming of the engine, beeps from the terminal truck, and horns from tug vessels alongside the barking of the sea lions or the call from a gull. They see cranes taller than an average size home moving cargo from the ship to the docks. They smell of the salt of the ocean and feel the wind. How better to get to know a destination but by experience. The City of Los Angeles is a huge geographical area to cover. It is amazing how many people are completely unaware of the Port in Los Angeles.

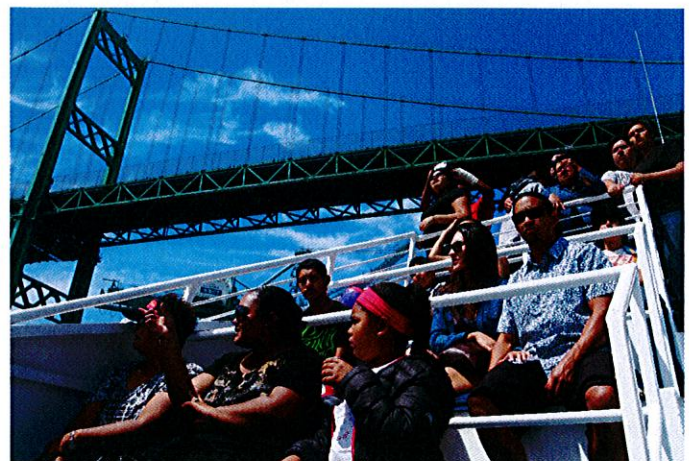
### Nexus to the Port's Overall Mission

This event aligns with the Port of Los Angeles' mission statement, Strategic Objective #3, 5 and 6.



Mission Statement: We are America's Port – the nation's #1 container port and global model for sustainability, security and social responsibility.

- The Waves and Wheels supports the Port of Los Angeles' mission statement in respects to social responsibility. As a harbor we are also a premiere waterfront destination with historical richness and modern-day appeal. The historical podcast compliments the visit the LA waterfront theme thus promoting the port and thereby educating visitors about international commerce and trade. International trade has been in our region for over 100 years. Today's trade success hinges on an intelligent and varied history.



### Strategic Objective #3 - Advanced Technology and Sustainability

- Showcasing alternative fuel equipment and vehicles that are used at the Port
- Narrative script highlights environmental accomplishments and ongoing programs



## 2016 COMMUNICATIONS AWARDS PROGRAM

### Strategic Objective #5 - Create a Positive Workplace Culture

- Offering an exclusive tour to POLA employees families and friends,

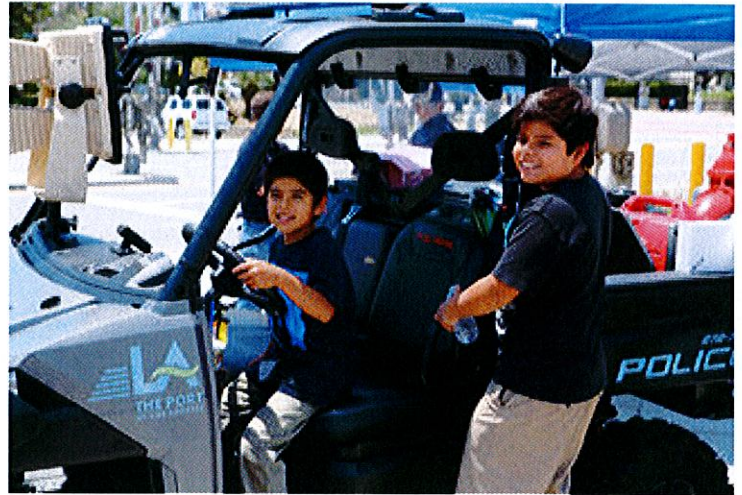
### Strategic Objective #6 –Increase Stakeholder and Community Awareness and Support

- Offering free tours gives anyone and opportunity to view and learn about their working Port and how it relates to their everyday lives.
- Attendees can see healthy wildlife such as the sea lions hanging out at the Fish Market that flourish and call the Port their home.

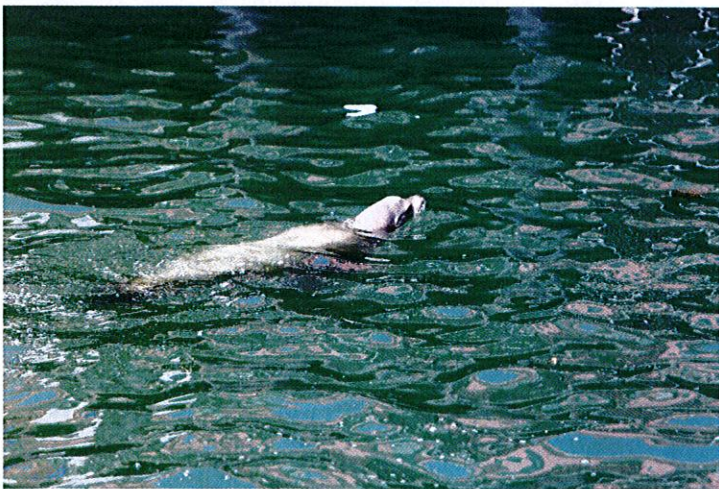
### Planning and Programming

Every year, the President of the United States declares the third full week of May as World Trade Week. Trade organizations, businesses and other stakeholders come together both nationally and locally to promote and facilitate international trade in the U.S. economy.

The goal of our Waves n' Wheels event is to nurture a connection between the Port of Los Angeles, all working ports and attendee's everyday lives. The narrated tour boat tours provide a PORT 101 overview from the waterside of the Port. To enhance their landside visit, we added a "wheels" component which was inspired by the Make-A-Wish Touch-a-Truck event. Our TRANSPORTer and staff attended the Make-A-Wish event in late March.



The event was comprised of 50 different vehicles which included Fore Trucks, Police vehicles, garbage trucks, and more. All the trucks were open for families with children to touch, beep horns, kick tires and sit in the driver's seat. It was very well attended and the children were over the moon with excitement. We borrowed the "wheels" concept, keeping in mind we wanted to showcase our LNG, CNG and electric port equipment, have educational boards explaining how the vehicles are used and their contribution to saving the environment.





## 2016 COMMUNICATIONS AWARDS PROGRAM

### Objectives:

- Create an understanding of what the Port of Los Angeles does and how we do it
  - By providing a narrated tour with history, shipping fun facts and information. Each tour has an Port Employee/Ambassador aboard to answer questions
- Instill a positive perception of ports and the maritime industry
  - Narration includes not only provides operational information but give them a glimpse of the softer side of the Port by sharing our environmental accomplishments – clean trucks, water cleanup and Waterfront development for entertain
- Cross promote our varied educational programs
  - Many of guests are families and teachers such as the school boat tour program, Scout program, Watershed program and the TransPORTer, our interactive mobile museum.
- Highlight the LA Waterfront a premiere destination.
  - We have Movie Nights in the Park, Happy Harbor Halloween. We have also highlight activities geared for mature audiences such as the new Brewery, CRAFTED shopping and dining along the LA Waterfront.



If a picture is worth a thousand words, then being aboard a vessel at the Port of Los Angeles is worth a million. What better way to learn about the Port of Los Angeles (POLA) the nations' number #1 containerport than on the water.

Our primary audience is the general public. Our goal is to fill each boat with as many intellectually curious people as possible. Passengers are boarded on a first-come, first-served basis. The general public included families (large and small), youth groups, scout groups, senior groups, and church groups. All

came to the Port of Los Angeles with the goal to take a free boat tour to see the nation's busiest container port.

Our secondary audiences include port employees, longshoreman and neighborhood councils. In lieu of take your daughter/son to work we like to think of it as an opportunity to bring your family to work day. A special VIP boat tour was scheduled for our PORT employees to enjoy with their families and friends before crowds formed at the docks. The VIP tour is scheduled an hour earlier than the public tours. Additional special tours were also arranged for the Longshoreman working the docks and for the five neighborhood councils in an effort to bridge understanding with our actively involved community groups.



## 2016 COMMUNICATIONS AWARDS PROGRAM

### Actions Taken & Outputs

#### Waves and Wheels Strategies:

- A boat tour script was developed to be read over the speaker system.
  - Staffing
    - Port Information booth – POLA Community Relations
    - Vehicles Ambassadors – Port Police, Fire Station, etc.
    - Boat Tour Ambassadors
    - VolunTeens to conduct surveys
  - Develop a script
    - The script provided the riders with a general port overview, points of interest, digestible statistics, and fun facts including Hollywood motion picture trivia associated with the Port. In addition to the narration, the younger visitors are given a half-sheet scavenger hunt/photo page to help them identify sites along the tour route. It keeps them engaged and focused.
- Invite interesting, historic and modern vehicles that can be boarded safely and showcased openly
  - Port Police (Polaris, Dive Boat, HAZMAT Truck, Safe Boat)
  - Fire House 112 ( Fire truck)
  - Fort MacArthur Museum (Historic WWII Jeep)
  - Port's C & M ( AMP Trailer, Nelson Tug Boat, Mobile Fueler)
- Promotional materials included the use of newspaper advertisements, community papers, website banners, Facebook and good old fashion flyers. Full page color flyers were designed.
  - Our flyers were provided to the Chamber so Commerce in Wilmington, San Pedro and Lomita. PR Staff would take flyers with them to their favorite lunch stops and ask to leave a few or post it in the window. Three elementary schools in both Wilmington and San Pedro received half flyers for their Students in addition to the boys and girls clubs. A dozen street banners were placed at busy street corners and major freeway off ramps. Working with the City of Los Angeles parks and Recreation Department additional banners were placed on fences at popular parks.

### Outcome and Evaluation

After the boat tour, student VolunTeens used a survey program on a Kindle Fire to randomly ask visitors about their experience aboard the boat and in the vehicle viewing area. Questions include:

- Is this your first time boat tour with the Port of Los Angeles?  
\_\_\_\_\_ Yes \_\_\_\_\_ Return visitor
- Did you visit the truck exhibit
- How would you rate your experience at the Port of Los Angeles?
- \_\_\_\_\_ exciting \_\_\_\_\_ okay \_\_\_\_\_ Boring
- How did you hear about the tour?  
\_\_\_\_\_ Friend/ Family \_\_\_\_\_ website \_\_\_\_\_ Ad/ flyer

## 2016 COMMUNICATIONS AWARDS PROGRAM

- Would you recommend this tour to a friend?
- \_\_\_\_\_ yes \_\_\_\_\_ no
- Have you attended other Port of Los Angeles events? if so , please check all that apply.
- Would you return to the Port of Los Angeles for other events?

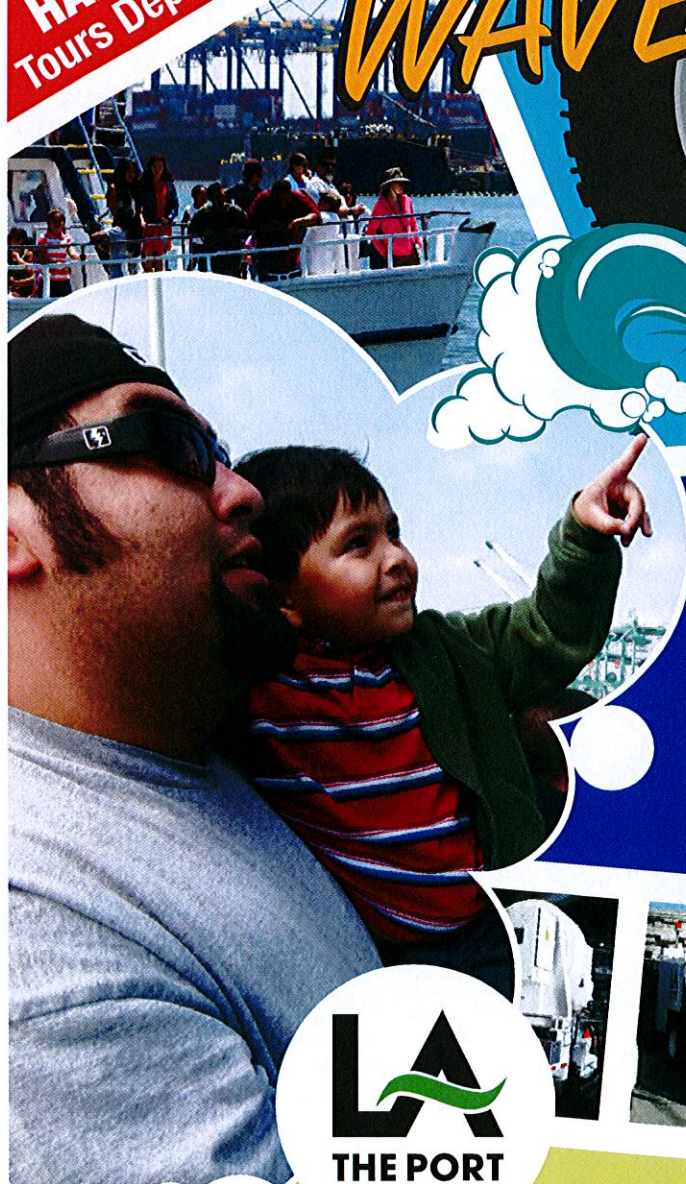


The Port received evaluation with a 96% “exciting” rating with confirmations that they would not only recommend the tour to a family and friends but planned on attending again next year. The Port of Los Angeles also received a hand written thank you notes from local youth and church groups with color pictures of the container ships, sea lions and Pelicans.



**FREE**  
**HARBOR BOAT TOURS**  
Tours Depart Every 30 Minutes

New!  
**WAVES N' WHEELS**



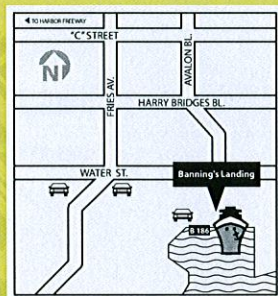
**SATURDAY**  
**May 16, 2015**  
**10 am - 3 pm**



**Two Locations:**



**Downtown Harbor**  
600 Sampson Way, Berth 84  
San Pedro



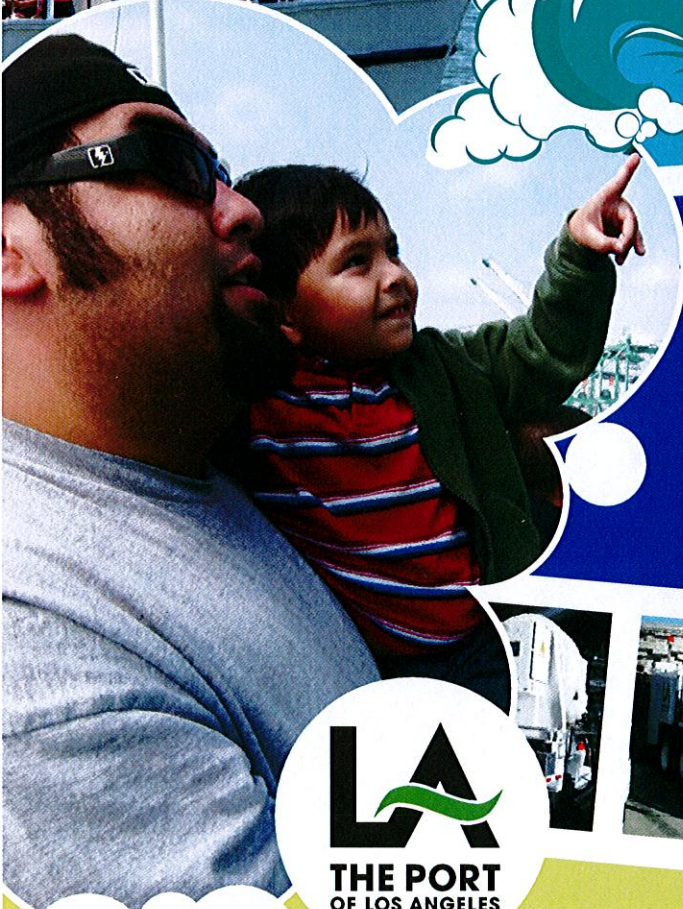
**Bannings Landing**  
100 E. Water Street  
Wilmington

**FREE**  
**EXPLORE UNIQUE PORT**  
**EQUIPMENT VEHICLES**



**GRATIS**  
**RECORRIDOS DE**  
**LA BAHIA EN BARCO**  
 Recorridos Salen Cada 30 Minutos

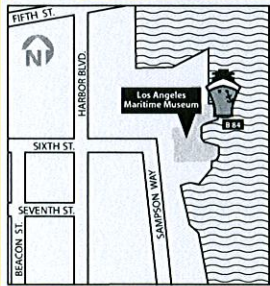
¡Nuevo!  
**OLAS Y LLANTAS**



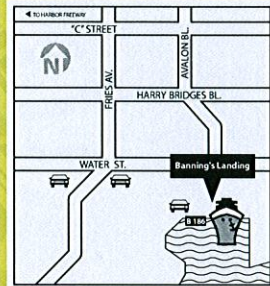
**SÁBADO**  
**16 de mayo de 2015**  
**10:00 am – 3:00 p.m.**



**Dos locaciones:**



**Downtown Harbor**  
 600 Sampson Way, Berth 84  
 San Pedro



**Bannings Landing**  
 100 E. Water Street  
 Wilmington

**GRATIS**  
**EXPLORE VEHICULOS DE**  
**EQUIPO DEL PUERTO**





**FREE HARBOR BOAT TOURS**  
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**SATURDAY**  
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**LA THE PORT OF LOS ANGELES**

**Two Locations:**



**Downtown Harbor**  
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San Pedro



**Bannings Landing**  
100 E. Water Street  
Wilmington

**FREE EXPLORE UNIQUE PORT EQUIPMENT VEHICLES**

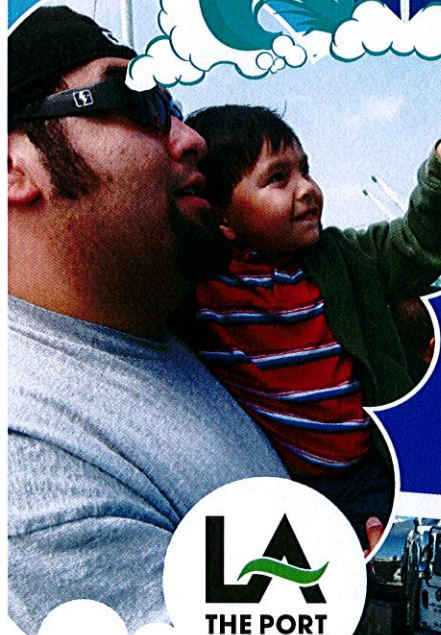
PRINT AD





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**HARBOR BOAT TOURS**  
 Tours Depart Every 30 Minutes

New!  
**WAVES N' WHEELS**



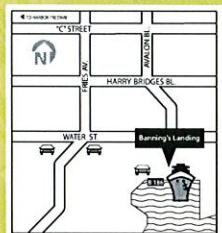
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 100 E. Water Street  
 Wilmington

**FREE**  
**EXPLORE UNIQUE PORT**  
**EQUIPMENT VEHICLES**

PRINT  
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