

2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

6165

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 | _____ |
| 7. Miscellaneous | <u> X </u> | 14. Visual-Only Presentations | _____ |
| | | 15. Websites | _____ |

Please check the appropriate box:

CATEGORY 1

CATEGORY 2

CATEGORY 3

Entry Title Think Watershed Field Trips

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



COMMUNICATIONS AWARDS PROGRAM

Port of Los Angeles

Think Watershed
Field Trips

Miscellaneous



THINK
watershed
A HANDS-ON WATERSHED
EDUCATION PROJECT



2016 COMMUNICATIONS AWARDS PROGRAM

Project Name: Think Watershed Field Trips
Port of Los Angeles

Short, Descriptive Summary of the Event: The Port of Los Angeles provides Think Watershed hands-on, science based, boat field trips to fourth through eighth grade classes that teach about the importance of environmental stewardship and sustainability in the maritime environment directly supporting Port of Los Angeles educational endeavors.

2016 COMMUNICATIONS AWARDS PROGRAM

Project Name: Think Watershed Field Trips
Port of Los Angeles

Communications Challenge/Opportunity

The Port of Los Angeles (POLA) continues to proactively address sustainability, security and community issues and is innovative and visionary in solutions to social, environmental and economic needs. The Port of Los Angeles is aware that an integral aspect of sustainability includes educating our youth about the maritime environment and is committed to supporting educational endeavors that do just that.

To expand on that commitment, the Port of Los Angeles has partnered with Think Earth Environmental Education Foundation (Think Earth), a non-profit organization whose mission is to help Southern California communities create a sustainable environment through education. Think Earth creates educational programs that increase awareness of the environment and affect behaviors to improve the environment. One of those projects, Think Watershed, educates students about our vast regional watershed's impact on the marine and coastal environments. Although students learn about these topics in the classroom, it can be challenging to fully grasp in that setting. The Port of Los Angeles and Think Watershed aim to inspire young people to become stewards of the environment through science laboratory on-the-water field trips.

Think Watershed field trips directly support Port of Los Angeles educational endeavors. As we have found with our other educational programs, an ongoing challenge in working with schools is very low school field trip budgets. We were aware that the field trip needed to be provided at no cost to the school and that a bus subsidy covering all or most of the school transportation costs needed to be available. Another challenge is selecting schools for the field trips. We have a limited number of trips available so we needed to determine the best way to select schools for the program.

To measure the success of this ongoing program and continue to improve upon it in future years, evaluation forms are provided to teachers on the tour to gauge the overall effectiveness of the program. Also, records are kept year after year to compare school participants and evaluations.

Nexus to the Port's Overall Mission

The Think Watershed program supports the overall mission of the Port of Los Angeles. The *Port of Los Angeles Strategic Plan Update 2014* (Strategic Plan) identifies "an efficient, secure and environmentally sustained supply chain" and "strong relationships with stakeholders" as two of its four strategic plan objectives.

Teaching our youth to be environmental stewards is imperative to an environmentally sustained supply chain. The Think Watershed program teaches students that their actions impact the environment. It creates awareness, instills responsibility and promotes environmental stewardship. It's very possible that these messages do not end with only the students and educators that participate in these tours. Students that take these tours may promote environmental stewardship at home teaching their families and friends to do the same and educators that take these tours may teach more students and other educators.

In the Strategic Plan, under "Strong Relationships with Stakeholders," an initiative is to "attract visitors to the LA Waterfront of Wilmington and San Pedro." Providing Think Watershed field trips to educational groups is a stimulating way to build strong relationships with youth, educators and parents – essential stakeholders of our community. This program brings up to 900 people per year to the LA Waterfront.

2016 COMMUNICATIONS AWARDS PROGRAM

Planning and Programming



The Port of Los Angeles partnered with Think Earth, a nonprofit with similar initiatives to the overall mission of the Port of Los Angeles. The Senior Director of Communications at POLA joined the Think Earth Foundation Board of Directors to meld this partnership. We determined that the best way to implement this Think Watershed Project at the Port of Los Angeles would be through an Authority for Expenditure with Think Earth so that trips would be offered at no cost to the schools.

The program includes on-the-water science laboratory boat trips that are three hours in length and can accommodate up to 60 (approximately two classes of) fourth, fifth, sixth, seventh or eighth grade students. Trips include a plankton lab, water visibility testing, bottom sediment study, water chemistry and wildlife activities. Pre- and post-trip curriculum is provided to maximize students' experience. The program also includes a website where students can post and compare results of their data with other classes that have participated in the program. Recently, iPads have been added to the boat tour experience so groups of students can see plankton and other findings up close.



These field trips are offered during the school year, Monday through Friday, except holidays, depending upon availability.

Because of tight school budgets, in addition to the free boat trips and curriculum and lab materials, the Port of Los Angeles also offers a bus subsidy as an incentive to schools to take advantage of this program. The bus subsidy aids with paying for the school bus to and from the port and covers nearly, if not all, of the bus cost.

2016 COMMUNICATIONS AWARDS PROGRAM

Goal: The goal of this program is to educate students about the impact of human behavior on the environment and to promote the importance of environmental stewardship at the Port of Los Angeles and beyond.

Objective: The objective is to receive very favorable teacher comments on every program evaluation form received by our office.

Target Audience: Fourth, fifth, sixth, seventh and eighth grade LAUSD students. The current program and curriculum is geared to these age groups, but Think Earth is working to establish curriculum for other student age groups as well.

Secondary Audiences: Teachers and faculty also participate in this program. It is important that they value the curriculum and program so they return in future years, recommend this program to other teachers and teach these important messages to their students in their classrooms.

Actions Taken & Outputs



Strategies: Since there were a limited number of opportunities available, it was determined that it was best not to advertise this program for participation on the Port of Los Angeles Web site and social media sites. We have learned from other programs that those media channels quickly create an onslaught of requests which our budget for this program does not allow.

Community relations management and staff decided that participating schools would be selected in a few different ways. First, working with our government affairs division at the Port of Los Angeles, we provided City of Los Angeles council offices the opportunity to select a school in their district for this program. This encouraged participation from schools throughout the City of Los Angeles and provided an opportunity to the council offices to offer a unique, educational experience to a school in their district. Community relations staff also included harbor area schools and schools that have been long-time participants and supporters of our established educational programs as well as schools that have STEM (science, technology, engineering and mathematics) and other related programs.

Although we weren't able to advertise this program for additional school participants, we did want to notify the public of our partnership with Think Earth and the opportunity we provide to students.

Tactics: Community relations staff made contact with and offered trips to selected schools.

2016 COMMUNICATIONS AWARDS PROGRAM

We also recently learned about a Los Angeles Unified School District (LAUSD) Beyond the Bell Summer School Program that sets summer school classes up with field trip opportunities to provide instruction in core subject areas for students in grades K-8 that are not meeting grade level standards. These curricular trips are designed to enhance the summer instructional program. Although we are limited in our number of available trips, the Port of Los Angeles Think Watershed field trip program seemed like a great fit for this program. We decided to offer some of our trips to this program this upcoming summer and look forward to partnering with LAUSD to bring this experience to their summer school students.

A short video (<http://www.youtube.com/watch?v=PtAIM0jHRR4>) showing a Think Watershed field trip in action was created towards the end of the first program year to showcase this program and send to new participating schools. The short program video was placed on the Port of Los Angeles Website and YouTube page.

Although we cannot offer every school a Think Watershed field trip, Think Earth has put some of their curriculums into an online format for teachers to access. Last year, we worked with Think Earth to showcase our field trips and promote the Think Earth new online curriculums on a popular Los Angeles morning news show during a Port of Los Angeles Think Watershed field trip. This year, we developed a poster that was distributed to harbor area schools in celebration of Earth Day. One side of the poster has a classroom activity for students educating them about ways they can help the environment and the back side provides information on how teachers can use the activity and how they can access the free online curriculums.

Implementation Plan: It was determined that through this partnership with Think Earth, the Port of Los Angeles would provide Think Earth with a list of schools authorized to participate in the program. One community relations staff member coordinated the program for the Port of Los Angeles including reaching out to selected schools and securing program participants. Think Earth staff and other foundation partnership members reserved the tours, provided the bus subsidies, administered the program and facilitated the field trips.

The short program video was placed on the Port of Los Angeles Website for a short time and is available on the Port of Los Angeles YouTube page.

The total budget for this program is \$30,000 per year. Through this budgeted amount we are able to provide this opportunity to up to 15 schools (30 classes) and 900 students per year. This cost includes everything - the boat field trip, curriculum materials and the bus subsidy so that trips are provided at no cost to the participating school.

2016 COMMUNICATIONS AWARDS PROGRAM

Outcome and Evaluation



The Port of Los Angeles is able to extend this opportunity to up to 15 schools (30 classes) and 900 students per year. Evaluation forms are provided to teachers on the field trips. Teachers are asked to fill them out after their tour. This program has received very high complementary remarks on teacher evaluation forms.

As stated above, the goal of this program is to educate students about the impact of human behavior on the environment and to promote the importance of environmental stewardship at the Port of Los Angeles and beyond. The objective is to receive very favorable teacher comments on every evaluation form received by our office. One evaluation form from a harbor area marine science magnet teacher stated "Once again this is our/my favorite field trip. The students were fully engaged in all the hands-on activities." Another evaluation form stated, "The staff was very professional and knowledgeable. The students had a great time and got the opportunity to learn hands on. They even got to see dolphins! We hope to have the opportunity to do this again next year." One student stated "It was fun to actually hold and observe the fish directly instead of reading about the parts in a book." Another student said, "I had so much fun. It is important to keep our environment clean."

The Think Watershed Project promotes sustainability and social responsibility, as does the Port of Los Angeles, and it is with great hope that some of the youth and teacher participants take these messages away with them when they leave their field trip at America's Port®.

Group # _____ Date _____

Swimmers and Divers



Cormorant



Western Grebe

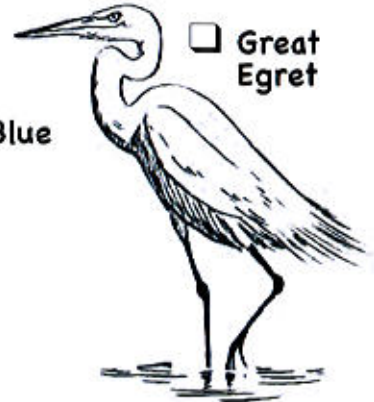


Scoter

Waders



Great Blue Heron



Great Egret



Snowy Egret



Night Heron

Birds

Scavengers



Ringbill Gull



Western Gull



Heerman's Gull

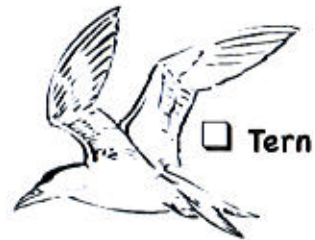


California Gull

Plunge Divers



Pelican



Tern

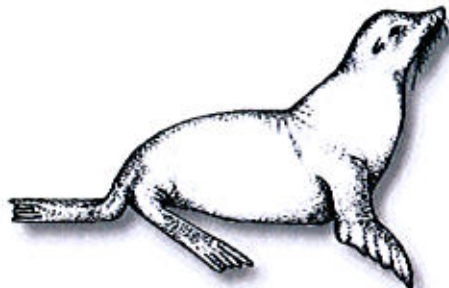
Other birds observed: _____

Name: _____

Drawing: _____

Group # _____ Date _____

Pinnipeds (mammals with flippers and fur or hair)



California Sea Lion

Number seen: _____

Activity: _____



Harbor Seal

Number seen: _____

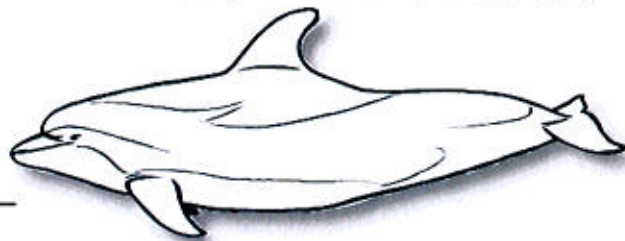
Activity: _____

Marine Mammals

Ceteceans (mammals with flippers, flukes, one or two blowholes, and no visible fur or hair)

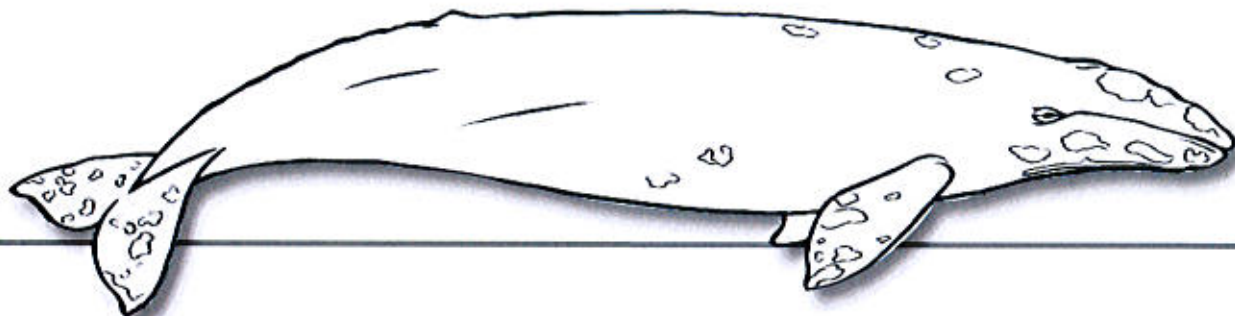
Bottle Nose Dolphin

Number seen: _____ Activity: _____



Grey Whale

Number seen: _____ Activity: _____



Other marine mammals observed:

Name: _____

Activity: _____

Group # _____ Date _____

**Mud
Examination**

1. What **COLOR** is the mud?

2. What does the mud **SMELL** like?

3. What does the mud **FEEL** like?

4. What does the mud **TASTE** like?

Annelid (segmented) Worms

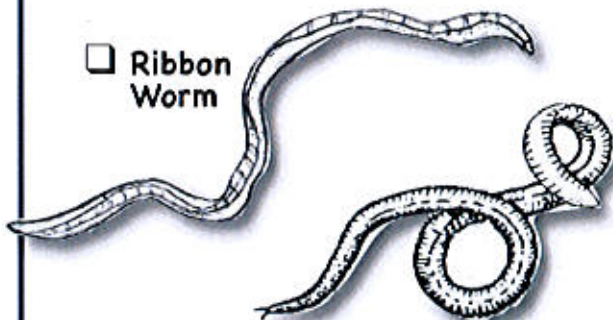


Parchment Tube Worm



Ice Cream Cone Worm

Ribbon
Worm



Proboscis
Worm

Other Tube
Worms



**Sediment
Dwellers**

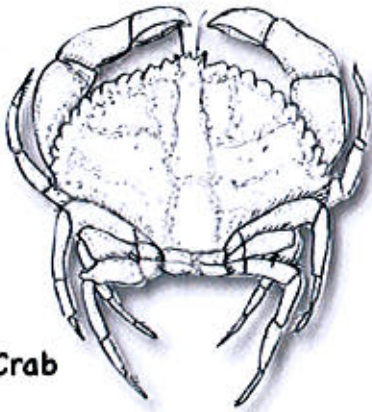
Echinoderms



Brittle Star

Group # _____ Date _____

Crustaceans



Rock Crab



Juvenile Spider Crab

Sediment Dwellers

Molluscs



Clam

Jackknife Clam



Basket Snail



California Cone Snail



Bubble Snail

Other organisms in the mud:

Name:

Drawing:

**MARINE SCIENCE
FLOATING LABORATORY
STUDENT DATA SHEET**

WEATHER, WIND, & WATER

Group # _____ Date _____

1. Weather Conditions

Temperature

°C

°F

Conditions:

- Sunny
- Partly cloudy
- Overcast
- Foggy
- Hazy
- Rainy

Describe the weather:

2. Wind (when boat is anchored)

- Calm, no wind
- Light breeze
- Gentle wind
- Strong wind
- Gusty

Describe the wind:

3. Water

Temperature _____ °C

Color _____

*Number on the
Fores-Ule chart*

Describe the color.

Visibility _____ meters

Group # _____ Date _____

Plankton Sample

1. What **COLOR** is the water in your container? _____
2. Can you see anything **MOVING** in the water in the container? yes no

Diatoms

(Golden Brown Algae)

- commonly form chains or colonies
- have external skeletons made of silica (glass)



___ Coscinodiscus

___ Lauderia



___ Thalassiothrix

Phytoplankton
(Plant-like Organisms)

Dinoflagellates

(Fire Algae)

- have one or two "whip-like" tails (flagella)
- most produce biochemical light



___ Ceratium

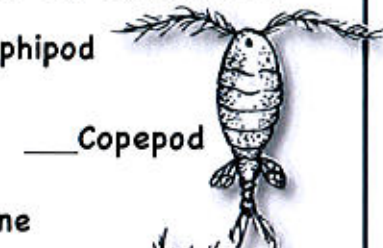


___ Peridinium

Arthropoda Crustacea



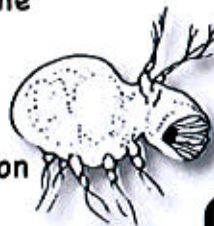
___ Amphipod



___ Copepod



___ Evadne



___ Podon

Zooplankton

(Animals)
HOLOPLANKTON -
Plankton throughout
their life cycle

Other



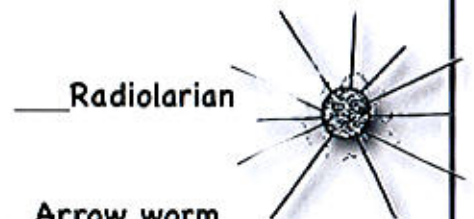
___ Comb jellies



___ Oikopleura
(Sea Squirt)



___ Tintinnid



___ Radiolarian



___ Arrow worm

Cnidaria



___ Jellyfish

Group # _____ Date _____

Arthropoda Crustacea

___ Crab zoea (larva)



___ Shrimp larva



___ Barnacle nauplius
(early larva)



Annelida (segmented worms)



___ Polychaete early larva

___ Bristle worm
late larva



Mollusca



___ Clam larva

Phoronida

___ Actinotrocha larva



Echinodermata

___ Pleuteus
(sea urchin) larva



___ Bipinnaria
(sea star) larva



Zooplankton

(Animals)
MEROPLANKTON -
Plankton for only part
of their life cycle

Bryozoa

___ Bryozoa larva



Chordata

___ Fish egg

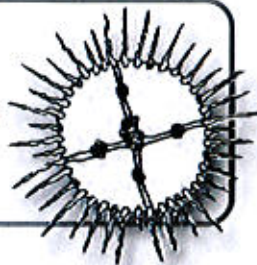


___ Early fish larva



Cnidaria

___ Obelia medusa



Other plankton:

Name:

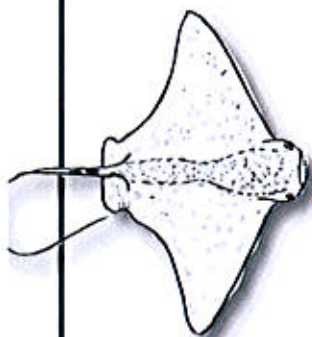
Drawing:

Nemertea

___ Ribbon worm
larva



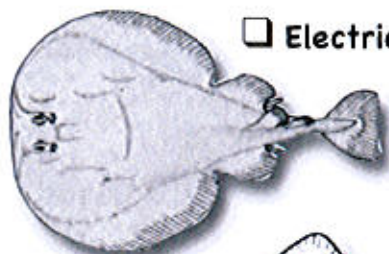
Cartilage Fish



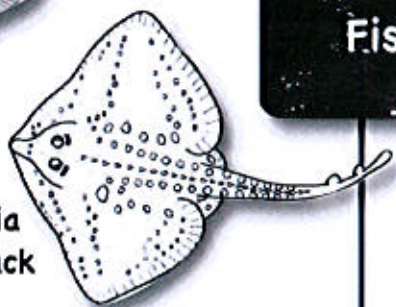
Bat Ray



Round
Stingray



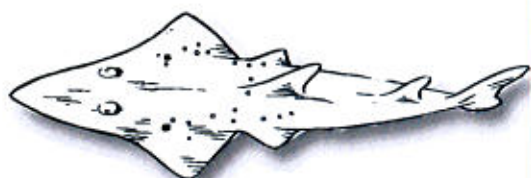
Electric Ray



California
Thornback



Smoothound Shark



Shovelnose Guitarfish

Bony Fish



California Halibut



Croaker



Fantail Sole



Kelpfish



Lizardfish



Midshipman



Pipefish



Queenfish



Sand Bass



Surfperch



Tonguefish



Turbot

Fish

Group # _____ Date _____

Sea Stars

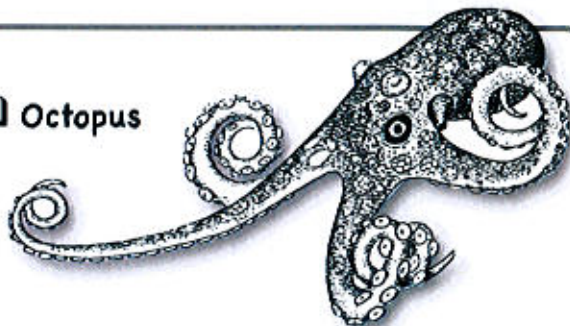
Sand Star



Pink Star

Other sea star

Octopus



Sea Hare (Sea Slug)



Jelly



Invertebrates

Crabs

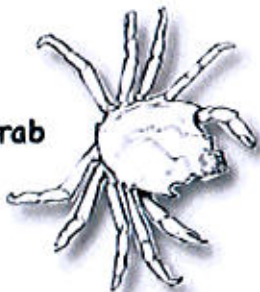
Elbow Crab



Swimming Crab



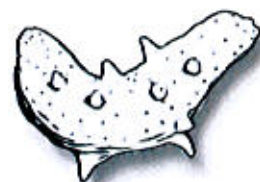
Kelp Crab



Other crab _____

Sea Cucumber

Shrimp



Other fish or invertebrates: _____

Name: _____

Drawing: _____

Los Angeles County Office of Education
Division of Curriculum and Instructional Programs
MARINE SCIENCE FLOATING LABORATORY PROGRAM
Teacher Session Confirmation

HCBS

The Instructor, Cody & Holly, provided an ocean science program aboard the

Floating Laboratory on (month/day) December 2, 2015 Type

Double
(Single or Double Cruise)

- 8:30 a.m.
- 12:30 p.m.

for Broad Ave Elementary School

from the Los Angeles Unified School District School District.

Confirmed by Maria Chavez (teacher)

Comments: They staff was very professional and knowledgeable. The students had a great time and got the opportunity to learn hands on. They even got to see dolphins! We hope to have the opportunity to do this again next year.

Los Angeles County Office of Education
Division of Curriculum and Instructional Programs
MARINE SCIENCE FLOATING LABORATORY PROGRAM
Teacher Session Confirmation

HCBF

The Instructor, Cody & Holly, provided an ocean science program aboard the

Floating Laboratory on (month/day) 12-4-15 Type

Double
(Single or Double Cruise)

- 8:30 a.m.
- 12:30 p.m.

for Point Fermin Marine Science School

from the LAUSD School District.

Confirmed by Jennifer (teacher)

Comments: Once again this is our/my favorite field trip. The students were fully engaged in all the hands-on activities. Holly & Cody are great!

HC 51

Los Angeles County Office of Education
Division of Curriculum and Instructional Programs
MARINE SCIENCE FLOATING LABORATORY PROGRAM
Teacher Session Confirmation

The Instructor, Cody, provided an ocean science program aboard the
Floating Laboratory on (month/day) march-1 Type 108 people
(Single or Double Cruise)

- 8:30 a.m.
- 12:30 p.m.

for Barber Hill Elementary School
from the LAUSD School District.

Confirmed by Lorenzo Mann (teacher)

Comments: Awesome trip! Thanks!

Los Angeles County Office of Education
Division of Curriculum and Instructional Programs
MARINE SCIENCE FLOATING LABORATORY PROGRAM
Teacher Session Confirmation

HC 51

The Instructor, Matt & Kathy, provided an ocean science program aboard the
Floating Laboratory on (month/day) April 25, 2016 Type Double

- 8:30 a.m.
- 12:30 p.m.

for Barber Hill School
from the LAUSD School District.

Confirmed by Ron Tanimura (teacher)

Comments: The kids loved the trip! They got to pull a net from the water and see what it came up with. Never saw a scorpion fish! They enjoyed seeing 4 whales and a sea lion too! One of the best trips they've been on!