

2018 COMMUNICATIONS AWARDS PROGRAM

Project Name: 2018 Mariners Guide
Port of Los Angeles

Brief description:

The Port of Los Angeles' annual publication, the Mariners Guide, provides essential information for anyone who pilots or operates watercraft ranging from the largest cargo ships to the smallest sailboat or dinghy in and around the Port of Los Angeles. This user-friendly guide provides the necessary information for a safe navigational experience, including annual tide tables, construction information, water conditions and safety regulations, U.S. Coast Guard requirements, and a directory of maritime support services with current contact information. It also contains technical information for merchant mariners and more basic information for small boaters and water enthusiasts including kayakers, wind surfers and stand-up paddle boarders.

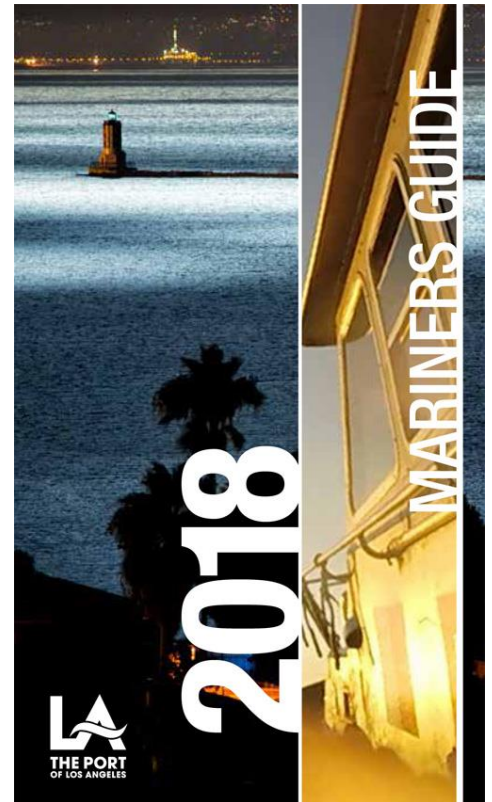
Click here to view the online [2018 Mariners Guide](#).

Communications Challenge/Opportunity

The challenge is to organize important information for all mariners ranging from visiting pilots from other countries to local pleasure craft operators, with current information and updated regulations affecting Los Angeles Harbor, whether they are visiting for the first time or frequent the Port, this publication is their go-to handbook of guidelines for their visit. This pocket-sized publication is designed primarily for use on the bridges of large ships, and allows for quick access to information. The booklets are most often kept near the helm and are organized to effectively provide important information such as emergency contact numbers in the event of extreme shipboard incidents, when the use of computers or other electronic devices may be precluded. Similarly, small boaters find the size convenient for storage near the helm as well. While not underway on a vessel, the online version of the [2018 Mariners Guide](#) can be found on the Port of Los Angeles Port Pilot Service (lapilots.org) and the Port of Los Angeles websites.

Nexus to the Port's Overall Mission

One of the initiatives outlined in the Port of Los Angeles Strategic Plan is to "increase the utilization of port facilities." The Mariners Guide promotes the many recreational facilities available at the Port of Los Angeles and gives a snapshot of the upcoming events on the LA Waterfront. Also in line with the Port's security and safety program, this publication offers at-a-glance information on vessel safety and operating procedures, tug assistance, and weather advisories to the crews of first-time visiting ships of all sizes.



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Planning and Programming

The planning and programming process each year involves producing a Port of Los Angeles-focused, updated, accurate, easy-to-use, comprehensive guide of rules, regulations for mariners. The guide offers a wide array of pertinent information including such items as current emergency contact information, safety guidelines, tug and escort assistance contacts, vessel operating procedures, tide tables, environmental policies, and a reference section with additional useful information for

professional or amateur mariners alike. The content updates and any new information are primarily provided by the Chief Port Pilot of Los Angeles Pilot Service, and are consistent with the San Pedro Bay Harbor Safety Committee. Content providers include the Port Pilots, Port Police and Port customers as well as other divisions within the Port such as the environmental department. Editing begins in September and design, layout and printing continue through October with printing taking place in November and early December, so that distribution can occur before the next calendar year begins. While in past years the cover photo is typically taken by a Port employee depicting Los Angeles Pilot Service, this year's cover photo was taken by Michael Justice, the Port's professional photographer, who was

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sadly killed in a helicopter accident in early 2017. The photo of the Port's Angels Gate Lighthouse bathed in moonlight was chosen as the cover photo in honor of Mr. Justice, and a secondary photo of the Port Pilot boat bathed in sunlight accompanies the main photo on the right side of the cover, which is then used throughout the interior of the guide in combination with an appropriate photo to announce each of the six sections of the 2018 Mariners Guide.

Actions Taken & Outputs

A total of 5,000 copies are produced, half of which are distributed to shipboard personnel by the Port Pilots. The balance is distributed by Los Angeles Port Police patrol officers, or Communications staff at marinas, community events and maritime conferences. The Wharfingers Division (Port customer liaison group) also supplies the booklets to customers. The publication is also available online for those who either don't have a printed copy or who prefer an electronic format. The booklet is designed for ease of use and maximum technical and non-technical information that might be needed by mariners. Content is provided by Port Pilots and Port Police and layout is overseen by a Media Relations staff member and executed by internal Graphics staff. The booklet is printed in full color at the City of Los Angeles' in-house print shop. Budget for this publication is \$4,500 making the cost per booklet a little less than one dollar.

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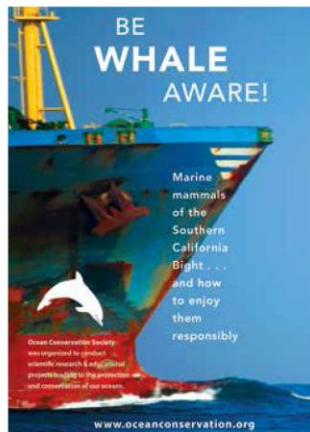
Outcome and Evaluation

The Mariners Guide is a highly useful guide for the maritime community. It is published annually in the fourth quarter of the year, and the Port's Communications office receives an average of four calls per week during the late summer and early fall months to ask when the new guide will be available. Upon publication, the office mails and personally distributes at the rate of 40-50 per week (based on requests). In addition, Port Pilots report the Mariners Guide is requested by all inbound captains and crews, and copies remain on the bridge of all vessels transiting the Port. Personal distribution by the Pilots also provides the potential for direct input regarding format, content and usefulness – all of which have been overwhelmingly positive. Similarly, distribution by Port Police officers to small boaters provides an interaction that is positive and productive. Approximately 90% of the supply is distributed in the first three months after publication. The graphics department keeps a few hundred additional guides on-hand for requests that trickle in throughout the calendar year. The website version of the Mariners Guide receives just over 1,000 hits annually.

Port of Los Angeles

Today, numerous species of marine mammals are threatened, endangered, or critically endangered and a few have already disappeared within the past several decades. Another significant threat to whales is vessel strikes. In recent years, endangered Blue Whales – reaching up to 90 feet in length – have become regular visitors to the Southern California Bight using this area as foraging grounds. These whales, unfortunately, tend to move along the same routes used by ships in commercial shipping lanes.

You can help marine mammals in distress. If you see a stranded animal, keep your distance and call National Marine Fisheries Service (NMFS) California Stranding Coordinator at (562) 980-3230. Please report injured, entangled or ship-struck whales to the 24-hour WET hotline at (877) SOS-WHALE (877-767-9425).



52 Environmental Policies

