

# 2010 COMMUNICATIONS AWARDS PROGRAM

## INDIVIDUAL SUBMISSIONS ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

- |   |                               |  |
|---|-------------------------------|--|
| 1 | Advertisements – Single _____ | 8. Periodicals _____                   |
| 2 | Advertisements – Series _____ | 9. Promotional/Advocacy Material _____ |
| 3 | Annual Reports _____          | 10. Social/WebBased Media _____        |
| 4 | AudioOnly Presentations _____ | 11. Special Events _____               |
| 5 | Directories/Handbooks _____   | 12. Videos _____                       |
| 6 | Miscellaneous <u>XX</u> _____ | 13. VisualOnly Presentations _____     |
| 7 | Overall Campaign _____        | 14. Websites _____                     |

XX CATEGORY 1      CATEGORY 2

Entry Title The TransPORTer

Port Name Port of Los Angeles

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Please indicate precisely how your port's name should be listed on any award(s) it may win: Name  
PORT OF LOS ANGELES

Being as precise as possible, please attach a separate entry statement, in English, that:

• **Defines the Communications Challenge or Opportunity**

- Situation Analysis (assess all major internal and external factors)
- Problem Statement (briefly describe in specific & measurable terms)
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• **Summarizes Planning and Programming**

- Objectives (summarize desired outcome or end result)
  - Target Publics (be specific; list primary and secondary audiences if appropriate)
  - Objectives (identify specific and measurable milestones needed to reach goal)

• **Identifies Actions Taken and Communication Outputs**

- Strategies (identify media choices, etc., that require tactics to complete)
- Tactics (specify actions used to carry out strategies)
- Implementation Plan (include timelines, staffing and budget)
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• **Summarizes Evaluation Methods and Communications Outcomes**

- Evaluation Methods (describe either formal surveys or anecdotal audience feedback used)
- Communications Outcomes (isolate PR impacts to assess changed opinions, attitudes, behaviors)

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### Communications Challenge/Opportunity

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Although the Port of Los Angeles is the nation's number one container port and a vital economic engine to the region, awareness of the Port, its operations and its benefit is lacking in the surrounding community and in the City of Los Angeles as a whole. To combat the lack of awareness and to add another tool to the Port's education outreach in general, the Port decided to create a mobile educational exhibit that would essentially "bring the Port to the people" throughout the City of Los Angeles and the southern California area in general.

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### Planning and Programming

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The first thing we did was contact the Los Angeles Natural History Museum which already had three of these type of units in place. We researched the types of exhibits that the units could hold, the different configurations of the units depending on the intended use (classroom, interactive, etc.), and the various issues and considerations that we should keep in mind.

After a lengthy RFP process, a vendor was selected and planning began in earnest on the 53-foot TransPORTer. A series of meetings took place to determine what kind of a unit the Port wanted. Because our "larger than life" operations unfailingly impressed those going on the Port boat tours, we decided that our unit needed to be very visual. We also decided that interactive exhibits were important to engage our visitors and to keep them entertained while learning. At the time we had just celebrated our Centennial anniversary, so incorporating our historical elements into the unit was also important.

Overall, the unit had to be an example of environmental conscientiousness. So we incorporated electric expandable sides instead of hydraulics, solar panels on the roof, a CNG generator, low resistance tires, special paint and more. In addition, the TransPORTer is pulled by an LNG truck.

Because the TransPORTer would be travelling all over the southern California area, we recognized that it should serve essentially as a rolling billboard on the way to events and as a beacon to draw people to it at events. It was decided that a bold graphic image was needed for the outside of the TransPORTer that would convey the scope and importance of the Port of Los Angeles.

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### Actions Taken & Outputs

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The completed TransPORTer mobile educational exhibit contains the following features:

- a 60-inch flat screen on the back end of the unit which plays videos that visitors can watch while waiting to enter the TransPORTer or to just get an idea of what the Port is about.
- t the Port is about.
- A historical exhibit section which shows photos of the Port throughout the years
- Image panels of the Port showing a variety of shots and components of the Port. Some of these panels are on swivels for interactivity and some are video screens.
- An interactive display of oral histories of the Port where visitors can select a time period and a speaker to hear a variety of personal experiences of and about the Port.
- The Crane Game video game where the guest stands in a mock-up of a container crane and uses joysticks to move the container on the screen from the ship onto a truck.
- An interactive scanner activity where container replicas are scanned and an image of what this container has inside of it and the value are shown on the screen.

- A sound game where buttons are pushed and various sounds of the Port are heard and then the visitor tries to identify the noise.
- An interactive world map which shows various trade routes, the type of goods exchanged between the Port of Los Angeles and the selected country and the length of time the ship spends in port and on the water.
- A magnet board where pictures of wildlife found in the Port can be moved around a giant image of the Port.
- A jobs display showing a representation of the one million jobs created in the Los Angeles area by the Port.
- And an area explaining the multiple environmental initiatives in place at the Port and stats surrounding those issues.

The TransPORTer unit itself includes pop-outs on both sides to make room for up to 30 guests at a time, a back storage room for staff, belly boxes under the unit with special pull-out boxes for material storage, an electric handicapped lift for those visitors requiring one, and self-leveling equipment. The TransPORTer can run off of electricity or its CNG generator.

As a souvenir of the TransPORTer experience, each guest receives a replica TransPORTer piggy bank. This has become a very sought-after item!

The TransPORTer is staffed by Public Relations employees as well as Speakers Bureau members. Scripts have been developed for the tours and those hosting are encouraged to customize the script to the group and their interests.

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### **Outcome and Evaluation**

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The TransPORTer was premiered at the Los Angeles County Fair in 2008 where it was on display for the duration of the Fair and just shy of 20,000 people enjoyed it at that venue. The TransPORTer is always staffed by trained Port personnel and our visitors are treated to a hosted tour experience.

At the beginning of each school year, the Port of Los Angeles sends out letters and request forms on TranPORTer visits to all local schools. Additionally, TransPORTer visit request forms can be found on the Port's website. The TransPORTer also has a Facebook page and we are collecting friends.

The TransPORTer goes out to schools on a nearly weekly basis and averages 700 visitors per location. In addition, the TransPORTer is a featured element at many Port and community events. As of May 1, 10,000 visitors have enjoyed the TranPORTer experience. In May, the TransPORTer will be traveling to Sacramento to participate in the California Maritime Leadership Symposium and will host numerous legislators. Along the way, it will make a stop at a Bakersfield school – an important area for cotton production which makes its way through the Port of Los Angeles on its way to becoming clothes overseas.

## **TransPORTer Specs**

### **LNG Truck**

Length: 24'  
Height: 13' 5"  
Weight: 15,500 lbs

### **TransPORTer Trailer**

Length: 56' 4" (includes front deck)  
Width: 8' 6" standard  
15' 6" expanded  
Height: 13' 6"  
Weight: 42,000 lbs  
Electrical: -Minimum 60 amps in 240V single phase  
-TransPORTer has 50' on-shore power cords  
-TransPORTer supplies a female pigtail that can be hard-wired to electrical source panel

### **COMBINED TRUCK & TRAILER**

Length: 80' 4"  
Width: 8' 6" standard  
15' 6" expanded  
Height: 13' 6" highest point  
Weight: 57,500 lbs