



Port of Los Angeles



AAPA 2010 Annual Convention
Port Communications & Community Engagement
Arley M. Baker, Deputy Executive Director of Communications



A Fresh New Look



- Clean, strong, easily reproduced
- Clearly identifies itself as a port
- Reflects 2nd century of the Port
- Successfully introduced by ED during Employee Assembly
- \$71,000 (with Style Guide)



A Fresh New Look





Making Connections

- Where are we connecting with our communities?
- How are we connecting with our communities?
- What do we want the public to know?
- How are we telling them?



COMMUNITY ENGAGEMENT

Objectives

- Re-introducing the public to Harbor Community and POLA waterfront
- Demonstrating the value of Port Industry and the Harbor Department
- Creating “Win-Win-Wins”



Happy Harbor Halloween



- 500 anticipated
- 2,000 attended
- Radio Disney promotion attracted out-of-area families
- \$4,200 out-of-pocket

Cars & Stripes Forever!



- 7,000 in 2009(10,000+ in 2010)
- Significant business driver for downtown San Pedro
- \$20,000 (event and ad costs)
- \$11,500 in food/drink sales to benefit local non-profits



11th Annual Lobster Festival



CERTIFICATE

The most seafood prepared at an outdoor event is 5,686.87 kg (12,537.4 lbs) and was organized by the Port of Los Angeles Lobster Festival and San Pedro Fish Market at the Port of Los Angeles, in San Pedro, California, USA, on 19 September 2009

GUINNESS WORLD RECORDS LTD



- Largest event of its kind
- 40,000 guests annually
- Strong regional awareness
- \$50,000 title sponsorship + \$55,000 “in kind” support
- 309 local temp jobs
- \$29,000 in charity proceeds

Hitting the Road!



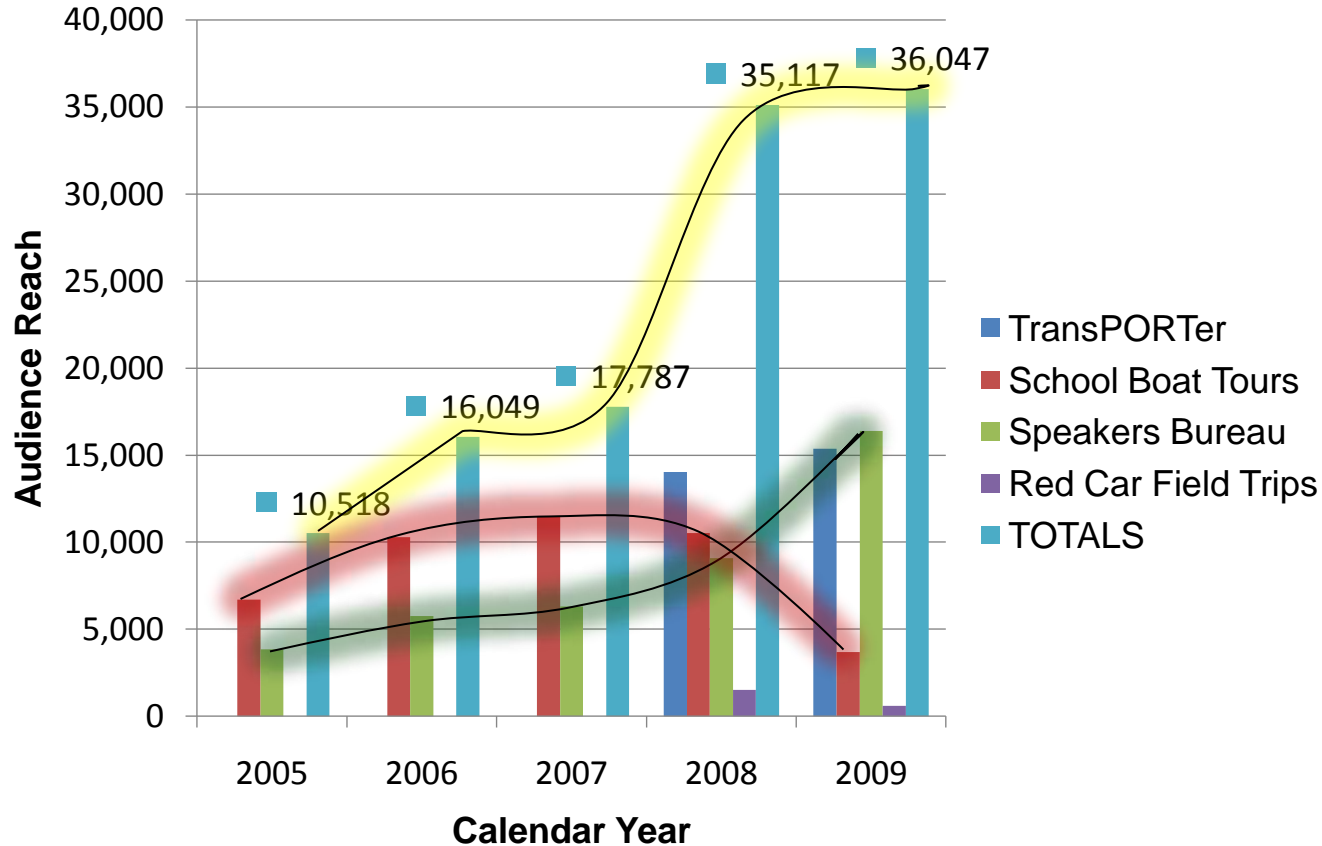


The TransPORTer

- Debuted in 2008
- Bring the Port to the People
- Less \$ and more impressions per outing (approx. \$1,000 cost to reach 700-1800/day)
- 2010 Special appearances State Capitol & Port Hueneme



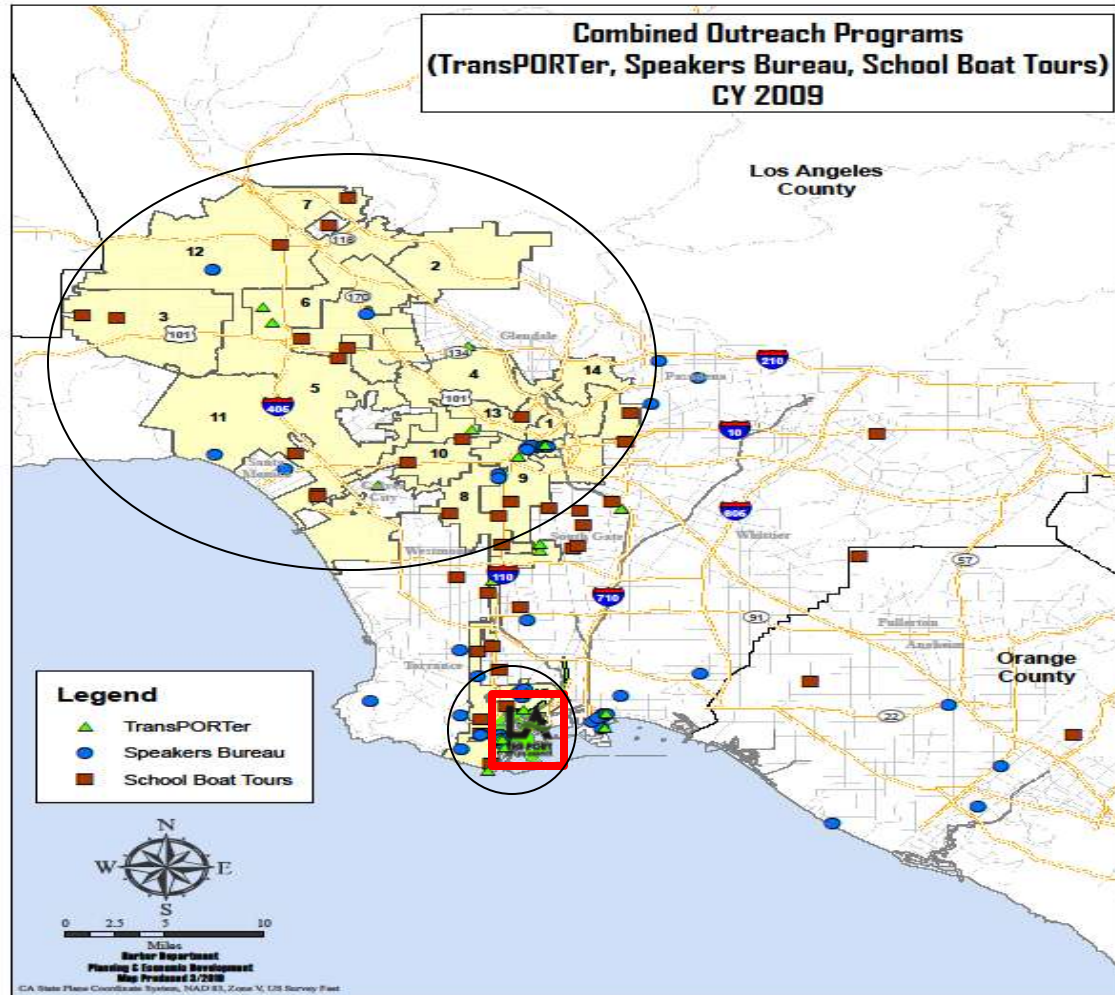
Audience Reach



Outreach Trends

- ✓ Budget cut-backs severely impacted school boat tours.
- ✓ Speaker's Bureau requests were more specialized.
- ✓ TransPORTer launched at the right time for us.

**Combined Outreach Programs
(TransPORTer, Speakers Bureau, School Boat Tours)
CY 2009**





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Electronic & Social Media



Facebook | Port of Los Angeles

http://www.facebook.com/pages/San-Pedro-CA/Port-of-Los-Angeles/114596536996?ref=search&... RSS G Q: Google

facebook Search Home Profile Find Friends Account

Port of Los Angeles Like

Wall Info Photos Discussions

Suggest to Friends

The Port of Los Angeles: America's Port.

Information

Location: 425 S. Palms Verdes Street San Pedro, CA, 90731

Phone: (310) SEA-PORT

1,282 People Like This

Eirik Håheim Vestre Jack Murray Michael Gannon

Hans Jacob Berg Biboéau Luis Linera

Photos 2 of 8 albums See All

Harry Bridges Seafarers' Support Project

Port of Los Angeles Hats off to the San Pedro Rotary Club for tonight's "Community Heroes" event. Among those being honored are Port Police Sgts. Daniel Cobos and Rosario Ferrara, as well as Port Police Cadet Francisco Miramontes for their life-saving efforts last year. 7 hours ago

Port of Los Angeles Congressman Jerrold Nadler and 78 additional members of Congress begin efforts for new environmental legislation allowing ports to restrict port emissions.

Nadler and 78 Members of Congress Begin Push for Cleaner Ports nadler.house.gov Office of Congressman Nadler (D-NY) Yesterday at 9:47am · View Feedback (7) · Share

Port of Los Angeles The folks at the Harry Bridges Project posted this video of the Port of Los Angeles taken from a crane high above the Port: The Port of Los Angeles from a Hammerhead Crane [HQ] I sat in that seat, it's a rush! Length: 2:01 April 25 at 6:03pm · View Feedback (10) · Share

Port of Los Angeles Dozens of environmental, business, labor, consumer and community groups rally behind the Port of Los Angeles Clean Truck Program urging federal lawmakers to protect our award-winning program: Nearly 115 Environmental, Business, Labor, Consumer, Community Advocates Send Letters to Key Transpo news.yahoo.com On Earth Day, Unlikely Alliance Reveals Trucking Industry's Real Environmental Record Despite PR Play to "Green" Their Public Image April 22 at 9:53am · View Feedback (4) · Share

Port of Los Angeles Happy Earth Day from the Port of Los Angeles proud to have earned the Inaugural Earth Day Award from the Federal Maritime Commission's Green Seal award program.

Create an Ad

Looking for Work? Mafia Wars Be your own stimulus package and earn your keep as a hired gun in Mafia Wars. Play now. Like

Looking for love over 30? Meet 30 plus singles seeking a first or second chance at love. Sign up today. Like

Want a Girlfriend? Like

Electronic & Social Media

- 10-year waterfront planning process
- Electronic Newsletter boosted our reach and helped engage the broader community
- Rich photography and video segments
- “Constant Contact” delivery





FUTUREPORTS

presents

THE SUPPLY CHAIN GAME™

Move the goods, Grow the local economy,
and Create jobs!

FROM THE PORT OF L.A. ...

FUTUREPORTS presents THE SUPPLY CHAIN GAME™ Move the goods, Grow the local economy, and Create jobs!

... TO YOUR HOME!

Marine Terminal

Distribution Center

Job Categories: Environmental Scientist, Security, Freight Forwarder, Office Worker, Food Service Worker, Retail Cashier, Truck Driver, Land Truck Driver, Mechanic, Farmer, Warehouse Worker, Construction Jobs

Game Pieces:

- Blue Piece: POLA JOBS 250 ONE JOB
- Green Piece: POLA JOBS 250 TWO HUNDRED AND FIFTY JOBS

Spinner Instructions:

- MOVE AHEAD 1
- MOVE AHEAD 2
- MOVE AHEAD 3
- MOVE BACK 1
- MOVE BACK 2
- MOVE BACK 3
- MOVE AHEAD 1
- MOVE AHEAD 2
- MOVE AHEAD 3
- MOVE BACK 1
- MOVE BACK 2
- MOVE BACK 3



The Supply Chain Game





Career Paths & Pay

**Blue Container:
Warehouse/Logistics**



**Red Container:
Typical Railroad/Logistics**





POLA Jobs



presents

THE SUPPLY CHAIN GAME™

Move the goods, Grow the local economy,
and Create jobs!

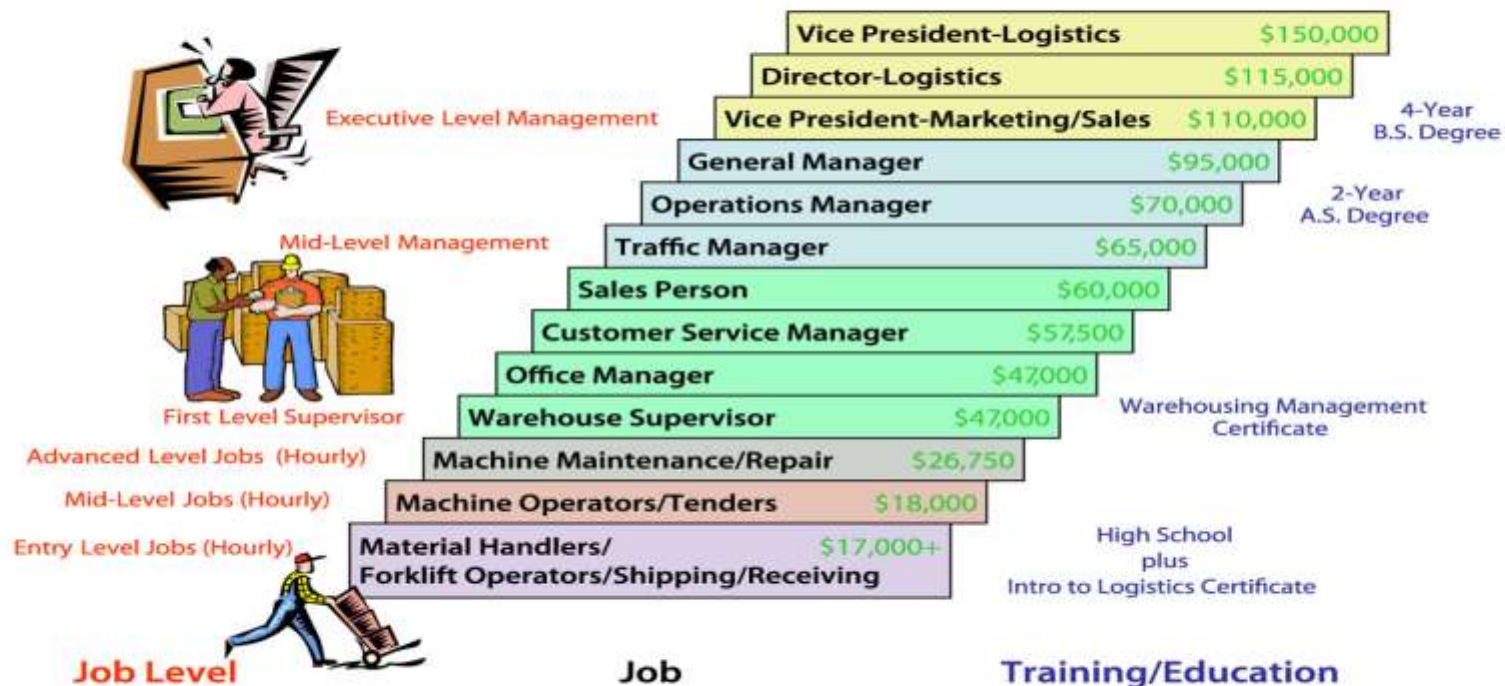


									
	Office Workers	Food Service Worker	Road Construction	Delivery Driver	Local Truck Driver	Mechanic	Farmer	Warehouse Worker	Construction Worker
									
	Develop technology reducing emissions. Create 5 technology jobs.	Cargo loaded on truck. Create 1 trucking job and 1 office job.	Eat lunch at local diner. Gain 3 jobs: server, cook and wholesale distributor.	Road construction ahead. Gain 4 jobs for construction crew.	Brakes need repair. Lose 1 turn but add 1 mechanic job.	Produce arrives at distribution center. Add 1 warehouse job.	Arriving ca local econo constructio		

						
Information Tech. Worker	Cargo Broker	Attorneys	Factory Jobs	Manufacturing Jobs	Warehouse Workers	Health Care Workers
						
Develop new technology for cargo screening. Add 2 technology jobs.	Cargo loaded on train. Gain 2 jobs for train crew and 1 office job.	State passes funding package--purchase 2 green locomotive. Add 6 manufacturing jobs.	Components for manufacturing delivered to factory. Add 2 factory jobs.	Cargo arrives at distribution center. Add 6 warehouse jobs.	Goods movement jobs provide benefits such as health insurance. Add 4 jobs at local hospital.	Retailer op local store, new jobs in and 5 sales



Typical Warehouse/Logistics Career Path/Pay



Source: Center of Excellence LA County Reports - Warehousing Career Ladder, 08.15.05 & Logistics Management, 01.11.06
 Estimated 2007 pay levels were adjusted for inflation

Typical Railroad Career Paths/Pay



Traveling Mechanic \$56,200
Rail Car Repair \$41,200
Electrician \$41,000
Diesel Mechanic/Machinist \$41,000
Locomotive Laborer \$31,200 start
MECHANICAL (Average Hourly Pay)

Train Dispatcher \$67,500
Conductor \$67,000
First Line Supervisor \$60,000
OPERATIONS (Average Salary)

Electronic Technicians \$58,200
Assistant Signal Person \$39,200
Track Maint. Truck Driver \$38,700
Welder \$37,500
Bldg./Bridges Helper/Driver \$37,300
Track Crew \$31,200
ENGINEERING (Average Hourly Pay)



Chef \$37,500
Lead Service Attendant \$34,300
Assistant Conductor \$32,000
Concessions Worker \$31,000
Service Attendant \$25,000
Train Attendant \$25,000
Coach Cleaner \$25,000
ON-BOARD (Average Hourly Pay)

Source: Railroad Occupations "At-a-Glance", LA/Orange Counties, June 2007



Jobs, Jobs, Jobs...



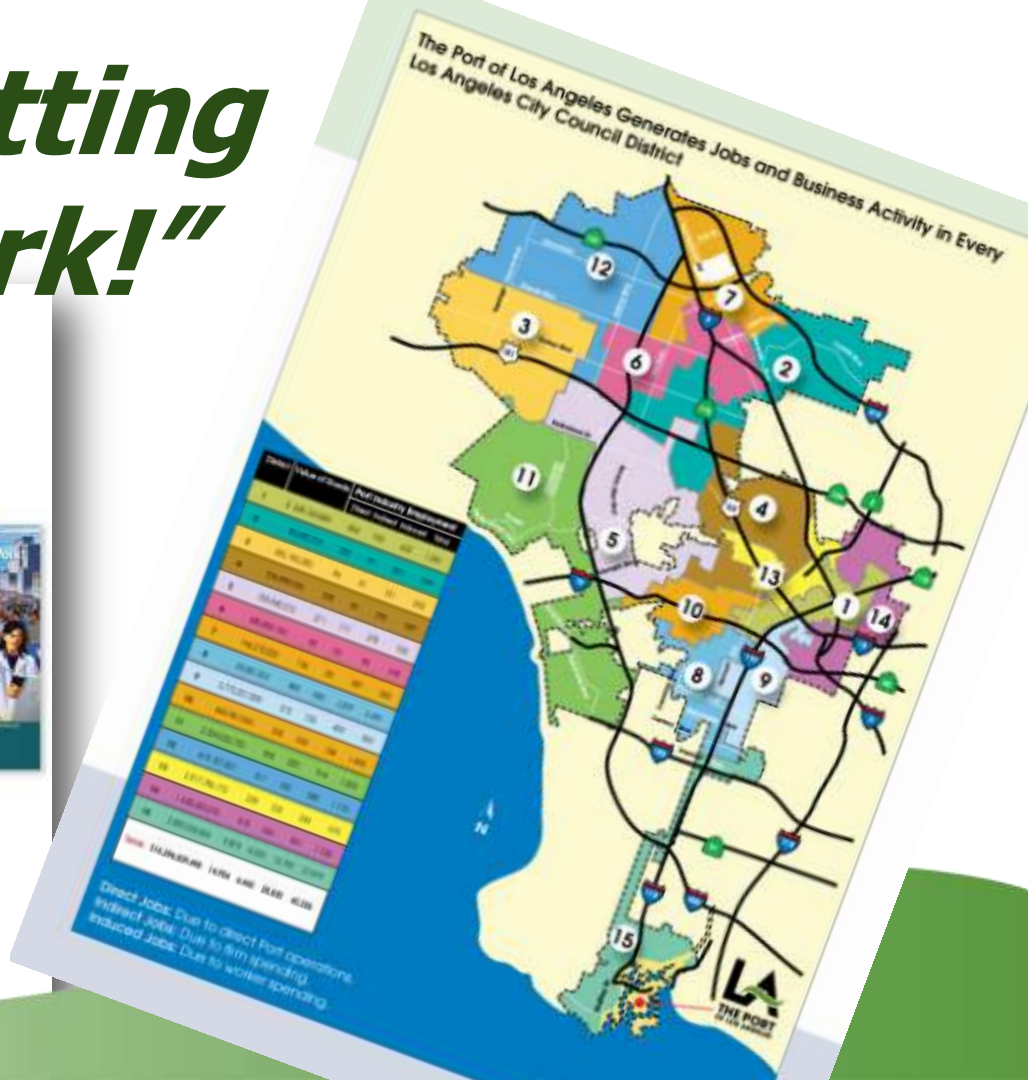


"We're Putting LA to Work!"





"We're Putting LA to Work!"





"We're Putting LA to Work!"





Image Advertising

Good Job.

Creating a 21st Century waterfront for the industry and communities we serve, thousands of men and women in dozens of job disciplines are hard at work every day at the Port of Los Angeles. They represent just a portion of the more than three million jobs connected to commerce flowing through the nation's number one trade gateway. To learn about how we're making the economy and the environment work, call 213-5942, go to www.portoflosangeles.org and click on Employment.

Working on Today, Focusing on Tomorrow



www.portoflosangeles.org



Being the busiest container port in the U.S. and handling almost a quarter of all cargo entering the country, the Port of Los Angeles has a tremendous impact on the job market, not only in Southern California, but statewide and nationwide, we directly and indirectly generate 3.3 million jobs. That's how important global trade and goods movement are to our economy. So, whether we export the goods you make, or import the goods you need, the Port brings prosperity to your community and the economy.



www.portoflosangeles.org

We're Investing in Your Future

We're investing \$1 billion a day in capital development projects to give you an edge in the future. And, we're creating thousands of construction jobs for the region at the same time.



www.portoflosangeles.org

Image Advertising

- ✓ Highest regional sports radio audience
- ✓ Blue collar to CEO listeners
- ✓ A distinctly “Los Angeles” Brand





Image Advertising

Good Job.

Creating a 21st Century waterfront for the industry and communities we serve, thousands of men and women in diverse job disciplines are hard at work every day at the Port of Los Angeles. They represent just a portion of the more than 35,000 jobs connected to seaport operations through the nation's number one trade gateway. To learn about how we're making the economy and the environment work hand-in-hand, go to www.portoflosangeles.org and click on Environment.

Working on Today, Focusing on Tomorrow. www.portoflosangeles.org

Good Thinking.

Thanks to dedicated local business people and educators, students at Banning High School in Wilmington and the Port of LA High School in San Pedro are learning about the diverse industries and good jobs that make Los Angeles the nation's number one trade gateway. To learn about how we're making education, environment and the economy work hand-in-hand, go to www.portoflosangeles.org and click on Education.

Working on Today, Focusing on Tomorrow. www.portoflosangeles.org

Good Day.

Today, kids living and attending school near the Port of Los Angeles are enjoying cleaner air and more recreational space. With diesel truck particulate emissions down nearly 80% since 2000, the future is clear at the nation's number one trade gateway. To learn about how we're making the economy and the environment work hand-in-hand, go to www.portoflosangeles.org and click on Environment.

Working on Today, Focusing on Tomorrow. www.portoflosangeles.org

Image Advertising



Good Tidings.

Thanks to environmental awareness and successful initiatives, sea life is thriving above the water and below. At the Port of Los Angeles, the future is clear. To learn about how we're making the economy and the environment work hand-in-hand, go to www.portoflosangeles.org and click on Environment.

Working on Today. Focusing on Tomorrow.



**THE PORT
OF LOS ANGELES**

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Thank You!

