

Community Education:



A Win-Win Outreach Strategy

# Eighteenth Street Marketing



- ❧ We equip entrepreneurs, non profit organizations and community groups with the tools to expand and enrich their public image in an innovative and focused manner.
- ❧ We seek collaborators and learning organizations willing to explore cutting edge marketing solutions, new management techniques and effective communications strategies - designed to encourage community empowerment and maximize civic engagement.

# Eighteenth Street Marketing Portfolio Highlights



- ❧ **Port of Los Angeles High School** - Public Affairs, fundraising and communication infrastructure creation for the first San Pedro charter high school.
- ❧ **Pacific Energy Partners: Pier 400 Project** - Responsible for Pier 400 Project marketing branding, outreach, public relations and event management services
- ❧ **Golden State Pops Orchestra** – Multiple roles: Board President, Executive Director, Marketing Director
- ❧ **Grand Vision Foundation** - Marketing, Development and PR Consultant

# Community Education Project



- œ Began work in 2005
- œ Oil Terminal Company initiating process to build site on Pier 400
- œ Responsible for Project marketing branding, outreach, public relations and event management services
- œ Produced a series of Pier 400 Project Community Education Forums, with an extensive educational web site.
- œ The Forums and Web Site were designed to educate the community and its stakeholders

# Community Environment



- ❧ Los Angeles charter reform in full effect
- ❧ Local Neighborhood Councils finding their voice
- ❧ Activist community was skeptical and in some cases, hostile to bureaucracies/corporate oligarchies
- ❧ Port of LA's Bridge to Breakwater community meetings were well underway
- ❧ Community Activists recognized the power of public meetings to address issues

# First Steps



- ❧ Prior to Eighteenth Street involvement, client had begun to make introductory project presentations to the Mayor's Office, Councilwoman, Harbor Commission, Neighborhood Councils, Sierra Club, etc.
- ❧ Consistent message provided a sense of political leverage
- ❧ All involved Government Agencies were kept in the Project's Communications loop
- ❧ Client fully supported a two pronged 'influence the influencers' approach

# Community Education Forums



- ❧ Trade Show style formats, highlighting key aspects of the project (four forums)
- ❧ Held in local community centers and hotel ballroom
- ❧ Project Experts, situated throughout the room, in front of displays designed to explain critical areas of concern
- ❧ Built Project Web Site with detailed links to more information on topics ranging from “Cold Ironing” to the Sasinena explosion

# Lessons Learned



- ❧ Bring conversation to a 'human-to-human' context – people relate more positively with what they know
- ❧ Influence the Influencers
- ❧ Know your 'story/brand' and make it relevant to the audience
- ❧ Treat the community with respect
- ❧ Make time to listen
- ❧ Satisfy genuine desire to learn





# Eighteenth Street Marketing

Linda L. Grimes

880 West 18<sup>th</sup> Street, San Pedro, CA 90731

310 732 0010

llgrimes@ix.netcom.com