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)
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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

- 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
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.
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
THE SUPPLY CHAIN GAME™
Move the goods, Grow the local economy, and Create jobs!
The Supply Chain Game
Career Paths & Pay

Blue Container:
Warehouse/Logistics

Red Container:
Typical Railroad/Logistics
POLA Jobs
Typical Warehouse/Logistics Career Path/Pay

- **Vice President-Logistics** $150,000
- **Director-Logistics** $115,000
- **Vice President-Marketing/Sales** $110,000
- **General Manager** $95,000
- **Operations Manager** $70,000
- **Traffic Manager** $65,000
- **Sales Person** $60,000
- **Customer Service Manager** $57,500
- **Office Manager** $47,000
- **Warehouse Supervisor** $47,000
- **Machine Maintenance/Repair** $26,750
- **Machine Operators/Tenders** $18,000
- **Material Handlers/Forklift Operators/Shipping/Receiving** $17,000+

**Job Level**

**Job Training/Education**

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

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

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

ENGINEERING (Average Hourly Pay)
- 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

ON-BOARD (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

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!"

For centuries, seaports have served as crucial economic beacons by bringing goods and services to people around the world. Today, approximately 90% of all goods come into the U.S. by ship, and seaports continue to be a critical piece for access to the global marketplace. Seaports by the Western Hemisphere generate billions of dollars of economic activity, support the employment of millions of people, and import and export more than 4.5 billion tons of cargo, including goods like clothing, medicine, food, and building materials, as well as consumer electronics and tools. The volume of cargo shipped by water is expected to dramatically increase by 2020 and the number of passengers traveling through our seaports will also continue to grow. To meet these demands, the American Association of Port Authorities and its members, including the Port of Los Angeles, are committed to keeping seaports navigable, secure, and sustainable.
Image Advertising

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

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 Environment.

Good Thinking.

Working on today, focusing on tomorrow.

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 60% since 2006, the future is clear for the nation’s number one truck 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.
Thank You!