



## Clean Air Action Plan (CAAP)

### Agency:

*Port of Los Angeles*

### Role:

*Branding*

### Situation:

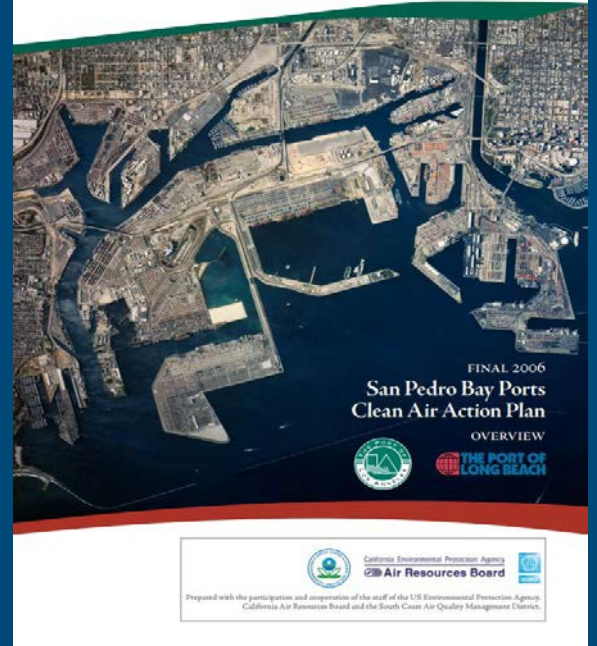
- The CAAP is a combined effort between the Port of Los Angeles, Port of Long Beach, U.S. Environmental Protection Agency, California Air Resources Board, and the South Coast Air Quality Management District

### Benefits of Reconstruction Project:

- Designed to develop and implement mitigation measures
- Incentive programs necessary to reduce air emission and health risk associated with port operations while allowing port development to continue

### Opportunity:

- Brought on by the Ports of Long Beach and Los Angeles to help provide branding for the CAAP
- The branding slogan “Cleaner Port, A Brighter Future” was used throughout the campaign for the Port of Los Angeles
- This theme was carried through during staff meetings, project management and administrative items



### Approach:

- Designed layout, helped write text and determined images to be used for the four-color Clean Air Action Plan Report
- Created cover of the report
- Served as liaison between various agencies and government entities with input on report contents
- Report was translated into six different languages including Spanish, Japanese, Korean, Mandarin and Cambodian
- Responsible for coordinating the printing and negotiating prices with the printer and provided all design and logistics for final report

**A CLEANER PORT.  
A BRIGHTER  
FUTURE.**

