

# 2012 COMMUNICATIONS AWARDS PROGRAM

## INDIVIDUAL SUBMISSIONS ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

- |  |   |
|--|---|
| 1. AAPA Awareness Initiative Messaging _____ | 8. Overall Campaign _____               |
| 2. Advertisements – Single _____             | 9. Periodicals _____                    |
| 3. Advertisements – Series _____             | 10. Promotional/Advocacy Material _____ |
| 4. Annual Reports _____                      | 11. Social/Web-Based Media _____        |
| 5. Audio-Only Presentations _____            | 12. Special Events _____ 1              |
| 6. Directories/Handbooks _____               | 13. Videos _____                        |
| 7. Miscellaneous _____                       | 14. Visual-Only Presentations _____     |
|  | 15. Websites _____                      |



CATEGORY 1



CATEGORY 2

Entry Title Keep Port Everglades Shipshape 2011 event

Port Name Port Everglades

Port Address 1850 Eller Drive, Fort Lauderdale, FL 33316

Contact Name/Title Maisy Alpert / Corporate & Community Relations

Telephone 954-468-3505 Email Address malpert@broward.org

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

Name Port Everglades

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

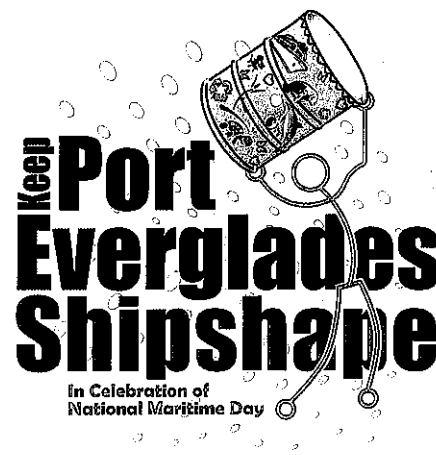
- **Defines the Communications Challenge or Opportunity**
  - Situation Analysis (assess major internal and external factors)
  - Problem Statement (briefly describe in specific & measurable terms)
- **Summarizes Planning and Programming**
  - Goals (summarize desired outcome or end result)
  - Target 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)
- **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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### 12. SPECIAL EVENTS "2011 KEEP PORT EVERGLADES SHIPSHAPE"

To kick off a clean-up campaign at Port Everglades, a team of Port Everglades employees initiated a community-involvement event titled "Keep Port Everglades Shipshape" where volunteers were invited to paint designs on recycled 55-gallon petroleum drums that were used as decorative trash receptacles throughout the Port.

**SITUATION ANALYSIS:** As part of its efforts to apply Broward County government's new Sterling management principles to day-to-day work activities, Port Everglades Department employees last year identified cleaning and beautifying the Port as one of the key work processes that they would like to achieve. Other initiatives included community involvement and educating the public about the Port's mission and economic impact.



**PROBLEM STATEMENT:** Broward County, FL, government, of which Port Everglades is a Department, initiated a best-practices management program where employees identified key areas that could be improved in their workplace. Employees were challenged to develop solutions that could be implemented at a grassroots level without great financial expense.

Employees decided as a group to tackle port cleanliness and beautification as a key area that they could have an impact. Employees noted that the public areas of the Port had an abundance of litter on the ground due to a lack of conveniently located trash receptacles. For example, porters typically drop the peels off of crack-and-peel luggage tags onto the ground at the cruise

terminals. Truckers often cleaned out their cabs while waiting in the staging area outside the container terminals and leave piles of trash on the roadside.

Community involvement at Port Everglades was another work process that the employees identified as an area that they wanted to see improved. After the tragic terrorism events of September 11, 2001, public access to the Port was closed and community events were prohibited unless special arrangements were made that addressed security concerns. This obstacle was overcome at the event through additional security personnel and having the event in a



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fenced in area of the port. In addition, Port employees wanted to help spread the word to residents about the port's economic impact and benefits.

**GOALS:** The goals of the program were to 1) reduce littering at the Port, 2) involve the community, and 3) to educate participants about Port Everglades' purpose and economic impact.

**TARGET PUBLICS:** The two main target audiences for this event were 1) community volunteers because these people have a history of being active in the community, and 2) Port Everglades employees who were part of the Sterling process. Secondary publics were the users of the port who may create the littering problem.

**OBJECTIVES:** The main objective was to create a fun, creative event that would attract community-minded volunteers to participate. We were limited by space, supplies and the number of donated petroleum drums. Our target was to attract enough volunteers and volunteer groups to paint at least 75 drums.

**STRATEGIES, TACTICS AND IMPLEMENTATION:** Community volunteers were made aware of the event through a partnership established with Volunteer Broward, a non-profit organization that connects volunteers with more than 600 agencies and organizations. The Port's Corporate & Community Relations staff also promoted the event through news releases, newsletters and speaking engagements.

One of the Port's tenants, Port Consolidated, donated 100 55-gallon recycled petroleum drums. Much of the paint was donated from the City of Hollywood's recycled paint program.



The event was held in conjunction with National Maritime Day, which is a national celebration to honor and recognize the maritime industry and its benefits to our country. Towards the end of the event, as part of the awards ceremony where people from the Port community served as judges, the Port Director addressed the participants and talked about the significant role that Port Everglades plays in the economic impact of Broward County.

We also developed the logo for the event and branded it through t-shirt giveaways, banner signs, and flyers.

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**BUDGET:** \$6,000

**EVALUATION METHODS:** This event was intended to be just a one-time event. The event's success would be measured by the feedback we received from the volunteers and if we noticed people using the painted drums as receptacles.

**COMMUNICATIONS OUTCOMES:** The overwhelming feedback from the volunteers was that it was a terrific event that should take place annually. As a result, following the first event in 2010, this event submitted for the AAPA entry took place on May 21, 2011, and the Third Annual "Keep Port Everglades Shipshape" event will take place on May 19, 2012 to again coincide with National Maritime Day.

Port staff has reported that the porters and taxi cab drivers are using the drums, although several are reported missing and believe to be taken by workers who are using them as decorated barbecue pits.