

INDIVIDUAL SUBMISSION ENTRY FORM

Please copy and complete this form for each entry.
 Create a separate document for answering the five questions below.

Check only ONE entry classification below:

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

<input type="checkbox"/> CATEGORY 1	<input type="checkbox"/> CATEGORY 2	<input checked="" type="checkbox"/> CATEGORY 3
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Entry Title: A Collaborative Effort For A Collective Change

Name of Port: The Port Of New York & New Jersey

Port Address: 4 World Trade Center, 150 Greenwich Street, 23rd Floor, New York, New York 10007

Contact Name/Title: Lourde Michel Senior B2B Marketing Specialist

Telephone : 212-435-4258 Email Address: lmichele@panynj.gov

On separate paper, **FIRST** write a short, descriptive summary of your entry, **THEN**, in as much detail as needed, specifically address each of the following five questions and number your answers. Your answers equal 50% of your score.

– Identify your primary and secondary audiences in order of importance.

1. What are/were the entry’s specific communications challenges or opportunities?

- Describe in specific & measurable terms the situation leading up to creation of this entry.
- Analyze the major internal and external factors needing to be addressed.

2. How does the communication used in this entry complement the organization’s overall mission?

- Explain the organization’s overall mission and how it influenced creation of this entry.

3. What were the communications planning and programming components for this entry?

- Describe your overall goals or desired results.
- Describe your objectives and list specific, measurable milestones needed to reach your goals.

OFFICIAL ENTRY LABEL

AAPA 2015 Communications Awards

Port Port Authority of NY + NJ

Contact Person Lourde Michel

Entry Classification Promotional / Advocacy

Port Authority of NY & NJ Building the Region Commuting & Traveling Transporting Cargo

Port of New York and New Jersey

THE PORT AUTHORITY OF NEW YORK & NEW JERSEY

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> CPP Archives

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*A Collaborative Effort
for a Collective Change*

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Port Productivity: The Cooperation Revolution at the Port of NY & NJ

CPP Facts Sheet

CPP Minutes

April 10, 2015

The strengthening economy, re-routed cargo from the West Coast, shifting trade routes and business trends have all contributed to a greater than 10 percent increase in overall cargo volumes in the Port of New York and New Jersey over the past two months. Our terminals have received more than a dozen "extra loaders" ocean carriers have employed to handle additional volume. While we are actively working on solutions, at this time the system is struggling to absorb such a significant surge in cargo volume and the changing logistics patterns that have resulted from the additional volume. All of these factors combined have caused sporadic delays over the past several weeks. We project it to be several more weeks before activity in the port normalizes.

The Council on Port Performance (CPP) continues to lead the effort to improve long-term performance, efficiency and reliability in the port.

Accomplishments include:

- The first ever coordinated Winter Weather Plan was prepared and implemented and as a result this winter took less of a toll on port operations and our customers;
- Coordination and communication have been drastically improved through greater transparency and more information sharing (CPP emails, eAlerts, updates on Twitter, Facebook, etc.)



The Port Directory

It's our goal to make the Port of NY & NJ your first port of call. The Port Directory is your convenient reference tool for shipping through our port.

[Learn more >](#)



PORT Winter Weather plan

Become familiar with the Port Winter Weather plan.

[Learn more >](#)



PANYNJ Announces Progress In Improving Efficiency And Service Reliability In NY/NJ Port >



Clean Vessel Incentive Program >

See full page under computer links

CATEGORY	3
CATEGORY TITLE	PROMOTIONAL/ADVOCACY MATERIAL
ENTRY TITLE	A COLLABORATIVE EFFORT FOR A COLLECTIVE CHANGE

See link on computer

PROJECT DESCRIPTION



Communication is central to any partnership. For the Council on Port Performance (CPP), it's the core value upon which ALL success depends.

Formed in August 2014, CPP comprises a diverse group of 21 port stakeholders, who recognize that improvement and change can only happen through collaboration. The CPP is supported by another 50-75 people on 5 Implementation Teams. To assist the CPP in fulfilling its mission, The Port of New York and New Jersey worked with our partners, to develop a series of promotional advocacy communications materials around the message "A Collaborative Effort for a Collective Change." These materials are providing a solid communications foundation upon which CPP can evolve and succeed.

COMMUNICATIONS CHALLENGES OR OPPORTUNITIES

In late 2013, the Port Authority of New York and New Jersey in partnership with the New York Shipping Association (NYSA) formed the Port Performance Task Force (PPTF) made up of industry executives who recognized 1.) no one port entity alone could fix complex challenges at the port and 2.) that everyone must work collaboratively for collective change. On June 24, 2014, the PPTF presented a comprehensive final report with 23 recommendations that once implemented would help improve efficiency and service reliability in the Port. The Council on Port Performance (CPP) was formed to oversee the implementation of the recommendations contained in the report.

CPP depends on active member participation to succeed. A Government and Community Outreach Sub-Committee (GCO), comprising volunteer members of the port community and customer base,, was formed to educate and inform stakeholders "on the port's commitment to excellence and progress on the Council's activities." Staff of the Port Authority B2B Marketing Department are critical members of the GCO Sub-Committee.

Major external factors impacting communications included how best to:

- Inform and educate a busy and distracted targeted population
- Build consensus among a diverse group of stakeholders
- Create buy-in and ownership of the CPP among industry partners

Internal challenges related to the manpower needed to execute a comprehensive communications program.

ALIGNMENT TO THE ORGANIZATION'S OVERALL MISSION

An informed organization is an empowered organization. The mission of CPP depends on this tenant. By working together to identify specific solutions, CPP is paving the way for the port's economic success. Our communications initiatives mirror CPP's collaborative message and reinforce the importance of the port to communities in which the port is located.

CPP's Government and Community Outreach Sub Committee created a dynamic range of promotional/advocacy materials in collaboration with CPP members, built around the theme: "A Collaborative Effort for a Collective Change."

PLANNING AND PROGRAMMING COMPONENTS

The primary goal of communications is to increase awareness of the CPP's leadership role and educate partners on CPP milestones and achievements while generating potential new business leads. The Port Authority B2B Marketing Department assisted the Government and Community Outreach (GCO) Sub-Committee in developing the following framework for its communications:

- Develop visual branding for CPP communications.
- Ensure CPP delivers a common message on the port's commitment to excellence and progress.
- Produce marketing collaterals for communications with internal and external audiences.
- Develop a media strategy to ensure regular positive coverage in trade publications.
- Develop a target distribution list.
- Routinely communicate CPP milestones and achievements to stakeholders.

Primary audience is port stakeholders, which includes shippers, terminal operators, truckers, manufacturers, importers, exporters, brokers, third party logistics firms, and ocean carriers. Secondary audience includes elected officials, maritime trade associations, and maritime trade press.

ACTIONS AND OUTPUTS

CPP and its Government and Community Outreach Sub-Committee (GCO) developed a proactive, flexible communications program, which was informed by a March 2014 survey of CPP members. The plan employs:

- Media Relations
- Marketing Communications
- Community Outreach
- Government Affairs & Advocacy
- CPP Branding

STRATEGY	ACTIVITY / PROGRAM	SPONSOR	SCHEDULE
Media Relations	Pursue news stories, editorial boards and op-ed pieces that underscore the port's story.	GCO	Ongoing
	Provide easy access to information via media of their choice – print, internet, mobile, video, radio, TV	CPP	Ongoing
	Add content for media information specific to the port on portnynj.gov	PANYNJ	1 st Quarter 2015
	Develop a targeted media plan with the Journal of Commerce (3 whitepaper sponsorships at JOC conferences; 1 custom Webcast; 1 custom whitepaper with related brand recognition)	TBD	1 st Quarter 2015

	Develop a targeted media plan with the American Journal of Transportation with ads in the print version and e-blast with newsletter	TBD	1 st Quarter 2015
	Develop a balanced media plan that targets key maritime trade (may include print and web advertising, event sponsorship, webcasts, white papers, targeted email, newsletter sponsorship etc.)	TBD	1 st Quarter 2015
	Ensure broad array of industry press is on the distribution lists	CPP/PANYNJ/NYSA	1 st Quarter 2015
	Prepare joint Op-Ed documents	CPP/GCO/PAN YNJ	2 nd Quarter 2015
Marketing Communications	Create a multiple year marketing plan to buy ad space with business and industry publications.	Based on topic and financial support	3 rd Quarter 2015
	Provide effective communications and resources (i.e. standard presentation, fact sheets etc.) for CPP members and Implementation Teams from a centralized and easily accessible resource	GCO	Ongoing
	Make sure all employees in the port know what CPP is and have access to important information – make sure to include them in the process.	GCO	TBD
	Develop a CPP URL, (www.councilonportperformance.com); website and email address	NYSA - URL	URL – Completed Web – 1 st Quarter 2015
	Transition from sending communications from the Port Authority domain to the CPP domain	GCO etc.	TBD
	Develop a plan to distinguish between CPP and Port Authority communications and outreach. Who does what?	PANYNJ/GCO	1 st Quarter 2015
	Enhance the professional look of all marketing material and provide template slide deck to key port partners for future and content continuity	PANYNJ/NYSA	1 st Quarter 2015
	Refine distribution lists to ensure the broadest outreach.	PANYNJ with CPP Support	Ongoing
Community Outreach	Communicate incremental improvements to and regularly survey/solicit feedback from port related workers, recognizing that some of the influential opinion leaders.	GCO	Ongoing
	Provide strong and sustained stakeholder outreach through regular communications to educate partners on CPP milestones and achievements (i.e. electronic newsletter / email blasts)	PANYNJ currently Future TBD	TBD
	Outreach to broad list of trade groups – speak at forums, write articles for publications, include on distribution lists.	CPP	Ongoing
	Conduct an annual State of the Port address event every year – attendance would be by invitation only to the broadest, highest ranking individuals who encompass the port’s customers, regional business leaders, and government officials. Print and electronic media would be invited and the Chairman of the Port Authority of New York and New Jersey would have the leadership role at this event.	PANYNJ	1 st Quarter 2016

	Develop and execute a social media outreach strategy to leverage business-to-business social media (i.e. CPP Twitter Handle, LinkedIn Group) to expand outreach.	GCO	Ongoing once URL and CPP email are active
	Increase the interest in and understanding of the port's operations, environmental programs and role in the local, national and world economies	GCO/ CPP & PANYNJ	Ongoing
Government Affairs & Advocacy	Develop Legislative Fact Sheets	PANYNJ	Hoover Subscription Purchased Ongoing
	Develop and maintain relationships with local, regional, state and federal officials to enhance support and understanding of the critical role the port plays within the region. Improve relationships with communities that are perceived to be adversely impacted by port operations.	CPP/GCO	Ongoing
	Distribute CPP Fact Sheets especially developed for elected officials. Accompany distribution with educational meetings/tours.	CPP/GCO	Ongoing
CPP Branding	Make branding/logo available to all port community and participants with guidelines for use (i.e. posting on websites, included in signature blocks etc.) – "Proud Member"	GCO	1 st Quarter 2015
	Create and distribute CPP branded items – Safety Vests, lapel pins; pens and other collateral items	PANYNJ	Ongoing Completed – pins & travel mugs
	Gold Sponsorship of JOC Port Performance Conference	PANYNJ - CPP	Completed
	Sponsorship of Annual TPM Conference (March 2015)	TBD	1 st Quarter 2015
	Develop a CPP tabletop for use at industry briefing events and trade shows	PANYNJ	Completed

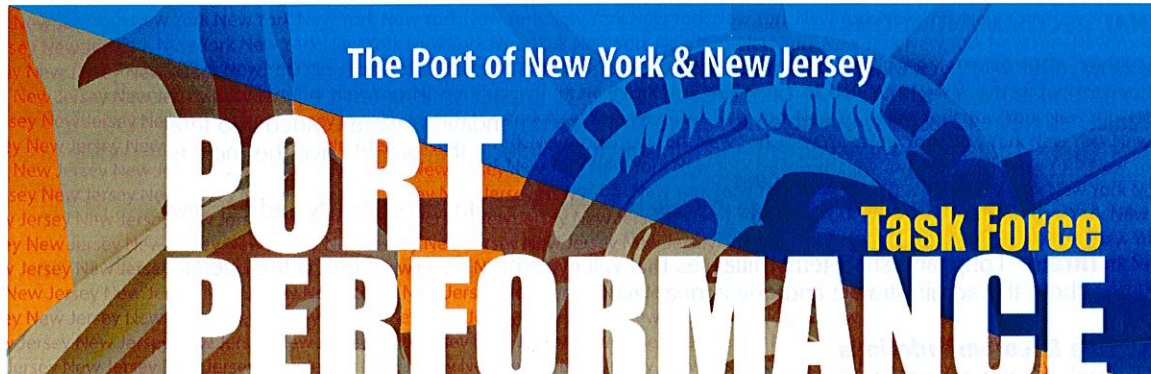
OUTCOMES AND EVALUATION METHODS

From the outset, promotional/advocacy materials have captured the attention and interest of target audiences with well-presented to-the-point messaging on the CPP and its importance to economic and business vitality of the port industry. Informal feedback has included:

- Multiple requests from CPP members and others for the logo to include in the signature block of emails – other companies have requested to use the logo in corporate communications see this as an example <http://www.kalustyan.com/about.php>
- Industry related organizations are requesting speakers to participate in their meetings to discuss the work of the CPP and progress to date (North Jersey Transportation Planning Agency (go to website you can see meeting minutes)
- Continued press coverage (this is where we can add some links to articles which continue to mention CPP) (need examples here)

Below are specific outcomes and evaluation:

The statistics that Hilary provided on the open rates for the communications sent by email are critical to include here.



A Collaborative Effort for a Collective Change

BACKGROUND

The Port of New York and New Jersey (PONYNJ) is the largest port on the East Coast, serving a community of more than 21 million people. It has seen steady growth in cargo volumes over the past 13 years, but has also faced a number of challenges to operational efficiency, such as an increase in vessel size, labor shortages, operating system failures, a shortage of chassis, and other interruptions due to construction, record snow, ice and sub-freezing temperatures, as well as natural disasters such as Superstorm Sandy. The port community recognized no one entity in the port could fix these complex challenges alone and that everyone needed to work collaboratively for collective change.

PORT PERFORMANCE TASK FORCE'S MISSION

In late 2013, the Port Authority of New York and New Jersey (Port Authority) formed the Port Performance Task Force (PPTF) made up of industry executives to: 1) provide a framework for constituents in the port to discuss areas of common interest, 2) identify challenges to port efficiency and service reliability, and 3) recommend potential solutions and Key Performance Indicators (KPI) in order to maintain the port's position as a preeminent port of the United States.

TASK FORCE'S ORGANIZATION

The PPTF was comprised of nearly 100 individuals representing more than 60 different companies and organizations from all the port stakeholder groups. The PPTF was led by the Director of Port Commerce for the Port Authority and the President of the New York Shipping Association (NYSA). Five working groups were established to address specific concerns related to productivity and performance:



CONTINUING THE COLLABORATION

Moving forward, a new group known as the Council on Port Performance (CPP) will be developed to build upon the efforts of the Task Force. Regular communications and periodic Town Hall meetings will take place to inform the port community of progress and to solicit input on implementing the recommendations. The port community is committed to furthering the Task Force's highly collaborative and inclusive process to improving efficiency and reliability at the PONYNJ. By working together to identify specific solutions to maximize the port's efficiency, the Task Force and the port community have paved the way for continued economic success for the port as well as the region it serves.

FINAL RECOMMENDATIONS

Together, after extensive collaboration and input from the community, the Task Force produced 23 recommendations, which the PPTF prioritized according to impact on long-term efficiency and service reliability as well as feasibility of implementation. The recommendations were divided into three tiers:

- **Tier One** – Large-scale management and infrastructure projects that would have the most resounding impact on the overall PONYNJ business;
- **Tier Two** – Projects that aren't as large in scale but enhance both the efficiency and effectiveness of day to day operations; and
- **Tier Three** – Long- and short-term initiatives that will incrementally contribute to the overall health of the Port at both the administrative and operational level.

Tier One Recommendations

- 1) Implement a system to improve chassis management
- 2) Implement a truck management system
- 3) Use an integrated port community system to optimize logistics planning and information sharing
- 4) Align terminals' gate hours and coordinate to the fullest extent possible the days on which multiple terminals can have extended gate hours
- 5) Use Radio Frequency Identification (RFID) technology to measure and report on truck movements

Tier Two Recommendations

- 6) Ensure customer service is available from gate opening until the last truck has exited
- 7) Develop guidelines to extend free time in extremis situations
- 8) Construct additional ExpressRail support track, as recommended in a 2013 Port Authority study
- 9) Develop a street turn system for both empty containers and chassis
- 10) Create a daily bulletin board/dashboard of current, near-real-time conditions to display congestion, roadway traffic, webcam views, etc.
- 11) Compile Key Performance Indicators for reporting and distribution to the port community via an integrated consolidated dashboard

Tier Three Recommendations

- 12) Establish a structure to ensure continuity of the PPTF mission beyond publication of the final report
- 13) Develop a "Guide Book" with useful information about each location to educate stakeholders
- 14) Publish a daily "Planning Guide" as a preview for the next day's activity
- 15) Explore opportunities for establishing inland ports associated with PONYNJ
- 16) Develop a Container Transfer Fee program
- 17) Share data on available and needed labor to help predict potential impacts on terminal turn times
- 18) Develop a unified customer service/411 center
- 19) Incorporate performance standards for empty container and chassis depot transactions in tariffs
- 20) Encourage ocean carriers to use block stowage for rail cargo
- 21) Provide touch pads at gate pedestals as a backup method for drivers and clerks to communicate
- 22) Work rail cargo on weekends as necessary to optimize rail operations and achieve KPIs
- 23) Develop and implement a pre-defined crisis communications plan

To download the full report, visit: <http://www.panynj.gov/port/port-news-announcements.cfm?tabnum=2>

OFFICIAL ENTRY LABEL AAPA 2015 Communications Awards

Port Port Authority of NY + NJ

Contact Person Loude Michel

Entry Classification Promotional/Advocacy



BACKGROUND

The Port of New York and New Jersey (PONYNJ) is the largest port on the East Coast, serving a community of more than 21 million people. It has seen steady growth in cargo volumes over the past 13 years, but has also faced a number of challenges to operational efficiency, such as an increase in vessel size, labor shortages, operating system failures, a shortage of chassis, and other interruptions due to construction, record snow, ice and sub-freezing temperatures, as well as natural disasters such as Superstorm Sandy. The port community recognized no one entity in the port could fix these complex challenges and that everyone needed to work collaboratively for collective change. In late 2013, the Port Authority of New York and New Jersey (Port Authority) in partnership with the New York Shipping Association (NYSA) formed the Port Performance Task Force (PPTF) made up of industry executives to: 1) provide a framework for constituents in the Port to discuss areas of common interest, 2) identify challenges to port efficiency and service reliability, and 3) recommend potential solutions and Key Performance Indicators (KPI) in order to maintain the port’s position as a preeminent port of the United States.

COUNCIL ON PORT PERFORMANCE’S OBJECTIVE

Following the publication of the Port Performance Task Force Final Report on June 24, 2014, the Council on Port Performance (CPP) was formed to provide oversight on the implementation of programs and initiatives that will improve efficiency and service reliability in the Port of New York and New Jersey. The Council shall:

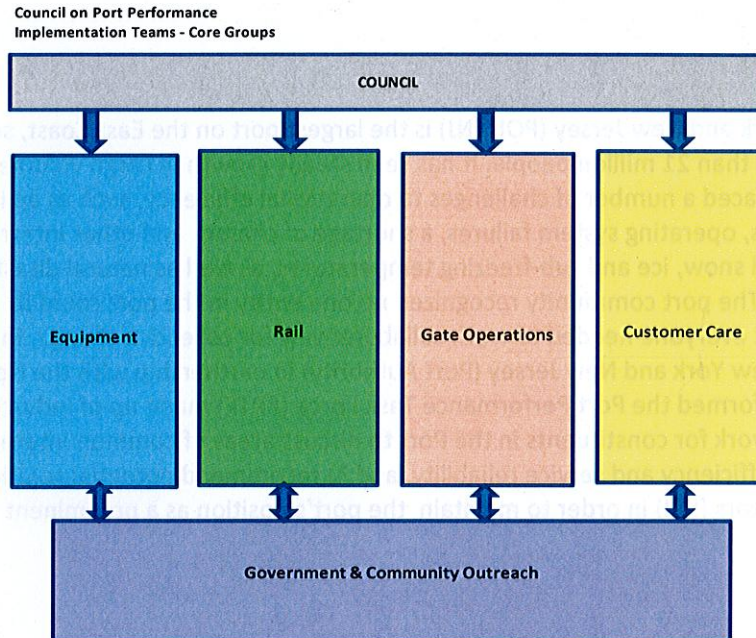
1. Work to implement the recommendations contained in the Port Performance Task Force (PPTF) Final Report dated June 2014.
2. Work to protect and advance the common interests of the diverse stakeholders in the Port.
3. Advocate for changes in policies, programs and procedures that will improve the Port’s preeminent position.
4. Promote information sharing and relationship building for the benefit of all port stakeholders and work to ensure an understanding of the Port’s importance to the regional and national economy.
5. Identify and address any emerging issues that impact the competitiveness and efficiency of the Port.
6. Provide oversight on matters that impact day-to-day operations.

OFFICIAL ENTRY LABEL
 AAPA 2015 Communications Awards

Port Port Authority of NY + NJ
 Contact Person Lourde Michel
 Entry Classification Promotional/Advocacy

COUNCIL ON PORT PERFORMANCE'S ORGANIZATION

The Director of Port Commerce leads the CPP for the Port Authority along with the President of the NYSA. Four implementation teams were established to address specific concerns related to productivity and performance. In addition, a Government and Community Outreach Committee will provide support and service to the CPP to deliver a common message on the port's commitment to excellence and progress on CPP activities. Support on each project will be provided by a Subject Matter Expert Panel that is commissioned for the duration of each project or initiative.



FINAL RECOMMENDATIONS FOR IMPLEMENTATION

Together, after extensive collaboration and input from the community, the Task Force produced 23 recommendations, which the PPTF prioritized according to impact on long-term efficiency and service reliability as well as feasibility of implementation. Each Implementation Team will develop a sequence to approach the recommendations assigned to them based on time required to implement and overall impact. To view a complete list of the recommendations and download the full report, visit <http://www.panynj.gov/port/port-news-announcements.cfm?tabnum=2>

CONTINUING THE COLLABORATION

The CPP will build upon the efforts of the earlier efforts of the Task Force. Regular communications and periodic Town Hall meetings will take place to inform the port community of progress and to solicit input on implementing the recommendations. The port community is committed to furthering the Task Force's highly collaborative and inclusive process to improve efficiency and reliability at the PONYNJ. By working together to identify specific solutions to maximize the port's efficiency, the port community has paved the way for continued economic success for the port as well as the region it serves.