

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:

- | | |
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| 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 <u> X </u> |
| 6. Directories/Handbooks _____ | 13. Videos _____ |
| 7. Miscellaneous _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

Please check the appropriate box:

<input type="checkbox"/> CATEGORY 1	<input checked="" type="checkbox"/> CATEGORY 2	<input type="checkbox"/> CATEGORY 3
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Entry Title _____ Special Events – Antioch Dunes _____
 Name of Port _____ Port of Stockton _____
 Port Address _____ 2201 W. Washington Street, Stockton, CA 95203 _____
 Contact Name/Title _____ Jeff Wingfield, Director of Environmental, Government & Public Affairs _____
 Telephone _____ 209-946-0246 _____ Email Address _____ jwingfield@stocktonport.com _____

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.

- | | |
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| <p>1. What are/were the entry’s specific communications challenges or opportunities?</p> <ul style="list-style-type: none"> – 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. <p>2. How does the communication used in this entry complement the organization’s overall mission?</p> <ul style="list-style-type: none"> – Explain the organization’s overall mission and how it influenced creation of this entry. <p>3. What were the communications planning and programming components for this entry?</p> <ul style="list-style-type: none"> – Describe your overall goals or desired results. – Describe your objectives and list specific, measurable milestones needed to reach your goals. – Identify your primary and secondary audiences in order of importance. | <p>4. What actions were taken and what communication outputs were used in this entry?</p> <ul style="list-style-type: none"> – Explain what strategies were developed to achieve success and why these strategies were chosen. – Specify the tactics used (i.e., actions used to carry out your strategies). – Detail the implementation plan by including timeline, staffing and outsourcing used. <p>5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?</p> <ul style="list-style-type: none"> – Describe any formal/ informal surveys used, or anecdotal audience feedback received, that helped in evaluating the success of this entry. – If possible, explain how this entry influenced target audience opinions, behaviors, attitudes or actions. |
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5059

PORT OF STOCKTON - ANTIOCH DUNES, RESTORATION PROJECT DEDICATION CEREMONY

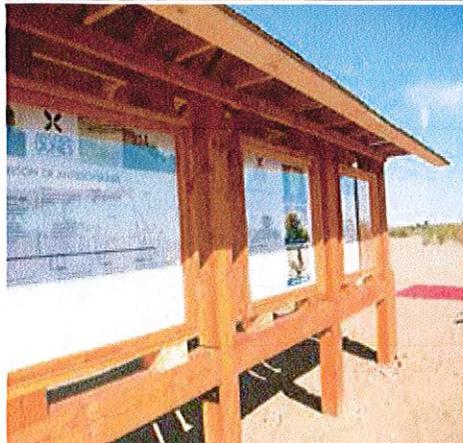
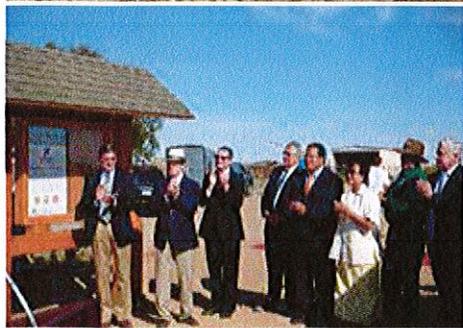
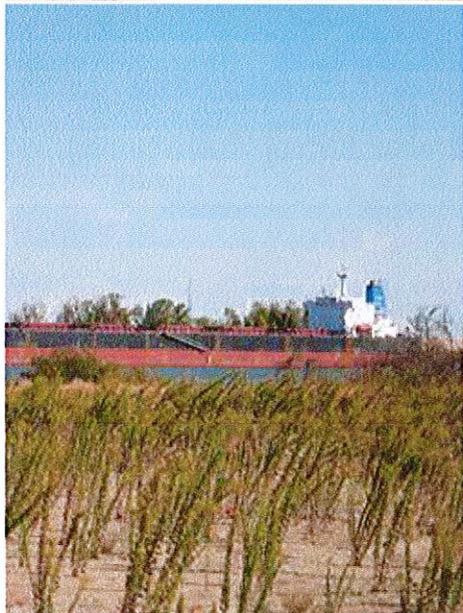
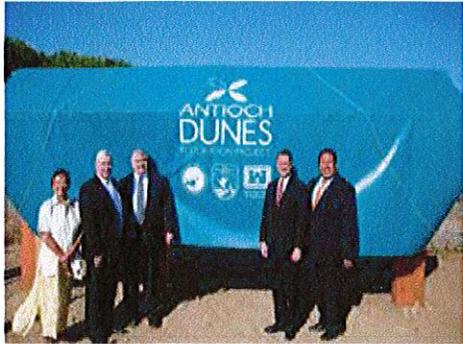
AAPA – Submittal for Special Event, Classification 12 – Antioch Dunes 2015

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

Since 2012, the Port, in collaboration with the U.S. Fish and Wildlife Service (USFWS) and U.S. Army Corps of Engineers (USACE), has partnered to place over 40,000 yards of sand at the Antioch Dunes National Wildlife Refuge (ADNWR). After placement, the sand forms into natural dunes that serve as the necessary habitat for three endangered species: Lange's Metalmark butterfly, Antioch Dunes evening primrose and Contra Costa wallflower. While the unique nature of this collaboration provided direct benefits to the Port, the USACE, and USFWS, it also provided an opportunity to tell the story to the public at large. In September 2014, the Port hosted a public unveiling of a new interpretive sign kiosk commissioned by the Port and placed at the ADNWR. The sturdy wood construction held a three-part display that explained the history of the Antioch Dunes, the endangered species that live in the Dunes, and the Port/USACE/USFWS collaboration. The event included the official unveiling along with speeches from key players in the project and a guided tour along the sand dunes. The kiosk will provide the general public ongoing education as the USFWS continue to provide guided tours of the ADNWR.

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

The Port of Stockton (Port) has made it their mission to be a stalwart environmental steward and champion of the local community while continuing to build its business and provide excellent service to its tenants. Identifying positive, environmentally friendly ways to utilize dredged material is a constant challenge and key initiative for the Port. The establishment of the interpretive signage at the entrance to the ADNWR, and its public unveiling, communicates to the general public the Port's commitment to the environment.



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

While the Port worked hand-in-hand with the USACE and USFWS to implement the placing of dredged sands at the Antioch site, the task of coordinating the creation of the kiosk and its unveiling was primarily the Port's. First, a site was selected. The content of the signage was drafted and circulated to all parties involved for input and approval. Then the display itself was created. Colors and typefaces were explored, historical photos were restored, new photos were taken, and a timeline of the Dunes' history was designed. A local sign vendor was selected to construct the display. Finally, the unveiling event was planned. Key Port and Agency personnel were invited, and even some of the Dunes' commercial neighbors showed up for the event (the ADNWR is situated amongst businesses in an industrial area of Antioch).

4. What actions were taken and what communication outputs were used in this entry?

Both leading up to the event and afterwards, the Port has promoted the new kiosk through both traditional and online media. A press release was written and distributed, giving a recap of the event. Photos of the new kiosk were flaunted on Facebook and Twitter, generating interest and excitement in the project.

5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?

The major communications outcome has been the development of a great partnership between the two federal agencies (USACE and USFWS) and the Port of Stockton. Working together it was realized that multiple goals could be reached through coordination of efforts and collaboration.

This project received a variety of coverage in news media which has resulted in increased community awareness of the role all three agencies have played in the restoration project. The Dunes public tours have also more than doubled based on the additional press and attention that has been received.

The project has been covered by the Contra Costa Times, Bay Nature Magazine, The Stockton Record, USACE News, California Public Radio, Bay Planning Coalition, Delta Stewardship Council, Visions of the Wild, International Dredging Review Magazine, Maven's Notebook, Central Valley Business Journal, Caravan News, and many more.