

2015 COMMUNICATIONS AWARDS PROGRAM 5307

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 _____</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 <u> X </u></p> |
|---|---|

Please check the appropriate box.

- | | | |
|---|--|--|
| <input checked="" type="checkbox"/> CATEGORY 1 | <input type="checkbox"/> CATEGORY 2 | <input type="checkbox"/> CATEGORY 3 |
|---|--|--|

Entry Title: Port of Everett Historical Interpretive Program Website

Name of Port: Port of Everett

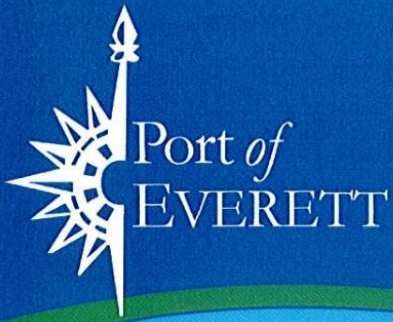
Port Address: 1205 Craftsman Way, Suite 200, Everett, WA 98201

Contact Name/Title: Lisa Lefeber, Director of Public Affairs

Telephone: 425.259.3164 Email Address: lisam@portofeverett.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.

- | | |
|--|---|
| <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. |
|--|---|

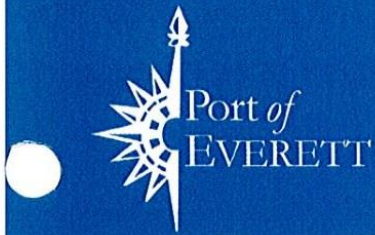


2015 AAPA Communications Awards
Entry Classification: Website
Title: Port of Everett Website
www.portofeverett.com

SUMMARY

In 2014, the Port launched a redesigned website to better meet the needs of its constituents and customers. The new website reflects today's technology and offers continuous upgrades to keep the site fresh. The redesign also provided an opportunity to re-think organization and accessibility to enhance the reach and readership of the tremendous amount of content the Port provides to the public. The website is the Port's central communications tool and it is a high priority for the Port to ensure it supports how the public uses technology and finds information.





*2015 AAPA Communications Awards
Entry Classification: Website
Title: Port of Everett Website
www.portofeverett.com*

1.) Challenge and Opportunity:

The Port of Everett's website, www.portofeverett.com was nearly a decade old, having last been revamped in 2006. While the site met the technology standards of its day, it had become out of date, difficult to navigate and could not keep up with technological changes. Users and our analytics reported high bounce rates, inaccessibility for users of newer browsers and a site that was not mobile-optimized and resulted in less time on pages. As the Port's central communication tool, redesigning the website was an opportunity to create a site that overcame the limits of the prior site and met the needs of our constituents now and into the future.

2.) Mission and Communications Objectives:

At the Port of Everett, the key phrase "Creating Opportunity" captures the mission objective.

The Port runs three lines of business: the Seaport, Marina and Real Estate. The bevy of information that these lines produce, the opportunities for doing business within each line and the interests of the public in their impact to their community are far-reaching. Providing easy access to the information is a responsibility the Port takes seriously, and can only aid in "creating opportunity."

The Strategic Plan shaped around the Port's mission and values is to "enhance community engagement and outreach efforts." The new website achieves this goal.

3.) Planning & Components:

The goals of the website redevelopment included easy access to information with the technology most commonly in use by our constituents today. That required a platform that was mobile-friendly and with Cloud-based software that can be quickly updated to keep up with rapidly changing technologies.

The Port's three business lines all produce a tremendous amount of data and information that we make accessible via our website. Organizing this information was becoming increasingly complicated. Taking a lesson from the redevelopment of our marketing materials by business line, the Port re-structured its website to make delineation of the three lines of business clearer.

The improved, user-friendly navigation, organized by Port business line, as well as a comprehensive site map made it easier to find information.

Prior analytics provided the opportunity to understand what our constituents and customers were seeking. This allowed us to provide more prominence to the most-hit topics, such as financial information, capital projects, community outreach, environment and facility rentals. These were also made available through a new "quick links" feature accessible on every page of the website.

In addition, the Port has recognized from data gleaned from our analytics that the majority of our website visitors come to the website via mobile technology. The handheld phones, tablets and other devices required responsive design. It was imperative, after nearly a decade of technology changes, that the site reflect this new use and allow for more user-friendly navigation.

Prior to the new website launch, the site platform was hosted on the Port's servers. The site was static and couldn't be updated with new technologies as they became available. The new site is hosted off-site with a \$6,000 annual hosting and maintenance fee. The hosting allows "just-in-time" technological updates, and provides for system redundancy, resiliency and information preservation.

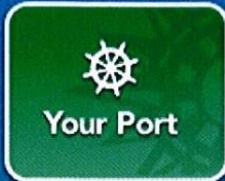


Quick Links

Home | News | Calendar | Contracting | Jobs | Commission | Contact Us

Quick Links

Search...



Embedded YouTube Videos

News Events Video Weather Camera

2015 Waterfront Events Calendar Now Available

You're Invited! April 15: Ribbon-cutting event in colobration of permanent public access to Edgewater Beach

Notice of Public Hearing: Amendment of Comprehensive Scheme of Harbor Improvements

Port of Everett Commission Approves Binding Site Plan for Mukilteo Tank Farm

All Ocean Services Relocates Headquarters to Port of Everett's Waterfront Center

[More »](#)

Social Media Feed



Social Media Feed »



Frequently Visited Pages

Social Media on every page



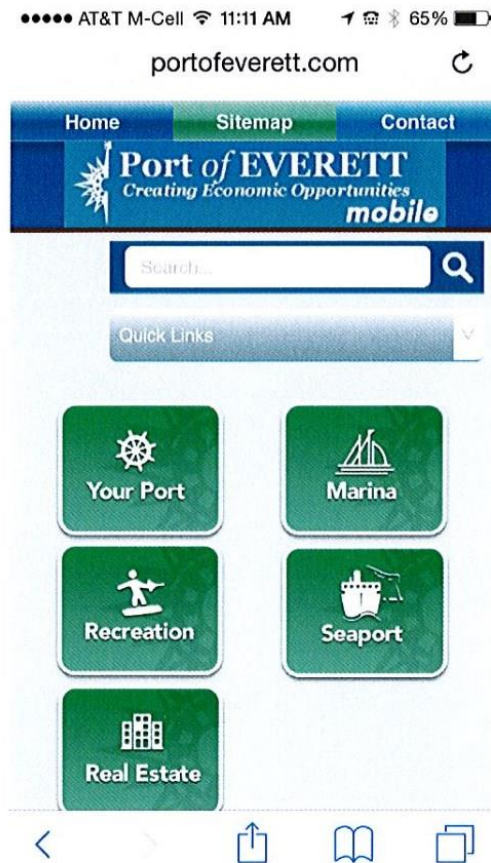
The Port has engaged in a successful social media campaign and it was important to also integrate that technology into our website, rather than keeping social media in its own silo. The new site includes a social media feed, and easy social sharing capability with buttons on every page.

Current technology also called for a “click-to-call” capacity that wasn’t allowed in our prior website. This technology is especially effective for mobile users.

On the previous site it was noticed that the Port’s marina had the highest number of users actively engaged with the site. The prior year before redevelopment, the marina landing page saw nearly 7,000 visitors and was the Port’s number one page by visitor count. It was important to the Port to create a landing page for the marina that was distinctly different from the rest of the site. While accessible via unique domain names, such as www.everettmarina.com, the home page for the marina provides a single location where current and prospective marina tenants and guests can collect the information they seek.

The primary audience for the Port’s website is its constituents. The Port is responsible to these stakeholders and focuses its communications objectives on providing relevant and current information as efficiently as possible. Secondly, though no less important, is the base of customers. The three lines of business at the Port (Seaport, Marina and Real Estate) provide three unique sets of customers with individual requirements for information and messaging. Providing these clientele with what they need in a timely way is just good customer service. The Port’s image

as a well-run and efficient operation is critical to both constituents and customers who need to know that their investment is well placed.



The new site is mobile friendly.

4.) Actions

Since the website is the most-of-ten accessed source of information about the Port, updating this resource to current technology standards and improving ease of access to information was a critical task of the communications department. The Port’s social media posts and all marketing materials direct people to the website to enhance engagement, encourage website visits and provide an avenue to contact Port staff.

The Port completely redesigned the site to address the issues of outdated technology which created a lack of access to mobile and tablet users, as well as respond to the analytics that demonstrated a need for reorganization of the information and quicker access.

In its original website redesign the Port contracted with Vision Internet, which created an AAPA-award-winning site. The same agency won the contract again, creating a site that was aesthetically pleasing as well as highly functional, answering the Port’s needs.

The \$28,000 contract included complete site redevelopment, engaging Port staff in content development and responding to the prior-expressed needs of website users. Port staff developed the site map and all content to reduce costs, as well. The timeline was over six months, and included intensive engagement.

5.) Outcome:

The outcome of this website redevelopment can only be deemed successful. Comments, usually made ver-

bally, are very positive, and are like the email received from Vanessa Langston:

“The Port of Everett website is extremely well-done. I was able to navigate it and find out very clearly the requirements for doing business with the Port. I will be sure to send my clients there.”

Vanessa L. Langston
Government Contracting Business Liaison
Defense Industry Adjustment Program
Military and Defense Sector
Washington State Department of Commerce

Other positive outcomes use comparative Google Analytics data for the first six months of the site compared to the same time period of the year prior (October to April):

- Prior to the redevelopment, Google Chrome users reported they were unable to access the site at all. Viewership by readers using the Chrome Browser increased by 22 percent over the old site.
- Social media users increased traffic on the website. There was a 22.5 percent increase in the percent of sessions from Facebook users.
- Overall, bounce rates declined. Users coming from organic searches such as Google reduced bounce rate by 24 percent; those navigating directly to the site reduced bounce by 8 percent; and bounce rates by those finding the site through referrals also declined. The City of Everett’s website referred users and those visits bounced less by a factor of 54 percent.
- Mobile users also bounced off the site at a lesser rate. Apple iPhone and iPad users bounced 16 percent less than prior; Amazon Kindle product users bounced 33 percent less; Windows phone users bounced by 30 percent less. Reductions were also seen for other mobile and tablet devices.

- While page loading times didn’t change significantly, the bounce rate for users seeking specific pages decreased dramatically. Bounce rate for users who directly searched for the marina, for instance, decreased by as much as 61 percent and searches for “port of everett” reduced bounce rates by 183 percent. Other specific search terms saw similar positive results.
- Social Source Referrals increased by 89 percent, and new visitor acquisition increased slightly from social media, as well. Those social media referral viewers were also 13 times more likely to have read an online article, making them more deeply engaged online readers.
- In addition, the website is a convenient tool to provide feedback to the Port, and since the addition of the Feedback feature on every page, it is now used frequently.
- The site also received 10,000 more page views in the first three months of 2015 vs. 2013.

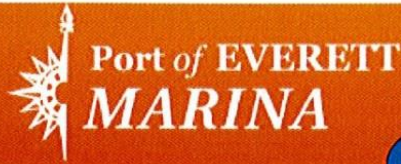
The challenges the Port was intent on overcoming by redeveloping its website were met with great success, as seen by both data and by customer review.

Google Analytics

Social Visits & Quality from Mobile

Mobile Device Info	Sessions	Avg. Time on Page	Read an Article	Goal 7 (Goal 7 Conversion Rate)
Apple iPad			Social Network	
Oct 1, 2013 - Apr 1, 2014	18	00:02:51		
Oct 1, 2014 - Apr 1, 2015	111	00:00:58	Facebook	
% Change	-83.78%	194.55%	Oct 1, 2013 - Apr 1, 2014	90 0.00%
Apple iPhone			Oct 1, 2014 - Apr 1, 2015	1,226 0.00%
Oct 1, 2013 - Apr 1, 2014	15	00:00:32	% Change	-92.66% 0.00%
Oct 1, 2014 - Apr 1, 2015	512	00:01:28	Twitter	
% Change	-97.07%	-63.48%	Oct 1, 2013 - Apr 1, 2014	19 0.00%
Samsung GT-P5210 Galaxy Tab 3 10.1			Oct 1, 2014 - Apr 1, 2015	149 0.00%
Oct 1, 2013 - Apr 1, 2014	4	00:00:20	% Change	-87.25% 0.00%
Oct 1, 2014 - Apr 1, 2015	0	00:00:00		

Distinct Home Page for Marina



Home | News | Calendar | Contracting | Jobs | Commission | Contact Us

Quick Links [dropdown] Search... [input]

Quick Links

- RATES & AVAILABILITY
- FACILITIES
- SERVICES
- ACTIVITIES
- CUSTOMERS

Video Cams and weather

News | Events | Video | Weather | Camera

2015 Waterfront Events Calendar Now Available

You're Invited! April 15: Ribbon-cutting event in celebration of permanent public access to Edgewater Beach

Notice of Public Hearing: Amendment of Comprehensive Scheme of Harbor Improvements

All Ocean Services Relocates Headquarters to Port of Everett's Waterfront Center

Notice: 2015 Marina Regulations, Policies and Procedures and Rate Changes, Effective May 1, 2015

More »

Social Media Feed

f t Social Media Feed »

- Waterfront Place
- Jetty Island & Boat Launch
- Facility Rentals
- Newsletters
- Projects
- Marina Office

Frequently Visited Pages

Social Media on every page



Stay Connected!

f t YouTube

The marina's home page is tailored to the customers of the Port of Everett Marina. As the largest public marina on the West Coast with 2,300 recreational slips, the marina has an

active customer base. They are the Port's most frequent visitors to the website. This page allows for the news feed and other information to be relevant to this specific audience.



Quick Links dropdown menu and Search... input field with magnifying glass icon

- Your Port
- Seaport
- Marina
- Real Estate
- Recreation

- ▼ About Us
- ▼ Port Commission
- Port Plans
- Financial Information
- ▼ Job Opportunities
 - Internship Program
- Community
- Environment
- ▼ Projects
- Contracting
- ▼ News
- Document Central
- ▼ Contact Us
- Site Map

Font Size: + - + Share & Bookmark [+] Feedback Print

Your Port

Job Opportunities

The Port of Everett is an excellent local employer offering a quality work environment, a comprehensive benefits package and an atmosphere that encourages professional growth and a team spirit. The Port is an equal opportunity employer that encourages people of all backgrounds to apply for open positions.

JOB	TYPE	APPLICATION DEADLINE	SALARY
Engineering Intern/Seasonal Assistant	Internship	05/08/2015	\$20 - \$22.50/hr (DOE)
Security Guard, Part-time Filler	Part Time	Open Until Filled	13.50/hr

How to apply?

It is the Port of Everett's policy to accept job applications only for positions that are currently open. Please follow application instructions on the individual job announcements.

- Job Application (PDF; write-in format)
- Job Application (Word; type-in format)

To Apply by Mail:

Port of Everett
Human Resources
PO Box 538
Everett, WA 98206

To Apply in Person:

Port of Everett Administration Office
1205 Craftsman Way, Suite 200
Everett, WA 98201

To Apply by E-mail:

Humanresources@portofeverett.com

For additional information, please contact the Port of Everett at 425.259.3164

Free viewers are required for some of the attached documents.

New to the website is a component featuring job opportunities, information that was frequently searched for.

- Your Port
- Seaport
- Marina
- Real Estate
- Recreation

- Shipping Schedule
- The Port & Aerospace
- Facilities
- Freight Movement
- Tariffs & Terminal Documents
- Cargo Statistics
- Ocean Carriers, Barge Operators & Tenants
- Longshoremen & Stevedores
- Security
- Frequently Asked Questions
- Informational Materials
- Our Customers
- Contact Us

Font Size: + - + Share & Bookmark [+ Feedback] Print

Seaport

Our Customers

The Port of Everett strives to keep its customers informed by providing quick and easy access to seaport information and documents. We have created this resource page with our most requested information. [Click here to access the Port of Everett's full set of informational materials.](#)

Our promise to you...

We are dedicated to providing EXCEPTIONAL service and quick turnaround times for our customers. Thank you for doing business with us.

If you cannot find what you are looking for, please give us a call at 425.259.3164.

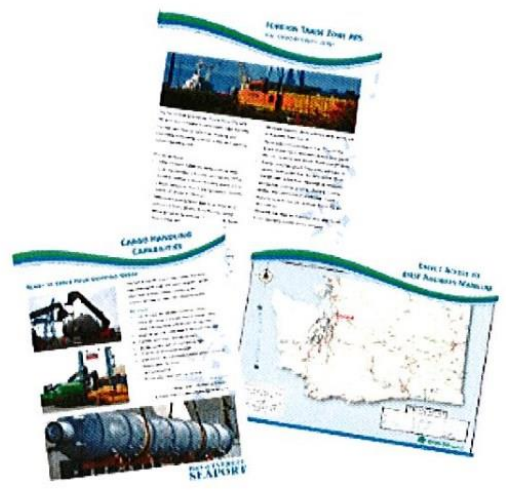


- Quick Links
- Logistics
- Resources
- Payments
- Seaport News

Want more information about the Port of Everett Seaport? Explore our informational materials below. If you cannot find what you are looking for, please contact us at 425.259.3164.

Frequently Asked Questions

- Seaport Overview
- Cargo Handling Capabilities
- Imports & Exports
- Foreign Trade Zone #85
- Port Security
- Seaport Facilities
- Project Breakbulk
- Energy
- Ro/Ro
- Containers
- Aerospace
- Forest Products
- Cement



The use of tabbed boxes reduced the number of pages required to find desired content, consolidating information within easy to ready tabs.

Site Features:

Easy Navigation

The screenshot shows a horizontal navigation menu with five tabs: 'Your Port', 'Seaport', 'Marina', 'Real Estate', and 'Recreation'. The 'Seaport' tab is highlighted with a white background and a small 'Seaport' label above it. Below the tabs is a grid of content links. The 'Seaport' column contains: Shipping Schedule, The Port & Aerospace Facilities, Freight Movement, Tariffs & Terminal Documents, Cargo Statistics, Ocean Carriers, Barge Operators & Tenants, Longshoremen & Stevedores. The 'Marina' column contains: Security, Frequently Asked Questions, Informational Materials, Our Customers. The 'Real Estate' column contains: Contact Us. Below the grid is a line of text: 'We'd like to hear from you! Send us your questions, comments and/or requests about the Port of Everett by'

Social Media Integration

The screenshot shows a 'Social Media Feed' window with a close button (X) in the top right. It features two tabs: 'Facebook' (active) and 'Twitter'. The Facebook post is from 'Port of Everett' and shows a 'Like' button with the text 'You like this.' The post content includes: 'In case you missed our post yesterday, you're invited to a ribbon-cutting event to celebrate permanent public access to Edgewater Beach!' and 'PLEASE NOTE: New Directions on invite <http://www.portofeverett.com/.../Components/News/News/2148/263>'. Below the text is a promotional banner for the event: 'Celebrate with us at the Beach! Public Access to Edgewater Beach Now Open. Join us! Wednesday, April 15, 3:45 - 5 p.m.' At the bottom of the feed, there is a footer: 'The Port of Everett, in partnership with the City of Mukilteo, invites the community to celebrate enhanced public access to Edgewater Beach! This celebration will mark the first time in more than' and a 'Facebook social plugin' logo.

Quick Links to Often-Visited Pages

- ✓ Quick Links
- Marina Phone Number
- News
- Waterfront Place Development
- Moorage Rates & Availability
- Guest Moorage
- Make a Marina Payment
- Marina Map
- Port Commission
- Port Jobs
- Leaseable Space
- Shipping Schedule
- Contracting
- Events Calendar
- Jetty Island
- Driving Directions
- Request for Public Records
- Document Central
- Send Us Your Comments

Easy Access to Port Videos

News Events **Video** Weather Camera

-  [Choose Port of Everett - We Perform](#)
-  [Port of Everett Marina...Your Adventure Starts Here!](#)
-  [Port of Everett & Recreation](#)

[More Videos >>](#)

Video Cams with Live Feed

News Events Video Weather **Camera**

-  Port of Everett Boat Launch Webcam
-  North Marina Webcam

Front Page Buttons

-  Facility Rentals
-  Economic Development
-  Environment
-  Community
-  Finance
-  Projects

Complete Site Map

Home

Your Port

About Us

- What do ports do?
- Vision, Mission, Core Values
- Organizational Structure
- International Partnerships
- Our History

Port Commission

- Your Commissioners
- Meetings & Minutes
- Podcasts & Presentations
- Port District Boundaries
- Interlocal Agreements

Port Plans

Financial Information

Job Opportunities

- Internship Program

Community

Environment

Projects

- Waterfront Place Central Development
- Puget Sound Initiative: Everett Shipyard Site
- South Terminal Wharf Strengthening
- Marine Terminal Rail Improvements
- Mount Baker Terminal Roadway & Utilities
- Active Environmental Cleanup Projects
 - Puget Sound Initiative: Ameron Hulbert Site
 - Puget Sound Initiative: Bay Wood Site
 - Puget Sound Initiative: Everett Shipyard Site
 - Puget Sound Initiative: South Terminal Mill A

Contracting

News

- Press Releases
- Publications
- Meeting & Events Calendar
- Image Library

Document Central

Contact Us

- Directions to Administration Office
- Directions to Marina Office
- Directions to Seaport
- Public Records Requests
- Claim for Damages Form
- Noise Hotline
- Links of Interest
- Comment

Site Map

Seaport

- Shipping Schedule
- The Port & Aerospace

Facilities

- Foreign Trade Zone
- Pacific Terminal
- Pier 1 North/South
- Pier 3 North/South
- South Terminal
- Mount Baker Terminal
- Hewitt Terminal

Freight Movement

- Tariffs & Terminal Documents
- Cargo Statistics

Ocean Carriers, Barge Operators & Tenants

Longshoremen & Stevedores

Security

Frequently Asked Questions

Informational Materials

Our Customers

Contact Us

- Other Contacts
- Directions to Seaport
- Comment

Marina

Marina Events Calendar

Rates & Availability

Facilities

- Marina Map
- South, Central, North Docks
- Commercial Docks
- Guest Docks
- Boat Storage
- Boat Launch
- Jetty Island

Book an Event Facility

- Activity Barge Rental

Services

Activities

Our Customers

Contact Us

- Directions to Marina Office
- Hours of Operation
- Comment

Real Estate

Book an Event Facility

Economic Development

Development: Waterfront

Place Central

- Waterfront Place Central Formal Application to the City of Everett

Waterfront Place

Land Available

Buildings: Space Available

Mitigation Properties

Landholdings

Our Tenants

Contact Us

Recreation

Waterfront Activity Map

Boating & In-water

Activities

- Boat Launch
- In-Water Activities & Water Sports

Beaches & Kiteboarding

- Jetty Island
- Pigeon Creek Trail & Beach
- Edgewater Beach

Waterfront Trails

- Pigeon Creek Trail & Beach
- Union Slough Mitigation Bank & Trail

Fishing Docks

Parks & Open Spaces

Wildlife & Birdwatching

Events & Activities

Historical Interpretive Program