INDIVIDUAL SUBMISSION ENTRY FORM

6159

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:

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

Please check the appropriate box:

☐ CATEGORY 1   ☐ CATEGORY 2   ✓ CATEGORY 3

Entry Title ___Motor Carrier News Notification System___

Name of Port ____The Port of Virginia___

Port Address ____600 World Trade Center, Norfolk, VA 23510___

Contact Name/Title ___Jay Stecher / Vice President, Marketing and Communications___

Telephone __757-683-2120__   Email Address __jstecher@portofvirginia.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.

1. **What are/were the entry's specific communications challenges or opportunities?**
   - Describe in specific and measurable terms the situation leading up to creation of this entry.
   - Briefly analyze the major internal and external factors that need 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 used for this entry?**
   - Describe the entry's goals or desired results.
   - Describe the entry's objectives and list specific, measurable milestones needed to reach its goals.
   - Identify the entry's primary and secondary audiences in order of importance.

4. **What actions were taken and what communication outputs were employed in this entry?**
   - 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 entry's implementation plan by including timeline, staffing and outsourcing used.
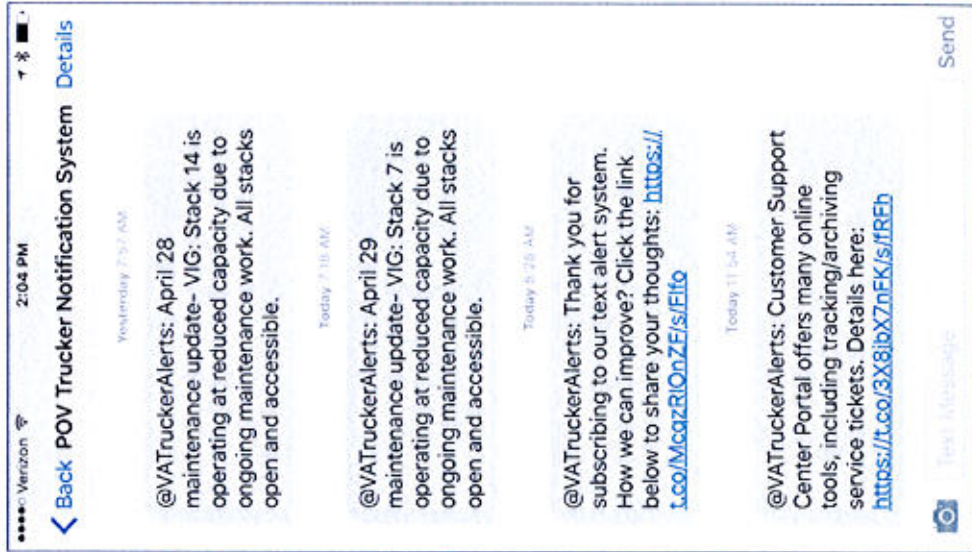
5. **What were the communications outcomes from this entry and what evaluation methods were used to assess them?**
   - Describe any formal/ informal surveys used, or anecdotal audience feedback received, that helped in evaluating the success of this entry.
   - If possible, explain how this entry influenced target audience opinions, behaviors, attitudes or actions.

2016

COMMUNICATIONS AWARDS PROGRAM

The Port of Virginia

Motor Carrier News Notification System

Entry Classification:
11 (Social/Web-based Media)

THE PORT OF
VIRGINIA®

●●●●○ Verizon 🛜   2:04 PM   ⚹ ▮ ▯

‹ Back   POV Trucker Notification System   Details

Yesterday 7:52 AM

@VATruckerAlerts: April 28 maintenance update– VIG: Stack 14 is operating at reduced capacity due to ongoing maintenance work. All stacks open and accessible.

Today 7:18 AM

@VATruckerAlerts: April 29 maintenance update– VIG: Stack 7 is operating at reduced capacity due to ongoing maintenance work. All stacks open and accessible.

Today 5:26 AM

@VATruckerAlerts: Thank you for subscribing to our text alert system. How we can improve? Click the link below to share your thoughts: https://t.co/McqzRlOnZE/s/EIfo

Today 11:54 AM

@VATruckerAlerts: Customer Support Center Portal offers many online tools, including tracking/archiving service tickets. Details here: https://t.co/3X8ibX7nFK/s/fREh

📷 Text Message   Send

1. **What are/were the entry's specific communications challenges or opportunities?**
   A new leadership team was installed in late 2014 and began tackling the issues that faced the port: congestion, lack of infrastructure investment, confidence in port performance, and organizational culture.

   The port dealt with extreme congestion issues in early 2015, yet rallied together to handle the highest volume in the port's history – over 2.5 million TEUs.

   One of our core values is "mindfulness." We believe that mindfulness means leading with purpose, striving for continuous improvement, and taking care of our stakeholders.

   Mindful of the planning involved for our motor carrier community, we launched a "Motor Carrier Notification System," also known as the "VA Trucker Alert" system.

   We created this system to help provide our motor carrier community with real-time information on issues including:
   - Equipment maintenance on terminal that may affect their visit
   - On and off-terminal traffic incidents that may affect motor carrier wait times
   - On-terminal issues (e.g. power outages, software issues, etc.) that may affect gate performance
   - Reminders about gate/terminal closures (e.g. holidays)

2. **What were the communications planning and programming components used for this entry?**
   The goal of this piece was to provide our motor carrier partners with up-to-date information so that they could schedule their days accordingly. Further, because we were initially dealing with a severe congestion issue, we used this system to provide transparency into our operations so that motor carriers could be kept apprised of what was taking place on terminals directly from us.

3. **What actions were taken and what communication outputs were employed in this entry?**
   We utilized Twitter for this service, and created a twitter handle named "VATruckerAlerts." We allowed both Twitter and non-Twitter users to "follow" this handle by enabling the text alert option.

We directed users to follow VATruckerAlerts by texting "follow VATruckerAlerts" to 40404. Once users did so, they would receive a confirmation message to which they had to respond "YES" to complete the registration process.

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

We now have over 1,000 followers of this system and we utilize it daily. We've also created a card that we've provided to local trucker associations (e.g. Tidewater Motor Carrier Truck Association) and we make available at our gates that provide instructions on how to follow the system.

Additionally, we are using the system to survey users on how we can improve the system. Initial results are positive and have provided good insight. We expect to complete the survey and compile results by the end of May 2016.

THE PORT OF VIRGINIA.

To receive trucker text alerts related to our terminals

Text: follow VATruckerAlerts

(There MUST be a space between follow and VATruckerAlerts)

To this number: 40404

You will receive a confirmation message, and (if prompted) you must reply with **YES** to complete the registration.

Refer to back of this card for additional trucker assistance information.

April 2016

THE PORT OF VIRGINIA.

The Port of Virginia is committed to providing a rewarding customer experience.

Our Customer Service group is here to help you!

Direct dial Customer Service: 1-757-440-7160

Customer Service Hours of Operation:
Monday-Friday   7:30 am - 6:00 pm ET
Saturday   8:00 am -12:00 pm ET
For calls outside these hours, please leave a message.
All messages will be responded to as soon as possible.

Email: POVCustomerService@vit.org

Visit our extensive Support Center section on the web at Customerservice.portofvirginia.com

Our dedicated Trucker Resource page was created to provide useful links to policies, rules, appointment systems FAQs and more.

Information is accessible on Twitter @PortofVirginia and on https://www.facebook.com/portofvirginia