



MARYLAND PORT ADMINISTRATION VIDEO ENTRY – CATEGORY 2

Summary of Entry

The Maryland Department of Transportation's Port Administration (the Port of Baltimore or the Port) is facing a challenge with dredged material placement capacity, and needs to find alternatives for the 500,000 cubic yards of dredged material removed from the Baltimore Harbor channels yearly. Innovative Reuse and Beneficial Use (IR/BU), recycling of dredged material and/or using it for environmental restoration, are two solutions. However, dredged material has many perceived stigmas associated with it that needed to be broken down before moving forward with implementation. To do so, the Port conducted a successful promotional campaign "Sediment to Solutions: Channeling Innovation" to educate and inform audiences about dredging and IR/BU to raise awareness and the support necessary to move forward with making IR/BU a reality. The campaign included an educational video, which assisted the Port in increasing reach and audience awareness and successfully establishing a partnership with Maryland Department of the Environment, who will be issuing guidance on the use of dredged material in Summer 2017. The draft guidance is available now for public review and comment:

http://www.mde.state.md.us/programs/Marylander/Documents/Dredging/DRAFT_IRBU_GUIDANCE%203.16.2017.pdf.

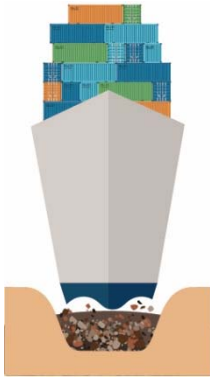
SEDIMENT TO SOLUTIONS CHANNELING INNOVATION

Question #1 - What are/were the entry's specific communications challenges or opportunities?

Dredging keeps the Port of Baltimore open for business, allowing cargo vessels and cruise ships to continue to travel in and out of the Port. With more than 500,000 cubic yards of dredged material being removed from the Baltimore Harbor channels annually, and the Port's Dredged Material Containment Facilities (DMCFs) nearing capacity, it is imperative that the Port find new and innovative ways to use dredged material.

The Port determined that IR/BU is not just a solution, but a critical need. However, there was a challenge: dredged material has many perceived stigmas associated with it that the Port needed to break down before moving forward with implementation. Many people perceive dredged material as waste and question the safety of repurposing it. To make IR/BU a reality, the Port needed to change the narrative around dredging and educate key stakeholders about its value as a reusable resource.

Another challenge was the compact timeframe to not only create the video, but other deliverables associated with it as an overall campaign - less than six months. There were also many levels of agency and stakeholder review and approval needed to finalize everything and numerous edits, but in the end, everyone worked together to ensure that the deadline was met successfully.



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

The Port's mission is to stimulate the flow of waterborne commerce through the ports in the State of Maryland in a manner that provides economic benefit to the citizens of the state. The Port is a key economic engine for the State of Maryland — linked to more than 100,000 jobs, moving more than 30 million tons of cargo and providing \$3 billion in annual salaries and wages. Dredging allows for the Port to remain open for business, and without dredged material management, the Port's mission and success would be in jeopardy. The messaging of the video tied into the Port's mission by emphasizing the importance of dredging, that placement capacity is a critical need, and that IR/BU can further sustain the mission of the Port by producing environmental and economic benefits for the State of Maryland.

Question #3 - What were the communications planning and programming components used for this entry?

The overall goals for the video were to:

- Educate and inform the audience about dredging, sediment quality and alternative, safe dredged material management solutions.
- Advance support for IR/BU from the Maryland Department of the Environment to develop a state-issued guidance document for the reuse of dredged material.

The **main objective** was to garner 500 views of the video throughout its various placements.

The video's target audiences include:

- **Primary:**
 - Elected and Government Agency Officials – this segment needed to be educated about the IR/BU initiative so they can support and move forward any regulatory and legislative initiatives that may be needed to advance IR/BU of dredged material in the State of Maryland.
 - Citizens and Communities – due to the perception that dredged material is contaminated and harmful to human and environmental health, the Port needed to educate the public and communities and garner their support for this initiative to make it successful.
 - Industries and Businesses – once guidance for the reuse of dredged material in Maryland has been established, the Port will be looking to private industry and business to help establish a market for dredged material and come up with innovative solutions for reusing or repurposing it.



Stakeholders and the public attending the April 25, 2017 IR/BU Guidance Document Public Forum



- Educational and Academic Organizations – the Port relies on these partners to help with research and feasibility for the IR/BU initiative and to spread the word throughout the academic community.
- Port Stakeholder Committees – the Port has many trusted partners in our stakeholder committees and looks to them to help spread the positive messages and educational elements of the campaign, and build support for Port initiatives with their constituents.
- **Secondary:**
 - Non-Government Environmental and Public Health Organizations – much like the Stakeholder Committees, this is another segment that the Port asks to help spread campaign messages and build support for the IR/BU initiative.
 - Commercial and Recreational Water Source Users – this audience is as committed to the health of the waterways surrounding the Port as the Port itself, and supports the mission of this initiative.

Question #4 - What actions were taken and what communication outputs were employed in this entry?



To determine the best outreach tools to utilize, the Port conducted extensive research, evaluating five other U.S. IR/BU programs and attending an out-of-State full day workshop for the Ohio EPA's Lake Erie Dredged Material Program Beneficial Use initiative to learn more. The Port found that most programs were using mostly presentations and facts sheets to spread awareness.

Each of the Port's audiences had a different level of knowledge and understanding of IR/BU. According to Trend Reports, between 65% and 85% of people describe themselves as visual learners, so the Port wanted to employ visual mediums that would engage all audiences and allow them to understand and retain the information. Videos are visual, engaging, and informative, allowing the Port to share technical information in easy to understand/digest pieces with audiences who were less familiar with dredging, as well as capture the attention of audiences that were more knowledgeable about the topic. The Port is channeling innovation and needed its outreach pieces to be just as innovative.

The video ran for 5 minutes and 27 seconds and included still photos, b-roll, upbeat background music, easy-to-follow narration and graphics, and animation using overall campaign themes to clearly explain dredging and its value to Maryland. The video highlighted specific examples of how dredging can benefit the local economy and the health of the environment, which further contributes to the Port's vision for the future of dredged material management.

The Port hired a consultant in July 2016 to produce the video and companion campaign pieces for premier at the Annual Dredged Material Management Program Annual Meeting on November 14, 2016. The video was developed and produced concurrently with other campaign elements using the same team of design/production staff and reviewers for consistency and to remain on schedule.



To reach its goals, the Port developed a strategic release plan to augment visibility of the video:

In-Person Premiere: The Port premiered the video in-person to an audience of 100 agency, community, educational, and consultant stakeholders at the 2016 Annual Dredged Material Management Program Meeting, and continues to show it at various committee meetings and events.

HTML Email: The Port emailed links to the video to a list of over 375 key stakeholders and included it in the bi-monthly emailed Greenport newsletter:

http://www.mpa.maryland.gov/greenport/mpanews/Nov_Decm2016.pdf

Web & Social Media: The video was posted to the website and on the Port's Facebook and YouTube pages:

<https://www.youtube.com/watch?v=yiVhs5P0Zjg>

The video also plays continuously in the reception area of the Port's executive offices so that our many visitors have a chance to see it.



A facilitated group activity from the 2016 Annual Dredged Material Management Program Meeting

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

Results were collected and evaluated using social media views and likes, and soliciting feedback directly from committees and stakeholders. The success of the IR/BU video is evident in the feedback and response the Port received including:

- The Port earned media from several industry media outlets including Hellenic Shipping News, Green4Sea, Dredging Today.*
- The video garnered over 650 views — 30% more views than the objective.*
 - Thanks to its educational content and engaging nature, the video was viewed and shared on the web and social media by several individuals and stakeholder agencies/organizations.
- Most importantly, the Port developed a successful partnership with the Maryland Department of the Environment, which will be issuing guidance on innovative uses of dredged material in Summer 2017.

*Please see Appendix 1 for articles and social media postings and analytics.



Additionally, the Port has received positive feedback from stakeholders about the video including:

"I am impressed that both the graphic and video have taken a complicated and somewhat controversial topic and made it understandable, catchy and compelling. I am also very impressed with the pace in which the Port put this campaign together, it is my experience that this type of effort usually takes much longer and tends to get bogged down in group-think."

Alison Prost, Maryland Executive Director
Chesapeake Bay Foundation

"The Maryland Port Administration and the Maryland Environmental Service recently presented to my organization, The North Point Peninsula Council, Inc., their new Innovative Reuse video and handed out the partner infographic. As the topic of dredging is not usually on the front burner, I was apprehensive at the reaction of my membership to the information. I was very pleasantly surprised by the feedback. Not only did folks indicate that they learned about dredging, they also learned about possible benefits and uses for this previously discarded material in plain language and consumer friendly graphics. The video was educational and somewhat entertaining. Both the video and the infographic surpassed the intended purpose to my group."

Francis Taylor, President
North Point Peninsula Council, Inc.

In Summary

Once the guidance document has been finalized, the Port will roll out its next phase of outreach to businesses and industry to gauge the market and demand for dredged material and innovative ideas for reusing it. The Port will also work with agencies and consultants to begin to stockpile dredged material and develop a processing and distribution facility for use on projects and initiatives throughout the State of Maryland. The video and the overall "Sediment to Solutions: Channeling Innovation" campaign has successfully brought the Port closer to the next step in making IR/BU a reality.

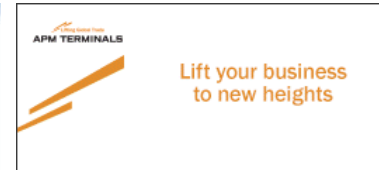




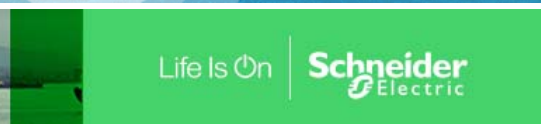
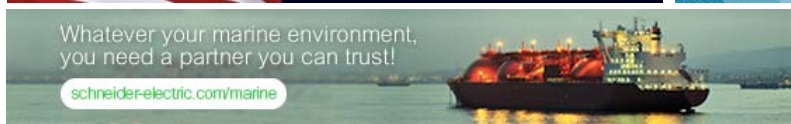
APPENDIX 1: Earned Media, Social Media Posts, and Analytic Data



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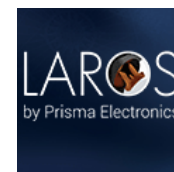


Port of Baltimore: Sediment to Solutions

in Recent Videos 23/02/2017



Dredging is essential to ensure the shipping channels are clear of material to allow the safe passage for cargo and cruise vessels. The Port is one of the largest economic generators in the State of Maryland. Dredge material can be used to restore environmental habitats, along with other uses.



WEEKLY DRY TIME CHARTER ESTIMATES





Source: Port of Baltimore

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ALIBRA Shipping Limited Rates updated Wednesday: 26 April 2017
NB Rates may differ slightly in Weekly Market Report sent out on Friday

DRY TIME CHARTER ESTIMATES (\$/pdpr)

SIZE	6 MOS		1 YR		2 YR	
	ATL	PAC	ATL	PAC	ATL	PAC
HANDY (20k dwt)	8,250	7,500	8,750	8,250	8,600	8,400
SUPRA (25k dwt)	11,000	9,000	10,750	9,750	9,600	9,400
ULTRA (32k dwt)	11,200	9,250	10,900	10,000	9,750	9,550
PANA/MAX (70k-82k dwt)	14,000	10,500	12,750	10,750	10,600	10,400
CAFÉ (170k dwt)	15,000	15,000	15,250	15,250	15,500	15,100

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WEEKLY TANKER TIME CHARTER ESTIMATES

ALIBRA Shipping Limited Rates updated Wednesday: 26 April 2017
NB Rates may differ slightly in Weekly Market Report sent out on Friday

WET TIME CHARTER ESTIMATES (\$/pdpr)

SIZE	1 YR	2 YR	3 YR	5 YR
HANDY (40dwt)	12,000	12,250	12,500	13,750
MR IMO3	13,000	13,500	14,500	15,500
LR1	13,250	13,750	15,000	17,500
LR2 (115 dwt cap & dpp)	16,000	16,500	19,000	20,000
AFRA (115dwt)	15,500	16,250	18,000	19,500
SUEZ	19,900	20,000	23,500	24,000
VLCC	28,000	27,500	30,000	32,500

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WEEKLY CONTAINER INDEX

New ConTex - all rates in USD(\$)

date	New Context						ConTex
	12 months			24 months			
	Type	Type	Type	Type	Type	Type	
27.04.2017	6.563	7.429	10.115	10.476	10.340	11.465	405
25.04.2017	6.545	7.345	10.066	10.448	10.278	11.388	403
20.04.2017	6.539	7.292	9.959	10.312	10.142	11.300	399

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Using dredging sediments to solutions

In Videos 24 February 2017

Port of Baltimore: Sediment to Solutions

Video illustrates how useful are the dredging operations at the Port of Baltimore. Dredging is essential to ensure the shipping channels are clear of material to allow the safe passage for cargo and cruise vessels. Therefore, the Port of Baltimore dredging its channels periodically. Thus, dredge material can be used to restore environmental habitats, along with other uses.

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VIDEO: Spotlight on Baltimore Port Dredging



The Port of Baltimore has just released this very interesting video named 'Sediment to Solutions: Channeling Innovation'.

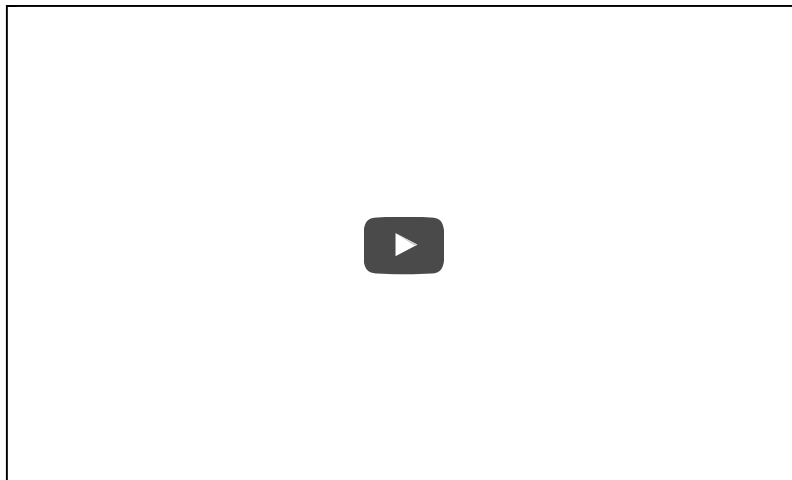
The video highlights importance of dredging work which allows the cargo and cruise ships to travel safely through Baltimore's waterways.

Every year, cargo vessels and cruise ships travel to and from the Port of Baltimore.

Much of the water routes they travel require frequent dredging to maintain the 50-foot depth required by many of today's ships.

On average, almost five million cubic yards of sediment – called 'dredged material' – is removed from shipping channels in the Chesapeake Bay and Baltimore Harbor every year.

The Maryland Port Administration (MPA) and the U.S. Army Corps of Engineers work together to execute projects and find placement sites for the dredged material.



Dredged material is generally placed in a specially designed area enclosed by a dike, called a placement site.

Over time, the sediment dries and becomes new land.

Dredged material is also used to restore eroded wetlands, create upland wildlife habitat, and build new terminal space for the port.

Share this article

Follow Dredging Today

Posted on December 12, 2016 with tags [maintenance dredging](#), [Port of Baltimore](#), [sediment](#), [video](#), [waterways](#).

The screenshot shows the Facebook page for the Port of Baltimore. The page header includes navigation options: Page, Messages, Notifications (2), Insights, Publishing Tools, Settings, and Help. The profile picture is the Port of Baltimore logo, featuring a ship and the year 1706. The page name is "Port of Baltimore" with the handle @baltimoreport. A post from December 27, 2016, is visible, titled "Port of Baltimore" and published by Matthew Scales. The post text asks, "Have you ever wondered how cargo and cruise ships safely navigate through Baltimore's shipping channels? Learn how dredging maintains Baltimore's shipping channels, which allows cargo vessels to visit the Port of Baltimore and supports thousands of Maryland jobs. #DredgeSolutions". The post includes an illustration of a cargo ship navigating through a channel being dredged. The post has 1,093 people reached, 351 views, and 3 shares. A "Watch Video" button is visible in the top right corner.

The screenshot shows the "Post Details" window for the video post. The window is titled "Post Details" and has tabs for "Video" and "Post". The "Video" tab is selected, showing a video player with a play button and a thumbnail of the dredging illustration. Below the video player, the text reads "Port of Baltimore: What is Dredging?" and "Have you ever wondered how cargo and cruise ships safely navigate through Baltimore's shipping channels? Learn how dredging maintains Baltimore's shipping channels, which allows cargo vessels to visit the Port of Baltimore and supports...". The video is 0:58 long and was uploaded on 12/27/2016. To the right of the video player is a "Video Performance In This Post" section with the following metrics:

Metric	Value
Minutes Viewed	152
Video Views	352
10-Second Views	178
Video Average Watch Time	0:12
Audience and Engagement	>

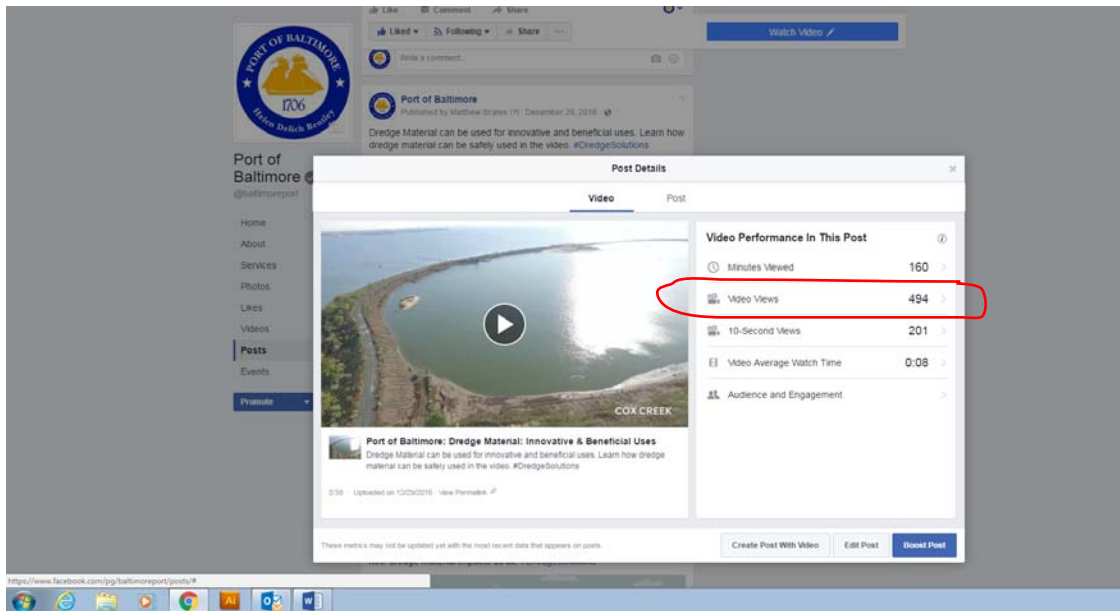
The "Video Views" metric is circled in red. Below the metrics, there are buttons for "Create Post With Video", "Edit Post", and "Boost Post". The URL at the bottom of the browser window is https://www.facebook.com/pg/baltimoreport/posts/#.

The screenshot shows the Facebook page for the Port of Baltimore. The page header includes navigation options: Page, Messages, Notifications (with a red badge), Insights, Publishing Tools, Settings, and Help. The profile picture is the Port of Baltimore logo, which includes the text "PORT OF BALTIMORE" and "1706". The page name is "Port of Baltimore" with the handle "@baltimoreport". The main content area features a post from "Port of Baltimore" published by Matthew Scales on December 28, 2016. The post text reads: "Dredge material is sediment, composed of silt, clay and sand. Discover how dredge material impacts us all. #DredgeSolutions". Below the text is a video thumbnail showing a stylized landscape with a sun, clouds, and a road. The post has 2 shares, 674 people reached, and 153 views. Interaction buttons for Like, Comment, and Share are visible. A "Watch Video" button is located in the top right corner of the post area.


This screenshot shows the "Post Details" window for the video post. The window has tabs for "Video" and "Post", with "Video" selected. The video thumbnail is an isometric illustration of a city and harbor. The "Video Performance In This Post" section contains the following data:

Metric	Value
Minutes Viewed	48
Video Views	154
10-Second Views	66
Video Average Watch Time	0:07
Audience and Engagement	>

The "Video Views" row is circled in red. Below the metrics, there are buttons for "Create Post With Video", "Edit Post", and "Boost Post". At the bottom of the window, a note states: "These metrics may not be updated yet with the most recent data that appears on posts." The background shows the same Facebook post as the first screenshot, but it is dimmed.



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Justin Moore Bald Eagle
Unlike Reply Message 2 March 21 at 11:37am

Port of Baltimore You spotted him Justin!
Like Reply Commented on by Matthew Scales [?] March 21 at 4:56pm

Port of Baltimore
Published by Matthew Scales [?] March 20 at 11:45am

Happy 1st day of spring! Sediment material from Baltimore's shipping channels can be used to support habitat creation. Will you be heading out to Hart-Miller Island this season? #firstdayofspring #SedimenttoSolutions #GreenPort



Port of Baltimore: Sediment to Solutions
Dredging is essential to ensure the shipping channels are clear of material to allow the safe passage for cargo and cruise vessels. The Port is one of the la...
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1,648 people reached Boost Post

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Elisabeth Brown McCollum, Tammy Cleveland and 4 others


1 share

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Port of Baltimore
Published by Matthew Scales [?] March 17 at 7:31am

Last year, the Port of Baltimore imported 129,025 tons of beer! We wish you a safe and Happy St. Patrick's Day! #StPatricksDay #SPD17

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Published by Matthew Scales [?] March 8 at 1:33pm

The Port of Baltimore is one of the top economic generators for the State of Maryland! Dredging keeps the Port open for business. Learn how sediment from the shipping channels is used and ways it can be used in the future. #SedimenttoSolutions #PortofBaltimore



2,796 people reached Boost Post

1.1K Views


Like Comment Share

Hannah Marr, Heather Noelle Davis and 21 others

16 shares

Write a comment...

Port of Baltimore
Published by Matthew Scales [?] March 9 at 8:06am



Facebook page for Port of Baltimore (@baltimoreport). The page features a profile picture with the Port of Baltimore logo and a bio. A post from December 27, 2016, is highlighted, showing a video player with a red circle around the view count of 350. The post text reads: "Have you ever wondered how cargo and cruise ships safely navigate through Baltimore's shipping channels? Learn how dredging maintains Baltimore's shipping channels, which allows cargo vessels to visit the Port of Baltimore and supports thousands of Maryland jobs. #DredgeSolutions". The post has 1,003 people reached, 350 views, and 3 shares.

YouTube video player for "Port of Baltimore: Sediment to Solutions". The video title is "SEDIMENT TO SOLUTIONS: CHANNELING INNOVATION". The video has 402 views, as indicated by a red circle around the view count. The video player shows a progress bar at 0:02 / 5:26. The video description reads: "Dredging is essential to ensure the shipping channels are clear of material to allow the safe passage for cargo and cruise vessels. The Port is one of the largest economic generators in the State of Maryland. Dredge material can be used to restore environmental habitats, along with". The video is published on Feb 23, 2017. The channel name is "Port of Baltimore" with 87 subscribers.