PORT OF STOCKTON - BUILDING FOR TOMORROW
ANNUAL REPORT 2015

AAPA 2017 Communications Awards Program, Classification 2 - Annual Report

The Port of Stockton’s 2015 Annual Report, *Building for Tomorrow*, looks back on a year of record-breaking success while exploring the various projects and initiatives that will bring new prosperity far into the future. Engaging copy, clean design, beautiful photography, and colorful illustrations all come together to help tell the Port’s story.

1. WHAT ARE/WERE THE ENTRY’S SPECIFIC COMMUNICATIONS CHALLENGES OR OPPORTUNITIES?

The development and creation of the Port of Stockton’s (Port) 2015 Annual Report (Report) provided the opportunity to pull back the curtain and highlight the tremendous developments of the Port’s past year as well as our stellar growth in recent years. 2015 was a record-breaking success for the Port’s business, both in ship calls and revenue, while tonnage handled was the second best in 10 years. In the midst of all this activity, the Port has been making significant investments in infrastructure, community, and the environment, planting the seeds for future prosperity. *Building for Tomorrow* emphasizes the importance of these investments.

It can be satisfying to look back on a successful year or stretch of years and merely share the statistics in an annual report, but the Port also wished to spotlight the infrastructure investments made that will pay dividends far into the future. This can be difficult to communicate through tonnage totals and commodity features. The Port saw the Report as an opportunity to share with its readers not only our present-day successes but also our strategic vision for the future.

2. HOW DOES THE COMMUNICATION USED IN THIS ENTRY COMPLEMENT THE ORGANIZATION’S OVERALL MISSION?

Our overall mission is to provide excellent service to our current business partners and attract new business, all while being a positive force for the local Stockton community and an exemplary steward of the environment at large. The Report, *Building for Tomorrow*, tells the story of a year spent carrying out this mission.

The Report is set up to tell our complete story of who we are, how we operate, our current initiatives, and most importantly for this year’s theme, our continued investment in infrastructure and our community. The report is divided into six sections including:

- Building for Tomorrow
- Operational Efficiency
- Environmental Stewardship
- Community Commitment
- In the News
- Port Recognition
Port of Stockton: A Steel Sign is a Good Sign

Opportunity; and that is a good sign. Better accessibility, good movement, and overall quality of life make accessibility, goods movement and overall quality of life better within the Central Valley. To the Port, an increase in steel imports is a good sign of the region’s economic development.

Steel is used in nearly every industry in the world from energy and agriculture to transportation improvements, home goods and construction to structures that can be built quickly and relatively cheaply, making it a priority in order to accommodate a wide spectrum of business partners and representatives at the Federal level.

New Rail Connections – Improvements to the Port’s rail network enables more efficient handling of cargo and decreased idling time for trains, which results in improved air quality.

SR 4 Crosstown Freeway Extension – This project links the Port directly to the nearby I-5 and CA-99 freeways, bypassing surface streets through local neighborhoods.

Navy Drive Infrastructure Improvements – This important passage will be the primary link between the Port and the above mentioned SR 4 extension. Improvements include widening Navy Drive from two to four lanes including a bridge spanning the San Joaquin Delta.

BNSF Railway Underpass – A new BNSF underpass was part of the corridor improvements along Navy Drive, including an additional mainline shared track for BNSF and Amtrak.

In addition, a hand-drawn illustrated centerfold map gives the reader a colorful visual understanding of where these and other infrastructure improvement projects are taking place at the Port.

3. WHAT WERE THE COMMUNICATIONS PLANNING AND PROGRAMMING COMPONENTS USED FOR THIS ENTRY?

With Building for Tomorrow the Port wished to increase awareness of the Port’s activities, even the ones that don’t translate into immediate financial gain. Infrastructure improvements are a down payment on future capacity and efficiency gains. To effectively identify and portray the extensive activities and programs occurring at the Port within Building for Tomorrow, Port staff engaged in the following activities to prepare this report:

Research and Outreach

Internally, the Port had to reach out to various department heads and staff to gather information on the various sections of the Report.

Article-writing, Photography, and Design

Content for all the articles was drafted and finalized. Photography was taken in and around the Port and at various off-site events throughout the year. The Report’s layout, design, and illustrations were created to bring the articles to life.

Distribution

The Report was widely distributed. Over 1,500 copies of Building for Tomorrow were printed and disseminated throughout the community to local and regional stakeholders, industry professionals at conferences, business partners and representatives at the Federal level.
Evaluation

To measure the success of the Report, the Port sought direct, honest, anonymous feedback through the use of a survey administered online and in-person. To maximize participation and responses, a QR code is included on the inside cover of the Report. A reader can scan the code with a smartphone QR code reader and be taken directly to the survey. The in-person surveys were administered over the summer during the Annual Free Public Boat Tours of the Port.

The Report’s primary target audience for these ads is the maritime industry and the Stockton and Central Valley business community and local government. Secondary target audiences are members of the general public of Stockton or the Central Valley region who might be interested in what the Port is up to.

4. WHAT ACTIONS WERE TAKEN AND WHAT COMMUNICATION OUTPUTS WERE EMPLOYED IN THIS ENTRY?

To create a Report that successfully communicates the Port’s proactive vision for a prosperous future, the following strategies were implemented:

Highlight Infrastructure Improvements
Detail specific examples of projects and initiatives underway that will make the Port run smoother and more efficiently in the future.

Feature Environmental Programs
Share projects the Port is spearheading that will improve the overall environmental health of the Port and surrounding region.

Show Community Investment
Highlight ways the Port actively engages with and improves the city of Stockton and Central Valley region.

The Port engaged its Communications and Public Involvement sub-contractor, HDR, to guide the process and manage the creative design. HDR developed and implemented the following project timeline:

<table>
<thead>
<tr>
<th>TASK</th>
<th>ROLE</th>
<th>DUE DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategy/information gathering meeting with POS</td>
<td>HDR</td>
<td>Fri, 11/6</td>
</tr>
<tr>
<td>Draft possible themes and content outline for POS review</td>
<td>HDR</td>
<td>Wed, 11/18</td>
</tr>
<tr>
<td>Select theme and approve draft content outline</td>
<td>POS</td>
<td>Wed, 11/25</td>
</tr>
<tr>
<td>Provide information for articles</td>
<td>POS</td>
<td>Fri, 12/11</td>
</tr>
<tr>
<td>Provide draft content &amp; draft design templates (per selected theme) for POS review/approval</td>
<td>HDR</td>
<td>Fri, 1/8</td>
</tr>
<tr>
<td>Review/edit/approve draft content &amp; select design template</td>
<td>POS</td>
<td>Fri, 1/12</td>
</tr>
<tr>
<td>Send first draft design (minus 2015 stats) for POS review/approval</td>
<td>HDR</td>
<td>Fri, 2/5</td>
</tr>
<tr>
<td>Contact print vendors for quotes; select based on pricing and customer service (need desired quantity from POS)</td>
<td>HDR</td>
<td>Mon, 2/8</td>
</tr>
<tr>
<td>Provide 2015 states/comments/approval on first draft design</td>
<td>POS</td>
<td>Fri, 2/12</td>
</tr>
<tr>
<td>Input 2015 stats &amp; send final draft design for POS review/approval</td>
<td>HDR</td>
<td>Fri, 2/19</td>
</tr>
<tr>
<td>Provide comments/approval on final draft design</td>
<td>POS</td>
<td>Fri, 2/26</td>
</tr>
<tr>
<td>Send final design for POS approval</td>
<td>HDR</td>
<td>Fri, 3/4</td>
</tr>
<tr>
<td>Approve final design for print</td>
<td>HDR</td>
<td>Fri, 3/11</td>
</tr>
<tr>
<td>Format report for printing &amp; send to printer</td>
<td>HDR</td>
<td>Fri, 3/18</td>
</tr>
<tr>
<td>POS receives reports (quantity TBD by POS)</td>
<td>TBD</td>
<td>Fri, 4/1</td>
</tr>
<tr>
<td>Design electronic report for website</td>
<td>HDR</td>
<td>Fri, 4/1</td>
</tr>
<tr>
<td>Assist with electronic promotion/distribution</td>
<td>HDR</td>
<td>Early April</td>
</tr>
</tbody>
</table>
5. WHAT WERE THE COMMUNICATIONS OUTCOMES FROM THIS ENTRY AND WHAT EVALUATION METHODS WERE USED TO ASSESS THEM?

Out of the 1,500 Reports distributed, approximately 250 were received on the Boat Tours and 7 were submitted online.

Of the survey’s submitted: 64% reviewed the Report online on the Port’s website. Feedback also demonstrated that 87% of those who read the Report felt that it was easy to understand and 66% rated the design as “Good.”

The sample survey can be found below.
Please check the correct answer:
The Port uses barn owls to control rodents in an environmentally friendly way.
☐ True
☐ False

True or False
The Port supports more than 5500 jobs for the San Joaquin region annually.
☐ True
☐ False

Please rate the overall design of the Annual Report.
☐ Excellent
☐ Good
☐ Average
☐ Fair
☐ Poor

What did you like/dislike about the design?
______________________________________________________________________________
______________________________________________________________________________

Did you enjoy this year’s Annual Report?
☐ Yes
☐ No
If no, why not?______________________________________________________________

How can we improve our Annual Report in future years?
______________________________________________________________________________
______________________________________________________________________________

To request a hard copy of the Port of Stockton’s 2015 Annual Report, please call (209) 946-0246 or email Victoria Lucero at vlucero@stocktonport.com.