



PORT OF STOCKTON - ANTIOCH DUNES RESTORATION PROJECT COMMEMORATIVE COINS

AAPA 2017 Communications Awards Program, Classification 7 - Miscellaneous

To commemorate the success of the Antioch Dunes Restoration Project, the Port of Stockton created and distributed commemorative coins at a celebratory unveiling of an educational kiosk at the Antioch Dunes National Wildlife Refuge.

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

With the special dedication ceremony for the Antioch Dunes Restoration Project (Project) in September 2014, the Project's partner agencies, the Port of Stockton (Port), the U.S. Fish and Wildlife Service, and the U.S. Army Corps of Engineers celebrated the success of the project in its first year. This important and highly successful collaboration involves the Port providing dredged sand from the Stockton Deep Water Ship Channel to the Antioch Dunes National Wildlife Refuge (Refuge), rebuilding what was once an immense sand dune habitat and protecting three endangered species unique to the area. The dedication ceremony included speakers and the unveiling of an educational kiosk, but the Port wanted to give everyone attending the event a way to remember the event (and the Project) after they leave the Refuge.

Internally, the Port had to brainstorm and decide exactly what sort of souvenir they should give at the event. A commemorative coin was chosen as an eye-catching item people would want to display and show off. The coin then had to be designed. Externally, the Port needed the sign-off from the other two partner agencies on the coin's concept and design. Then the Port had to coordinate for the manufacturing of the coins with a vendor and make sure they would arrive on time for the ceremony.

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. This commemorative coin, representing the ADRP, complements every aspect of the Port's mission. The sand provided to the ADNWR comes from the dredging of the Stockton Deep Water Ship Channel, and it is because of this dredging of the Channel to -35 feet MLLW that allows the Port to efficiently accommodate large seagoing vessels and attract business in general. Then there is the community and environmental benefits. The Port helps the ADNWR thrive, restoring a habitat that sustains three endangered species: Lange's Metalmark butterfly, Antioch Dunes Evening Primrose, and the Contra Costa Wallflower.



The community benefits from educational opportunities at the ADNWR as well, including docent-lead tours and the Port-designed on-site educational kiosk.

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

The goal of providing the commemorative coins was to spread a sense of pride and accomplishment in the people that helped make the Project possible. An eye-catching coin would help educate and spread the word about the Project.

Brainstorm

The Port could have chosen any number of souvenir-type items to provide at the event for attendees to take home with them. Coins were chosen because the maritime industry has a long history of exchanging and collecting coins.

Design

The 2"-diameter coin is finished with an antique gold plating. It features the three partner agency logos on the back, and an illustration of two of the endangered species in front of a dune-shaped horizon on the front.

Order

The coin vendor was based in Florida, but the actual manufacturing of the coins took place in China. Needless to say, plenty of advanced planning was required to make sure the coins were received in time for the ceremony.

Distribute

At the Project dedication ceremony, the hundreds of coins were displayed spread across a table, creating a mesmerizing visual effect. Attendees could collect their coin at any time during the event.

The primary audiences for these coins are the recipients of them. Anyone at the ceremony was either someone involved in the implementation of the Project, an elected official, or a member of the public keenly interested in the Project. The secondary audience is anyone who the coin is shown to. Showing off the coin, or having the coin displayed, on a desk for example, might elicit questions about and interest in the Project when the person may otherwise not have known about it.

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

The strategy behind the coins is to create a conversation piece that leads to education about the Project and other initiatives the Port is involved in that benefit the Stockton community and the environment as a whole. To do this, the Port distributed coins at an event attended by some of the most interested and committed people – those that were a part of the Project and feel a connection to the Refuge.



Timeline

TASK	ROLE	DUE DATE
Brainstorming session with HDR	HDR	5/16
Concept SKETCHES due	HDR	6/1
Select preferred option	POS	6/15
Digitize preferred option	HDR	7/1
Digital approval	POS	7/17
Provide artwork to Signature Coins	HDR	7/24
Approve proof from Signature Coins	HDR/POS	7/31
Deadline to receive coins	-	9/20

The Port engaged its Communications and Public Involvement sub-contractor, HDR, to design and illustrate the coin artwork. HDR also coordinated with the coin vendor, Signature Coins, to ensure the manufactured coins came out exactly as designed.

5. WHAT WERE THE COMMUNICATIONS OUTCOMES FROM THIS ENTRY AND WHAT EVALUATION METHODS WERE USED TO ASSESS THEM?

Feedback on the commemorative coins has been anecdotal in nature. Everyone that sees the coins is impressed with the appearance and the novelty of such a souvenir. More importantly, since the coins have been displayed on the desks of various Port staff, they indeed have been noticed by visitors and conversations about the Project have ensued. No doubt the same is true with staff from the Project's partner agencies.