**AAPA Communications Awards Submission**

**Category: Directories**

**Summary of Entry:** An online table that lists all port chassis that are available for pickup. This page is updated three times each day.

1. **What are/were the entry’s specific communications challenges or opportunities?**

As the port continues its growth, our motor carriers are carrying more cargo. 60% of our cargo moves via truck. In fiscal-year-to-date 2018 (July ‘17 – March ‘18), we have worked collaboratively to move 1.2 million containers across The Port of Virginia – 4.6 percent growth. In support of this dynamic progress, The Port of Virginia continues to invest in new chassis assets for the HRCPII fleet. As of April 27, the number of chassis managed by HRCPII is 16,250 – a 5 percent increase in assets compared to one year ago.

We will add an additional 875 new-build chassis to the pool between May and September 2018. That represents a 6 percent increase in pool size compared to the April 2018 baseline. We wanted to create a resource that enabled users to quickly and easily find a chassis and would meet their needs of a regularly update page (vs. once a day as we were posting before).

1. **How does the communication used in this entry complement the organization’s overall mission?**

The Port of Virginia’s mission contains the following phrase:

*“…The Port of Virginia will achieve our shared vision of operational excellence…, we will remain a valuable resource to our customers…”*

This table acts as a valuable resource to our customers.

1. **What were the communications planning and programming components used for this entry?**

The colleagues that manage our Chassis Pool are in direct contact with our Director of Internal and Partner Communications. Once the the Chassis Pool team updates the chassis pool availability online, our Director of Internal and Partner Communications sends out a text alert to our nearly 2,000 text alert subscribers with a link to the latest chassis pool update on our website. We repeat this process three times each day: approximately 7:30am, 12:00pm, and 3:00pm.

1. **What actions were taken and what communication outputs were employed in this entry?**

We utilize our website and our text alert system for this entry.

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

Anecdotally, we are hearing very positive reviews from the motor carrier community on the increased number of updates we are making and sharing with the community.

To view the Chassis Availability Page online, please click here: <http://track.portofvirginia.com/reports/chassisavailable>