



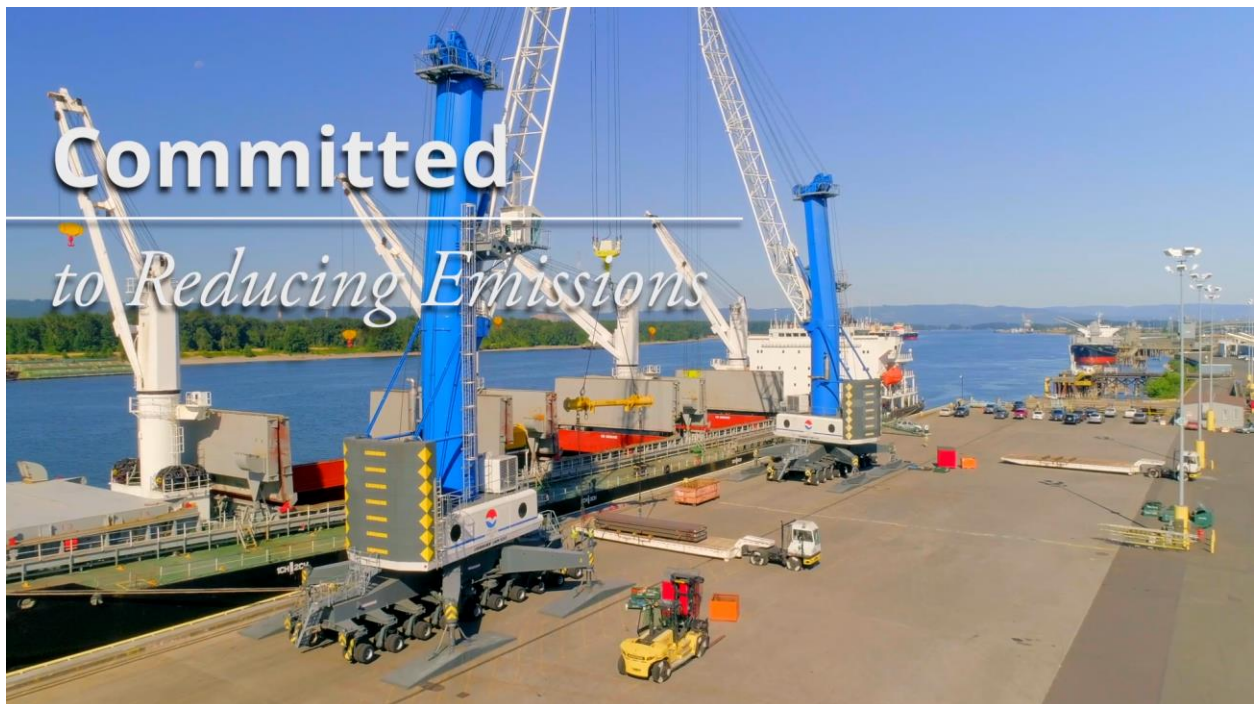
Port of Vancouver USA

AAPA 2019 COMMUNICATIONS AWARDS PROGRAM

Port of Vancouver and the Environment

Classification: Videos

Category 2



Summary

Marine, industrial and...happy songbirds?

The greater Vancouver, Washington, community cares deeply about the health of the water, air and land in our region, and so does the Port of Vancouver USA. Historically, the port's focus on the environment has come as a surprise to residents, creating an opportunity for communication, connection and education.

Our video, *POV and the Environment*, was developed to communicate and reinforce the port's commitment to environmental stewardship and explain our integrated and innovative approach to making it a priority. Whether using local materials to clean runoff water, implementing policies to reduce emissions, or creating healthy habitats for birds on port property, we actively seek and develop ways to be good stewards of the place we all call home.

First produced at the end of 2017, the video was officially launched as part of a community-facing "pre-roll" (or "in-stream") campaign on YouTube in April 2018. During the course of the campaign, which concluded at the end of 2018, it was viewed more than 116,000 times, and remains the most-watched video on the port's YouTube channel.

Watch the video here: <https://www.youtube.com/watch?v=AUBcV6iu1nl>



1. What are/were the specific communications challenges and opportunities?

Through annual public polling, we know that the environment is an important topic for the community, when it comes to the port. This presented both an opportunity and a challenge for this communication effort:

- **Opportunity:** Educating viewers about the port's commitment to environmental stewardship in an authentic and engaging way.
- **Challenge:** Shifting existing perceptions and institutional thinking around "what a port does" and specifically show how it can, in fact, contribute to habitat protection and overall environmental health.

An additional challenge facing our team was how to drive the video's viewership beyond that of previous campaigns. We recognized that this was an exciting opportunity to connect with our community around a shared priority. With that, our Marketing and Communications team determined that this video would be a key piece in targeted community-facing "pre-roll" campaign, designed to elevate the port's role as an engaged and responsible neighbor and contributor to the region.

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

The Port of Vancouver USA's mission is to provide economic benefit to our community through leadership, stewardship and partnership in marine, industrial and waterfront development.

We believe that environmental stewardship, protection, and sustainability are critical elements of this mission, and consider them cornerstones to smart economic development.

3. What were the communication planning and programming components used for this entry?

Goal

The primary goal of this communication was to raise awareness of the Port of Vancouver USA's commitment to environmental stewardship in an authentic, informative and engaging way.

Objectives

1. Analytics – Online
 - Exceed benchmark average view rate of 15%
 - Exceed *POV Jobs and Economic Impact* video (2017) in number of views
2. Engagement - Experience
 - Create opportunity for dialogue around the port's environmental efforts within the community and the port itself
 - Share video during community and industry events

Target Audiences

- Residents of greater Vancouver, Washington (primary)
- Potential customers, tenants and business partners (secondary)

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

Video was selected as the communication vehicle over a standard print or digital campaign. Our team agreed that video would best capture the vibrancy of the Columbia River, wetlands and surrounding port property, telling the story of how we balance environment and port industrial operations in the Vancouver Lowlands, in a sensitive area between the Columbia River and Vancouver Lake.

We collaborated closely with a regional creative agency to develop video concepts and a script, with the port's environmental team acting as consultants to ensure authenticity and accuracy in messaging throughout the process.

A local production crew then shot and edited footage. Production began in October 2017 and the video was completed on schedule in December 2017. The video was first posted in December 2017, with a broader rollout in April 2018 as part of targeted, community-facing pre-roll campaign on YouTube.

The video was also shared through our website, social media platforms, public commission meetings, biannual environmental e-newsletter, a 2018 Washington Public Ports Association Conference and employees' personal social media accounts.

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

The primary goal of the video—to raise public and stakeholder awareness of the port's environmental stewardship—was achieved and surpassed. The pre-roll campaign proved to be a highly effective way to engage viewers and invite them to learn and watch more.

We measured the outcomes of the video in several ways:

- Pre-roll analytics (April – Dec 2018):
 - Impressions: 225,935
 - Views: 116,138 – the most-viewed video on the port's YouTube channel
 - View Rate: 51.40% – more than three times the benchmark average of 15%
- Anecdotal feedback:
 - Unsolicited positive comments from other ports during industry meetings
 - Tenant inquiries around the port's sustainability efforts and how to increase participation
 - Port staff invited to appear at community and industry events
 - Attract and retain tenants and businesses through shared values

An additional positive outcome of this video was the sense of pride that it instilled in our port staff. While our primary goal of connecting with Vancouver residents on this important topic was achieved, having the team's efforts recognized by the community made it an even greater success.