2010 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSIONS ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

1.	Advertisements – Single	_____	8.	Periodicals	_____
2.	Advertisements – Series	_____	9.	Promotional/Advocacy Material	_____
3.	Annual Reports	_____	10.	Social/Web-Based Media	_____
4.	Audio-Only Presentations	_____	11.	Special Events	_____
5.	Directories/Handbooks	_____	12.	Videos	_____
6.	Miscellaneous	**X**	13.	Visual-Only Presentations	_____
7.	Overall Campaign	_____	14.	Websites	_____

X CATEGORY 1	☐ **CATEGORY 2**

Entry Title: **Web Streaming and Port Transparency**

Port Name: Port of Tacoma

Port Address: One Sitcum Plaza

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Please indicate precisely how your port's name should be listed on any award(s) it may win:

Name: Port of Tacoma

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Project Summary: Web Streaming and Port Transparency   Port of Tacoma

1. The Communications Challenge or Opportunity—Situation Analysis

In July 2007, a new citizen's group based in Tacoma, known as "Friends of the Port," wrote an op-ed that appeared in Tacoma's major daily newspaper, *The News Tribune (TNT)*. The main suggestion made in the op-ed was that the Port of Tacoma should start web streaming or televising its Commission meetings. The group said it would be a good step towards letting the public know what's going on at the Port.

This was followed by a *TNT* blog posting by David Seago, the newspaper's editorial page editor, who encouraged the Port to do exactly that. Seago stated, "Seems to me it should be a no-brainer for the port."

He added, "What's the Tacoma Port Commission afraid of? There's no good reason for the commission not to televise its public meetings, or at least put them on the Web. The problem is that these commissioners just aren't used to doing business with the public watching. "

He also mentioned that many other public entities and ports already televised or webstreamed their meetings. Also said, "The commissioners who oversee the Port of Tacoma welcome the prospect of televising their public meetings the way kids welcome measles shots. They'd rather just skip it. "

Seago said in conclusion, "In this day and age, the best public relations strategy for local government is being as open and transparent as possible. Go the extra mile, even if it costs a bit. It helps build public trust."
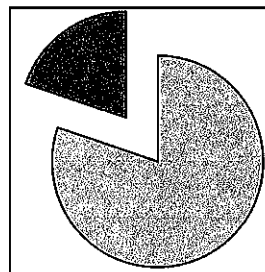

TNT's online poll   ☐ YES ☒ NO

In September 2007, the TNT *had an online poll, asking its readers*
"Should the Port broadcast its meetings on TV?"

A total of 80 percent of responses favored the idea, and about 20 percent were against it.

While the TNT *has about 120,000 subscribers, it is also worth noting that the poll received a total of 81 votes.*

While the Port had looked at the concept of televising or webstreaming its Commission meeting from time to time over the years, the decision in the past had been not to do so.

With the issue being raised again, and with the newspaper's strong sense of advocacy for public transparency, the situation called for Port staff to revisit the issue, collect pertinent information, and present information for the Port Commission for their consideration and possible action.

The decision would be an important one, and one that involved much more than TV, webstreaming, and technology. The Port's action on this issue would also be an important statement about its approach to issues including transparency, public trust, and governmental openness.

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2. Planning and Programming

To work on the issue, a five-member team of Port staff was set up (dubbed the "Stream Team"), led by Rod Koon, the Port's Director of Communications. The core team included three members of the Port's Information Technology Department (to help explore the technical aspects that such a project might involve) and one member of the Port's Contracts Department.

The initial focus for the team was to explore what would be involved in televising or webstreaming meetings—from both a budget perspective, and a practical perspective.

A wide range of information was needed, and a number of questions needed to be answered, such as: *What does it cost to web stream or televise meetings? What are the initial investments? What are the ongoing costs? Do you install permanent equipment, or bring in equipment for each meeting? Who would be best equipped to provide the service? What would the impact be on Port staff? Is there really value in making such an investment? Does anybody really watch these meetings?*

A variety of research was done by Port staff to collect information to address these and other questions. For example, an e-mail survey was sent to more than 100 ports (through the American Association of Port Authorities). (sample survey results are shown in Section 2). This data provided insight into indentifying port trends and best practices on this issue, and helped shape the Port's recommendations on the project.

Additional information was also gathered through follow-up telephone interviews. Rod Koon also talked with staff at a variety of cities, counties, and ports who were televising and/or webstreaming their meetings, to learn from their experiences in terms of what went well, what the major challenges were in undertaking a project of this type.

He also talked with a variety of video producers, web vendors, and government TV stations to better understand the technical and financial requirement associated with web streaming meetings and televising meetings.

Highlights of this work, along with staff recommendations, were presented to the Port of Tacoma Commission in a study session held on October 25, 2007 (see Section 3 for PowerPoint presentation given at this meeting).

Key areas covered in the October 25 study session included:
- Information on what other ports and governmental entities are doing in this
- Live demonstration of what we streaming a meeting looks like
- Options for web streaming and televising
- Cost and budget considerations and technical considerations
- Highlights of what other governmental entities have experienced in terms of increased accessibility to meetings, greater transparency, etc

During the meeting's public comment period, one speaker mentioned another advantage of web streaming: it would make Port meetings available to people who lived outside of the area, and save them time and gas.

Based on Commission feedback, Port staff started working on finding a vendor, through a Request for Proposal (RFP) process, to bring back to the Commission for consideration.

3. Actions Taken and Communication Outputs

The internal Port team decided that it would work best for the Port to invest in permanently installing equipment in the Commission meeting room. While this meant an additional investment, it was also concluded that it was the best way to produce the high quality programming the Port wanted to achieve, and make the whole videotaping process as unobtrusive as possible for meeting attendees.

After additional project team meetings, it was also decided that the best approach for the project was to find a "turn-key" vendor. The team concluded that the option of finding separate vendors to do various parts of the project (e.g. equipment installation, video production, web streaming technology, etc.) would create additional coordination and timing problems.

The next major project milestones were:

- November 30, 2007—RFP on project is issued

- December 5, 2007—Onsite visit to Commission meeting room for potential Responders to the RFP

- December 12—Deadline for RFP submittal

- December 20—Staff presentation to Port Commission and vendor recommendation

Commission Decision Day-December 20, 2007
A full presentation was made to the Commission at this meeting, reviewing some of the key points and goals that had been covered in the October 25 Commission study session.

After much discussion, the five-member Commission voted 4-1 to move ahead with the web streaming initiative. Granicus, Inc. was the company chosen by the Port to be the turn-key vendor on the project. The total estimated budget from the project was $170,000 (see Section 3 for the PowerPoint presentation given at this meeting).

At this meeting, Port staff also stated that their goal was to web stream the first meeting web streamed on March 20, 2008.

Newspaper Coverage of the Commission Decision
The TNT article on the meeting had the headline:
> Port Business: Must See TV?
> Commission to broadcast regular meetings on Web, television

The article gave positive coverage to the Port Commission's decision. In it, a Friends of the Port leader said, "I thank the commission very much for their attempt to what is obviously the public's right to access a governmental body whose business should be made public. Televising and web streaming is a good strategy for that."

"This is wonderful. This is exactly the direction we should be going in," said port Commissioner Clare Petrich.

Timeframe for *Going Live*
To meet this ambitious installation and launch schedule, additional help was obtained from the Port's Engineering and Real Estate departments, to work through logistical issues associated with setting up a web streaming function at the Port's Fabulich Center office building, where the Port's Commission meetings are held twice a month. Five robotic cameras were installed, along with a basic video production studio in a room adjacent to the Port Commission meeting room.

The project was completed under budget and on schedule. The first Port of Tacoma Commission meeting was successfully web streamed live on March 20, 2008. Every Port Meeting since that date is available on the Port's website in the archive area of the web streaming section.

Beyond web streaming—TV coverage: The Port Commission meetings are available on a local cable station in the Tacoma area (through video on demand), and also rebroadcast twice on the regional government television station.

4. Evaluation Methods and Communications Outcomes

The project has proven to be successful, not only in the immediate goal of increasing access and transparency to the Port's Commission meetings, but also on how the Port is using this technology and capability to improve the availability of other video programs, events, and projects as well. Many of the potential benefits that were discussed with the Port Commission at the October 25, 2007 study session are reflected in the positive results the project has achieved:

Commission meetings: increased access and transparency: Having the Port's Commission meetings available for viewing via web streaming has increased visibility and accessibility to these meetings and their content.

On average, each Commission meeting and study session received about 40 views. Total viewership numbers vary depending on the topics covered in the meetings. For example, a meeting that discussed leadership transition at the Port in October 2009 had 123 views, the highest total since the Port started web streaming (see Section 5 for a listing of the top 15 programs viewing in web streaming for 2008, 2009, and 2010).

Port special events--increased coverage and exposure: One of the benefits of having the web streaming capability is the ability to post other key content about the Port to make available to the public, to customers, potential customers, reports, etc.

For example, the Port holds an annual breakfast event each year, and in 2009 the program focused on "Meeting the Changes of the Global Economy." An economist presented keynote remarks, and there was also a panel of industry experts. This event was videotaped for the first time in 2009 for web use. This program has attracted a total of 388 views, making it the Port's top-viewed web streamed program.

Another very highly viewed show was the Northwest Intermodal Conference held in Tacoma on May 2008. This industry event, co-sponsored by the Port, has received 251 views. This helped generate additional media coverage and Port exposure on the event.

Other videos of key moments of Port history have also received strong viewership. For example, a 60-second video showing two new container cranes being unloaded at a Port terminal, shot in November 1998, has received more than 200 views since 2008.

Easier meeting access for reporters: Some local reporters are now in the habit of watching the Commission meetings live via the Port's website. This saves them travel time and gas. It also allows them to review meetings they have missed, do research on various issues, etc. The fact that reporters are using this reflects positively on the Port's efforts to increase accessibility and transparency of its meetings.

Helping our Port employees feel better informed and connected: Some Port staff watch the meetings live via the web, instead of driving to the remote meeting location. That way, they can tune in to the one or two items that they are interested in, and skip the rest of the meeting. It also helps our U.S. sales force (located in the Midwest and the East Coast) as well as our international offices (e.g. Japan, China, and Hong Kong) keep better informed about the latest Port actions and developments.

Improved access and research capability: The Granicus system offers a searchable database by topic, and also allows PowerPoint presentations and other associated business documents to be connected to each agenda item. This makes it a valuable research tool for citizens, reporters, customers, as well as Commissioners and Port staff.

Visibility on the Port's website: To ensure high visibility to the web streaming section of the Port's website, this content area is prominently displayed on the Port's homepage:

Port of Tacoma website homepage: www.portoftacoma.com

Cataloguing web streaming content: Initially, all video programs were appeared in a single list in the web streaming section of the Port's website. But as the number and the type of programs expanded over time, this made searching the site for content more cumbersome for the viewers.

To solve that problem, Port staff reorganized the content in early 2010 into five major content areas:
- Commission
- What we do
- Industry
- Community
- History

In addition, the Commission meetings are put in folders by year. This reorganization has improved the ease of access to web streaming content, and has received positive feedback from the public, customers, media, teachers, and Port Commissioners and staff.

Commission   What we do   Industry   Community   History

2010   2009   2008

Commission Meeting	Apr 1, 2010	01h 27m	Video	Agenda	Minutes	MP3 Audio	MP4 Video
Executive Search Meeting #2	Mar 25, 2010	01h 46m	Video	Agenda	Minutes	MP3 Audio	MP4 Video
Executive Search Outreach	Mar 24, 2010	01h 28m	Video	Agenda		MP3 Audio	MP4 Video
Commission Meeting	Mar 18, 2010	02h 21m	Video	Agenda	Minutes	MP3 Audio	MP4 Video
Executive Search Meeting #1	Mar 15, 2010	02h 04m	Video	Agenda	Minutes	MP3 Audio	MP4 Video
Commission Meeting	Mar 4, 2010	03h 08m	Video	Agenda	Minutes	MP3 Audio	MP4 Video
Special Work Session #5	Feb 23, 2010	02h 45m	Video	Agenda	Minutes	MP3 Audio	MP4 Video
Joint Study Session: Port of Tacoma / Tacoma Public Utilities	Feb 19, 2010	01h 58m	Video	Agenda	Minutes	MP3 Audio	MP4 Video
Commission Meeting	Feb 18, 2010	03h 25m	Video	Agenda	Minutes	MP3 Audio	MP4 Video
Special Work Session #4	Feb 16, 2010	00h 50m	Video	Agenda	Minutes	MP3 Audio	MP4 Video
Commission Meeting	Feb 4, 2010	02h 56m	Video	Agenda	Minutes	MP3 Audio	MP4 Video
Special Work Session #3	Jan 26, 2010	01h 00m	Video	Agenda	Minutes	MP3 Audio	MP4 Video
Special Commission Meeting	Jan 20, 2010	00h 59m	Video	Agenda	Minutes	MP3 Audio	MP4 Video
Special Work Session #2	Jan 19, 2010	01h 25m	Video	Agenda	Minutes	MP3 Audio	MP4 Video
Special Work Session #1	Jan 14, 2010	01h 34m	Video	Agenda	Minutes	MP3 Audio	MP4 Video
Commission Meeting	Jan 7, 2010	01h 37m	Video	Agenda	Minutes	MP3 Audio	MP4 Video