

2011 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSIONS ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

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|--|---|
| 1. AAPA Awareness Initiative Messaging _____ | 8. Overall Campaign _____ |
| 2. Advertisements – Single _____ | 9. Periodicals _____ |
| 3. Advertisements – Series _____ | 10. Promotional/Advocacy Material _____ |
| 4. Annual Reports _____ | 11. Social/Web-Based Media <u>X</u> |
| 5. Audio-Only Presentations _____ | 12. Special Events _____ |
| 6. Directories/Handbooks _____ | 13. Videos _____ |
| 7. Miscellaneous _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

CATEGORY 1 CATEGORY 2

Entry Title PORT OF STOCKTON "RATE QUOTE PORTAL"
 Port Name PORT OF STOCKTON
 Port Address 2201 W. WASHINGTON ST. STOCKTON, CA 95203
 Contact Name/Title BILL LEWICKI DIRECTOR OF MARKETING
 Telephone (209) 946-0246 Email Address blewicki@stocktonport.com

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

Name PORT OF STOCKTON

Being as precise as possible, please attach a separate entry statement, in English, that:

- **Defines the Communications Challenge or Opportunity**
 - Situation Analysis (assess major internal and external factors)
 - Problem Statement (briefly describe in specific & measurable terms)
- **Summarizes Planning and Programming**
 - Goals (summarize desired outcome or end result)
 - Target Publics (be specific; list primary and secondary audiences if appropriate)
 - Objectives (identify specific and measurable milestones needed to reach goal)
- **Identifies Actions Taken and Communication Outputs**
 - Strategies (identify media choices, etc., that require tactics to complete)
 - Tactics (specify actions used to carry out strategies)
 - Implementation Plan (include timelines, staffing and budget)
- **Summarizes Evaluation Methods and Communications Outcomes**
 - Evaluation Methods (describe either formal surveys or anecdotal audience feedback used)
 - Communications Outcomes (isolate PR impacts to assess changed opinions, attitudes, behaviors)



Port of Stockton "Rate Quote PORTal"

Objective

Create demand for maritime port services leading to new business opportunities for the port and its maritime service providers by providing a one stop online transportation service quotation site for various maritime services provided at the port of Stockton.

- Port Marketing Initiative
- Direct Customer Connectivity / Engagement
- Focused Advertising (Non-Containerized Cargo)
- Traceable Metrics (Commodity & Services Marketing Data for the Port)
- Flexible Platform (Future Trade Development Add-Ons)
- Portable Platform ("Web" Domestic & International Exposure)

Access to PORTal is through the Port of Stockton web page www.portofstockton.com and click on the rates & quotes button.

The enclosed CD has a demonstration slide show of the Port of Stockton "Rates Quotation PORTal" which was constructed by the port's marketing department. It provides a single access point for both domestic and foreign shippers of non-containerized cargoes to receive rate quotations for services over the internet from both the port and various maritime service providers at the port such as stevedores, railroads, trucking firms.

Transport Instructional Power Point Show.

This self running Power Point leads clients step by step thru the process of registering and using the web; Rate Quote PORTal Site (www.portofstocktonoperations.com), including how to use the form and the results of their submissions. Each page is a photo of the actual site and animated text takes them step by step thru the entire process. The entire file is small enough to e-mail. The Rate Quote PORTal is unique to the Port of Stockton and designed for the Port with custom programming

and full administration by the Port. A client can get quotes for every part of exporting or importing from this one location, making and getting a quote simple and fast. The entire final project was about \$8k. The Power Point Show was \$600. Our monthly charges for an off-site server dedicated to the PORTal amount to \$325 per month for maintenance.

The port's traffic department which receives monthly reports from the PORTal's dedicated server of the number of entries by users and repeat requests has shown an average of 60 plus inquiries per month. These inquiries have led to more than 28% increase in port ship inducement calls carrying cargo which was now diverted to Stockton from prior locations. Though this site has been in operation for a little more than 12 months it has proven to be a very useful tool in providing quality business leads to not only the port but our port service providers. A new addition will be added shortly, including a container request form.