MARYLAND PORT ADMINISTRATION
OVERALL CAMPAIGN ENTRY – CATEGORY 2

Summary of Entry
The Maryland Department of Transportation’s Port Administration (the Port of Baltimore or the Port) is facing a challenge with dredged material placement capacity, and needs to find alternatives for the 500,000 cubic yards of dredged material removed from the Baltimore Harbor channels yearly. Innovative Reuse and Beneficial Use (IR/BU), recycling of dredged material and/or using it for environmental restoration, are two solutions. However, dredged material has many perceived stigmas associated with it that needed to be broken down before moving forward with implementation. To do so, the Port conducted a successful promotional campaign “Sediment to Solutions: Channeling Innovation” to educate and inform audiences about dredging and IR/BU to raise awareness and the support necessary to move forward with making IR/BU a reality. The campaign included the development of a tagline, an informative video, an infographic, and a variety of distribution platforms, all enabling the Port to increase its reach and audience awareness and successfully establish a partnership with Maryland Department of the Environment, who will be issuing final guidance on the use of dredged material in Summer 2017. The draft guidance is available now for public review and comment:

Sediment to Solutions
CHANNELING INNOVATION

Question #1 - What are/were the entry’s specific communications challenges or opportunities?
Dredging keeps the Port of Baltimore open for business, allowing cargo vessels and cruise ships to continue to travel in and out of the Port. With more than 500,000 cubic yards of dredged material being removed from the Baltimore Harbor channels annually, and the Port’s Dredged Material Containment Facilities (DMCFs) nearing capacity, it is imperative that the Port find new and innovative ways to use dredged material.

The Port determined that IR/BU is not just a solution, but a critical need. However, there was a challenge: dredged material has many perceived stigmas associated with it that the Port needed to break down before moving forward with implementation. Many people perceive dredged material as waste and question the safety of repurposing it. To make IR/BU a reality, the Port needed to change the narrative around dredged material and educate key stakeholders about its value as a reusable resource.

Another challenge was the compact timeframe to create the campaign and its components - less than six months. There were also many levels of agency and stakeholder review and approval needed to finalize everything and numerous edits, but in the end, everyone worked together to ensure that the deadline was met successfully.
Question #2 - How does the communication used in this entry complement the organization’s overall mission?

The Port’s mission is to stimulate the flow of waterborne commerce through the ports in the State of Maryland in a manner that provides economic benefit to the citizens of the state. The Port is a key economic engine for the State of Maryland — linked to more than 100,000 jobs, moving more than 30 million tons of cargo, and providing $3 billion in annual salaries and wages. Dredging allows for the Port to remain open for business, and without dredged material management, the Port’s mission and success would be in jeopardy. Elements of the campaign messaging tied into the Port’s mission by emphasizing the importance of dredging, that placement capacity is a critical need, and that IR/BU can further sustain the mission of the Port by producing environmental and economic benefits for the State of Maryland.

Question #3 - What were the communications planning and programming components used for this entry?

The overall goals for the IR/BU campaign were to:

- Educate and inform the audience about dredging, sediment quality and alternative, safe dredged material management solutions.
- Advance support for IR/BU from the Maryland Department of the Environment to develop a state-issued guidance document for the reuse of dredged material.

The objectives were to:

1. Distribute 1,000 hardcopies of the infographic
2. Garner 500 views of the video throughout its distribution and placements

The campaign’s target audiences include:

- **Primary:**
  - Elected and Government Agency Officials – this segment needed to be educated about the IR/BU initiative so they can support and move forward any regulatory and legislative initiatives that may be needed to advance IR/BU of dredged material in the State of Maryland.
  - Citizens and Communities – due to the perception that dredged material is contaminated and harmful to human and environmental health, the Port needed to educate the public and communities and garner their support for this initiative to make it successful.

*Stakeholders and the public attending the April 25, 2017 IR/BU Guidance Document Public Forum*
Industries and Businesses – once guidance for the reuse of dredged material in Maryland has been established, the Port will be looking to private industry and business to help establish a market for dredged material and come up with innovative solutions for reusing or repurposing it.

Port Stakeholder Committees – the Port has many trusted partners in our stakeholder committees and looks to them to help spread the positive messages and educational elements of the campaign, and build support for Port initiatives with their constituents.

Secondary:
- Non-Government Environmental and Public Health Organizations – much like the Stakeholder Committees, this is another segment that the Port asks to help spread campaign messages and build support for the IR/BU initiative.
- Educational and Academic Organizations – the Port relies on these partners to help with research and feasibility for the IR/BU initiative and to spread the word throughout the academic community.
- Commercial and Recreational Water Source Users – this audience is as committed to the health of the waterways surrounding the Port as the Port itself, and supports the mission of this initiative.

Question #4 - What actions were taken and what communication outputs were employed in this entry?

The Port convened an Outreach Subcommittee, formed in December 2015 to focus on IR/BU outreach activities and initiatives. The Subcommittee consists of Port staff and State Agency and consultant representatives. An Outreach Workplan was developed and finalized in July 2016 that recommended a campaign and identified messaging, key audiences, outreach tools and techniques, and a schedule of deliverables to keep the Subcommittee focused and on track (see Appendix 1.) The Port conducted extensive research, evaluating five other U.S. IR/BU programs and attending an out-of-State full day workshop for the Ohio EPA’s Lake Erie Dredged Material Program Beneficial Use initiative to learn more. The Port found that most programs were using mostly presentations and facts sheets to spread awareness.

Each of the Port’s audiences had a different level of knowledge and understanding of IR/BU. According to Trend Reports, between 65% and 85% of people describe themselves as visual learners, so the Port wanted to employ visual mediums that would engage all audiences and allow them to understand and retain the information. Videos and infographics are visual, engaging, and informative, allowing the Port to share technical information in easy to understand/digest pieces with audiences who were less familiar with dredging, as well as capture the attention of audiences that were more knowledgeable about the topic. The Port is channeling innovation and needed its outreach pieces to be just as innovative.

The Port hired a consultant in July 2016 to produce the infographic and video for premier at the Dredged Material Management Program Annual Meeting on November 14, 2016. Both pieces were developed concurrently using the same team of design/production staff and reviewers for consistency, and to remain on schedule.
To reach its goals, the Port developed a strategic release plan to augment visibility and reach of the infographic and video:

**In-Person Premiere:** The Port premiered the video and infographic in-person to an audience of 100 agency, community, educational, and consultant stakeholders at the 2016 Annual Dredged Material Management Program Meeting.

**HTML Email:** The Port emailed the video and infographic to a list of over 375 key stakeholders and included it in the bi-monthly emailed Greenport newsletter: [http://www.mpa.maryland.gov/greenport/mpanews/Nov_Decm2016.pdf](http://www.mpa.maryland.gov/greenport/mpanews/Nov_Decm2016.pdf)

**Printed Distribution:** The infographic was distributed at Port facilities and meetings and events throughout the latter portion of 2016 and early 2017.

**Web & Social Media:** The video and infographic were both posted to the website and on the Port’s Facebook, Twitter and YouTube pages.
- **Video:** [https://www.youtube.com/watch?v=yiVhs5P0Zjg](https://www.youtube.com/watch?v=yiVhs5P0Zjg)

The video also plays continuously in the reception area of the Port’s executive offices so that our many visitors have a chance to see it.

**Question #5 - What were the communications outcomes from this entry and what evaluation methods were used to assess them?**

Results were collected and evaluated using social media views and likes, and soliciting feedback directly from committees and stakeholders. The success of the IR/BU campaign is evident in the feedback and response the Port received including:

- The Port earned media from several industry media outlets including Hellenic Shipping News, Green4Sea, Dredging Today.*
- The video garnered over 650 views — 30% more views than the objective
  - Thanks to the educational content and engaging nature of both pieces, they have been viewed and shared on the web and social media by several individuals and stakeholder agencies/organizations, and by local Baltimore celebrity, Mr. Trash Wheel.*
- More than 2,000 hard copies of the infographic were distributed since the premiere date — double the objective.
- Most importantly, the Port developed a successful partnership with the Maryland Department of the Environment, which will be issuing guidance on the innovative uses of dredged material in Summer 2017.

*Please see Appendix 2 for articles and social media postings and analytics.
Additionally, the Port has received positive feedback from stakeholders including:

“I am impressed that both the graphic and video have taken a complicated and somewhat controversial topic and made it understandable, catchy and compelling. I am also very impressed with the pace in which the Port put this campaign together, it is my experience that this type of effort usually takes much longer and tends to get bogged down in group-think.”

Alison Prost, Maryland Executive Director
Chesapeake Bay Foundation

“The Maryland Port Administration and the Maryland Environmental Service recently presented to my organization, The North Point Peninsula Council, Inc., their new Innovative Reuse video and handed out the partner infographic. As the topic of dredging is not usually on the front burner, I was apprehensive at the reaction of my membership to the information. I was very pleasantly surprised by the feedback. Not only did folks indicate that they learned about dredging, they also learned about possible benefits and uses for this previously discarded material in plain language and consumer friendly graphics. The video was educational and somewhat entertaining. Both the video and the infographic surpassed the intended purpose to my group.

Francis Taylor, President
North Point Peninsula Council, Inc.

In Summary
Once the guidance document has been finalized, the Port will roll out its next phase of outreach to businesses and industry to gauge the market and demand for dredged material and innovative ideas for reusing it. The Port will also work with agencies and consultants to begin to stockpile dredged material and develop a processing and distribution facility for use on projects and initiatives throughout the State of Maryland. The “Sediment to Solutions: Channeling Innovation” campaign has successfully brought the Port closer to the next step in making IR/BU a reality.
APPENDIX 1: Outreach Subcommittee Workplan
Innovative/Beneficial Use Outreach Outline

WORKPLAN REVISED 7/8/2016

GOAL
To advance the use of dredged material, the Innovative & Beneficial Use Regulatory Workgroup identified the need for a coordinated, strategic outreach approach. One of the challenges in facilitating the use of dredged material is informing and educating stakeholders that the material has value and can be managed safely. An effective outreach strategy is expected to lead to the successful implementation of a viable and sustainable program to use a significant quantity of dredged material. The goal of the outreach strategy is to build awareness of the importance of dredging, how dredged material is used responsibly, as well as the economic and environmental benefits from innovative and beneficial use. The Maryland Port Administration sees this as a long term effort. This strategy is intended to lay the groundwork for an ongoing outreach effort by identifying issues, messages and audiences for the near term, as well as the “products” needed to begin to engage with the public over the next 12 months.

Messages: Four major messages have been identified that need to be effectively conveyed in the short term to a variety of audiences. DMMP stakeholders have been informed and engaged in the development of these key themes. These messages should be a common, consistent theme across the various communication tools and methods that are used to implement this strategy. Additional messages will likely be developed as the program progresses and matures. The key messages are:

1. Dredged material can be managed so that the environment and human health are protected
2. Placement capacity is a critical need
3. Beneficial use/innovative reuse can produce environmental and economic benefits
4. Many options exist for reusing dredged material

Key Audiences/Stakeholders: The following key stakeholder groups should be engaged in the outreach effort. This will evolve over time. Specific individuals/organizations will need to be identified and prioritized. Consideration to geographic representation will be a factor in identifying stakeholders and their relative priority. For example, individuals/organizations closer to Baltimore Harbor may be a high priority. The following list is not in any specific order of priority.

1. State and local elected and government agency officials
2. Citizens and community association leadership
3. Industries, Businesses, Trade Associations, and Chambers of Commerce with a focus on those dependent on the Port and the transportation sector, as well as those that use or potentially could use dredged material
4. Non-government environmental and public health organizations
5. Educational and academic organizations
6. Commercial and recreational water resource users
7. DMMP Stakeholder Committees
**Messaging Tools/Techniques:** The following message delivery tools have been identified for short term development and implementation. As the strategy develops, additional communication and outreach tools or approaches will be identified. This could include increased use of news media - TV, radio, print newspapers, email, direct mail, etc. This potentially could include the use of surveys or polls to gauge stakeholder’s knowledge of the Dredged Material Management Program (DMMP) and IR/BU. Feedback from stakeholders can then be used to refine the outreach strategy and determine the effectiveness of outreach strategies used to date.

In the near term, the primary goal is to ensure the recommendations related to outreach in the IBR Workgroup’s report are implemented. The roles and responsibilities of outreach team members (MPA, MES, contractors) are being identified and clarified. One of the first tasks is a review of all existing outreach materials to determine if the current message related to innovative and beneficial use is consistent with the key messages and whether revisions to current outreach materials are needed. It is understood that the base messages and message delivery approaches can and should be tailored to specific audiences as necessary.

1. **Tagline** – for branding purposes, develop a tagline for use in outreach strategies.
2. **Fact sheet on Innovative/Beneficial Use** – A two page document, that summarizes the need for dredging, the capacity issue, common innovative/beneficial uses, sediment quality issues, sampling & monitoring, and why the use of dredged material is vital for the Port of Baltimore.
3. **Infographics** – The use of illustrations and graphics that convey key messages. These can be stand-alone documents, incorporated into presentations, featured on the port’s webpages and in the Port of Baltimore magazine, used in social media messaging, and included in DMMP reports.
4. **Video** – A short video that captures and illustrates the dredging process, the significance of the Port in the movement of cargo and the creation of jobs, and the opportunities to use dredged material.
5. **Workshop/Symposium/Conference** - A workshop/symposium/conference-type event focused on rolling out the final Regulatory Framework from the Workgroup; communicating the details of the Technical Screening Criteria and Guidance Document, at a minimum, and any other policy changes that may develop between now and then. This capstone event would provide a forum to communicate to industry what approvals are needed for IBU projects as well as generate meaningful dialogue around business and economic opportunities to use dredged material. A one day Innovative Reuse conference was last held in 2003.
6. **Powerpoint** – Develop a presentation that MPA and staff can use that overviews dredging and innovative/beneficial use.
7. **Social Media** – Increased use of social media will be a critical way to reach and engage with constituents, especially younger constituents
8. **Other** - Additional approaches requiring further discussion include creation of webpage specific to innovative/beneficial use as well as updating existing relevant MPA webpages,
partnership opportunities, engagement with the education sector and community projects, etc.

**Deliverables & Deadlines:** The following identifies the lead role and deadline for completion of the currently identified deliverables. The lead entity will need to develop a schedule for development of the deliverable that will factor in MPA review and input from other team members as needed.

1. Develop Tagline  
   Lead: JMT  
   Deadline: July 21 Subc mtng
2. Develop list of stakeholders  
   Lead: EcoLogix  
   Deadline: July 21 Subc mtng
3. Develop Fact Sheet on Innovative/Beneficial Use (NOTE: related Fact Sheet on Sediment Quality in Baltimore Harbor under development by MPA/MES)  
   Lead: JMT  
   Deadline: September 1, 2016
4. Develop Infographics  
   Lead: JMT  
   Deadline: September 1, 2016
5. Develop Video on Dredging and DMCF Operation  
   Lead: JMT  
   Deadline: November 1, 2016
6. Develop Powerpoint on Innovative/Beneficial Use  
   Lead: MES  
   Deadline: November 1, 2016
7. Organize, plan and implement a one day workshop/conference on Innovative/Beneficial Use of Dredged Material  
   Lead: Ecologix  
   Deadline: January 1, 2018
8. Identify opportunities/methods to use Social Media  
   Lead: MPA – Matt Scales  
   Deadline: July 21 Subc mtng

**Meetings/Events for Message Delivery:** Key events, tours and meetings to deliver messages are listed below. DMMP Stakeholder Committee dates are listed as venues for soliciting feedback and/or updating DMMP stakeholders on the development and implementation of the IR/BU outreach strategy. This list will change as new meeting/event dates are identified. It is anticipated that once the deliverables listed above are completed, there will be greater opportunities to implement the strategy to a more diverse group of stakeholders – this will entail the development of a list of targeted stakeholders (community groups, organizations, non-profits, NGOs, etc) and a plan for delivering the message to them. Events held by key stakeholders such as industry conferences, community meetings/festivals, NGO workshops will be considered.

July 13  Cox Creek Citizens Oversight Committee
July 19  Hart-Miller Island Citizens Oversight Committee
July 21 Harbor Team
August 10  Citizens Advisory Committee
August 17 DMMP Management Committee
August 17   SHA Recycled Materials Task Force

September 15   House Environment and Transportation Committee tour of Poplar Island
September 20   Hart-Miller Island Citizens Oversight Committee

September 21   House Environment and Transportation Committee tour of DMT/SMT

September 26   Senate Education, Health and Environmental Affairs Committee tour of Poplar Island

September 28   House Appropriations Transportation Subcommittee tour of Poplar Island

October 4      Masonville Citizens Oversight Committee
October 12     Cox Creek Citizens Oversight Committee

November 4     DMMP Annual Meeting
November 15    Hart-Miller Island Citizens Oversight Committee
December 1     DMMP Executive Committee

December / January   Various General Assembly Committee briefings
APPENDIX 2: Earned Media, Social Media Posts, and Analytic Data
Port of Baltimore: Sediment to Solutions

Dredging is essential to ensure the shipping channels are clear of material to allow the safe passage for cargo and cruise vessels. The Port is one of the largest economic generators in the State of Maryland. Dredge material can be used to restore environmental habitats, along with other uses.
Port of Baltimore: Sediment to Solutions

Source: Port of Baltimore

ABS Leads Ballast Water Management Workshop
ABS Eagle Bulk Takes Delivery of M/V Mystic Eagle
GOGL: Delivery of two dry bulk vessels

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Using dredging sediments to solutions

Video illustrates how useful are the dredging operations at the Port of Baltimore. Dredging is essential to ensure the shipping channels are clear of material to allow the safe passage for cargo and cruise vessels. Therefore, the Port of Baltimore dredges its channels periodically. Thus, dredge material can be used to restore environmental habitats, along with other uses.

Related Posts

- New offshore wind project for Rotterdam
- Continuous maintenance dredging at a cement factory
- Dredging at the Port of Baltimore
- Damen holds environmental dredging seminar in China

Tagged with: dredging offshore industry

Previous: New offshore wind project for Rotterdam
Next: US jury finds guilty two Green Sky engineers

Is this site useful? Please let us know
The Port of Baltimore has just released this very interesting video named ‘Sediment to Solutions: Channeling Innovation’.

The video highlights importance of dredging work which allows the cargo and cruise ships to travel safely through Baltimore's waterways.

Every year, cargo vessels and cruise ships travel to and from the Port of Baltimore.

Much of the water routes they travel require frequent dredging to maintain the 50-foot depth required by many of today's ships.

On average, almost five million cubic yards of sediment – called ‘dredged material’ – is removed from shipping channels in the Chesapeake Bay and Baltimore Harbor every year.

The Maryland Port Administration (MPA) and the U.S. Army Corps of Engineers work together to execute projects and find placement sites for the dredged material.

Dredged material is generally placed in a specially designed area enclosed by a dike, called a placement site.

Over time, the sediment dries and becomes new land.

Dredged material is also used to restore eroded wetlands, create upland wildlife habitat, and build new terminal space for the port.

Share this article Follow Dredging Today

Posted on December 12, 2016 with tags maintenance dredging, Port of Baltimore, sediment, video, waterways.
Watch YouTube videos with Chrome. Yes, get Chrome now.
Did you know that the Port of Baltimore recycles dredge material to restore natural environments like Poplar Island and Masonville Cove in the Chesapeake Bay? Check out the other cool ways dredge materials can be recycled...

Sediment to Solutions: Channeling Innovation

Dredged Material

Finding New Placement Capacity is a Challenge in the Baltimore Region

Current Placement Options: Mineral Fill, Construction, Transportation

Sediment: A Resource for Sale

Typically replies within a few hours

mrttrashwheel.com

Non-Profit Organization

Visitor Posts

Brita Worm
March 17 at 5:01pm
Please come to Germany and clean up the river Rhine, it is full of waste!

Like Comment

Laura Stokes
March 16 at 9:10am
I found a friend for you!
https://www.facebook.com/krata.leght/posts/10208634

Like Comment

Kathleen Krill
March 14 at 7:38pm
Dude, we need one of those in Cocoa Beach real bad. Our river is NAS... See More

Like Comment

Baltimore in A Box

You and 31 others

25 shares