North Carolina Has Ports?

NC Ports Awareness Survey – A Work in Progress

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**North Carolina State Ports Authority Mission**

To enhance the economy of North Carolina.

The Ports Authority will be managed like a business focused on the requirements of our customers.

North Carolina’s Ports will be recognized for their self-sustaining operations, highly efficient workforce, satisfied customers and modern, well-maintained facilities and equipment, and the Authority’s contribution to the economic growth of North Carolina.
Statewide and SENC Survey

- To assess public awareness and understanding of State Ports and mission

- On line survey 359 North Carolinians; ½ statewide and ½ SENC

- Following communications assessment by outside public relations firm

- Preceding strategic communications plan
Communications assessment

- How NC State Ports Authority communicating about itself
- How effective this communication has been, right messages communicated
- What can be communicated better and how
Statewide and SENC Survey

What we learned

❖ People understand very little about ports’ mission, but seem to have inherent sense ports are important part of State’s infrastructure

❖ When public learns more about ports mission, they like what they hear

❖ Job benefits are number one driver for support of ports

❖ Having port operation sensitive to environment is very important

❖ Battling environment and jobs for most positive reaction was competitiveness
Statewide and SENC Survey

Work in progress

- Research based messaging project will help refine core messages
- Key messages will be used for fact sheets/FAQs, myths & facts, key talking points, elevator speech, boiler-plate press release language
- Job benefits are number one driver for support of ports
- Having port operation sensitive to environment is very important
- Battling environment and jobs for most positive reaction was competitiveness
- Strategic communications plan
Questions & Answers