Measuring Success

American Association of Port Authorities

June 21, 2011
Work Plan Elements

- Earned Media Reports
- Video Strategy
- America’s Transportation Awards competition
- Targeted Communications to Congress and the Administration
- *Are We There Yet?* Messaging
- Outreach
Unlocking Freight
“Owning” our Communications

- Congressional Outreach
- Marketing Transportation
e-News read by 3,000 each month
- Developed “Words That Work” that show the real benefit of transportation to the public
- Social Media Survey and Twitter
Alabama, Mississippi ports play big parts in global market

Published: Tuesday, April 05, 2011, 4:30 PM

Dan Murtaugh, Press-Register

By

How did the chicken cross the sea? And why is Gulfport so bananas over bananas?

They’re silly questions, but the answers help illuminate the important and often unseen role Alabama and Mississippi ports have in the global market for consumer goods.

Gulfport is the second-largest destination for bananas coming into America, according to U.S. Army Corps of Engineers data. And anywhere from 13 percent to 18 percent of the frozen meat that leaves America for foreign shores exits from Mobile or Pascagoula.

In all, more than 90 million tons of cargo passed through the ports of Mobile, Pascagoula and Gulfport in 2009.

Mobile was the nation’s 12th biggest port by weight in 2009, with about 52 million tons of cargo shipped either in or out.

Pascagoula was the 16th biggest port by weight, with almost 37 million tons of cargo.

Gulfport isn’t nearly as large by weight, handling only about 2 million tons of cargo in 2009. But it’s the third-largest container terminal on the Gulf Coast, and 23rd largest nationally.
Alabama, Mississippi ports play big parts in global market
Tuesday, April 05, 2011, 4:30 PM
By Dan Murtaugh, Press-Register
How do you know if your communications plan is working?

- Is it reaching your target audience?
- Does your CEO know what you are doing?
- Does he/she care?
What We Do

- Communications Plans
- Press Releases
- Reports
- Interviews
- Blogs/Editorials/Articles
- Magazines and Publications
- Facebook and Twitter Entries
But Why Do We Do It?

- How Do We Know We Are Making a Difference?
- Are We Having an Impact?
- Are We Building Awareness?
Traditional Measurement Tools

- Clipping Services for Number of Mentions
- Ad Value/Impressions
- Word of Mouth
- Customer Surveys
- Knowlegis or legislative tracking
Newer Tools

- Google Analytics
- YouTube “Views”
- Facebook “Fans”
- Twitter “Followers”
- HootSuite
- Bit.ly
Details and commentary by David Crow at http://davidcrow.ca/article/7677/social-media-monitoring-tools
## AASHTO’S Communications Measures
### January – March 31, 2011

### Reports

<table>
<thead>
<tr>
<th></th>
<th>Unlocking Gridlock</th>
<th>Rough Roads</th>
<th>Projects and Paychecks</th>
<th>Unlocking Freight</th>
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</thead>
<tbody>
<tr>
<td>Downloads (1st week)</td>
<td>7,000</td>
<td>76,000</td>
<td>16,100</td>
<td>46,700</td>
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### Web site

<table>
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<tr>
<th></th>
<th>Transportation.org</th>
<th>TransportationTV.org</th>
<th>High-Speed Rail</th>
<th>Recovery</th>
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<tbody>
<tr>
<td>Site Visitors</td>
<td>112,829</td>
<td>3,057</td>
<td>6,052</td>
<td>9,743</td>
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<tr>
<td>Bounce Rate</td>
<td>53.10%</td>
<td>72.13%</td>
<td>53.07%</td>
<td>93.56%</td>
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<tr>
<td>Visitor Loyalty</td>
<td>67.39%</td>
<td>61.56%</td>
<td>61.37%</td>
<td>8.48%</td>
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<tr>
<td>Referring Sites</td>
<td>38.01%</td>
<td>51.52%</td>
<td>47.30%</td>
<td>5.74%</td>
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### Daily Transportation Update

<table>
<thead>
<tr>
<th></th>
<th>Average per day</th>
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<tbody>
<tr>
<td>Web site visits*</td>
<td>N/A</td>
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<tr>
<td>Subscribers</td>
<td>21,555</td>
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<tr>
<td>Opens</td>
<td>2,836</td>
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<tr>
<td>Unique Clicks</td>
<td>2,291</td>
</tr>
</tbody>
</table>

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### Media Relations

- Approximately 76 direct media contacts
- 27 distributions (media advisories, news releases, statements) made to the news media
- AASHTO was mentioned in more than 410 news articles either in trade publications, blogs or in the mainstream media.
Do You Look at Them on a Regular Basis?
It tells us a lot – and it doesn’t tell us anything
What the new Congress Should Know About Transportation
Keep your CEO in the loop

- Use a scorecard or simple dashboard that tells your story in one or two charts.

- Identify trends that might assist both you and your policy people in determining what’s working (or not).
Create simple reports.

Make presentations at key meetings of your stakeholders.

Let them know what you are doing.
Be Open to the Surprises!

THANK YOU!

More information:
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202-624-7827