



The Port of Stockton distributes a quarterly e-newsletter, the “Dock Dispatch,” to tenants, employees, and community members. The Dock Dispatch features the most relevant and timely news and information from the Port.

It’s been used to announce awards such as a Certificate of Achievement in Financial Reporting from the Government Finance Officers Association, major accomplishments like earning Green Marine certification, and milestones including reaching 60% zero-emission equipment.

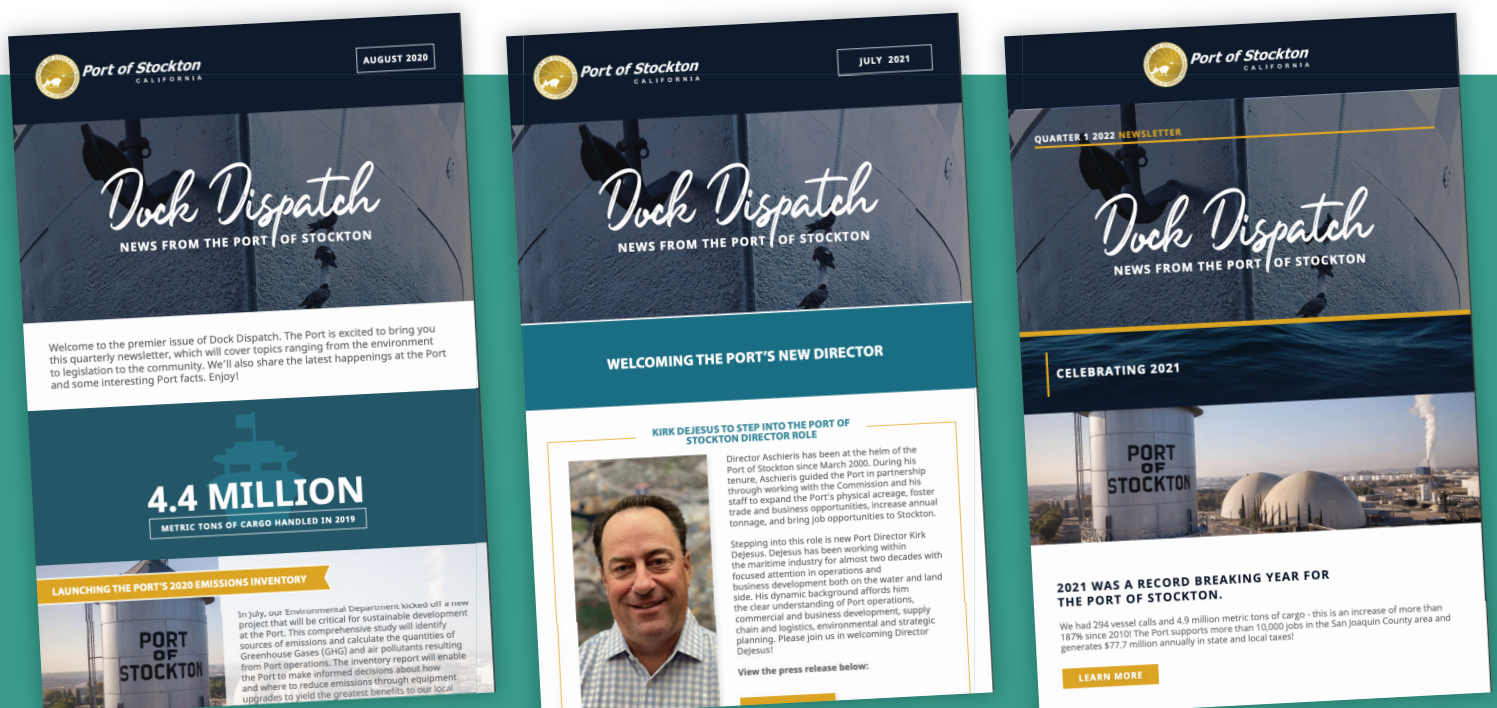
The newsletter is distributed through Constant Contact to nearly 5,000 recipients and posted on the Port of Stockton’s website for the public to access.

1. WHAT ARE/WERE THE ENTRY’S SPECIFIC COMMUNICATIONS CHALLENGES OR OPPORTUNITIES?

Describe in specific and measurable terms the situation leading up to creation of this entry.

The Port’s Director of Environmental and Public Affairs is an active member of the California Assembly Bill 617 Steering Committee, also known as the Community Air Protection Program.

The Port’s ability to effectively communicate with the public was challenged by local community members who voiced their concerns at the AB617 working group meetings, expressing their interest in better understanding the Port’s operations, receiving project updates, and being more involved.



The Port’s quarterly newsletter covers topics ranging from the environment to legislation to the community. Also included are the latest happenings at the Port and some interesting Port facts.

Through direct feedback from the community and members of the program, it was clear that the Port's outreach efforts were not being perceived as sufficient or generating substantial feedback.

The Port of Stockton was made aware of a demographic that desired to be more engaged with and better informed about the Port's impact on the community and the distribution of a regular newsletter highlighting news, operations, and initiatives was chosen as one way to better serve this demographic.

Briefly analyze the major internal and external factors that need to be addressed.

The Port of Stockton needed to improve its relationships both internally and externally with more open communication and chose to focus on three key groups - employees, tenants and community members.

The major internal and external factors addressed by the newsletter include:

- ◆ Department updates
- ◆ Tenant updates on projects, changes in cargo, job opportunities
- ◆ Community based initiatives

2. HOW DOES THE COMMUNICATION USED IN THIS ENTRY MAP BACK TO THE ORGANIZATION'S OVERALL MISSION?

Explain the organization's overall mission and how it influenced creation of this entry.

The Port of Stockton is committed to transparency and the quarterly newsletter, known as the "Dock Dispatch," was developed to make information easily accessible to stakeholders and the community. Providing information directly to inboxes allows the Port to present the most timely and accurate information at a glance rather than placing the burden on stakeholders to seek out this information.

3. WHAT WERE THE COMMUNICATIONS PLANNING AND PROGRAMMING COMPONENTS USED FOR THIS ENTRY?

Describe the entry's goals or desired results (e.g., raise stakeholder awareness/appreciation of the port's new environmental initiatives).

The primary goal of the Port of Stockton's quarterly newsletter is to raise stakeholder awareness on all port-related news from environmental reports to tenant updates and to increase transparency, allowing the Port to become a more trusted member of the community.

Describe the entry's objectives and list specific, measurable milestones needed to reach

The Port of Stockton set a goal to distribute the Dock Dispatch quarterly and has successfully stayed on schedule since the project's implementation, making it a reliable source of news from the Port easily attained by anyone wishing to receive it.

Identify the entry's primary and secondary audiences in order of importance.

The primary audience of the Dock Dispatch is the Port's tenants and employees followed by community members. The newsletter has served as an effective way to improve communication both within and outside of the Port of Stockton.

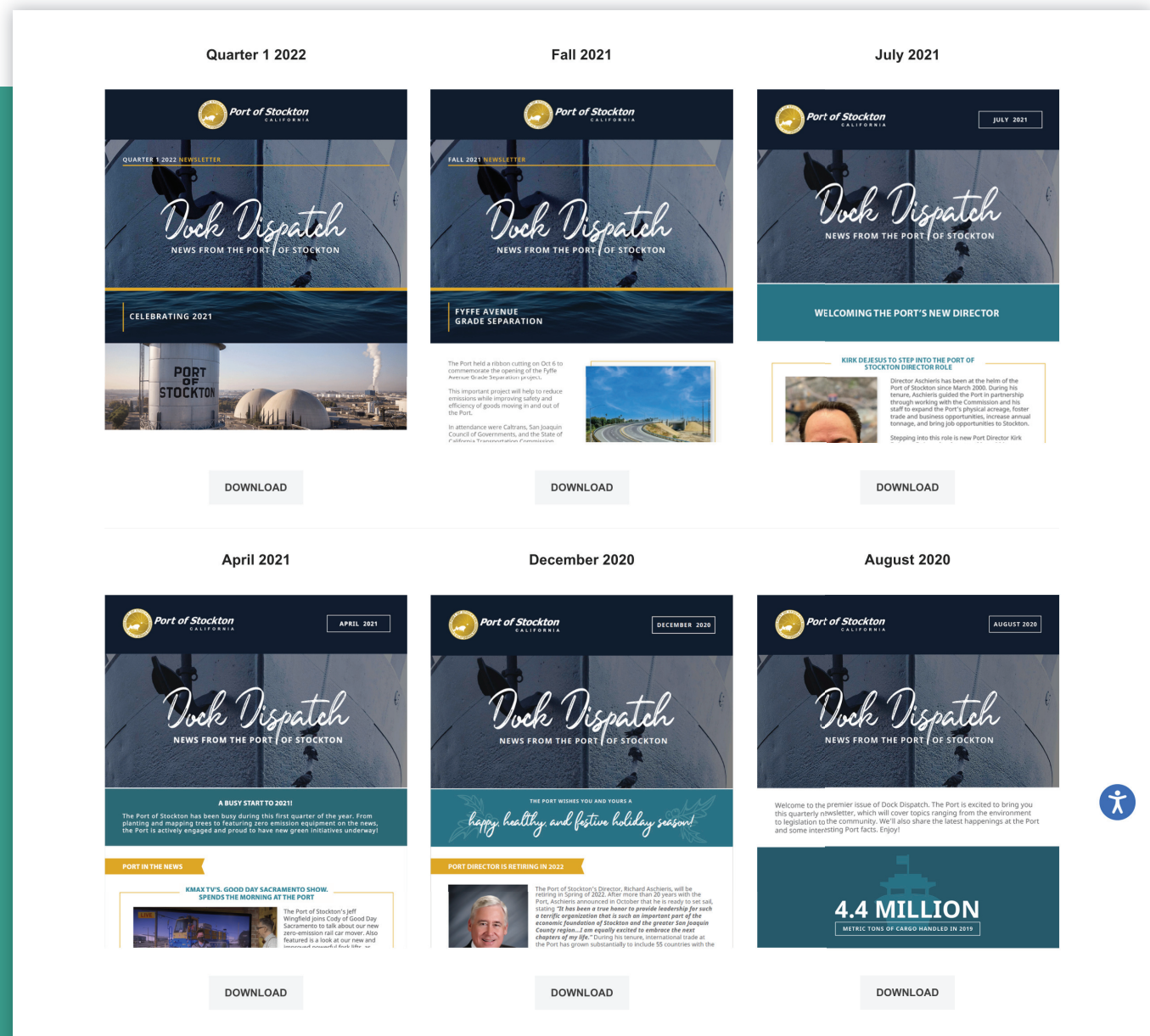
4. WHAT ACTIONS WERE TAKEN AND WHAT COMMUNICATION OUTPUTS WERE EMPLOYED IN THIS ENTRY?

Explain what strategies were developed to achieve success and why these strategies were chosen.

The primary strategy in developing the Dock Dispatch was to collect and distribute timely, relevant information for stakeholders which required the Port of Stockton to improve and increase communication between departments and with its tenants, which has generated a more open dialogue, improving internal relationships.

Specify the tactics used (i.e., actions used to carry out your strategies).

The primary tactic used to collect information is a digital form distributed internally to departments within the Port and externally to its tenants to collect news and highlights from which the internal communications team can determine the most timely and relevant information to include in the newsletter.





Detail the entry's implementation plan by including timeline, staffing and outsourcing used.

The Dock Dispatch is deployed quarterly. Collection of information begins approximately six weeks prior to deployment before being filtered through the internal communications team, then to marketing partner Rebel Media, which creates the layout and design. The newsletter is then distributed through Constant Contact to a mailing list nearing 5,000.

5. WHAT WERE THE COMMUNICATIONS OUTCOMES FROM THIS ENTRY AND WHAT EVALUATION METHODS WERE USED TO ASSESS THEM?

Describe any formal/ informal surveys used, or anecdotal audience feedback received, that helped in evaluating the success of this entry.

The Port of Stockton has recognized the Dock Dispatch to be a successful method of communication with stakeholders as our open rate has exceeded the industry average by 14 to 19 percent over the past year, and click through rate has outperformed the industry average by approximately 2.5 times. These figures show that the Dock Dispatch is being shared with those to whom the information is most relevant to and who have a high interest in the Port's activities.

If possible, explain how this entry influenced target audience opinions, behaviors, attitudes or actions.

The Dock Dispatch has made the Port of Stockton a more trusted community member by proving its commitment to transparency and ease of access to information for its stakeholders. By simply subscribing to the newsletter, stakeholders can be assured that they will be alerted to not only news after it happens, but plans in development that may affect them.

LEARN MORE ABOUT PORT OPPORTUNITIES

Give us a call or send us an email, a member of our team will get in touch with you shortly.

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JOIN OUR NEWSLETTER

First Name *

Last Name *

Email (required) *

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