The Port of Stockton's website **www.portofstockton.com** is the primary online destination for information and news about the Port. The site is heavily trafficked (more than 57,000 users and 217,000 page views in the last 12 months alone) and continuously updated to provide an optimal user experience.

https://www.portofstockton.com
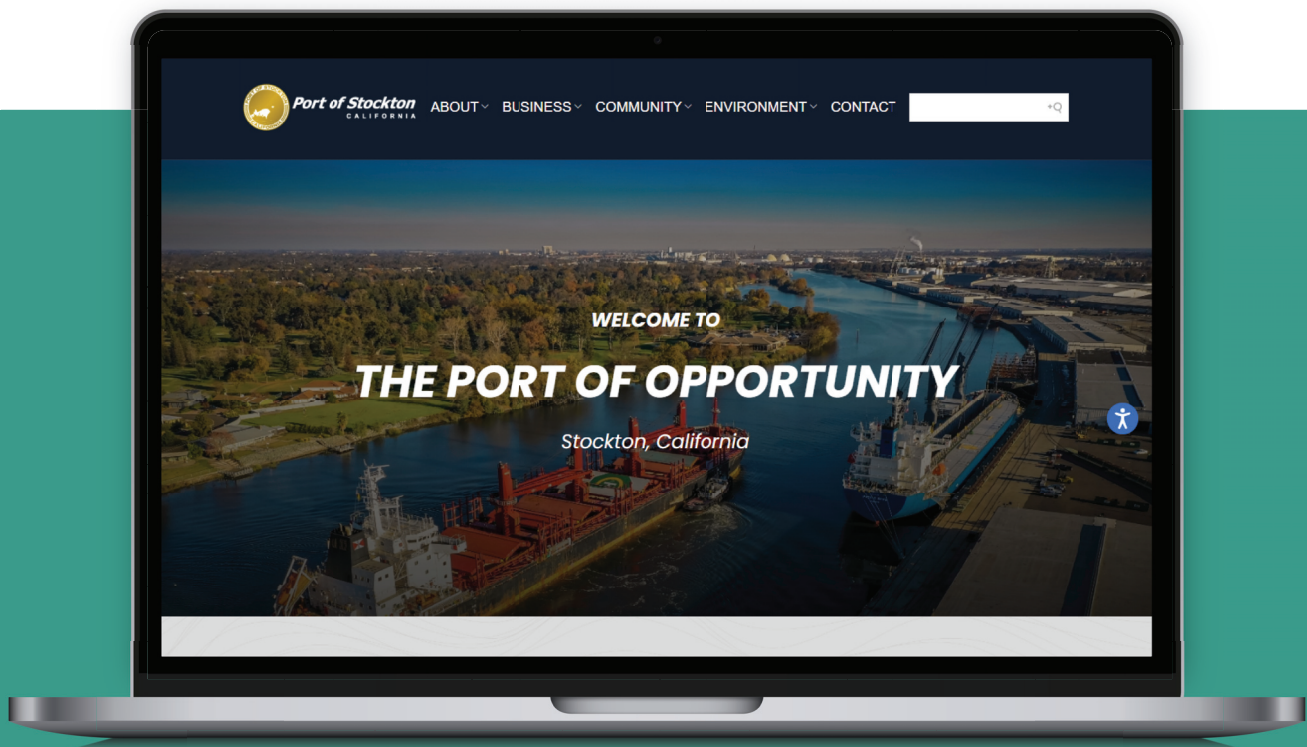
1. WHAT ARE/WERE THE ENTRY'S SPECIFIC COMMUNICATIONS CHALLENGES OR OPPORTUNITIES?

Through communication with stakeholders and community members, especially through the Port of Stockton's monthly Port Outreach Committee (POC) meetings, staff learned finding important and relevant information on the website could be difficult which came across to some as a lack of transparency.

While the Port's internal communications team excels at community relations, a need for easy access to information without direct communication with the Port staff was needed. The most requested and relevant information was not clearly identifiable on the Port's homepage.

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

Part of the Port of Stockton's overall mission is to be a trusted member of the community, and creating an easy-to-navigate website with information that affects the area readily available shows the Port's commitment to transparency. The redesigned homepage also features a new accessibility tool which allows users with certain sensitivities or disabilities to safely and easily navigate the site.

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

The goal of redesigning the homepage was not only to improve users' initial impression of the Port's website, but to make the site easier to navigate by highlighting the most requested and most recent information.

The objective of the redesign is to allow easier navigation of the website. The Port anticipates the number of homepage users to increase and the number of clicks on the page to increase as well, as users will easily find helpful information just a mouse click away. The Port will use Google Analytics to monitor changes in traffic and clicks.

The primary audience of the website is stakeholders, followed by community members.

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

While the Port of Stockton has identified room for improvement across the website, redesigning the homepage was chosen as a starting point as it's the second most visited page (visited by 16% of all users)
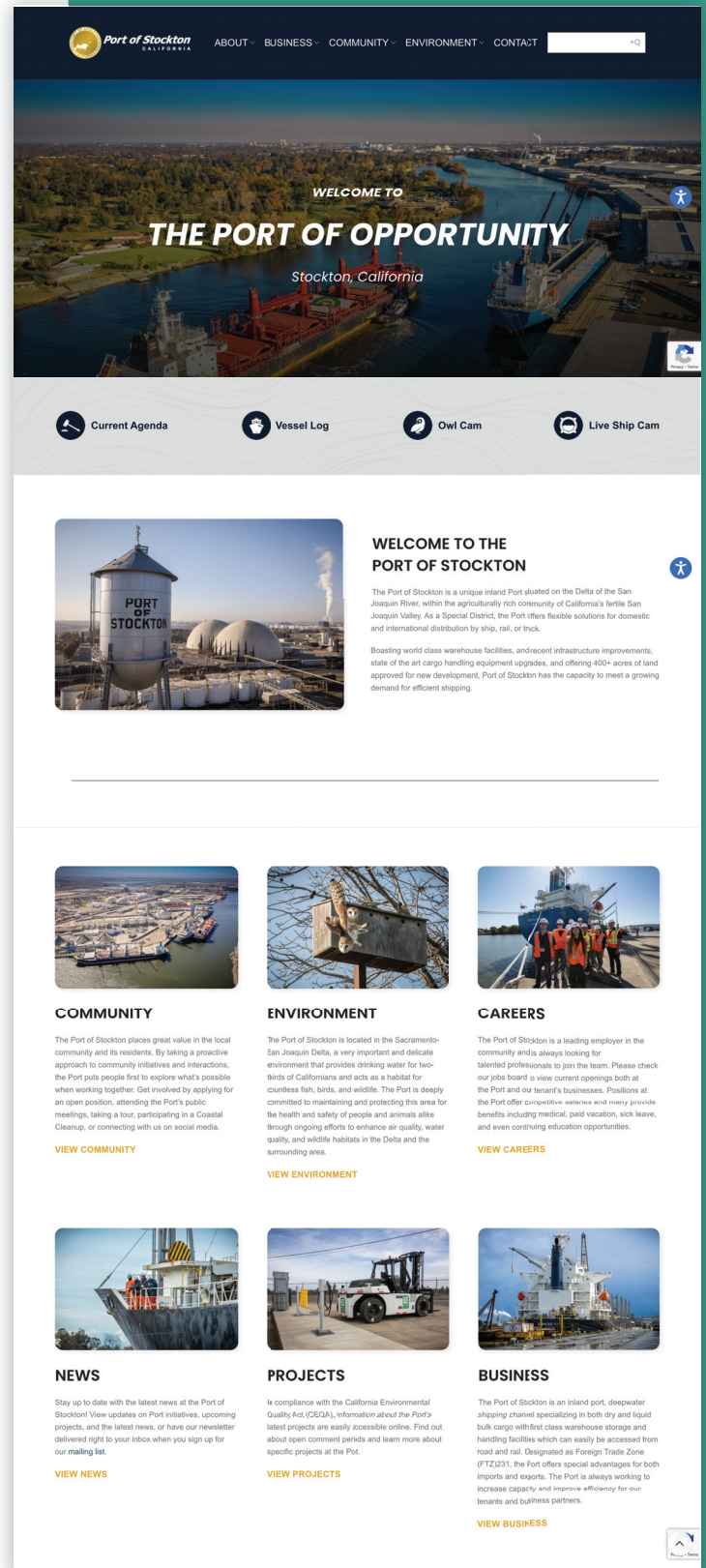
The redesigned homepage now clearly connects users with a wide range of news and information about the Port.

and a prime location to feature popular pages and documents which in effect saves users time that would otherwise be spent clicking through other sections of the website or utilizing the search feature and browsing results.

The Port of Stockton relied both on public feedback and Google Analytics to determine which links to feature on the homepage. Rebel Media redesigned the homepage with these top links in mind and also shortened the length of the homepage to reduce the amount of scrolling and reading needed for users to find the information they were seeking while improving the user experience with a new accessibility tool.

The redesign process began in December 2021 when the Port of Stockton communicated its needs to Rebel Media, the agency that both designs and maintains the Port's website. After several months of design and review, the new homepage was officially implemented in May 2022.

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

Since being launched, the homepage has gone from the second most visited page (16% of traffic) to the top visited (21% of traffic) while lessening time on page. These numbers prove that the redesigned homepage is more effective in helping users find their secondary destination.

Regularly updating the website, and making strategic changes that improve webpage navigation and the overall user experience has led to the community sharing positive feedback with the Port. Feedback is given during monthly virtual Port Outreach Committee meetings. Overall the tone of the feedback has resulted in an improved perception of of the Port, an increased understanding of the Port's operations, and certain community members thanking the Port for listening to their concerns and posting information on the website that leads to greater transparency. Responding to the community's feedback by making ongoing incremental improvements to the website has resulted in an improved relationship between the Port and the community.

SHIP CAM

View ship activity at Port of Stockton's docks.

https://www.portofstockton.com/ship-cam/

OWL CAMS

Watch resident barn owls day or night on the six live cameras, including two inside nest boxes.

https://www.portofstockton.com/owl-cams/