



**Port of Stockton**  
CALIFORNIA

# PORT OF TOMORROW

Advertisements

We're thinking about the Delta's waterways. Twenty years from now.

## WELCOME TO THE PORT OF TOMORROW.

At the Port of Stockton, we're improving water quality for today, and for the future. How? We're oxygenating local waterways to support aquatic life. Soon a new storm ditch will be rebuilt as a constructed wetland to naturally filter pollutants from storm water. We also use safe drains that prevent spills, train our tenants to reduce storm water pollution, and inspect our stormwater system daily. We're taking these measures now so that our waterways will thrive tomorrow.



WATER



AIR



WILDLIFE



SOIL + SEDIMENTS



COMMUNITY ENGAGEMENT



SUSTAINABILITY



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CALIFORNIA

For more information:  
Call **855-779-1825**  
[portofstockton.com/mission](https://portofstockton.com/mission)

Chair R. Jay Allen, Vice-Chair Elizabeth Blanchard,  
Commissioners Anthony Barkett, Gary Christopherson,  
Michael Patrick Duffy, Stephen Griffen, William Trezza  
Port Director Richard Aschieris

The **Port of Tomorrow** advertising campaign helps to educate local residents and businesses about the Port's environmental stewardship efforts.

<https://www.portofstockton.com/port-of-tomorrow/>

For the past several years, the Port of Stockton has been working on various ad campaigns based on an overriding theme of, "Port of Possibilities." That theme, along with other campaigns that were developed, is based on the Port's ongoing mission of educating the residents and businesses about its operations. For 2021, the Port decided to extend the campaign to leverage the messages and the equity built from previous year's advertising efforts. This included an extension to incorporate the Port's environmental stewardship efforts with a new theme of, "Port of Tomorrow."

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

The new ads that were developed for the campaign's overall extension were placed in a variety of publications, along with targeted banner ads on key websites and the Port's own website. The key message was directed to residents and businesses in San Joaquin County and was designed to showcase the various environmental contributions made by the Port, along with what the Port will be doing in the future. The campaign also showed members of the community that the environmental efforts taken by the Port helped everyone enjoy a better place to live, and a better quality of life.

"The Port of Tomorrow" campaign used an educational focus showcasing the environmental steps taken by the Port over the past several years, helping to improve the environment and foster pride in the Port by the residents and businesses of San Joaquin County.

Several key objectives were developed for the 2021 campaign, which included:



## WATER

Reminders on the Port's efforts to improve water quality and enhance aquatic life by oxygenating local waterways that are deficient in dissolved oxygen and rebuilding a storm water conveyance ditch as a constructed wetland to naturally filter pollutants from storm water.



## AIR

A focus on reducing harmful emissions from the Port's operation by purchasing zero-emission and energy-efficient equipment designed to reduce greenhouse gas and criteria pollutant emissions to help improve the area's air quality.



## WILDLIFE

Information on the Port's wildlife preservation efforts, including their owl box program which provide homes for owls and their offspring and through rodent control helps preserve the levees that surround the Port and provide flood protection from the Delta waterways.

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**WATER**

It takes a powerful forklift to raise the air quality.

**WELCOME TO THE PORT OF TOMORROW.**

We all breathe the same air. So, the Port of Stockton is doing everything in its power to reduce greenhouse gas emissions and other harmful pollutants. Our fleet of zero-emission forklifts, energy-efficient railcar mover, and 30 electric charging stations are already having a noticeable impact. The Port helps ship operators maintain air quality compliance, as well, with visible emissions monitoring. And we will continue to search for new ways to keep our air clean for the generations who follow.

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**WATER**

**AIR**

To protect wildlife for future generations, you have to think inside the box.

**WELCOME TO THE PORT OF TOMORROW.**


Perched high above the Port are numerous boxes our local owl species call home. Hidden cameras allow the community to follow the owls as their eggs hatch and their young learn to fly. As the Port's "air force" these owls provide essential rodent control. And the boxes where they shelter are just one example of the Port's effort to preserve wildlife.

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## SOIL & SEDIMENTS

Updates on the Port's use of dredged material to help Antioch Dunes National Wildlife Refuge restore its land by creating sand dune habitat to support an endangered butterfly, its host plant, and two endangered plant species.



## COMMUNITY ENGAGEMENT

Efforts to showcase the Port's efforts to engage the community through various educational and informational programs available to the public.



## SUSTAINABILITY

Information on the Port's zero-emission blueprint effort and Clean Air Plan aimed at reducing emissions from cargo handling equipment, trucks, locomotives, ships, and harborcraft — all as part of our sustainability efforts for the community.

The "Port of Tomorrow" campaign was designed to engage readers through clever and informative headlines, informational copy and images that matched the specific topics.

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

The campaign followed the Port’s overriding mission of educating the residents and businesses. In this campaign the communication was specific to environmental stewardship and demonstrates what the Port does today will impact the community for years to come.

The Port faced a delicate balance of promoting its efforts to protect and preserve the environment by being an environmental steward. The ads in the “Port of Tomorrow” campaign used specific examples of what the Port was doing to bolster the environment, and what they will continue to do in the years to come. For example, one ad in the series entitled, “We have a vision of a modern, clean, bustling Port we can all be proud of” talked about how the Port purchased a zero-emission forklift fleet to complement their zero-emission railcar mover. The ad also talked about how the Port is developing a zero-emission blueprint and reduction strategies to further reduce emissions.

This is just one example of how the overall mission of how “educating the public” incorporates specific examples that the community can take pride in.





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

The goal of the campaign was to raise the community's awareness of the environmental efforts that the Port has engaged. We want to let the public know exactly what our "environmental stewardship" entails. For example, we wanted the residents and businesses to learn exactly how the Port is improving air and water quality. We also wanted them to know what the Port was doing to protect wildlife that lived in and around the Port, not only now, but in the future as well.

#### **EDUCATIONAL CAMPAIGN**

The educational objective was the main anchor of the campaign, which included 6 print ads that addressed the key educational strategies of environmental contributions to the community and the Port's overall role. We focused on key elements that the Port was able to achieve for the environment, including cleaner air, cleaner water, the Port's role in helping preserve wildlife as well as the Port's overall engagement with the community regarding the environment.

#### **RESEARCH**

As with other advertising campaigns, the Port employed research as a key component of the overall campaign. We understand that research provides an objective measure and assessment as to whether the campaign is achieving its goals.

#### **DESIGN AND COPY**

The "Port of Tomorrow" campaign included clever, informative headlines and educational copy that conveyed the main point of each ad. This was supported by engaging photography and graphics designed to capture the reader's attention and included a link to the Port's landing page where more information was available.

#### **PLACEMENT**

The media portion of the campaign included ads placed in a variety of local newspapers, magazines, and other publications. It also included banner ads placed on the local newspaper's website and web network. Finally, the ads were also showcased on the Port's own website where visitors could read them at leisure and explore the various environmental topics.

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

As previously mentioned, the goal of the “Port of Tomorrow” campaign was to showcase the Port’s environmental efforts and show how the Port is a leader in environmental stewardship. This was done to continue the Port’s main mission of educating residents and businesses on a variety of topics that impact the community. This was extremely important, as the environmental stewardship is a source of pride to residents and businesses in the San Joaquin community.

Once the ads were developed, they were placed on strategically selected media that included print and other online channels.

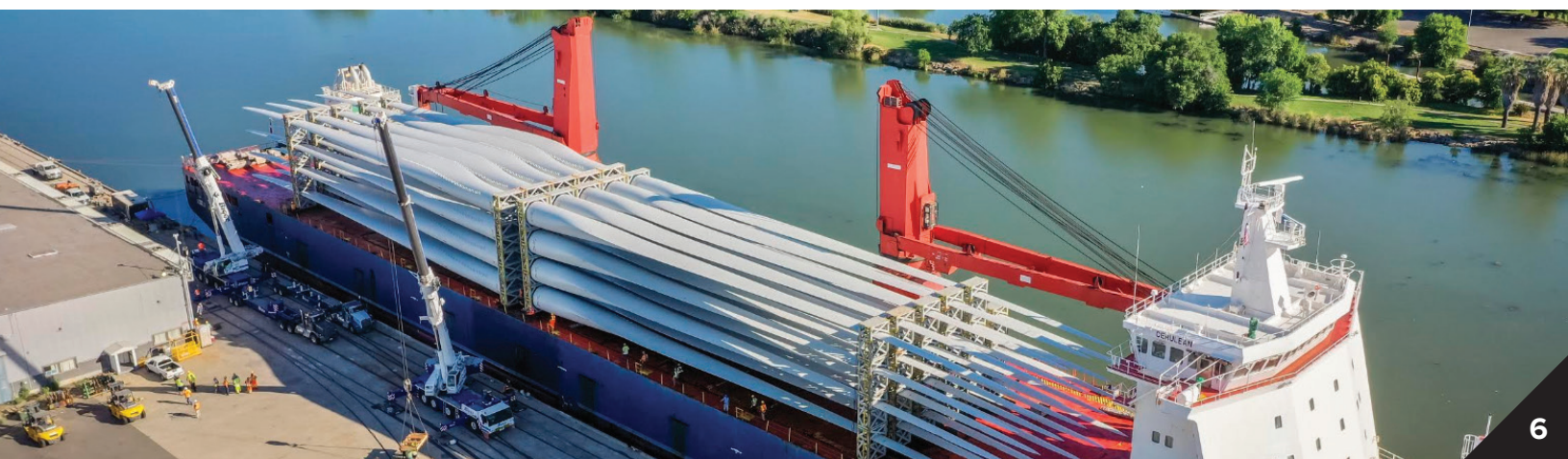
- ◆ **Regional magazines/newspaper** type publications that included San Joaquin Magazine, Latino Times, Farm Bureau, and the 209 Business Journal
- ◆ **Local newspaper** (the Stockton Record)
- ◆ **Banner ads on the Record’s local newspaper website** and a regional web network
- ◆ **Retargeting** – anyone that hits the Port of Stockton website gets retargeted wherever they travel on the internet

### IMPLEMENTATION

The Port of Tomorrow campaign ran from January 2021 to December 2021. We conducted a two-tiered research survey to measure the campaign’s overall effectiveness. This included one survey to the business community, and one to the residential community. Staff from the Port of Stockton who participated in the Port of Tomorrow campaign included the Port’s Director of Environmental and Public Affairs and the Public Affairs Coordinator. In addition, the Port of Stockton outsourced all strategic and creative development, as well as research, to the Palmer Ad Agency.

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

The key assessment of the campaign’s overall effectiveness was the research surveys conducted of both target groups: the primary target of the residents, and the secondary target of the business community. Both surveys were created to measure overall campaign recall (aided or unaided) along with recall of the specific environmental accomplishments we were highlighting, which included the environmental benefits to the community and the overall environmental stewardship efforts of the Port.





## RESEARCH HIGHLIGHTS: “PORT OF TOMORROW” CAMPAIGN 2021

The Port of Stockton is a firm believer in post-campaign research. It is really the only accurate measure of a campaign’s effectiveness and shows whether any key points were retained by the target audiences.

There were two surveys conducted during May of 2022, designed to measure whether the information being disseminated impacted the reader’s views on the Port, and also whether the information contained in the ads was accurately perceived. One survey measured the residential community, and the second measured responses from the business community. Below are highlights from each survey.

### BUSINESS SURVEY

- 95% of respondents to the business survey ranked the Port as very or moderately important to San Joaquin County. This affirms that the business community recognizes the many contributions that the Port makes to the community.
- When asked to rate specific descriptors about the Port, 95% of business respondents rated “environmentally sound” as very or moderately applicable.
- In addition, 95% rated “environmentally sound” as very or moderately important to them, which helps to validate our messaging about the Port’s environmental efforts.
- Regarding aided recall on the theme of the ad campaign, 45% of respondents correctly identified the “Port of Tomorrow” as the overall theme, which was a significantly higher response than any other option.
- To measure aided recall from the “Port of Tomorrow” environmental campaign, we included several True/False questions designed to measure respondents’ perceptions of specific environmental ads.

The results showed that 90% correctly identified that the Port has efforts in place to improve the County’s water quality; 80% correctly identified that the Port has efforts in place to improve the County’s air quality; 85% correctly identified that the Port had efforts in place to help area wildlife; and 75% correctly identified that the Port has efforts in place to improve the overall sustainability in San Joaquin County.

### RESIDENTIAL SURVEY

- 90.8% of respondents to the residential survey indicated that the Port was either very or moderately important to San Joaquin County. This was up from 80% the previous year.
- When asked to rate specific descriptors about the Port, 86.6% of respondents rated “environmentally sound” as very or moderately applicable.
- In addition, 91.8% rated “environmentally sound” as very or moderately important to them, which helps to validate our messaging about the Port’s environmental efforts.
- To measure aided recall from the “Port of Tomorrow” environmental campaign, we included several True/False questions designed to measure respondents’ perceptions of specific environmental ads.

The results showed that 71% correctly identified that the Port has efforts in place to improve the County’s water quality; 65% correctly identified that the Port has efforts in place to improve the County’s air quality; and 70.2% correctly identified that the Port has efforts in place to improve the overall sustainability in San Joaquin County.

