



Mobile messages mean smooth sailing for Port of Tacoma clients



Client Situation

The Port of Tacoma is a major gateway to Asia and Alaska and a leading North American port with more than \$25 billion in trade and 1.5-million TEUs (twenty-foot equivalent units) traveling through in 2009. Located on Commencement Bay, the Port of Tacoma is an independent municipal corporation that operates under state-enabling legislation.

As a special-purpose local government serving the citizens of Pierce County, the Port is committed to conducting business in a transparent way and making information about the

Port's business and operations readily available to the public.

The Port of Tacoma understands the need for a digital communication solution that proactively delivers relevant information to its stakeholders. The Port implemented an email marketing solution (more specifically designed for commercial or for-profit purposes) but found the integration with its current system to be far from seamless. Additionally, the Port's automation and delivery needs were not met by this solution.

Solution

The Port of Tacoma conducted a focus group to find out what was important to its many stakeholder groups - businesses, legislators, and the general public. Officials found that many people wanted to access information on their smart phones instantly. "Based on focus groups with our stakeholders and research conducted by other local government agencies, we found that most people prefer to read email and get information on their mobile devices," according to Megan Anderson, New Media Specialist. "We needed a system that played nice with mobile devices, email clients and the web."

Port of Tacoma officials found that GovDelivery offered the right solution for their needs. Digital Communication Management (DCM) leverages the power of email and mobile technology in communicating efficiently with the largest possible audience. After implementing GovDelivery, the Port of Tacoma had an automated system for its Cargo Statistics and Trade Highlights updates, along with the advantage of ensured delivery and extensive reporting capabilities.

Results

Since launching GovDelivery in October 2010, the Port of Tacoma has realized improved efficiency and enhanced citizen service by moving print communications to digital delivery and utilizing GovDelivery's social media integration. The Port of Tacoma now offers more than 35 unique subscription topics, such as business opportunities, employment opportunities, current projects, and commission meetings, as well as its popular newsletters - the Inside Line and E-Port Business Report, now created with the GovDelivery newsletter editor.

"We [the Port of Tacoma] wanted to do more than e-newsletters; we wanted to drive people to our website," Anderson said. Among the other subscription topics, updates to the Port's Flickr, Twitter and YouTube pages are now offered as email alerts. All messages sent through GovDelivery include a link that directs the reader to related information on the Port's website and social media outlets.

More than 6,800 people have subscribed to receive updates from the Port of Tacoma, with over 96,800 relevant messages having been delivered. The top subscription items are: the E-Port Business Report; Inside Line e-news updates; and meeting agendas. Many departments at the Port are using the communication solution to drive business, with the real-estate department most recently beginning to offer email alerts on available land and buildings. "As our port continues to grow, we look to GovDelivery to help us drive our business and engage with the public."

