THE NORTHWEST SEAPORT ALLIANCE MEMORANDUM

MANAGING MEMBERS BRIEFING ITEM Item No.: 10A

Meeting Date: December 3, 2024

- DATE: November 26, 2024
- **TO:** Managing Members
- **FROM:** Jeff Bellerud, COO

Sponsor: Don Esterbrook, Deputy CEO Mark Storslee, Director, Operations Strategy

Program Manager: Michael Elguera, Manager, Port Community System

SUBJECT: Port Community System Update

A. SYNOPSIS

The NWSA Operations team will be giving an update on the Port Community System (PCS). The briefing will provide following topics:

- Enhancement of Port Community System capabilities
- Data informed approach
- Port Community Listening Systems
- Future Potential PCS Investments

B. BACKGROUND

As a part of a new Operations vision introduced in early 2024 by incoming COO Jeff Bellerud, the Port Community System presented to Managing Members on our new goals of implementing a data informed approach, building out community listening systems, and enhancing our internal and external digital capabilities.

C. CURRENT STATUS

Over the past year we have continued to fulfill our goals, with the following highlights:

- Total turn time measurement completion
- Redesigned Gate Schedule and upcoming Vessel Schedule
- Launch of internal operational dashboards
- Expanded port community feedback collection and partnerships

D. FINANCIAL IMPLICATIONS

All funding has been earmarked through the existing NWSA budget.

E. NEXT STEPS

We propose another PCS briefing update to the Managing Members in Q3 2025.

Item No.: 10A Date of Meeting: Dec. 32024

Port Community System (PCS) Update



Presenters:

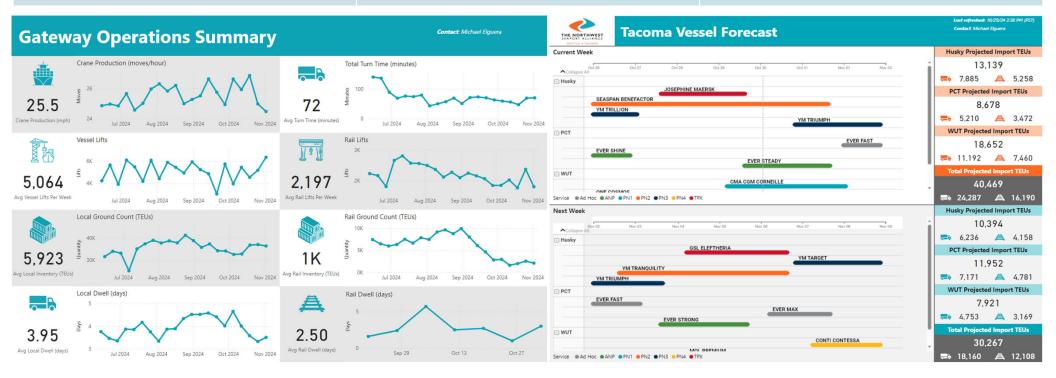
Mark Storslee, Director, Operations Strategy Center, NWSA Michael Elguera, Manager, Port Community System, NWSA

Enhancing PCS Capabilities

Strategy	Completed	Investments		
 Make PCS digital capabilities more accessible and user friendly by refreshing and expanding portions of the NWSA website 	 Turn Time Redevelopment PCS Resource Inventory and Refresh Strategy Redesigned Gate schedule Redesigned Vessel Schedule 	 eeSea sub \$33k/yr Internal development (no CapEx) 		
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Data Informed Approach

Strategy	Completed	Investment
Data driven operational decision making	Operations Dashboard	Turn Time Validation \$1,200/yr
Track operational KPIs	Vessel Forecast	• eeSea sub \$33k/yr
Enhance and automate data ingestion	Turn Time Dashboard	 Internal development (no CapEx)
	Rail cargo tracker	



Port Community Listening Systems

Stakeholder	Engagement	Next Steps	Stakeholder	Engagement	Next Steps
Trucking & Logistics Companies	 Washington Trucker's Association - Trucker Outreach Forums NWSA Trucker Subcommittees 	 Wider feedback collection from trucking community Streamline trucker to terminal operator feedback loop 	Other Ports	 Port of LA Port of Long Beach Port of Oakland Port of Houston 	 Continue tracking digital infrastructure roadmaps
Terminal Operators	 Gate Fluidity Task Force Total Turn Time Implementation 	 Continued alignment of data strategy Gateway wide key performance indicators definitions and measurement 	Public Partners	 Dept of Transportation FLOW initiative WSDOT SeaTac Airport University of Washington 	 Increased FLOW engagement Launch UW STAR Lab AI camera pilot
Railroads	 Daily Rail Calls BNSF and Union Pacific visits 	 Further engagement on operational rail forums Rail planning platform data ingestion 	Technology Partners	 Vessel forecasting Terminal Operations metrics tracking Appointment Setting Traffic monitoring AI Camera Event Detection 	 Continue assessment of port community benefitting tools Concentrate on appointment system enhancements for gate fluidity and trucker experience

Future Potential PCS Investments

Year	Item	Amount
2025	 Trucker Experience Improvements Expanding Total Turn Time Measurement Footprint Terminal Appointment Platform Enhancements Queuing lot digital infrastructure 	CIP budget \$500,000
2025	Operational Reporting Dashboards Enhancements	No External Costs
2025	Terminal Operating System Data Access	Annual Subscription Costs <i>TBD</i>
2026- 2027	Trucker Experience Improvements	CIP budget \$2M