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.

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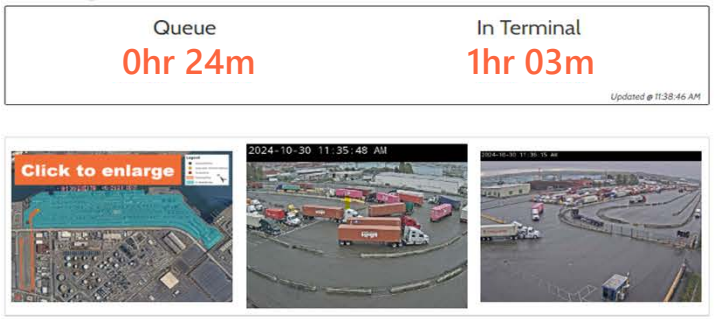
Port Community System (PCS) Update

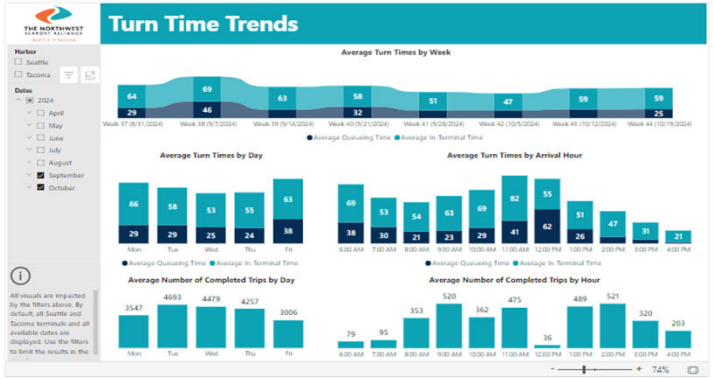
THE NORTHWEST SEAPORT ALLIANCE
SEATTLE + TACOMA

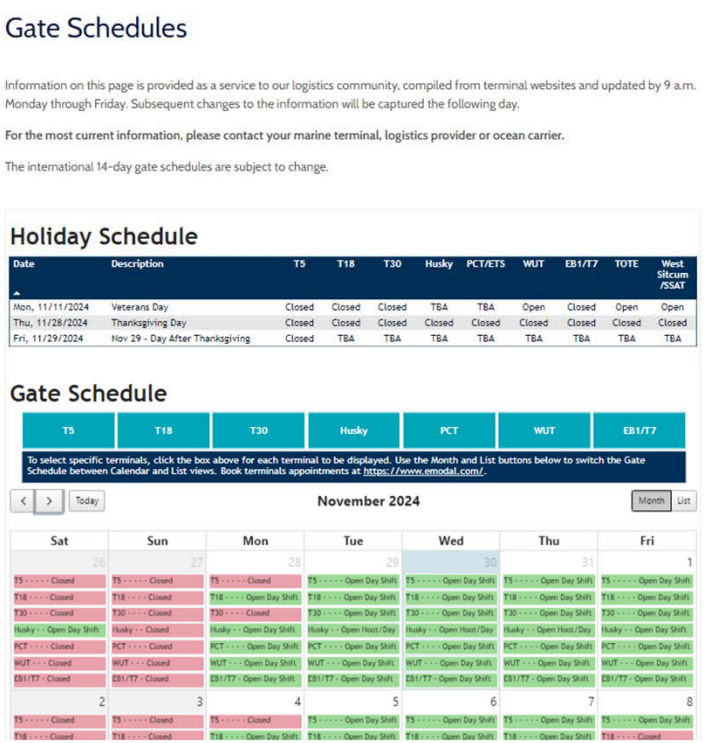
Presenters:
Mark Storslee, Director, Operations Strategy Center, NWSA
Michael Elguera, Manager, Port Community System, NWSA

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)

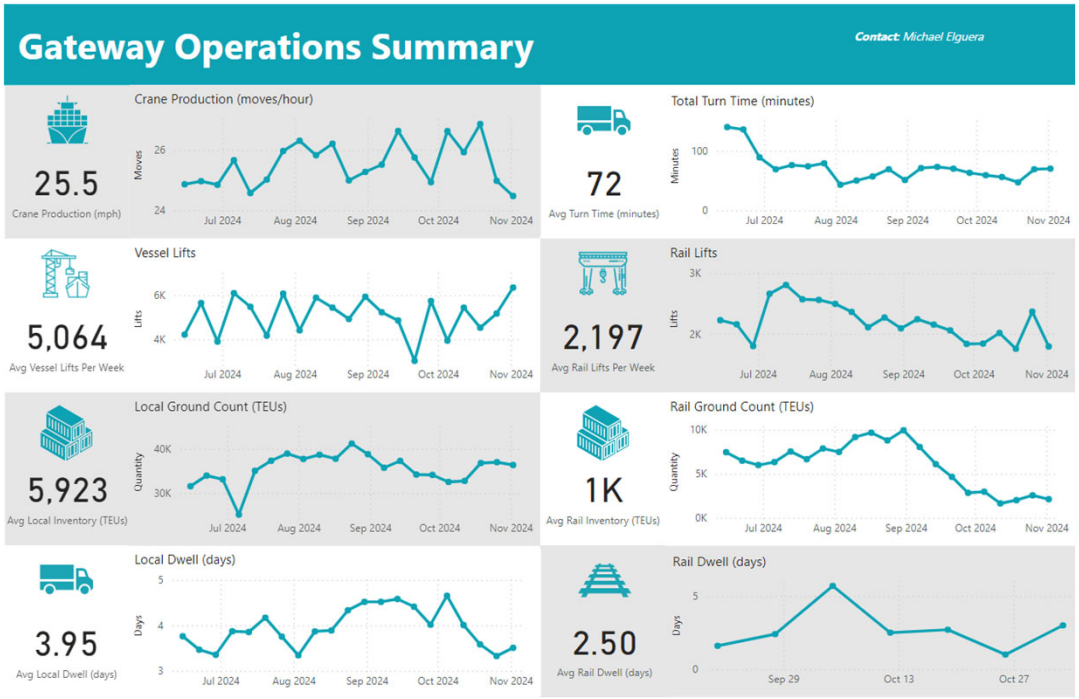


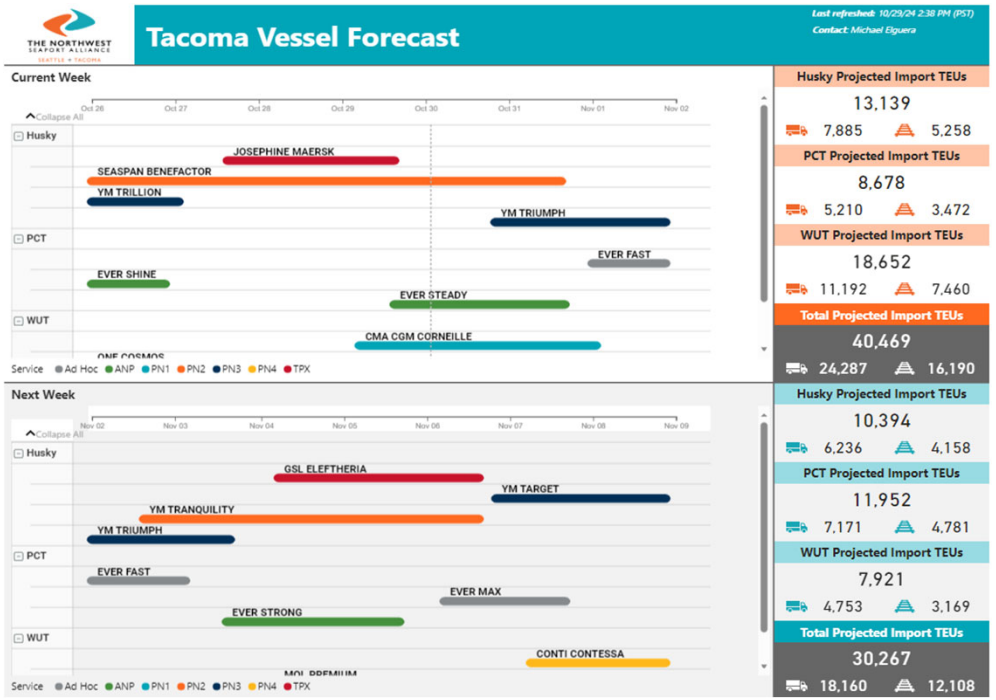




Data Informed Approach

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





Port Community Listening Systems

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
Terminal Operators	• Gate Fluidity Task Force • Total Turn Time Implementation	• Continued alignment of data strategy • Gateway wide key performance indicators definitions and measurement
Railroads	• Daily Rail Calls • BNSF and Union Pacific visits	• Further engagement on operational rail forums • Rail planning platform data ingestion

Stakeholder	Engagement	Next Steps
Other Ports	• Port of LA • Port of Long Beach • Port of Oakland • Port of Houston	• Continue tracking digital infrastructure roadmaps
Public Partners	• Dept of Transportation FLOW initiative • WSDOT • SeaTac Airport • University of Washington	• Increased FLOW engagement • Launch UW STAR Lab AI camera pilot
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 *TBD*
2026-2027	**Trucker Experience Improvements**	CIP budget $2M