### 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:** 

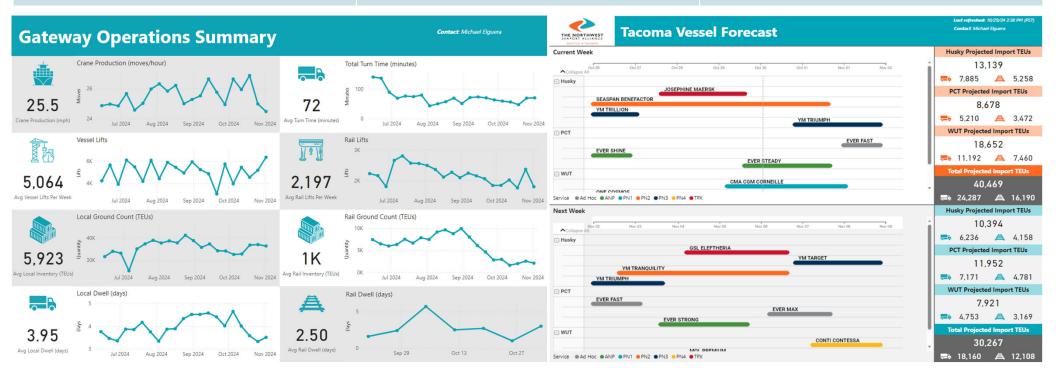
Mark Storslee, Director, Operations Strategy Center, NWSA Michael Elguera, Manager, Port Community System, NWSA

# **Enhancing PCS Capabilities**

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



## **Port Community Listening Systems**

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

### **Future Potential PCS Investments**

Year	Item	Amount
2025	<ul> <li>Trucker Experience Improvements</li> <li>Expanding Total Turn Time Measurement Footprint</li> <li>Terminal Appointment Platform Enhancements</li> <li>Queuing lot digital infrastructure</li> </ul>	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