

**THE NORTHWEST SEAPORT ALLIANCE**  
**MEMORANDUM**

**MANAGING MEMBERS**  
**STAFF BRIEFING**

<b>Item No.</b>	<u>10A</u>
<b>Date of Meeting</b>	<u>February 6, 2024</u>

**DATE:** January 12, 2024

**TO:** Managing Members

**FROM:** Jeff Bellerud, COO

Sponsor: Don Esterbrook, Deputy CEO

**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:

- NWSA Operational KPI's
- Port Community System Strategy, Capabilities, and Goals
- Historical PCS Investments
- Current PCS Investments
- Future Potential PCS Investments

**B. BACKGROUND**

In 2022, the NWSA performed an analysis of how to develop the Port Community System as a platform, determining that the needs of the Gateway's stakeholders would be best served by developing individual digital tools for nwseaportalliance.com with an iterative approach.

**D. CURRENT STATUS**

The current PCS roadmap includes a focus on better serving the trucking community, by looking to capture a total experience time measurement to determine opportunities for enhancement. Our near-term roadmap also includes a focus on strengthening our business intelligence tools to support data driven operations and visibility to our stakeholders.

**E. FINANCIAL IMPLICATIONS**

All funding has been earmarked through the existing NWSA budget.

**F. NEXT STEPS**

We propose another PCS briefing update to the Managing Members in Q1 2025.

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# Port Community System (PCS) Update



**THE NORTHWEST**  
SEAPORT ALLIANCE

SEATTLE + TACOMA

**Presenters:**

Jeff Bellerud, Chief Operations Officer, NWSA

Zack Thomas, Director, Operations Service Center, NWSA

Mark Moore, Manager, IT Project Management, Port of Tacoma

Michael Elguera, Manager, Port Community System, NWSA

# NWSA Operational KPIs

## Terminal Fluidity



### Rail Dwell Time

Avg number of days a rail container sits in yard across gateway at any given time

**Target:** 2 days

### Turn Time

Total amount of time it takes a truck from entrance of the gateway to exit of the terminal

**Target:** 60min



## Vessel Efficiency

### Crane Productivity

Average moves per hour by shift

**Target:** 30 moves per hour

# Port Community System Strategy

## What is the NWSA Port Community System?

Our PCS is not a singular technological solution, but a gathering of several data components that evolves over time to provide information that helps stakeholders accelerate their experience within the NWSA gateway through our website.

## Who the Port Community System Serves



Steamship Lines



Terminal Operators



Trucking & Logistics Companies



Beneficial Cargo Owners



Labor

# Port Community System Capabilities

Stakeholders can get the latest information via NWSA's website

- Terminal Updates
- Gate cameras and In-Terminal Processing Times
- Vessel schedules
- Appointment Capacity Dashboard
- Other Resources

The screenshot displays the website for The Northwest Seaport Alliance, specifically the Cargo Operations section. The header includes the logo and navigation links for Cargo Operations, Service Providers, Environment, Resources, About Us, and a search function. Below the header, a breadcrumb trail shows 'Home > Cargo Operations'. The main content area features a large image of a port terminal with a yellow gantry crane lifting a container. Text below the image states: 'Committed to making our gateway North America's best, we are working with customers and stakeholders to establish an Operations Service Center to provide best-in-class service delivery and customer care.' At the bottom, a row of seven icons with corresponding text labels is displayed: Terminals (anchor icon), Cameras & Truck Turn Times (camera icon), Trucker Appointment Dashboard (calendar icon), Trucker Resources (gears icon), Breakbulk Cargo (trailer icon), Rail Lines (train icon), and Vessel Schedules and Calendar (ship icon).

# Port Community System Goals

## Building out stakeholder listening systems

- Implementing outreach forums and platforms to seek stakeholder feedback from our truckers, terminals, and more.
- Collaborating with agencies, ports, and technology groups for solutions



## Data-informed approaches that drive toward NWSA strategic goals

- Tracking operational and commercial KPIs including vessel calls and moves, rail lifts, crane moves per hour, dwell time, truck turn time, etc.
- Building dashboards with actionable data to benefit internal NWSA teams and published on the NWSeaportalliance.com site for the larger community
- Implementation of enhanced and automated data sources

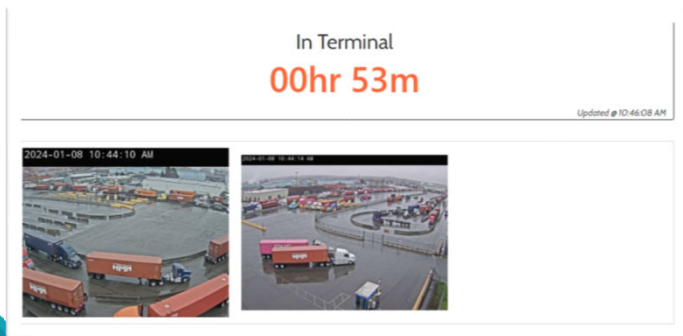
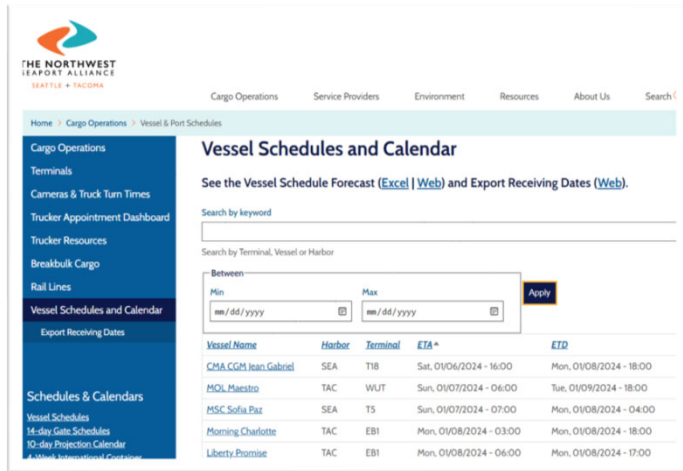


## Enhancing current PCS Capabilities

- Making PCS digital capabilities more accessible and user friendly by refreshing and expanding the most utilized parts of our website

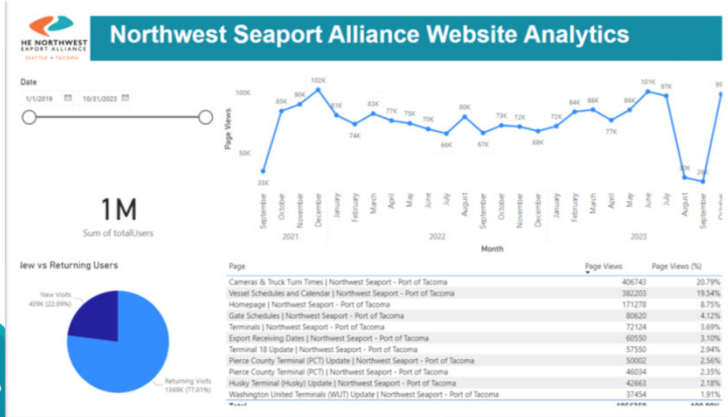
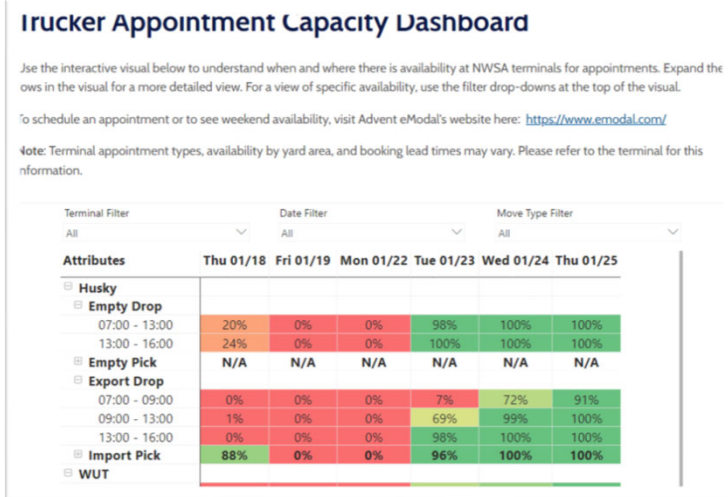


# Historical PCS Investments



Year	Item	Amount
2012-2013	<b>Vessel Schedules &amp; Calendar</b> on PoT (then NWSA) Website	Minimal external costs
2015	<b>Display Marine Terminal Operator-provided Gate Cameras on NWSA Website</b>	No external costs
2017-2018	<b>PCS Assessment</b> and Concept of Operations	\$250,000
2019	<b>Turn-Times Dashboard</b> to display <u>In-Terminal Processing Times</u> at International Container Terminals using Clean Truck RFID data	\$275,200
2020	<b>Interactive Maps for Terminals and Service Providers information</b>	Included in Site Redesign
2020-2021	<b>Added RFID sensors at Queuing Lots</b> in Tacoma to enable capture of <u>pre-terminal queue times</u> for PCT, WUT, and Husky	\$72,000
2022	<b>Appointment Capacity Dashboard</b> with consolidated appointment availability for Husky, T5, T18, T30, and WUT	\$235,000 one-time \$10,000 monthly

# Current PCS Investments



Item	Amount
<b>Appointment Capacity Dashboard Improvements:</b> <ul style="list-style-type: none"> <li>Partnered with Advent eModal to work with terminal operators to make improvements to how the appointment system is used at Husky, T5, T18, T30, and WUT terminals</li> </ul>	\$83,000
<b>Turn Time Measurement Redevelopment</b> <ul style="list-style-type: none"> <li>In Progress: Redeveloping Turn Times calculation software to be more accurate and supportable</li> </ul>	Internal costs
<b>Exploring Trucker Experience Opportunities</b> <ul style="list-style-type: none"> <li>Understanding how trucker's utilize current turn time solutions</li> <li>Developing trucker and terminal appointment operations strategy</li> <li>Assessing how our partner organizations are utilizing technology for movement tracking use cases</li> </ul>	No external costs for initial investigation



# Future Potential PCS Investments

Year	Item	Amount
2024-2025	<b>Trucker Experience Improvements</b> <ul style="list-style-type: none"> <li>Expanding Total Turn Time Measurement Footprint</li> <li>Turn Time Web UI Enhancements</li> <li>Terminal Appointment Platform Enhancements                             <ul style="list-style-type: none"> <li>Empty Returns Optimization</li> <li>Check-In</li> <li>Appointment Merging</li> </ul> </li> </ul>	CIP includes budget for: \$600,000 in 2024 budget \$3M in 2025 budget
2024	<b>Enhanced Data Source Onboarding</b> <ul style="list-style-type: none"> <li>Marine Terminal Operations Data</li> <li>Vessel Schedule Forecasting</li> </ul>	In Analysis \$30,000 Annually
2024	<b>Appointment Utilization Data</b>	\$40,000 implementation \$11,000 / Monthly
2024	<b>Operational Reporting Dashboards</b>	No External Costs
2024	<b>Trucker and MTO outreach sites and forums</b>	No external costs