



Community Portal Project

*A collaboration platform driving efficiency
and velocity all port stakeholders*

Keys for Today



- ✓ What makes a Community Portal ?
- ✓ Complexity & digitization
- ✓ Oakland project brief
- ✓ Portals & platforms in practice



What is a Community Portal ?

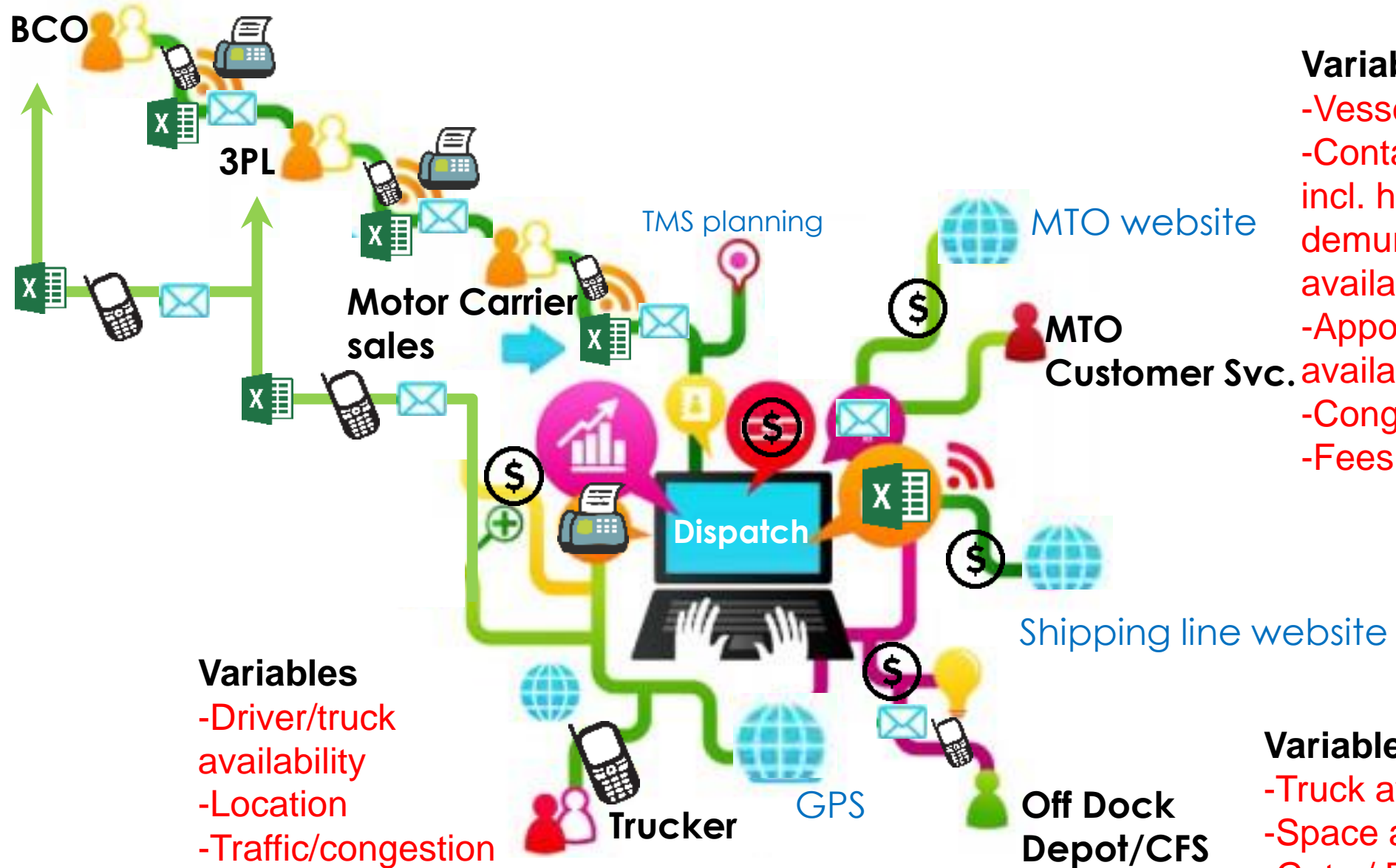
A **COMMON PLATFORM** used by all port users to understand:

- ✓ Who (is coming)
- ✓ What (are they doing)
- ✓ When (are they coming)
- ✓ Where (are they going)
- ✓ Why (are they coming)
- ✓ How (they are coming)

Import Container Flow...Complexity

Variables

- Pickup Location
- Delivery Destination
- Depot
- Shipping line
- VVD
- Marine Terminal



Variables

- Vessel ETA, ATA
- Container status incl. holds, demurrage/fees, availability
- Appointment availability
- Congestion
- Fees due

Variables

- Driver/truck availability
- Location
- Traffic/congestion

Variables

- Truck availability
- Space availability
- Gate / Rail Ops

DIGITIZATION REMOVES

✓ PAPER

✓ INEFFICIENCY

✓ DUPLICATION



Why Digitize? Cause shippers demand it!

Complexity = Uncertainty = Waste

- Lost profits from a stock outage = 20-50% of product's GM
- Overstocks = discounts of 50-75% of product's GM

A 25% reduction in landed delivery time = 2X
increase in productivity of labor and working
capital

George Stalk via Harvard Business Review 7/2015):

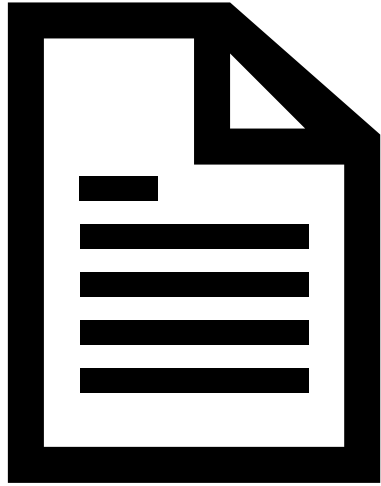


What is a Community Portal ?

Typical PCS functions to move cargo efficiently:

- ✓ Trucking company, trucks & drivers (valid)
- ✓ Vessel info (from SS Line)
- ✓ Container status (via MTO, line, customs, etc)
- ✓ Availability
- ✓ Fee payment
- ✓ Terminal Appointments
- ✓ Dashboards & metrics

Oakland Project Brief



- ✓ An expanded eModal portal for the community
- ✓ Better information, with faster access, in one place
- ✓ More value for more Port users
- ✓ Focus: more efficient container operations



Goals for Portal Project

- ✓ One system of record for Port of Oakland
- ✓ Digitize & streamline landside operations
- ✓ Stakeholder collaboration & trust
- ✓ Transparency : Ops efficiency, cargo velocity
- ✓ A platform for the future...



Oakland Community Portal Project

Expand **eModal** connectivity to aid ALL stakeholders

- ✓ Phase 1: ensure data consistency, accuracy for OAK MTO's
 - Port/terminal/vessel info, empty returns
 - CCTV feeds, accurate map

- ✓ Phase 2: launch new URL/website
 - ✓ Expand visibility to shippers
 - ✓ Post key public data in ONE location (no PW)
 - ✓ Information flows are unique (reorganize entry)
 - ✓ Add dashboards & metrics by stakeholder per watchlist



PORT OF OAKLAND

user


.....

Remember Me

[Forgot your Password?](#)

LOGIN

Don't have an account ? [Register Now.](#)

 oaksupport@emodal.com

 877-904-1680

POWERED by
eModal



PORT NOTICES

PORT OF OAKLAND LANDMARK PROJECT COULD START BY SUMMER

Oakland, Calif. — March 1, 2018: Construction could begin this summer on a landmark logistics campus at the Port of Oakland. Developer Carter's real properties said today that it needs only permits.

PORT OF THE OAKLAND FIRST, BATTERY-POWERED TRUCK ENTERS THE FLEET

Oakland, Calif. — Feb. 27, 2018: A battery-powered truck has entered the Port of Oakland fleet for the first time, testing the feasibility of zero-emission freight hauling.



Phone: (510) 627-1100
Hours: M-F 9:00am-5:00pm, Sa-Su 9:00am-3:00pm, Ash-Run - Closed
Address: 525 Water Street Oakland, CA 94607



Phone: (888) 777-5522
Hours: M-F 9:00am-5:00pm, Sa-Su - Closed
Address: Route 226-238 Puerco Terminal Services 200 Terminal Island Way Terminal Island CA 94731



Phone: (877) 287-2722
Hours: M-F 9:00am-5:00pm, Sa-Su - Closed
Address: 2200 7th Street Oakland CA 94607



Phone: 1-800-462-6756
Hours: M-F 9:00am-11:45am, Sa-F 10:00am-4:00pm, Ash-Run - Closed
Address: 2015 2nd St 19-2 Marine Terminal Oakland CA 94607

Vessel Schedule & Cutoff Times

Terminal: TraPac

Terminal	Vessel	Voyage	ETA	ETD	First Arr D/T	SIRev D/T	SIRev D/T (Rear)	Cargo Cutoff	Reefer Cutoff
TRPOAK	MOL MARESTRO (MRE)	047W	02/28/2018	03/01/2018	02/22/2018 07:00	02/22/2018 07:00		02/27/2018 16:00	
TRPOAK	HANNOVER BRIDGE (HNB)	V080V	03/02/2018	03/03/2018	02/22/2018 07:00	02/22/2018 07:00		02/29/2018 16:00	
TRPOAK	MOL COMPELLER (CCE)	V058V	03/04/2018	03/05/2018	02/24/2018 07:00	02/24/2018 07:00		03/04/2018 16:00	
TRPOAK	YM MARCOPOLO (MPO)	V112N	03/05/2018	03/05/2018	02/21/2018 07:00	02/21/2018 07:00		03/02/2018 16:00	
TRPOAK	HENRY HUDSON BRIDGE (HNB)	V050V	03/06/2018	03/07/2018	02/27/2018 07:00	02/27/2018 07:00		03/02/2018 16:00	
TRPOAK	DAI CLAY BRIDGE (DVC)	V057V	03/06/2018	03/06/2018	02/28/2018 07:00	02/28/2018 07:00		03/03/2018 16:00	
TRPOAK	MOL CALLESTRY (CAL)	V048V	03/06/2018	03/06/2018	03/03/2018 07:00	03/03/2018 07:00		03/07/2018 16:00	
TRPOAK	MOL CELEBRATION (CEL)	V050V	03/06/2018	03/07/2018	03/02/2018 07:00	03/02/2018 07:00		03/09/2018 16:00	
TRPOAK	YM EFFERVANT (EFF)	V027W	03/12/2018	03/12/2018	03/06/2018 07:00	03/06/2018 07:00		03/09/2018 16:00	
TRPOAK	BEAR MOUNTAIN BRIDGE (BMB)	V000V	03/13/2018	03/14/2018	03/07/2018 07:00	03/07/2018 07:00		03/12/2018 16:00	
TRPOAK	MOL MISSION (MIS)	V040V	03/14/2018	03/15/2018	03/08/2018 07:00	03/08/2018 07:00		03/13/2018 16:00	
TRPOAK	HANBER BRIDGE (HNB)	V020V	03/14/2018	03/15/2018	03/07/2018 07:00	03/07/2018 07:00		03/12/2018 16:00	
TRPOAK	MOL CREATION (CTR)	V050V	03/15/2018	03/17/2018	03/09/2018 07:00	03/09/2018 07:00		03/14/2018 16:00	
TRPOAK	MOL MARVEL (MVL)	V040V	03/22/2018	03/23/2018	TBA	TBA		TBA	

How are we looking?

No Video Feed Available



2200 7th Street
Oakland CA 94607
877-287-2722
850-286-8600

TraPac Oakland

TERMINAL NOTICES

No Information Provided

Vessel Schedule & Cutoff Times

Terminal	Vessel	Voyage	ETA	ETD	First Arr D/T	SIRev D/T	SIRev D/T (Rear)	Cargo Cutoff	Reefer Cutoff
TRPOAK	MOL MARCOPOLO (MPO)	047W	02/28/2018	03/01/2018	02/22/2018 07:00	02/22/2018 07:00		02/27/2018 16:00	
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TRPOAK	MOL COMPELLER (CCE)	V058V	03/04/2018	03/05/2018	02/24/2018 07:00	02/24/2018 07:00		03/04/2018 16:00	
TRPOAK	YM MARCOPOLO (MPO)	V112N	03/05/2018	03/05/2018	02/21/2018 07:00	02/21/2018 07:00		03/02/2018 16:00	
TRPOAK	HENRY HUDSON BRIDGE (HNB)	V050V	03/06/2018	03/07/2018	02/27/2018 07:00	02/27/2018 07:00		03/02/2018 16:00	
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How are we looking?

No Video Feed Available

No Video Feed Available

No Video Feed Available

Empty Container Instructions

BL LINE	20'	40'HS	40'FS	45'	45'HF
Maersk Line/America (MLO)	YES	YES	YES	NO	NO
MOL/America (MOL)	YES	YES	YES	YES	YES
MOL/America (MOL)	YES	YES	YES	YES	YES
MOL/America (MOL)	NO	YES	YES	NO	NO
YANG MING MARINE TRANSPORT (YML)	YES	YES	YES	YES	YES

Gate Information



Hours

Monday
Day 06:00 - 12:00 / 13:00 - 16:00 Full Yard & Gate ** No Dual Transactions after 3:30 PM
Night 18:00 - 02:00 Open for Export Load In / Empty In / Chassis In & Out ** No Imports Loads or Empty Out

Tuesday
Day 07:00 - 12:00 / 13:00 - 16:00 Full Yard & Gate ** No Dual Transactions after 3:30 PM
Night 18:00 - 02:00 Open for Export Load In / Empty In / Chassis In & Out ** No Imports Loads or Empty Out

Wednesday
Day 07:00 - 12:00 / 13:00 - 16:30 Full Yard & Gate ** No Dual Transactions after 3:30 PM
Night 18:00 - 02:00 Closed

Thursday
Day 07:00 - 12:00 / 13:00 - 16:30 Full Yard & Gate ** No Dual Transactions after 3:30 PM
Night 18:00 - 02:00 Closed

Friday
Day 07:00 - 12:00 / 13:00 - 16:30 Full Yard & Gate ** No Dual Transactions after 3:30 PM
Night 18:00 - 02:00 Closed

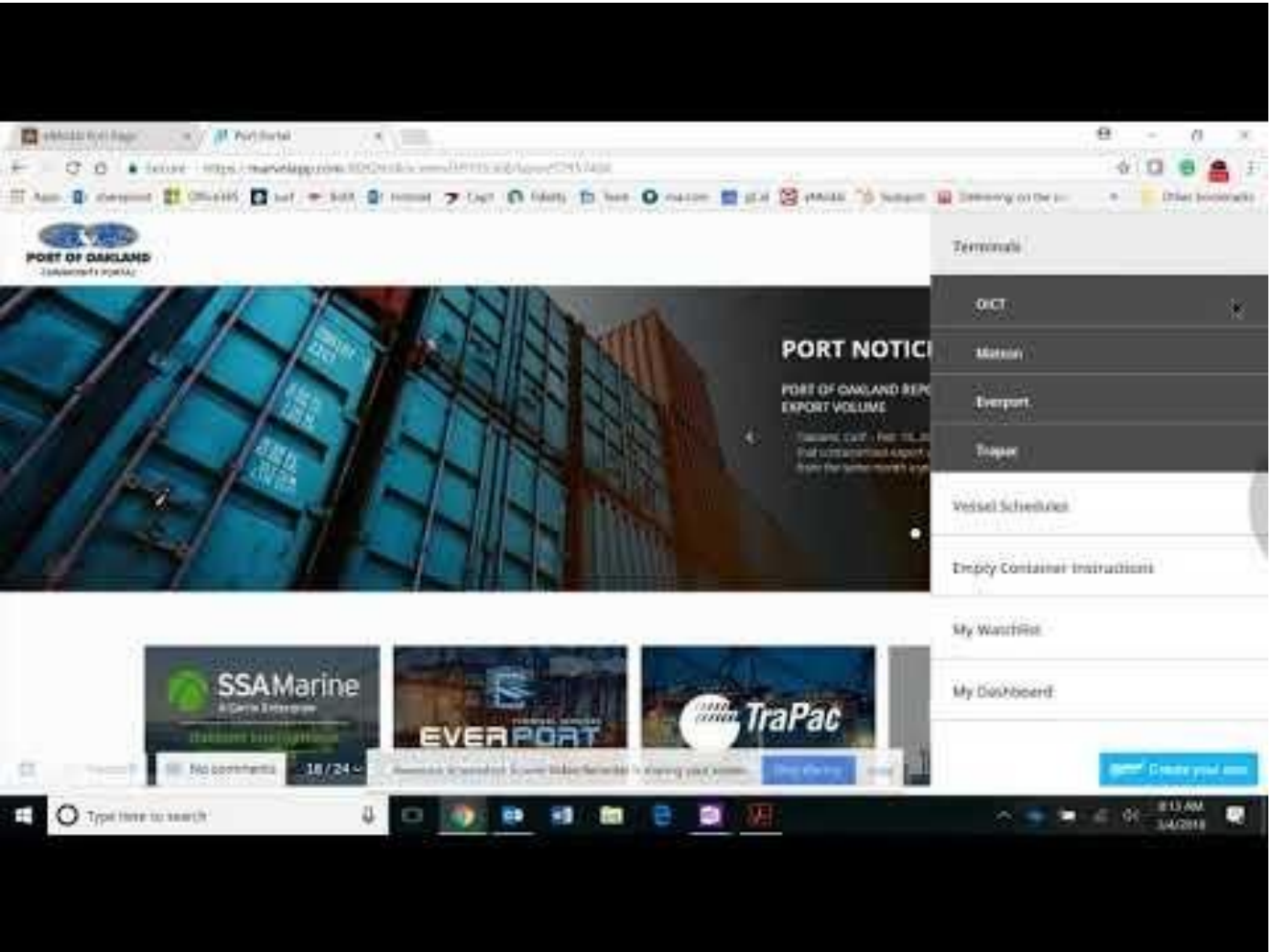
Saturday - Sunday
Day Closed Closed
Night Closed Closed



Terminal Contact Information

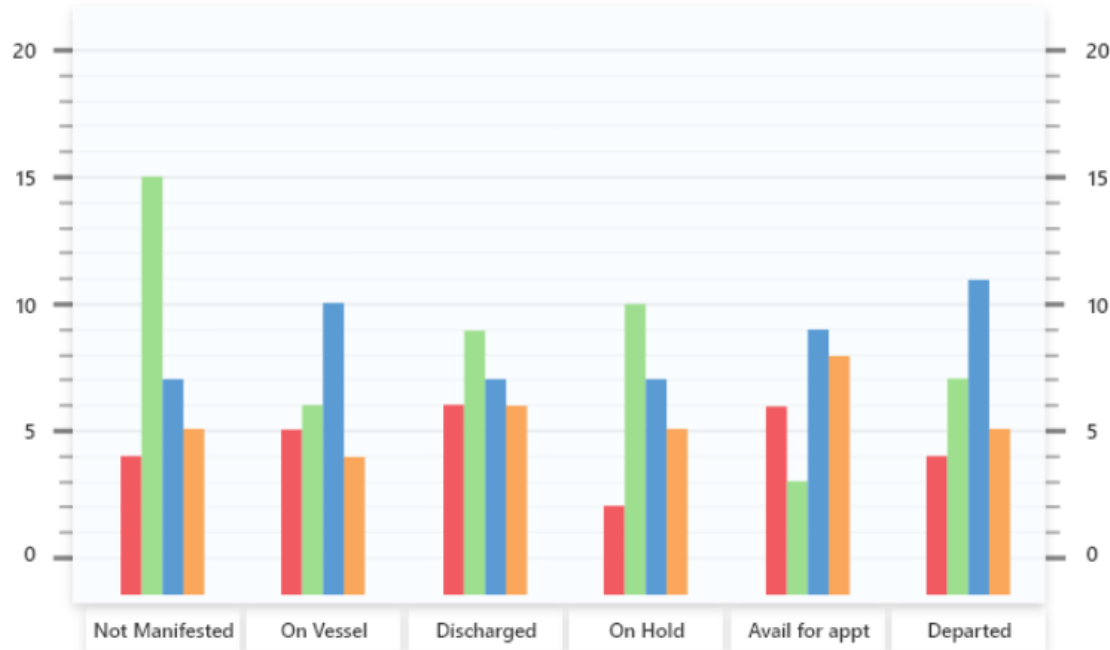
Gate/Yard Ops
Marine Ops
Maintenance and Repair
Safety & Claims
510-286-8615
510-286-8600
510-286-8600
510-286-8616

Phase 2 Conceptual Design



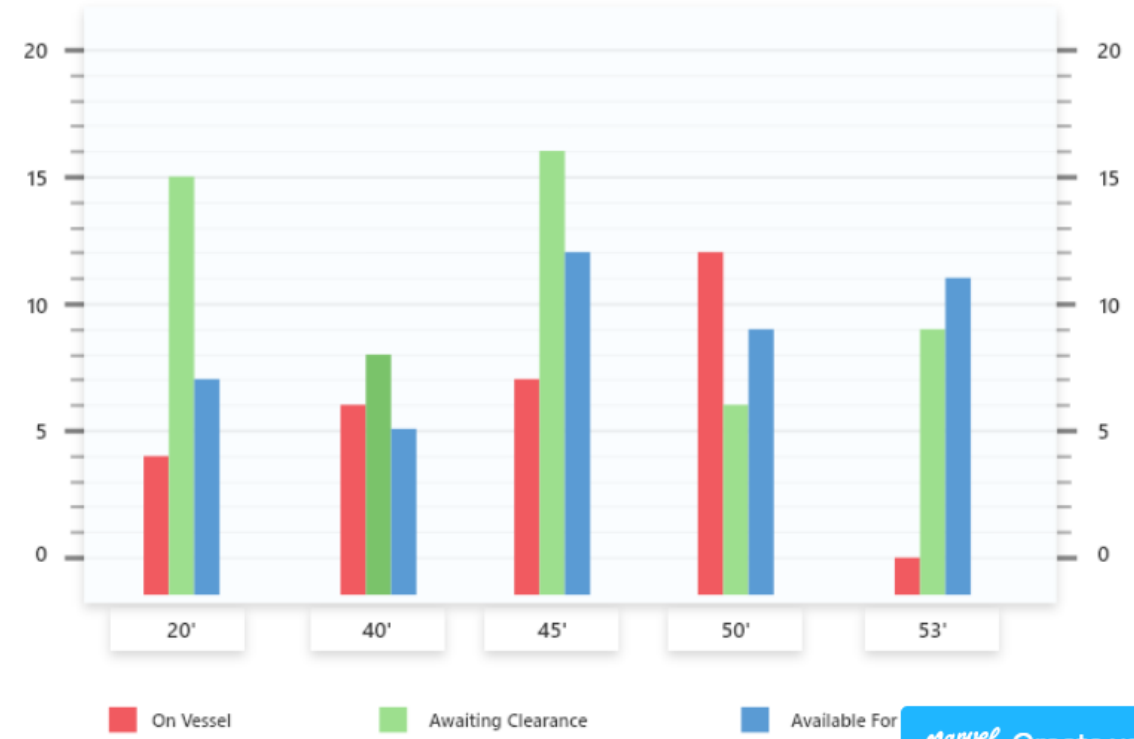
Containers On Terminals By Status

Total Containers 156



Vessel Work Summary

Total Containers 171



Handoff

No comments

12 / 24 — PORTAL LOGGED IN.png

Marvel Create your own



Oakland Community Portal Project

Expand **eModal** connectivity to aid ALL stakeholders

- ✓ Phase 3 and beyond
 - Normalize appointment procedures between terminals to enable single UI
 - Integrate existing eModal API data sharing capabilities into dispatch/TMS systems to drive digitization
 - Integrate depot operations into cargo visibility flows to automate movements, executional control
 - Leverage mobile app/RFID to automate entry/exit, maintain inventory for rail, chassis yards, CoolPort logistics center, truck center

Closing Thoughts



The Burning Question...

How can we use technology to extend the skills of humans,

in ways that aren't clear today,

but

will seem obvious 5-10 yrs from now?