



PierPass

Terminal Efficiency-Best Practices

*American Association of Port Authorities
June 2011*



Terminal Efficiency

- The economy has forced all MTOs to look inward as well as outward to address costs
- Technology enhancements, processes, procedures & practices can be very effective in improving your business
- Major infrastructure enhancements are expensive and require a long lead time



Terminal Efficiencies *in use today*

- OCR
- RFID
- GPS
- Appointments
- Pre-arrival
- Paperless gates
- Dray off
- Central processing
- Trouble ticket/email
- Internet UI
- PierPass



Voters on the left - cargo on the right





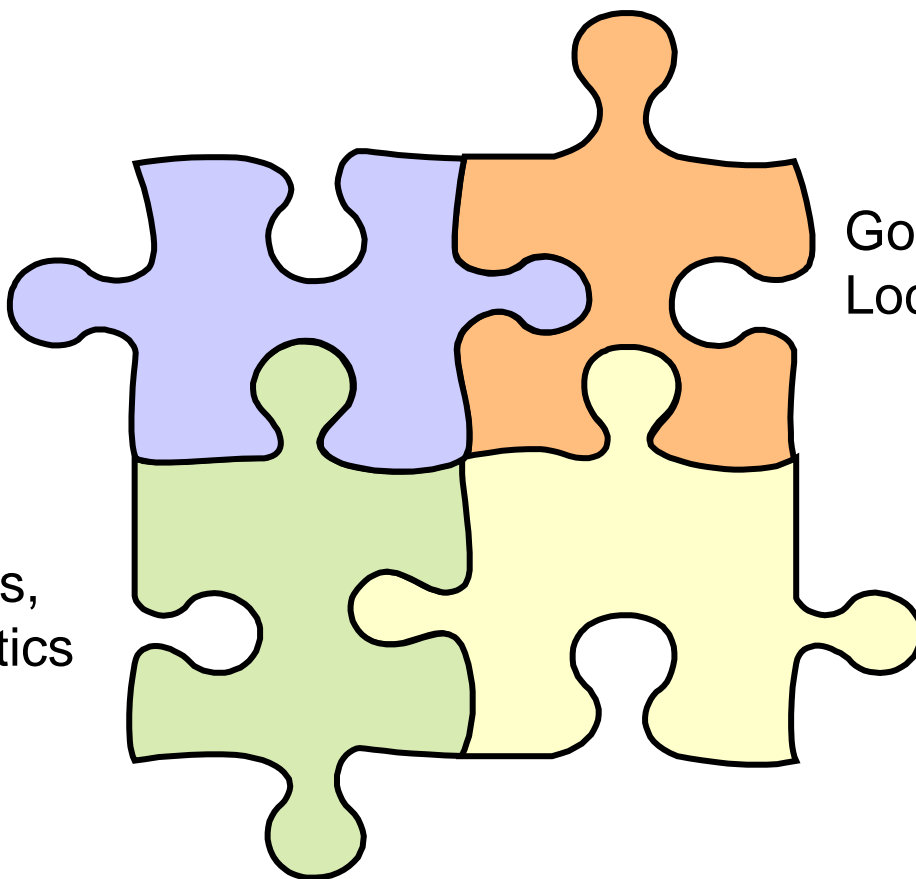
A Variety Of Interested Parties In Port Operations

Community
Leaders

Government Agencies
Local, State & Federal

Carriers, Shippers,
Truckers & Logistics
Companies

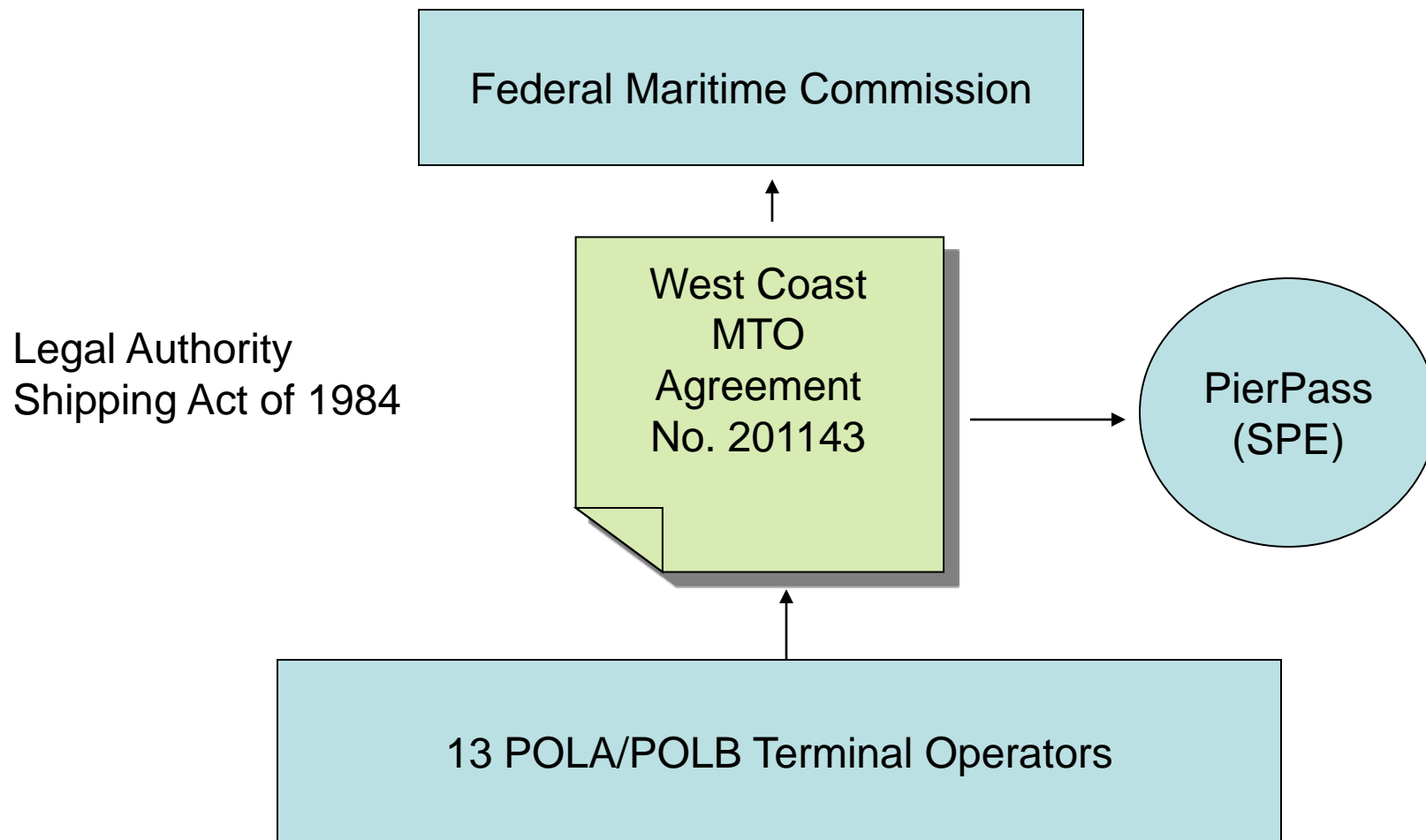
Ports
& Terminals
Operators





Terminal Operators Take the Lead

- Faced with regulation, competing Southern California Terminals form a working group in 2004
 - West Coast Marine Terminal Operators Agreement
 - Develop a concept to fund and administrate a solution to port truck congestion





PierPASS

- PierPass - created by WCMTOs in response to port congestion - 2005
- OffPeak – extra gates to move significant numbers of trucks to nights and weekends
- TMF - collect daytime container fee to subsidize scheduled weeknight and weekend terminal operations

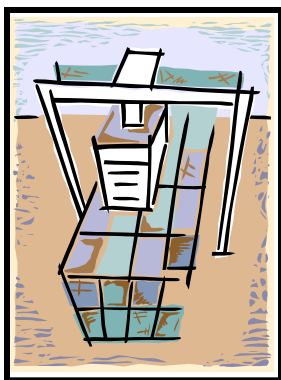


Need for Effective Outreach

- Press releases
- Luncheons
- Industry meetings
 - BCOs
 - Truckers
 - Others
- Email campaigns
- Webinars
- Web site
 - Q&A
 - FAQs
- Service Center



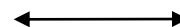
Single Program Interface



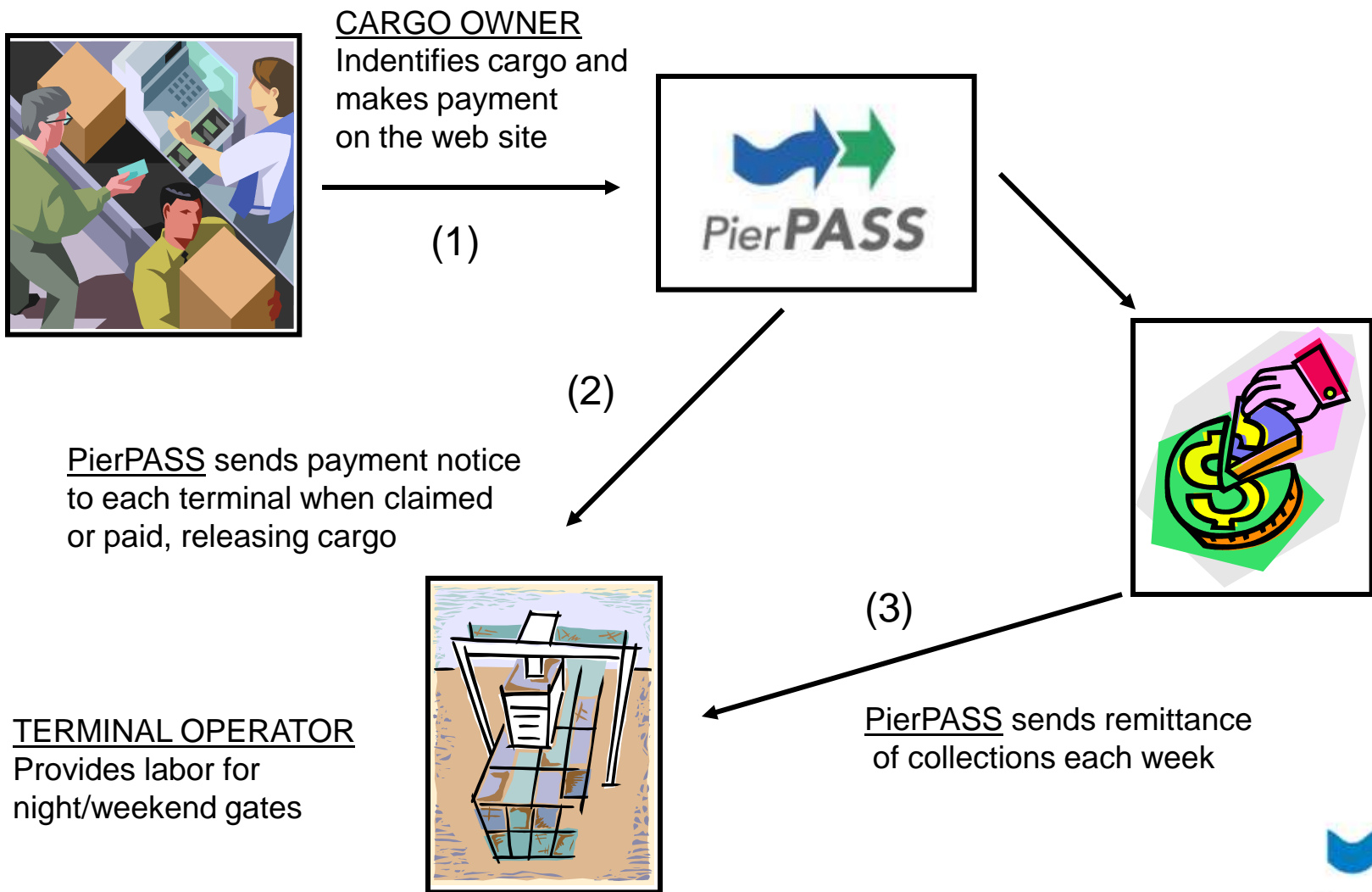
13 Terminals
POLA/POLB
EDI Import
EDI Export
EDI Gate



Computer Systems
WEB and UI
Customer Services
AR/AP
Banking
Public Relations
Legal



Cargo Community
22,000+ customers





Now.....
PierPASS OffPeak



Then.....



Results

- Nearly 20,000,000 truck moves at night since August 2005
- 65 extra gate operations each week at 13 terminals
- 55% of volume at night
- Self funding through published Schedule



Operational Benefits of the OffPeak Program

- Reduction of congestion at port
- Reduction of congestion on the freeway
- Create additional capacity without port infrastructure - better utilization of port facilities
- Higher cargo velocity
- Flexibility for shippers and truckers



Environmental Benefits of the OffPeak Program

- Reducing Freeway Gridlock Reduces Air Pollution
- Reducing a Truck's Idle Time Reduces Air Pollution
- Supports Clean Truck efforts



Thank You