



Remarks to Share with AAPA Colleagues Public Relations Committee Meeting

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Port Performance Task Force

- Need: to improve the marine transportation system to improve service reliability and efficiency
- Structure: executive level port constituents to identify challenges to efficiency and potential solutions to meet those challenges
- How: supported by five working groups – facilitated by senior staff members from PANYNJ
- Who: ocean carriers, marine terminal operators, railroads, motor carriers, equipment providers, shippers and beneficial cargo owners, labor and management

Sample Focus for Working Groups

- Terminal Optimization – gate processing, standardization, gate hours, problem resolution
- Drayage Operations – Truck replacement program, population of drivers, best practices
- Intermodal Equipment – equipment interchange, location and accessibility of equipment
- ExpressRail – operational practices, rail infrastructure, rail expansion
- Government and Community Outreach – communication plan and branding to deliver common positive message on port's commitment to excellence and progress of PPTF – I co-chair this group

Some Random Facts

- Every group will develop KPI's
- 6 Month Timeline – some immediate changes – interim report and further development of missions – port performance will sustain as a mission after task force completes their work
- A new group of port constituents has gained a voice through this process – allowing members to be heard in a way they never were before
- Improved crisis communications – send e-alerts to everyone – good bad and ugly –segmented by interest and what you sign up to receive

Random Facts Continued

- Issue based groups like our PUG or Harbor Ops limit membership – this group captures all stakeholders under one umbrella – and everyone will hear and be heard in the same way and benefit from opportunities to contribute – active involvement of the decision makers most senior level as opposed to middle management
- Strategic group not operational – it isn't a complaint forum it is a place for constructive discussion of ideas and focused on long term opportunities for sustained port performance and productivity
- Survey as part of the information gathering – interim report by all the working groups as a halfway measurement – second survey targeted at specific audience

Some Immediate Results

- As long as you allow misinformation to go unchecked it remains the reality
- Goal to tell our story– immediately and in the long term will include more KPIs for all working group
- Terminal Optimization is already tracking some 3 KPIs against 2013 average – dwell time, inventory levels and weekly gate moves – numbers based on a weighted average
- Independent equipment providers tracking the trend of out of service and new units injected into the market – to show that things are in fact getting better