Driven by IT: 
Port Operations Innovations
Case Study: Technology and the “Clean Truck Program”

AAPA Port Operations and Technology Seminar
June 11, 2009
Southern California
“Clean Truck Program”

Background

- 16,800 trucks serving both ports
- Pressure to eliminate polluting trucks
- Port expansion stymied
- Teamsters drive linked to trucking concession
Southern California “Clean Truck Program”

• Not just a “California Problem”
  – it just happened there first

• NRDC has national strategy

• Teamsters have a national strategy
Port Headlines Throughout U.S.

THE WALL STREET JOURNAL

March 10, 2004
U.S. Ports Hit a Storm
Expansion Plans Are Delayed
As Residents Cite Pollution,
Despoiling of Natural Areas

LA port approves trucks plan with employee-driver provision
JoC Online
Thursday, March 20, 2008

NY/NJ port authority sets carbon-neutral goal by 2010
April 4, 2008
By The JOURNAL of COMMERCE ONLINE

California Aims to Slash Port Pollution
Southern California
“Clean Truck Program”
Technology Employed

• Drayage Truck Registry
• RFID Tags on 16,800 Trucks
• EDI with Marine Terminal Operators
• Tag Fulfillment and Testing Center
Southern California
“Clean Truck Program”
Benefits Realized

- Pollution has been reduced
- Truck velocity maintained
- Low cost through cooperative actions
Southern California
“Clean Truck Program”
Projecting the Future

• Similar pressures in other ports
  — Dupin Chris. “Clean port campaign moves east.”
  American Shipper May 2009: 46-47

• Transition from landlord ports to “caretaker” ports

• Low cost through cooperative actions
Who We Are
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- Financial, operations and tech experts
- Working exclusively in:
- Transportation and logistics industries
- Sister companies for service delivery:
  - MetriTech (including tag center operations)
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