

11

ISSUE
THE VOICE
2020

OCTOBER 21ST, 2020



We won't be silenced.

THE VOICE

An Official HTA Newsletter



IN THIS ISSUE

- Completion of iconic new bridge celebrated in Long Beach
 - Help drive the development of San Pedro Bay's digital infrastructure!
 - Blume CarrierGo Premium is Democratizing Technology for Trucking Companies
- and more..*

DIAMOND SPONSOR



Health Net®

PLATINUM SPONSORS



California Dreaming: Zero-Emissions Goals Lack Strategies for Successful Implementation

by Weston LaBar, CEO of the Harbor Trucking Association

It is said that a goal without a plan is nothing more than a dream. As California continues to establish ambitious goals to convert the state's drayage industry to 100% zero-emissions (ZE) by 2035, they've lacked the necessary strategic approach to cultivate a plan to make these goals achievable.

While trucking companies are investing in ZE technology and testing equipment, the state's grid infrastructure is woefully deficient and cannot supply enough residential power during heatwaves, with planned outages to control power costs and combat wildfire conditions. The inability to achieve the lofty goals set by Governor Newsom and the California Air Resources Board (CARB) will be a direct referendum on the inabilities of government to create a realistic strategy.

CARB estimates that it will take in excess of \$3 billion in annual investment to transition fleets to ZE trucks, that is, when the vehicles become commercially available. The necessary investment in infrastructure is also in the billions and last year, prior to a record budget deficit of \$54.3 billion due to Covid-19, the Newsom administration proposed more than \$100 million in cuts to sustainable freight funding in his budget.

Beyond the lack of commercially available/viable equipment, dearth of infrastructure, and contradictory policies that need to be updated, there has been zero effort in creating an approach that incentivizes early investment and generates consumer confidence. There has also been no acknowledgement that the best way to achieve climate change goals is to have a competitive freight industry in California, who's ports already boast the world's cleanest fleet of trucks, in a manner that creates true environmental and economic sustainability.

Transitioning to zero tailpipe emissions, but chasing freight to other ports, means California might create marginally better local air quality while creating more global emissions and undermining any efforts to fight climate change. Emissions generated by ships traveling longer all water routes to ports serviced by trucks who lack the same environmental regulatory oversight of those in California makes absolutely no sense in the "war against climate change."

Continued...

If California wants to truly lead on climate change, leadership needs to work with industry to create the nation's most competitive supply-chain. One that will entice more freight to move through the cleanest ports in the world today. Masquerading local air quality measures as climate change initiatives is unenlightened and irresponsible. With a realistic approach, built on collaboration, we can do **MUCH better**.



Port Optimizer™

Driving Visibility & Execution in an Integrated Supply Chain



HELP DRIVE THE DEVELOPMENT OF SAN PEDRO BAY'S DIGITAL INFRASTRUCTURE!

Now more than ever, Wabtec's Port Optimizer can improve supply chain performance with increased visibility and predictability of shipments in the San Pedro Bay Port Complex. With participation from all major global shipping lines and all marine terminals within the Port of Los Angeles, Port Optimizer offers consolidated information across the entire port complex. It allows multi-terminal/carrier views with best-in-class information. Direct connections with source providers allow for the fastest and most accurate data in the industry. Additionally, this tool allows you to better prepare and plan your everyday operation!

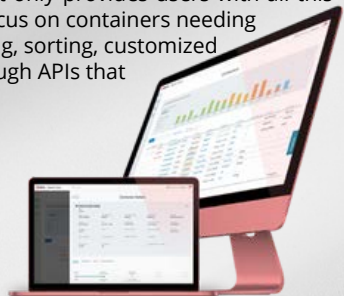
The Port Optimizer initiative creates digital infrastructure as a competitive differentiator for port authorities looking to increase efficiency and throughput. Port Optimizer can also help the drayage community respond to dynamic conditions, align people and resources, and proactively communicate across functions-enabling maximum asset output and delivery performance.

Wabtec is proud to announce their partnership with HTA to create a working user group to provide feedback on the Port Optimizer platform and its applications, including Track & Trace, API Store and Control Tower. With the most direct connections to global shipping lines and marine terminals, Port Optimizer provides the fastest and most accurate data in the industry for about 90% of import containers coming into San Pedro Bay.

Import data includes: ETA/ATA, holds, availability, discharge time, demurrage, yard location, and more. In addition to import container data, Port Optimizer also includes other key vessel and terminal information, such as early acceptance and cutoff dates, turn times, gate hours and empty receiving, with historical and archiving capabilities. With this robust container import data, terminal data and historical views, Port Optimizer helps increase dual transactions, total truck turns and eliminate fees.

All this data can be securely accessed through the Port Optimizer Track & Trace application at no cost by simply signing up at www.portoptimizer.com. Track & Trace not only provides users with all this critical data but offers a wealth of features to help users find and focus on containers needing the most attention. These features include, universal search, filtering, sorting, customized alerts and more. In addition, Port Optimizer offers this data up through APIs that can be accessed through the Port Optimizer API Store.

If you are interested in joining the Port Optimizer HTA Users Group and helping drive future development of our applications and APIs please reach out to eric@harbortrucker.com. Wabtec looks forward to partnering with you to drive the most advanced digital infrastructure in the world.



Track & Trace

TRACK ALL YOUR IMPORTS FOR LOS ANGELES & LONG BEACH

Track **15+** Data Points in Real Time

Terminal Visibility
Empty Returns (Historical), Container Status, Turn Times, Chassis, Holds, etc.

API Connections For TMS Users

GOLD SPONSORS



SILVER SPONSORS



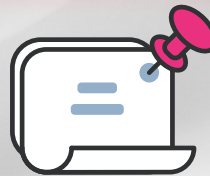


Blume CarrierGo Premium not only provides you the tools to instantly digitize your operations, but also gives you access to the largest network of shippers and freight forwarders tendering dray moves.

Scale your business quickly and easily with Blume CarrierGo Premium. What do you have to lose?

www.carriergo.com

CLASSIFIEDS



Have an HTA-exclusive program? Feature it here! Please contact eric@harbortrucker.com

CHASSIS

Milestone provides HTA members with flexible, priority access to premium chassis at preferred pricing. Book daily rentals/short-term leases through [ChassisFinder](#) or call Sandra Magallanes at (310) 735-1028 for long-term leases.

FUEL

Fuel discount cards will be available for drivers at **Harbor Truck Stop**! Drivers can take advantage of a great fuel discount by simply asking one of our friendly HTS team members!

TELEMATICS

BlackBerry Radar® is a complete asset tracking solution providing reliable visibility to trailer, chassis, containers and equipment. These ruggedized devices are easy-to-install, low maintenance and long-lasting to minimize operational disruptions and maximize your ROI. HTA members can enjoy a free pilot program to try Radar H2 today. Go to <https://www.blackberry.com/us/en/products/blackberry-radar> to learn more.

BRONZE SPONSORS



Commercial Carriers Insurance Agency, Inc.
A SUBSIDIARY OF REINSURANCE GROUP, INC.



WOODRUFF SAWYER



KUEHNE + NAGEL



PORTPRO



Anytek
Specialists in GPS Tracking Solutions



A Sempra Energy utility



NAVTRAC

IT'S YOUR TURN-TIME

with Mandeep Nijjar





COMPLETION OF ICONIC NEW BRIDGE CELEBRATED IN LONG BEACH WITH A PARADE OF GREEN TRUCKS

All Photos are Courtesy of Port of Long Beach

On October 2nd, a sparkling parade of green trucks, a dramatic vintage aircraft flyover, and fireboat sprays christened the ceremonial opening of the new bridge at the Port of Long Beach, reaffirming the region's importance to international shipping and heralding in an iconic structure that dramatically shifts the Southern California skyline.

The six-lane, nearly 2-mile-long bridge opened to traffic Monday, October 5th, marking the end of a nearly 10-year, \$1.47 billion effort to replace the 52-year-old Gerald Desmond Bridge, which was too narrow and too low to accommodate today's roadway cargo traffic demands and the larger cargo ships that began arriving at the Port of Long Beach years ago. While the Port of Long Beach is big ship ready, the lower Desmond Bridge was nearing of its expected lifespan and needed to be replaced to provide a long-term, reliable connection to Terminal Island. More than 15 percent of the nation's imported container cargo travels over this bridge route.

"This is a historic day for our city and for the nation," said Mayor Robert Garcia. "We know that this project is a phenomenal marvel of architecture and infrastructure. It connects our Port and the world. All of the commerce that we depend on will go over this bridge — connecting Long Beach to the rest of the country."

The bridge serves one of the largest port complexes in the world. More than 2.5 million jobs throughout the U.S. are related to the Port of Long Beach. Every year, the Port handles cargo valued at more than \$170 billion.



Jim Gillis, PDS President, says, "This 'Bridge to Everywhere' is going to become one of the great national landmarks and Pacific Drayage Services was extremely honored to help represent the Harbor Drayage Community in Southern California in celebrating this momentous event for the great City of Long Beach!"

The live-streamed commemoration featured a coordinated procession via land, sea, and air highlighted by a "first drive" over the bridge led by 30 low- and zero-emissions cargo trucks brought together by the Harbor Trucking Association representing the Port's terminals and major shipping lines and 34 classic cars highlighting the 109-year history of the Port. The procession included the debut of Volvo's battery-electric heavy-duty cargo truck that, along with other truck manufacturers building the latest zero- and low-emission vehicles, will help the Port of Long Beach achieve its clean air goals by 2035.

The HTA is proud that many of our members were the first to cross this one of kind bridge connecting the Port of Long Beach to downtown. This is a great example of members leading the charge on clean trucks.

"We want to thank the Port of Long and all the hard-working steelworkers who worked tirelessly alongside the engineers in erecting this incredible bridge. We are extremely grateful for the opportunity that was given to the drayage community and their drivers for allowing us to participate in this historic ceremony commemorating the new Gerald Desmond bridge," said HTA President Robert Loya.



Welcome!

Join us in welcoming our new sponsors & members below. Thank you for joining the community and for your continued support.

Ben Soleimanieh
RA Trucking
New Carrier Member



UPCOMING WEBINARS

LMC Webinar: A TMS for the Small to Mid-size Carrier with 3PLFreightSoftware

Thur., Nov. 5th, 2020
11:00 AM - 12:00 PM PDT

Come meet new HTA sponsor 3PLFreightSoftware as they demonstrate their TMS designed for the Small to Mid-size carrier. See the unique features that are tailored to fit your operation.

Speaker: Hector Espinoza of 3PLFreightSoftware

REGISTER HERE

BLUME CARRIERGO PREMIUM IS DEMOCRATIZING TECHNOLOGY FOR TRUCKING COMPANIES



The supply chain is a complex ecosystem, dependent on both small and large players to ensure that goods are delivered, and consumers' demands are met. As digitization becomes more accessible, customers no longer want to deal with paper and manual processes that take up their time and resources. Within this ecosystem, all trucking companies are integral players, but many often struggle to meet customer expectations and even stay in business.

While some trucking companies are equipped to meet these demands, many don't have access to the technology that delivers continuous updates and allows them to communicate with their customers at every point of their shipment's journey.

- **The Value of Investing in Technology for Trucking Companies**

Trucking companies have to digitize their operations at a minimum to solve the challenges they face. There are several direct ways that investing in technology now can help trucking companies be better prepared for the future.

Investing in technology helps small trucking companies streamline logistics processes and save on hidden costs. Previously, this type of technology was limited to large, high-profit trucking businesses. The rise of cloud computing platforms like Google Cloud Platform (GCP) and multi-tenant software like Blume CarrierGo enables the democratization of technology making trucking software available to trucking companies of all sizes, even the smallest owner-operator trucking company, for a low cost and easy onboarding.

- **How CarrierGo Premium Empowers Trucking Companies**

In the face of this landscape, we launched Blume CarrierGo™ Premium with the purpose of empowering all trucking companies with easy access technology. Based on a single digital platform, Blume CarrierGo Premium is a solution for motor carriers worldwide and their drivers to effectively manage end-to-end business operations.

- **Customer and Order Management**

With Blume CarrierGo Premium, dispatch managers gain the ability to manage all their customer information and orders on a single platform. They are also enabled to expand their business by digitizing their work order management and more easily participating in a spot market within their network and the broader Blume network.

- **Automate Invoicing, Payments and Manual Processes**

By onboarding Blume CarrierGo Premium, dispatch owners can automatically generate invoices, pre-approve unanticipated accessorial fees and fuel surcharges to reduce or eliminate freight audit time enabling faster approval of invoices and lower risk of payment delays. To meet the demands of customers and save time, dispatch owners can also eliminate the reliance on paper and other manual processes to accept or reject, execute moves and invoice customers.

- **Driver Manager**

In addition, Blume CarrierGo Premium enables dispatch owners to manage all of their customer and stay connected with their drivers and automatically assign work orders to individual drivers through our mobile app. Through alerts and visibility into their driver's locations on our desktop application, dispatch owners also gain real-time updates on their drivers, allowing them to run their business more efficiently.

- **Blume CarrierGo Premium App**

Through Blume CarrierGo Premium's mobile app, drivers benefit gaining the ability to communicate electronically with their dispatcher, from reporting milestone events all the way to capturing proof of delivery on glass while on-the-go.

To learn more about Blume CarrierGo Premium, visit our website today.

Blume CarrierGo Premium is the TMS designed to accelerate your journey to becoming truly digital. Based on a single digital platform, Blume CarrierGo Premium is a solution for drayage motor carriers worldwide and their drivers to effectively manage end-to-end business operations.



Are you in need of Commercial Liability Insurance?

Search no more and apply today! You can request whatever level of coverage you need. As an HTA/TAP member you are eligible for discount credits if your driving record is clean.

REQUESTING A QUOTE IS EASY...Join the TAP and go online to fill out an application. At the HTA we have created an exclusive program for owner-operators and independent contractors. Join the community today and start saving.

**SIGN UP TODAY AND GET
YOUR FIRST YEAR FREE.
FOR MORE DETAILS
EMAIL
KARLA@HARBORTRUCKER.COM.
www.harbortrucker.com**

**#htastrong
#truckeradvantageprogram**



The Voice is designed and edited by:

Karla Sanchez-Jimenez
Director of Programs & Communications
karla@harbortrucker.com

Follow us on Social Media!

