



THE VOICE

MAY 2022

The Official HTA Monthly Newsletter

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HOW MANAGING YOUR CONTAINERS LIFECYCLE TRANSLATES INTO FASTER OPERATIONAL FLOW IN THE FINAL MILE

Brought to you by: Blue Cargo Team

Despite e-commerce slowing down these past few weeks, the last-mile capacity nevertheless still feels tight. No one can precisely forecast when it will stop. However, "for anyone dealing with the challenges of the first and last mile, there's no time to wait for that to happen.

Good, secure drivers remain hard to find and shortage in equipment is still a lingering problem as well. While Freight forwarders need visibility on data more than ever, trucking companies and drayage operations are at the epicenter of it all. This is where automation and digitization sit today.

Recent feedback from one of our customers highlighted the fact that shippers and BCO's requests have shifted quite a lot lately, and whereas they followed our leads and responses, now they want to know the details of whether there are appointments to pick up a container or return one - if we did book that appointment - and when this will show in the bill of lading. So we are beginning to be tight in an exchange of information we didn't face before. Given where digital information can be reported, tools like **BlueCargo** help in our operational needs."

First and last-mile shipping of food and smaller items will develop much less unexpectedly in 2022, however, the first and last-mile delivery of bulky ones will continue to grow as retailers try to apply lessons learned.

Now, when it comes to these two touchpoints, BlueCargo has developed into getting accurate information and data on each container's journey, from the moment a container is still "on vessel" to the moment a container is returned to a terminal, giving the ability to find rapidly appointments to pick up at the terminal and return an empty. The data provided allows not only to move faster but also to avoid surprises when it comes to late fees.

CONTINUED

Service Quality and Operational Flow

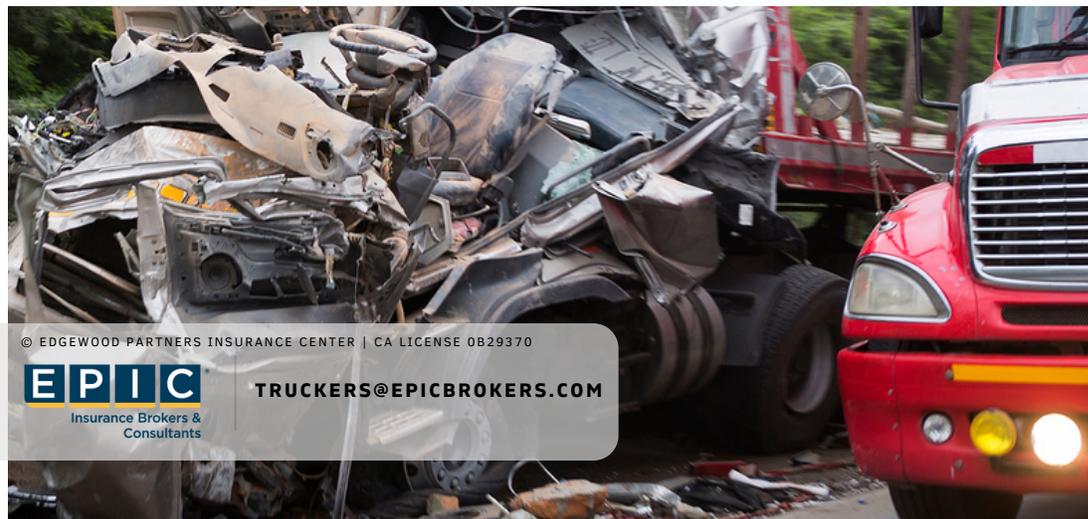
The bar for the quality of **service in the first and last mile, especially for the operations in the LA/LB ports**, is high! BlueCargo's business model allows our customers to focus on what matters most to them and their operational flow. Some focus solely on returning empties and retrieving the needed documentation to dispute Per Diem invoices, some focus mainly on tracking their containers, and some do a combination of both to optimize their expertise when talking directly to their own customers. What's more, is that each company can use the platform based on its volume of TEUs. Giving access to more visibility on more containers has strengthened their service quality as they are given accurate details on what's going on at the terminals.

Smaller carriers, national carriers, small to large BCOs, as well as freight forwarders who use the platform can therefore build a trust that was lacking, especially during the difficulties the pandemic has created in the ships' arrivals. They can now adapt to the fluctuations of the industry and grow with BlueCargo.

Any guess now on the future of that last mile?

Where 2022 will end up is unclear. Current expectations are that online retail will continue to grow, based on data captured in the three last years, even if consumers seem to shift their demands towards travels and experiences. The retail high bulk orders will start softening at the end of the year. This is great timing and opportunity to start shifting manual operations and Excel sheets to a more fluid style of operating and facilitating the work of anyone in a company, from Dispatchers to Customer Service, including Operations managers.

It is highly recommended to start preparing now - before the end of the year - when we'll probably see another record of online sales for the holiday season. Once a whole team has transitioned fully to work with a user-friendly online operational tool, such as BlueCargo, then companies will see significant growth in revenues, time saved, customer satisfaction and retention, quality of service, and operational flow.



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TRUCK ACCIDENTS-WHAT YOU NEED TO KNOW

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How to Avoid Truck Accidents

BRAKE SLOWLY.
Give vehicles behind you a warning that you are turning.

AVOID PANIC STOPS.
Signal early to give more warning to drivers that are not paying attention is distracted or tailgating. Always be aware of other drivers. If you notice a truck driver in front, behind, or in another lane being negligent, use extra caution to ensure your safety. Signs of negligent driving include:

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GeoStamp
YOUR DATA DELIVERED

VOYAGE CONTROL

Clean Energy

FORUM MOBILITY

CenterPoint

NIKOLA

SILVER SPONSORS

Long Beach Container Terminal

WBCT

EVERPORT

BYD

electrify america

samsara

BLUE CARGO

PACIFIC TERMINAL SERVICES COMPANY, LLC

Peterbilt

FENIX MARINE SERVICES

SSAMarine
A Carrix Enterprise

APM TERMINALS
Lifting Global Trade

VOLVO

TRINIUM Technologies
WISETECH GLOBAL GROUP

ITS

TOTAL TERMINALS INTERNATIONAL, LLC

YTI YUSEN TERMINALS LLC

EDRAY
VISIBILITY EXECUTION INNOVATION

- Swerving into other lanes
- Following cars too closely
- Driving too fast for the conditions



Welcome!

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

Peter Friedmann
AgTC

New Silver Sponsor

Coral Lopez
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New Bronze Sponsor

Brad Bayne
4 Gen Logistics
New Carrier Member

David Duncan
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New Carrier Members

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All Modal Transportation
New Carrier Member

Mark Beidleman
Inter-City Delivery
New Carrier Member

Luis Herrera
Herrera Logistics, LLC
New Carrier Member

Driver Caused Accident Statistics

30,000 were caused by drivers' decision-making, such as driving too fast for the conditions, misjudging the speed of other vehicles, or following too closely behind other vehicles.

22,000 were caused by inattention, such as distraction inside or outside the vehicles as well as other observation failures.

9,000 were caused by falling asleep at the wheel or a medical emergency.

7,000 were caused by driver's performance, including overcompensating or losing control.



Top 10 Factors Contributing to Truck- Passenger Vehicle Accidents

1. Interruption of traffic flow
2. Unfamiliarity with the road
3. Inadequate surveillance
4. Driving too fast for the conditions
5. Illegal maneuver
6. Inattention
7. Fatigue
8. Illness
9. False assumption of other driver's actions
10. Distraction



Large Truck Causation Study

A Large Truck Causation Study was conducted by the Federal Motor Carrier Safety Administration. They investigated over 141,000 truck accidents. The findings revealed the following:

- 68,000 truck accidents were attributed to the driver
- 8,000 were attributed to the vehicle
- 2,000 were attributed to the environment

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Vu Transportation
New Carrier Member

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LACBFFA
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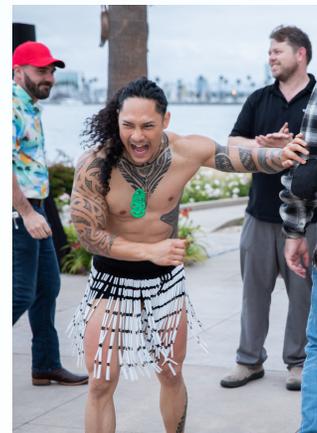
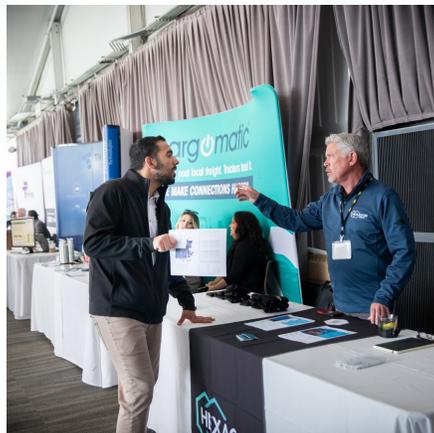
Daniel Mulligan
Whitcrow Inc.
New Affiliate Member

THANK YOU FOR MAKING DRAYTECH 2022 A RESOUNDING SUCCESS!

This year's DrayTech was our most successful and well attended ever! Thank you to all Vendor Sponsors and HTA Carrier Members who participated. We had a tremendous amount of positive feedback and look forward to another great event next year. While we always strive to make this the premier tech event for the Drayage industry here in Southern California, we can't do it without you!

Thank you again from all of us at HTA!

-Matt Schrap, CEO Harbor Trucking Association



Follow us on Social Media!



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