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THE VOICE  
2021

JULY 20TH, 2021



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- TIPS FOR DRIVER RECRUITMENT
- AVOID PITFALLS SURROUNDING EV CHARGING
- EVENT AND EXPO CALENDAR

and more..

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# BUSH LEAGUE

By Matt Schrap, CEO, Harbor Trucking Association

While big-league supply chain issues continue to plague intermodal operations across the country, at the Port of Oakland, truckers and their goods movement partners are facing down a project that will drastically alter the port landscape and directly impact the future of close to 80,000 jobs supported by Oakland maritime operations.

Most in the transportation industry are familiar with the proposed land grab being pushed by ownership of the Oakland A's Major League Baseball team. For those in the nosebleed seats who may have missed the first pitch, the scheme is affectionally known as the Howard Terminal Project. Aptly named after the port terminal it seeks to usurp. The proposal includes a multi-use baseball stadium, a hotel, premium office space, and a high-rise condo development right smack dab in the middle of the third largest maritime port in the fifth largest economy in the world.

Since 2019, the A's have been perpetuating a false narrative to support their cause with questionable representations of the project's overall benefits and impacts. For example, the outright dismissal of potential consequences the Howard Terminal project will have on seaport operations

and surrounding communities is evidenced in the woefully inadequate Draft Environmental Impact Report (DEIR) that currently sits in legal limbo.

Despite the uncertainty surrounding the outcome of the DEIR, in order to maintain the narrative, the City of Oakland, at the behest of the A's, is going ahead with a symbolic, non-binding vote on a draft term sheet developed by city staff that by itself leaves much to be desired. If passed it will undoubtedly help clear the baseline for eventual approval of the project by the City. Much to the chagrin of anyone working in the supply chain that the Port supports.

Another curveball in the doctored depiction being forced home by project supporters is the cavalier claim that Howard Terminal is not "physically connected" to other maritime operations at the Port of Oakland. While this claim has been repeated ad nauseam, there is no doubt to anyone actually working in maritime operations that Howard Terminal is in fact directly connected as an integral part of the working waterfront, providing more than 1,100 truck parking stalls that are critical to traffic management at the port.

Continued on page 3





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Howard Terminal is home to over 300,000 truck moves annually and is integral to Goods Movement in Oakland

These stalls cannot merely be moved to other locations in the surrounding areas without detrimental effects on regional traffic congestion and overall port operations. Over 300,000 gate transactions take place annually at the project site, yet little, if any recognition has been given to the critical role these transactions play in overall Port efficiency. Project supporters are simply ignoring a critical component in the primary economic engine for the local and regional economy for the sake of political expediency and of course, a shiny new ballpark.

The HTA, our Oakland members, and our supply chain partners have been fighting hard against the Howard Terminal project from the outset. Our coalition has asserted that this is nothing more than a land grab for a multi-million-dollar development project that only benefits the ones doing the developing. It is also our view that any rational person should understand that industrial seaport operations cannot harmoniously coexist with high-priced, high-rise condominium projects; once millionaires move in, the industry gets moved out. – check the scorecard.

It is truly unfortunate that the A's have been holding the City and the community in an unwinnable pickle, threatening to hit the bricks if they don't get their way. The team has continually stated that Howard Terminal is the only place they will play ball in Oakland, further pressuring an already vulnerable community that has lost two major sports franchises in as many years. And while it's been said before, and at risk of sounding like a broken record, we'll say it again: if the A's were truly "Rooted in Oakland", they would not be seeking to disrupt and dismantle a thriving seaport and would instead endeavor to develop the more than appropriate, community preferred site at the Coliseum complex.

From their efforts over the last two years, it is clear that the A's would rather abandon the City entirely than look for an alternative site at the Coliseum.

If the A's ultimately get their waterfront ballpark, their petty selfishness will only serve

to upend port operations and in due course, the livelihoods of tens of thousands of hard-working men and women who have done more for the community and the city of Oakland than the A's ever had. "Holy Toledo!", indeed.

**Stay Tuned!**

PS. As a lifelong A's fan who grew up going to games at the Coliseum and spending summers listening to Bill King call games on the radio, I am more than disappointed in the green and gold for this whole HT fiasco. Luckily, I have been a fan of Oakland sports teams for close to four decades, so I am used to unrelenting disappointment, but this chin music is taking it to a whole new level. Hopefully, the right thing will happen, and a new ballpark village will emerge at the Coliseum complex with a shiny new stadium, housing, office space, hotels etc...right next to the airport, totally accessible by existing public transportation and in a community that could seriously benefit from some thoughtful redevelopment. If the A's turn their back and hi-tail for the high desert just cause they don't get their way, then it's likely the City and the community is better off without them. I'm sure another team with a more community-focused ownership group would embrace the City in all its glory. Someone call Dave Stewart!

-- Matt



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See full flyer for details

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# Tips to Keep Your CDL Drivers Engaged Through the Recruiting Process

Brought to you by:



Modern driver recruiters are used to fighting an uphill battle. Not only is there a years-long driver shortage to contend with, but the recent pandemic has left the competition for qualified drivers even more intense than ever. Nothing is worse than pouring everything you have into conversations with driver applicants to have them go dark and fall out of communication for no reason. This black hole is a dangerous place for applicants and leaves little hope for recruiters of pulling them back out again.

As more recruiting teams work to streamline their operations to compete in this new age of driver recruiting, there is somewhat of a double-edged sword when trying to keep drivers out of this black hole. On the one hand, recruiters are learning new ways to be more effective and efficient, giving them the chance to engage more drivers and get more done in a day. On the other hand, however, is the fact that recruiters are under more pressure than ever, there's zero room for error - no driver can slip through the cracks.

The bottom line is that driver applicants must be continuously engaged throughout the entire application, interview, and onboarding process. Drivers can go dark at any minute until the time they are on the road, which means recruiters must constantly be on the ball and diligent with their engagement strategies. Here are some tips and tricks for keeping drivers engaged throughout the recruiting process to ensure they don't go dark:

### Pre-application:

- Start engaging with drivers before they even apply. Become active on industry forums, post on message boards, social media, and ask your current drivers for recommendations.
- Update your website to include a "learn more" form as well as an application form. This way, drivers can enter their information even if they aren't ready to apply, and your team can reach out to them on an ongoing basis to check-in.

### Need to Hire Drivers?

Driver Reach has an exclusive program for HTA members. Check them out [online](#) or Contact Benton Landers for more details: [blanders@driverreach.com](mailto:blanders@driverreach.com)

### During the recruiting process:

- Once drivers apply, set up a clear line of accountability with recruiters to follow up and engage the applicant. This could include assigned tasks, alerts, and other things to make sure people know exactly what they're responsible for.
- Leverage automated follow-ups to constantly reach out to drivers who are in the middle of the recruiting process. If you're working on previous employment verifications, for example, that may take a couple of days, check-in with the applicant via email or text to let them know when you will be done.

### Retention:

- Set up recurring check-ins with your drivers who are on the road to make sure they're satisfied with their situation. Ask questions and get feedback to continue to optimize your organization's driver experience.
- Build a company culture based on your drivers. Take proactive steps to make sure your current drivers stick around, such as all-company meetings, newsletters, social media posts, forums, and more.

### Want to learn more?

Implementing new driver engagement strategies can be a fun, creative part of the recruiting process - if you have the right tools in your corner. If your team is ready to find new ways to connect, communicate, and engage with drivers, the team at DriverReach is on hand to help you find the strategies that work for you. You can learn more by scheduling a one-on-one consultation today.



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# MOST COMMON EV CHARGING MISTAKES

by US GAIN

Electric vehicles are here for many commercial applications and emerging for others, but the question remains – are fleets ready? Vehicle manufacturers have been diligently working to expand fleet access to electric vans, trucks, and buses. As of January 2021, there were 44 electrified medium-duty models, 24 heavy-duty, and over 40 bus models on the market. However, as fleets incorporate electric vehicles into their operations, many struggle to achieve those anticipated total cost of ownership benefits initially expected, due to three common EV charging issues.

## MISTAKE #1: OVERLOOKING CHARGE MANAGEMENT

Imagine returning to your electric vehicle only to find the charger lost connection and now, you have a dead battery. In this case, you might now have to charge during peak demand hours which translates to incredibly high charging costs. Or maybe you don't have to imagine that because it already happened. This is where many realize the importance of charge management.

Did you know there's a difference between building a charging site and building a smart charging site? Well, there is... a big difference, in fact. Smart charging sites can shift peak loads, tapping into the lowest electricity rates possible to avoid demand charges which is often referred to as charge management. Additionally – this approach enables fleet managers direct insight into vehicle charging status, vehicle diagnostics, and electric consumption. Ultimately, charge management provides fleets with the effective, efficient charging experience they envisioned.

## MISTAKE #2: IGNORING RENEWABLE ENERGY BENEFITS

Perhaps you have a charging site, but is it operating at maximum efficiency? Through procurement of renewable energy credits (RECs), utilization of wind and solar, as well as evaluation for renewable natural gas (RNG) as a feedstock to electricity generation, your charging site's carbon footprint can dramatically decline, leading to environmental and economic benefits.

Purchasing electricity directly from off-grid generation facilities, like solar could yield high cost savings. In addition, selling power stored in EV batteries back to the grid during periods of peak demand not only lessens maximum loads, but allows EV owners to capitalize on high electricity prices (McKinsey). Again, helping fleet operators avoid extra costs while maintaining a reliable charging platform.

Additionally, site utilization of renewables amplifies credit generation possibilities and ultimately, financial returns in regions with clean fuel programs like California and Oregon. Economic benefits of these programs are key to continued adoption of alternative technologies within the transportation sector. Further, we expect more clean fuel programs to solidify in the near-term and also anticipate electric charging to generate credits under the United States RFS program in the not too distant future. Learn more about credit generation here.

## MISTAKE #3: IMPROPER PLANNING

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According to FleetOwner, being able to better understand route predictability, maintenance costs, and design a facility for future growth will all aid in avoiding unexpected equipment maintenance, increased costs, and charging challenges. Therefore, planning ahead for where you are today and where you want to be is key.

### Interested in On-site Charging or Fueling?

Contact U.S. Gain to learn more.  
Randy Richards, [richards@usgain.com](mailto:richards@usgain.com)



# Upcoming Events

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AUG 18

**SoCal Member Meeting**  
(Sponsored By YTI)

AUG 30 - SEP 2

**ACT Expo at**  
**LB Convention Center**

SEP 10

**DrayTech 2021 at**  
**Hotel Maya, Long Beach**

SEP 12 - 14

**IANA Expo at**  
**LB Convention Center**

**Don't Miss Out!**



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