



Innovative Technology and Programs

Virtual Container Yards to Decrease Congestion and Improve Efficiency

Presented by
eModal

Long Beach Convention Center
February 27, 2007



eModal Port Community System

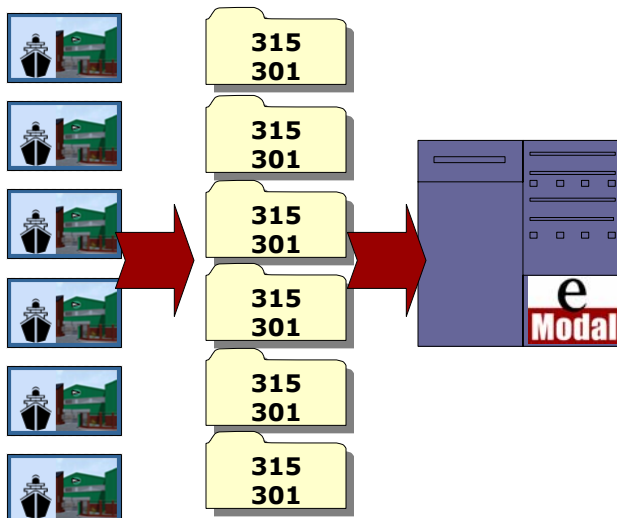
VCY – an integral part of the Web-based applications for the entire Transportation Community at www.emodal.com



- ✓ Common portal for multi-terminal container and booking status.
- ✓ Status integration and notifications.
- ✓ **VCY**
- ✓ Appointments.
- ✓ On-line fee payments.
- ✓ Per-diem management.
- ✓ Trucker verification security.
- ✓ Electronic Delivery Orders.
- ✓ Depot management.



The eModal Port Community System:
Mapping provided by eModal.
Data feeds at MTO-determined frequency using FTP and Webservices.



Select	Container	Terminal	Available	Customs	Fees	Freight	In Yard	Last Free Day	Size/Type	Vessel	Voyage	Load/Empty
<input type="checkbox"/>	APZU3080631	PNCT	YES	RELEASED		PAID	G	7/18/2006	20~ DF	VLU	127E	L
<input type="checkbox"/>	BAFU8894734	SCSPA							20~ DF		007W	L
<input type="checkbox"/>	CARU9636630	NIT	YES	RELEASED		PAID	W		40~ D	MAERSK ROTTERDAM	548W	L
<input type="checkbox"/>	CCLU4446630	PNCT	NO	RELEASED		PAID	OG	7/14/2006	40~ DF	Unknown Vessel	247E	L
<input type="checkbox"/>	CRXU1436785	PIER400	NO	RELEASED	\$225.00	PAID	W	7/13/2006	20~ DF	MAERSK GIRONDE	0615	L
<input type="checkbox"/>	GESU5025032	SCSPA	YES				G		40~ DF		00610W	L
<input type="checkbox"/>	GESU5025032	MSK-CHS	NO	HOLD		DUE	G		40~ DF 9~6"	Sealand Commitment	0610	L
<input type="checkbox"/>	GLDU2940833	PNCT	YES	RELEASED		PAID	G	7/17/2006	20~ DF	CISL MELBOURNE	009W	L
<input type="checkbox"/>	HLXU4162336	NIT	YES	RELEASED		PAID	G		40~ DF	NYK KAI	084W	L
<input type="checkbox"/>	KNLU3375336	SCSPA	YES									
<input type="checkbox"/>	MOLU2740336	TRPLA	YES				OV	7/18/2006		MOL ENTERPRISE	027W	
<input type="checkbox"/>	MSCU4702038	NIT	YES	RELEASED		PAID	W		40~ DF	MAERSK ROTTERDAM	548W	L
<input type="checkbox"/>	SUDU4586732	SCSPA	YES				G		40~ DF	CSAV CHICAGO	060N	L
<input type="checkbox"/>	TRLU3196893	PIER400	NO	RELEASED	\$1,575.00	PAID	W	7/3/2006	20~ DF	SEA-LAND CHARGER	0612	L
<input type="checkbox"/>	TTNU9759085	PIER400	NO	RELEASED	\$675.00	PAID	W	7/11/2006	40~ DF 9~6"	KNUD MAERSK	0612	L
<input type="checkbox"/>	YMLU2711531	NIT	NO				W		20~ DF	UNKN	n/a	E
<input type="checkbox"/>	YMLU4512734	ITS	YES	RELEASED	\$0.00	PAID	W	7/14/2006	40~ DF	GENOA BRIDGE	24	L
<input type="checkbox"/>	YMLU4847738	ITS	YES	RELEASED	\$0.00	PAID	G	7/14/2006	40~ DF	GENOA BRIDGE	24	L

Virtual Container Yard

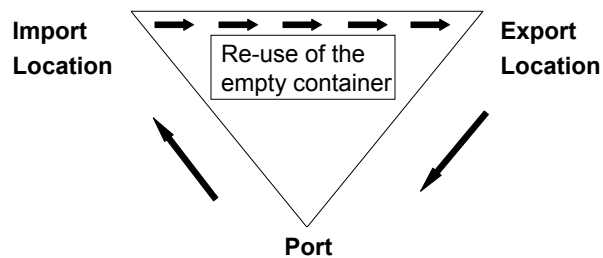




Definition of VCY

A Virtual Container Yard is a street turn.

The “virtual” component reflects the use of technology to implement, manage and display via the Web.



Ocean Carrier Benefits

- Greater asset utilization.
- Reduced inventory and gate transactions at the port.
- Support in managing of empty containers.
- Structured program with defined areas of protection ~ Rules.





Motor Carrier Benefits

- Reduced truck trips to the Port.
- Reduced time at the Port.
- Reduced fuel costs.
- More efficient hours of operation means more turns.
- Additional dray opportunities.
- Structured program with defined areas of protection
~ Rules.



Regional Benefits

Each VCY is projected to result in a 15 mile trip saving.*

Each VCY street turn should reduce NOX levels by 300g



*EMPTY OCEAN CONTAINER LOGISTICS STUDY,
THE TIOGA GROUP, MAY 8, 2002



POLB/POLA/ACTA Team and Scope



Promotional Material Fact Sheet For Ocean Carrier Outreach



Virtual Container Yard

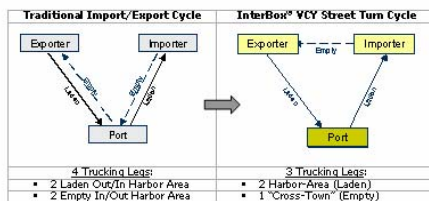
The Challenge

The combined ports of Los Angeles and Long Beach handled an estimated 14 Million TEU in 2005. Container throughput is expected to exceed 36 Million TEU by 2020. The related growth in truck traffic is causing congestion, pollution and numerous inefficiencies in the transportation supply chain. These problems are impacting port users as well as adjoining residential communities.

The Solution

The Ports of Los Angeles, Long Beach and ACTA have commissioned IAS in conjunction with eModal to develop and deploy a **Virtual Container Yard (VCY)** solution as part of a comprehensive work program to address these issues.



The VCY solution will reduce empty truck miles by increasing the potential for container reuse and street-turn opportunities in Southern California. To achieve this objective, the VCY will leverage the eModal portal and utilize the IAS InterBox® neutral platform to facilitate equipment exchanges away from the harbor areas.



The Benefits

The VCY delivers value to the Ocean Carrier community in several ways:

eModal.com

Enter Search Topics

[Home](#) | [Directory](#) | [About Us](#) | [Help](#)

Click on an announcement for more details.

[Logoff](#) | [Activity Folder](#) | [Scheduler](#) | [Fee Payment](#) | [Trucker Check](#) | [EDO](#) | [My eModal](#)






Contact Us

Virtual Container Yard in Southern California


We all know that the shortest distance between two points is a straight line.

With the Virtual Container Yard, that logic is put to good use in Southern California!

The ports of Long Beach and Los Angeles and the Alameda Corridor Transportation Authority are sponsoring a way to facilitate street turns of empty containers in Southern California. To be a part of this exciting program, please [contact us](#).

Marketing Survey



COMPANY INFORMATION

On average, how many truck trips does each trucker with your company make to the harbor each week?

Do you currently perform street turns?
 Yes No

How many Import moves on average does each trucker with your company haul per week to the harbor?

How many Export moves on average does each trucker with your company haul per week to the harbor?

Are you a house trucker for a steamship line?
 Yes No If so, which one?

Do you contract to haul directly with the customers?
 Yes No



VCY Definitions

- Posting – sending container number and/or booking number information to be available for the VCY process.
- Provider - party that posts empty containers for VCY transactions.
- Receiver – party that searches and accepts a posting by a provider to complete a VCY transaction.



VCY Definitions (cont.)

- Rules – Terms agreed by all that participate in the VCY transaction.
- Merchant Haul, CY, Pier – ocean carrier responsible to port or point; other responsible to arrange oncarriage.
- Store Door – ocean carrier responsible for oncarriage to/from ultimate destination/place of origin.



Rules

- Ocean carrier must approve motor carrier before VCYS can take place with their containers.
- Ocean carrier stops the per diem clock from the Provider at the time of the VCY transaction acceptance by the Receiver and resets it.
- Ocean carrier relinquishes container and chassis damages and liability from the Provider at the time of the VCY transaction acceptance by the Receiver.
- Motor carrier Receiver has the option to refuse a VCY at point of physical interchange or accept the container "AS IS" (same as at a marine terminal).
- Motor carrier Receiver accepts and is subject to per diem, liability, and damages of a container and chassis at time of VCY transaction.



Activily Folder	Scheduler	Fee Payment	Trucker Check	RFID Tag	VCY	eDO	My eModal
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VCY Registration

Thank you for registering and participating in the VCY (Virtual Container Yard) program. The VCY program is currently a Pilot Program that will become a featured application in eModal's suite of applications.

If any of the following information is not correct, please have your company's Administrator correct it by clicking on My eModal, Manage Company

Company Name:
Company SCAC:
Company Administrator:
Administrator Email:
Address1:
City:
State:
Zip Code:
Company Phone:
Company Fax:

**Getting started....
Motor Carrier registration.**

Log in to eModal and select the VCY registration tab.

eModal Import Containers

Container:

Select	Container	Terminal	Available	Customs	Fees	Freight	In Yard	Last Free Day	Size/Type	Vessel	Load/Empty
<input type="checkbox"/>	APZU3080631	PNECT	YES	RELEASED		PAID	G	7/18/2006	20~ DF	VLU	L
<input type="checkbox"/>	BAFU8894734	SCSPA							20~ DF		L
<input type="checkbox"/>	CARU9636630	NIT	YES	RELEASED		PAID	W		40~ D	MAERSK ROTTERDAM 548W	L
<input type="checkbox"/>	CCLU4446630	PNECT	NO	RELEASED		PAID	OG	7/14/2006	40~ DF	Unknown Vessel 247E	L
<input checked="" type="checkbox"/>	XU1436785	PIER400	NO	RELEASED	\$225.00	PAID	W	7/13/2006	20~ DF	MAERSK GIRONDE 0615	L
<input type="checkbox"/>	GESU5025032	SCSPA	YES				G		40~ DF	00610W	L
<input type="checkbox"/>	GESU5025032	MSK-CHS	NO	HOLD		DUE	G		40~ DF 9~6"	Sealand Commitment 0610	L
<input type="checkbox"/>	GLDU2940833	PNECT	YES	RELEASED		PAID	G	7/17/2006	20~ DF	CSCL MELBOURNE 009W	L
<input type="checkbox"/>	HLXU										
<input type="checkbox"/>	KNLU										
<input type="checkbox"/>	MOLU										
<input type="checkbox"/>	MSCU										
<input type="checkbox"/>	SUDU										
<input type="checkbox"/>	TRLU										
<input type="checkbox"/>	TTNU										
<input type="checkbox"/>	YMLU										
<input type="checkbox"/>	YMLU4512734	ITS	YES	RELEASED	\$0.00	PAID	W	7/14/2006	40~ DF	GENOA BRIDGE 24	L
<input type="checkbox"/>	YMLU4847738	ITS	YES	RELEASED	\$0.00	PAID	G	7/14/2006	40~ DF	GENOA BRIDGE 24	L

Posting Containers

Motor carriers can send containers from their eModal Activity Folder, enter them manually, or send via EDI.

Selected containers are posted to the VCY.

Activity Folder Scheduler Fee Payment Trucker Check RFID Tag **VCY** eDO My eModal

Post Containers to the VCY

Container #	Address	City	State	Zip	Size/Type	Ocean Carrier
KKFU7251238					40' HC	KKLU

Container Number:

Choose Address:

Address:

City: State: Zip:

Size/Type: Ocean Carrier:

[Click here](#) for eModal VCY support.



Searches are posted to the Web site

HOME · LOCATIONS DIRECTORY · CONTACT US · HELP · LOG OFF

Bulk Postings [Search & Post](#) [Current Postings](#) [Current Activities](#) [Completed Activities](#) [Records & Reports](#)

Container Availability Summary (as of 03-Jan-06 11:32 AM) interbox

(rows 1 - 5 of 5) Page 1 of 1

Location(s) to Display:

Inventory		Field Availability		InterBox Postings			
Location	Type	Qty Now	Pst/ User	Posted (CST)	Qty	Latest PU	Res for
Artesia Maersk	20' Std	14 / 12	dsp	03-Jan-06 12:00 AM	18	17-Jan-06	[Master] <input type="button" value="Edit"/>
		5 / 5	dsp	03-Jan-06 12:00 AM			
		Move Empty Adjust Inventory			Create Deal Reserve Boxes		
Artesia Maersk	40' Std	(no inventory currently available)			0	17-Jan-06	[Master] <input type="button" value="Edit"/>
Artesia Maersk	40' HC	(no inventory currently available)			0	17-Jan-06	[Master] <input type="button" value="Edit"/>
Artesia Maersk	45' HC	(no inventory currently available)			<input type="button" value="Add Posting"/>		
Artesia Maersk	53' Dom	(no inventory currently available)			<input type="button" value="Add Posting"/>		



Result match opportunities via the Web

HOME · LOCATIONS DIRECTORY · CONTACT US · HELP · LOG OFF

Search & Post interbox


[Search & Post](#) [Current Postings](#) [Current Activities](#) [Completed Activities](#) [Records & Reports](#)

The following units are available for immediate street turn.

Search Results						
Qty	Carrier	Earliest	Facility Name	Posting	Trucker	Drayage Rate
Type	Location	Latest				
RESERVED						
<input type="checkbox"/>	6	APL	03-Jan-06	UWDC	Pac Rim Trucking	Per contract
	20' Std	Artesia	17-Jan-06			
RESERVED						
<input type="checkbox"/>	1	MAERSK	03-Jan-06	Universal Whse	ULS Express	Per contract
	20' Std	Artesia	17-Jan-06			
<input type="checkbox"/>	18	MAERSK	03-Jan-06	Universal Whse	ULS Express	Per contract
	20' Std	Artesia	17-Jan-06			
<input type="checkbox"/>	3	CMA	03-Jan-06	California Multimodal	California Multimodal Inc	Per contract
	20' Std	Artesia	17-Jan-06			
<input type="checkbox"/>	6	K LINE	03-Jan-06	Total Intermodal	Total Intermodal Services	Per contract
	40' Std	Artesia	17-Jan-06			
<input type="checkbox"/>	3	CMA	03-Jan-06	California Multimodal	California Multimodal Inc	Per contract
	40' Std	Artesia	17-Jan-06			

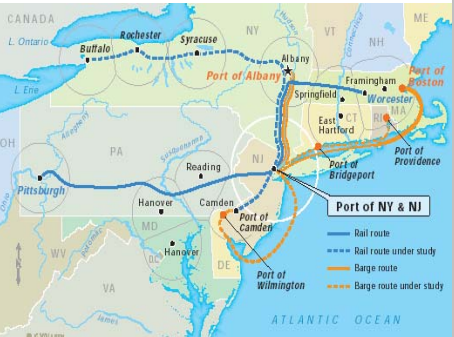



Pollution is not exclusive to Southern California and nor are solutions like the VCY. eModal has been called upon to address VCYs in New York and New Jersey.




PANYNJ Team and Scope

Team includes funding and/or operational support for the program to be provided by the Port Authority, the I-95 Corridor Coalition, both the New York State and New Jersey DOTs, the Association of Bi-State Motor Carriers.



More than 3,000 companies in the North Atlantic, including ocean carriers and motor carriers, are already registered with eModal.



VCYs are facilitated via the eModal Web site

The screenshot displays the eModal website interface. At the top, the eModal logo is visible, along with navigation links for Directory, About Us, Contact, and Logout. Below the logo is a horizontal menu with options: Activity Folder, Scheduler, Fee Payment, Trucker Check, RFID Tag, VCY, eDO, and My eModal. The main content area features a 'VCY Search' form with fields for 'What' (including quantity, size/type, and name) and 'Where From' (including sites and location). There are also fields for 'Where To' (UN Location Code, FIRMS Code, and Address Book) and dropdown menus for state and destination. Below the search form, the 'VCY Match Complete!' section shows a table with search results.

Quantity	Owner	Size/Type	Distance	Location	Phone
4	ABC	4400	1.25 miles	XYZ Company 1000 Any Street AnyTown, ST 99999 Driving Directions	(999) 999-7777

Below the table are buttons for 'Back To Search Results', 'Cancel Match', 'Print', and 'Email To'. The page number 'Page 1 of 1' is displayed at the bottom.



Recap



- Beta-testing done with successful transactions in cooperation with
 - Motor carriers
 - Ocean carriers
 - Importers/exporters

Next Steps

- Implement the VCY program with
 - Motor carriers
 - Ocean carriers
 - Importers/exporters
- Determine ultimate pricing that addresses cost benefits.



Thank you

Questions? Comments