Driver Experience at Intermodal Facilities Task Force

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I. BUSINESS CASE / PROJECT NEED

The trucking community and its associated transportation capacity is a critical enabler of the supply chain. On any given day, a substantial portion of a driver’s working hours can be spent inside a terminal. The experience inside that terminal can have a ripple effect throughout the transportation supply chain. It is therefore critical, that as an industry, we have the capabilities to understand from a driver’s perspective what type of experience is being had, and the variables that impact those experiences. This enhanced knowledge could assist in positively impacting driver efficiency and capacity, cargo availability and velocity, and terminal throughput and safety.

II. GOAL STATEMENT

Key objectives of the task force are to determine, from a driver’s perspective, what constitutes a positive vs negative experience when performing a total mission at a rail or marine terminal and the activities and factors that drive the variability. With the right understanding of the driver experience, the task force will identify all the events within a terminal that need to be tracked to create a digital record of that experience. Lastly a gap analysis will be conducted to determine whether that data is captured, available, or missing. The deliverables will be specific recommended actions and or changes that will result in direct improvements to data capture/monitoring and/or the actual driver experience and efficiency. The estimated timeline is 12 to 18 months from the beginning of the task force work.

III. WORK PLAN AND TIMELINE

- Identify and seat a multi-stakeholder task force team including motor carriers, railroads, Intermodal terminal operators, marine terminal operators, shippers, technology providers and intermodal equipment providers. Estimated timeline to have the task force seated is Q2-2019.
- Initial task force meeting to discuss project, goals, individual task force roles and timelines to be completed in Q3-2019
- Establish periodic calls to review progress of projects, discuss topics requiring complete task force input and plan “next steps” in open processes.
- Survey drivers to define, from their perspective, what constitutes a positive vs negative experience. The sample set of drivers should represent a cross-section of experience at
varying types of Marine and Rail terminals and be wide enough to ensure industry-wide applicability of the findings.

- Survey stakeholders that contribute to a driver’s experience such as, Terminal Operators, Shippers, Intermodal Equipment Providers, and Maintenance & Repair vendors to ensure a comprehensive and balanced dataset is collected.
- Summarize in a document the totality of activities experienced by a driver during a facility visit and create a clear definition of their experience from the driver’s point of view by the end of Q4-2019.
- Based on those activities, identify all the metrics and KPI’s that impact the defined driver’s experience.
- Perform a gap analysis to determine what required data is captured, what is available/shared, and what is missing. This should be completed by Q2-2020 Operations Committee.
- Provide recommendations to either improve data availability and/or how to improve the trucker experience by Q3-2020 Intermodal EXPO.

IV. DESIRED OUTCOMES

- What task force outcomes do you expect?
  - To have a clear understanding of the driver experience and the activities in a terminal that impact that experience.
  - To identify the data needed to properly measure a driver’s experience and to determine the availability of that data.
  - To provide recommended actions and or changes that will result in direct improvements in the driver experience (Service) and efficiency (Cost and Earnings).
- What is the anticipated rate of return for the Intermodal industry?
  - Potential returns can include increased trucking capacity by minimizing the amount of time spent in a terminal, improving driver earnings and increasing terminal capacity by optimizing fluidity and throughput.
- How do you recommend the industry best implement the findings of the task force?
  - Implementation will depend on the types of recommendations that the task force is able to identify. Recommendations could influence data/technology enhancements or operational or procedural changes.