



**RE-IMAGINE**

# Make it About YOU

*Transportation GO*

*Scott Grenerth*



Corn and beans

Onions

Field tile

Corn syrup











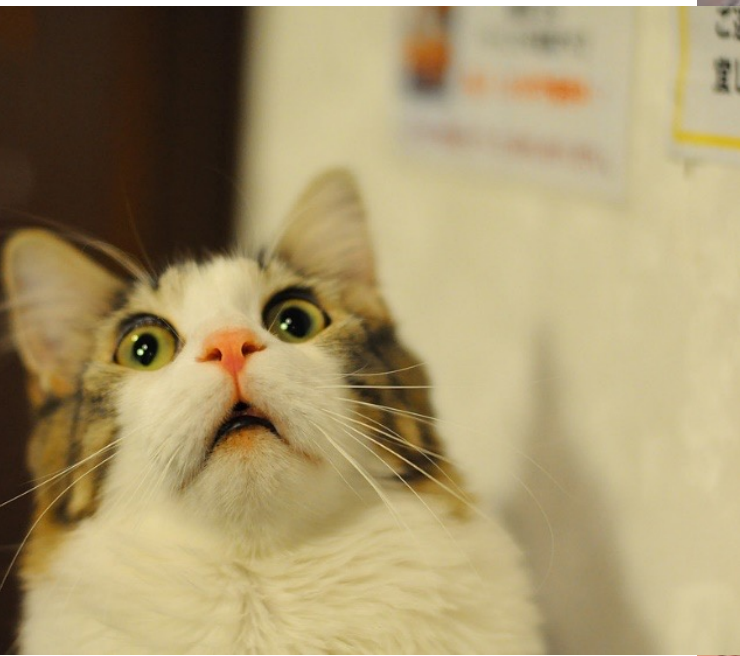
A supply chain or web is  
only as strong as its  
weakest link.

If we have a weak link what can happen?



Hi, I'm from the  
government, and I'm  
here to help!

What's your reaction?









We'll get back to that offer to "help"

Let's find ways to avoid that "help."

What can we do, right now?





# Your people delivering the best

From the field to finished products

## Who are your people?

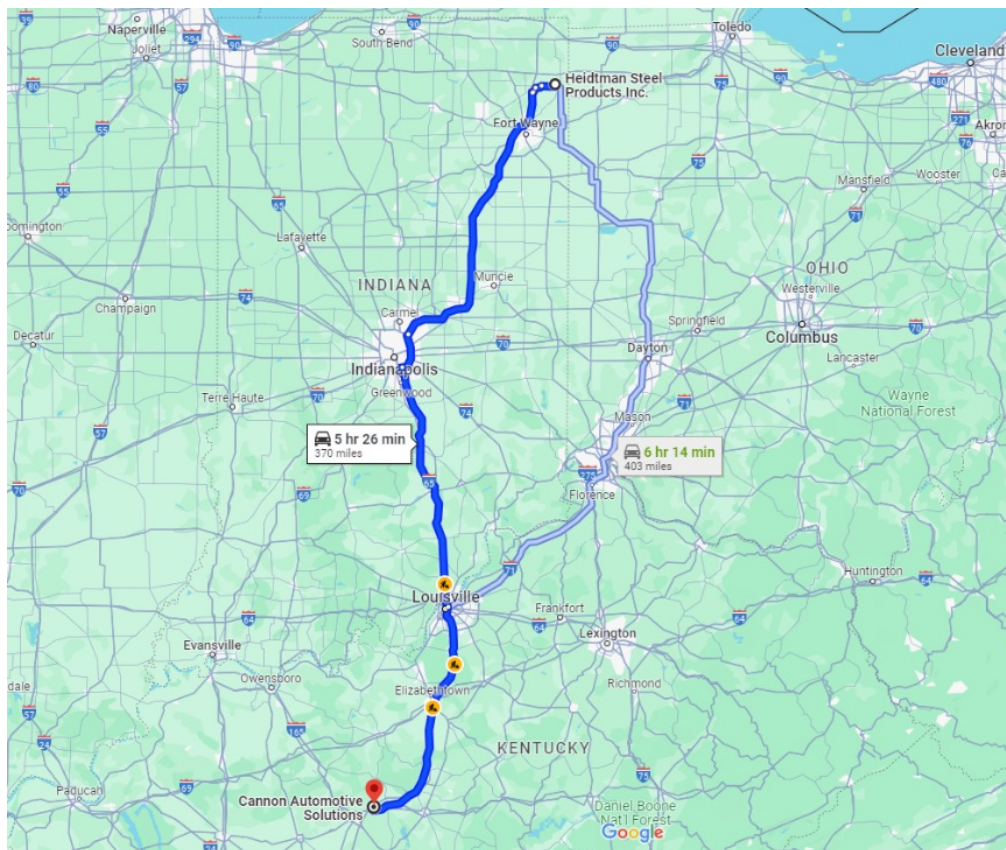
Are the people in the trucks your people?



What is their experience?



# Are the people in the trucks your people?



Ellis Hughes  
Local Guide · 9 reviews



5 years ago

To much waiting not enough loading, was there 45 minutes before appointment not counting that was there 5 hours waiting the other truck was there 7



1



Share



Brian S  
Local Guide · 958 reviews · 21 photos

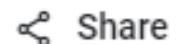


4 years ago

Very good unloading and reloading friendly employees



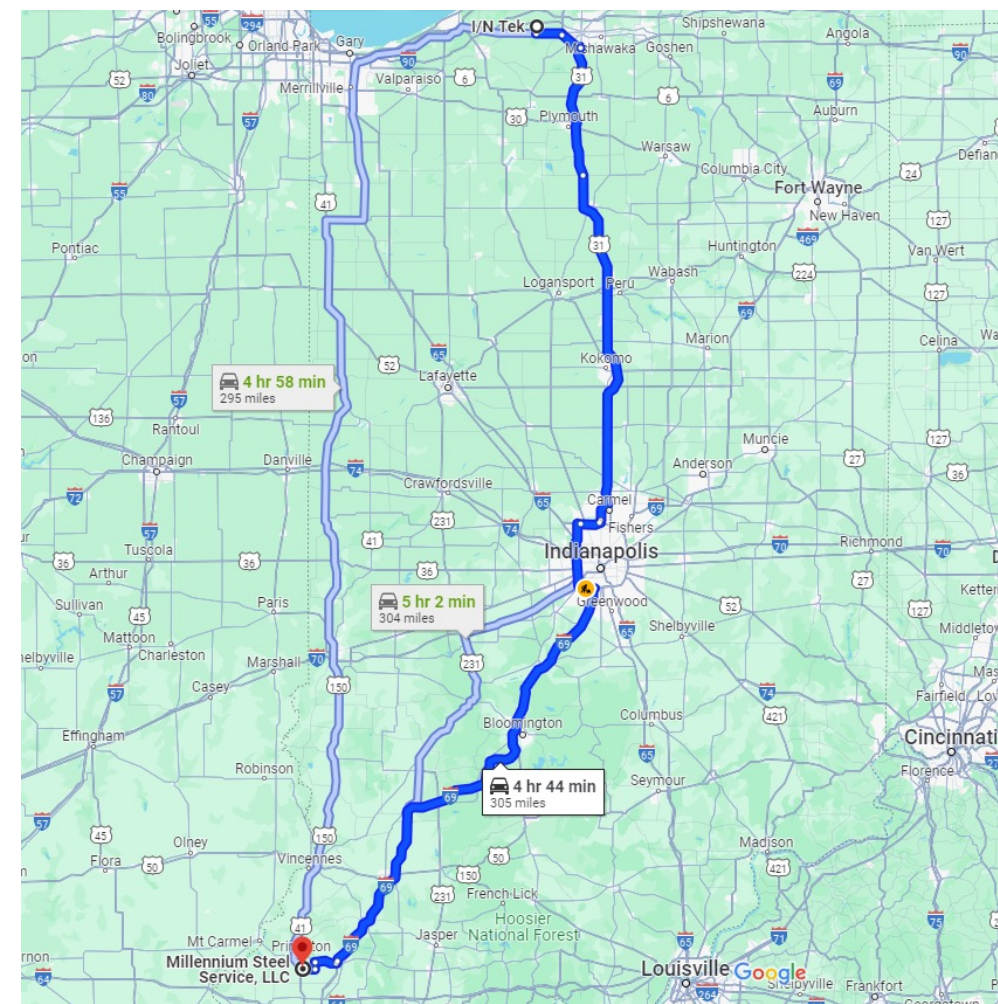
1



Share

Not even one sink, outhouse only – vs - spotless full restroom

# Are the people in the trucks your people?



**Miguel Casas (MrMiggles)**  
Local Guide · 25 reviews · 13 photos

★★★★★ 2 years ago

Very clean organized & professional. Love working with them, they finish the job in a timely manner.



**Rob Hoffman**  
1 review

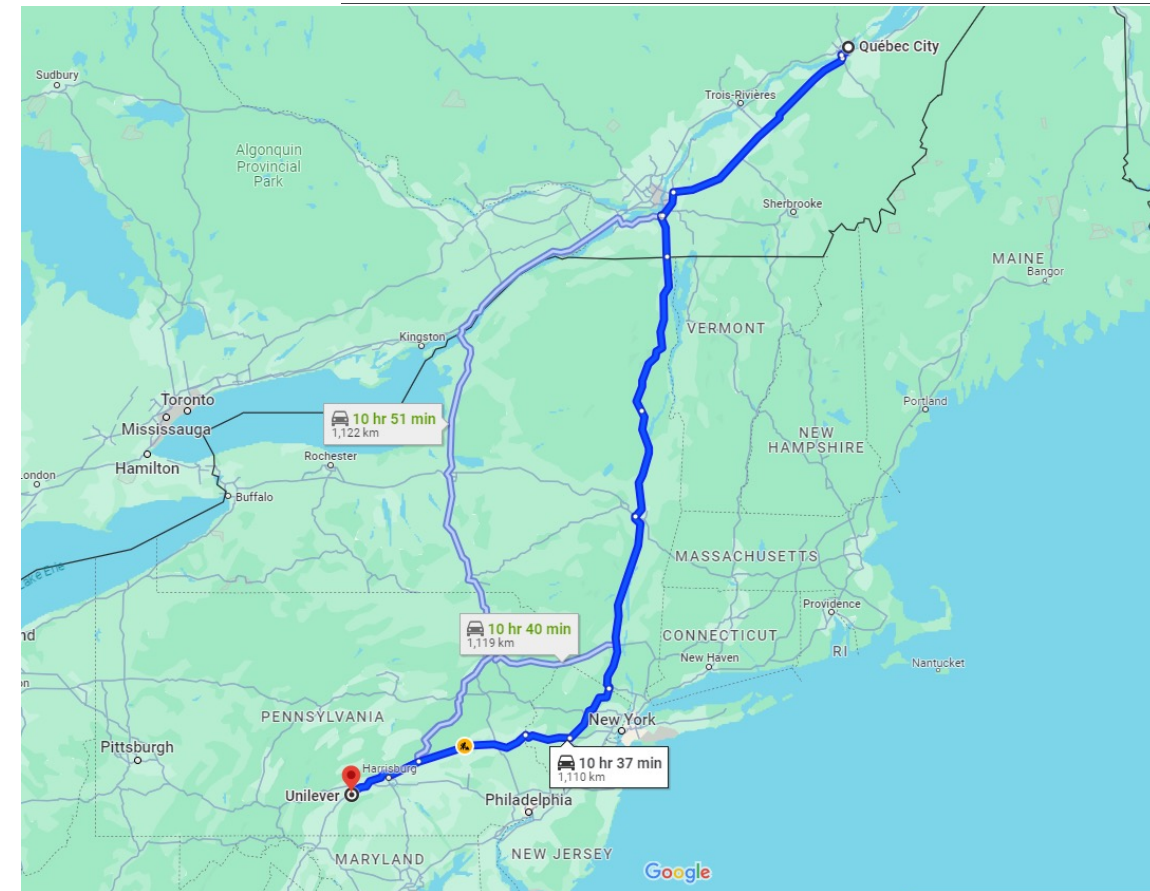
★☆☆☆☆ 3 weeks ago **NEW**

I have a 9:20 PM appointment. I showed up a half hour early. 2 1/2 hour later. I'm still waiting for a text so I can enter the building. I went in two times in the last two hours and rang the buzzer. Although I had employees look at me, nobody would come over and talk to me. Treated like animals in a cage. Not sure I'm coming back.

You are on time, they are on time – vs – who cares attitude



# Easy and EFFECTIVE solutions: Unilever and Kriska



**FreightWaves** READ WATCH LISTEN NEWSLETTERS SONAR EVENTS DISCOVER RESOURCES ABOUT US FW ESPAÑOL Watch Now

## Unilever USA, a shipper of choice that embraces drivers and the future

Shipper of Choice, 2019 The Future of Freight

Note Tabak Monday, July 08, 2019

Listen to this article 2 min

Unilever (NYSE:UN) USA had a problem at its distribution center in Newville, Pennsylvania. Drivers would park on nearby roads overnight because there wasn't a truck stop nearby.

Working with the Canadian-based carrier Kriska, Unilever piloted a program called *Safe Haven* to allow drivers to park at the distribution center. Kriska dispatchers assigned spots to the drivers, who had to take safety measures such as wearing reflective vests.

The 2015 pilot was so successful that Unilever expanded it to all of its North American distribution centers and manufacturing plants – and was recognized by the [U.S. Department of Transportation](#) (U.S. DOT).

"Unilever was motivated to allow parking onsite in order to become a 'shipper of choice' for drivers."

“Unilever was motivated to allow parking onsite in order to become a ‘shipper of choice’ for drivers”



Joe O'Reilly

Market Intelligence Analyst: Unilever

3 yrs in, ZERO problems

Not even one

Drivers at Kriska formerly said NO to  
Unilever loads

Now Unilever loads are the most sought  
after

Largest companies to the smallest, improvements can happen





- Reliably move loads
- Not have to pay more to get loads moved
  - Cincinnati to Nashville, min \$150 extra (nearly .50 cents mi)
- Experienced and safe drivers wanting to haul your loads
- Overall efficiency, which = happier people

Legislation passed the House of Representatives

Detention study

- FMCSA study done
- OIG study done



- 2014 FMCSA study showed that CMV drivers experienced detention time on approximately 1 in every 10 stops, for an average duration of 3.4 hours
- A 2018 OIG study concluded that detention time reduces annual earnings of for-hire commercial motor vehicle drivers in the truckload sector by \$1.1 billion to \$1.3 billion, and that a fifteen-minute increase in average dwell time increases the average expected crash rate by 6.2 percent.
- Detention to crash connection:
  - Truckers are paid by the mile, regulated by the hour
  - Miles = \$
  - Needlessly detain a trucker = incentive on them to push harder to make up for crucial lost revenue (more than \$1 Billion lost revenue a year).



# The Transport Authority in New South Wales Australia

## Chain of Responsibility Law

# Some movement to help





# Multiple solutions



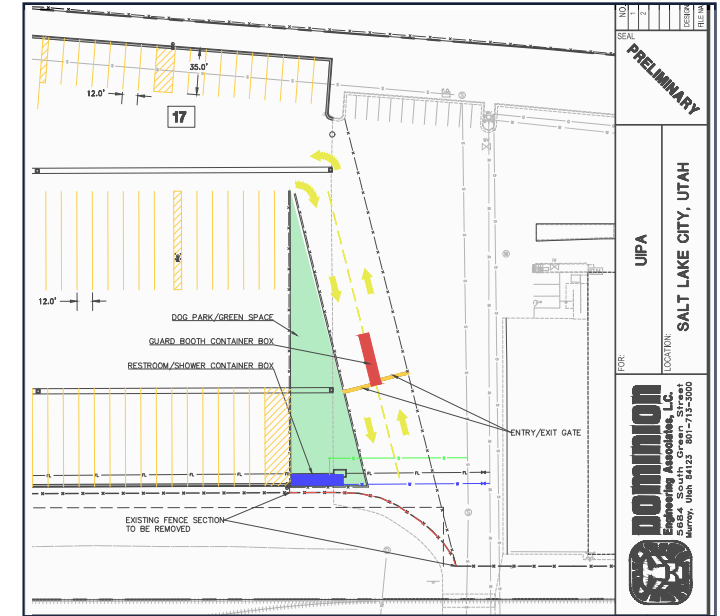
## 1 Public Availability

- Departments of Transportation (DOT's)
- Installing Technology at ~2000 Rest Areas



## 2 Private Reservations

- Truck Stop Operators (TSO's)
- Onboarding ~6000 Truck Stops



## 3 TSIS Truck Ports

- Leased/Purchased/Developed Truck Ports
- Deploying 250 Truck Ports by Next Year



- 3.5 Hour Install



- Turnkey



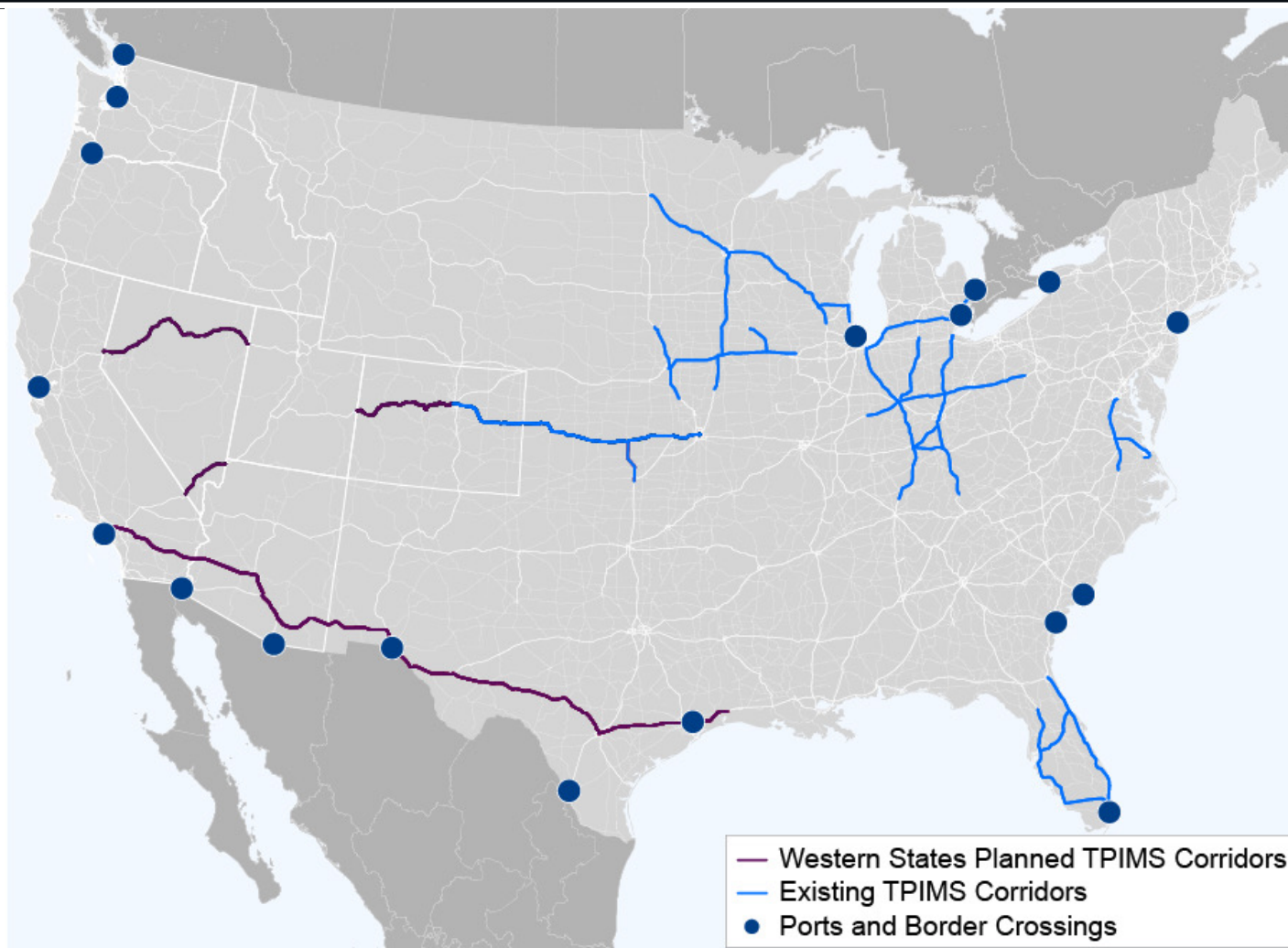
- Non-Invasive



# PROBLEM ... truckers can't find parking!

## Fill in the Gaps

Connect a  
North American Truck  
Parking Network



## Complete the Network

Successfully implement  
private truck stops as  
part of the network

(such as Michigan,  
Iowa, Colorado already  
have...TSIS customers)

***Not enough inventory!***  
***At the time and place truckers need it.***

***Not enough information!***  
***Not real-time to make decisions.***





# Some movement to help



**IF** a trucker can plan their day within reason they have a realistic chance to plan a safe and appropriate parking spot



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Who wants to hear this now?

27

# I'm here to help!

I'm here to help = YOU



# When was the last time you or your members spoke to a trucker?

Direct  
action at  
your facility



Amplify the  
message via  
your  
associations

What's your role?    How can you control the outcome?





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