

NW Seaport Alliance Puget Sound
Zero-Emission Truck Collaborative

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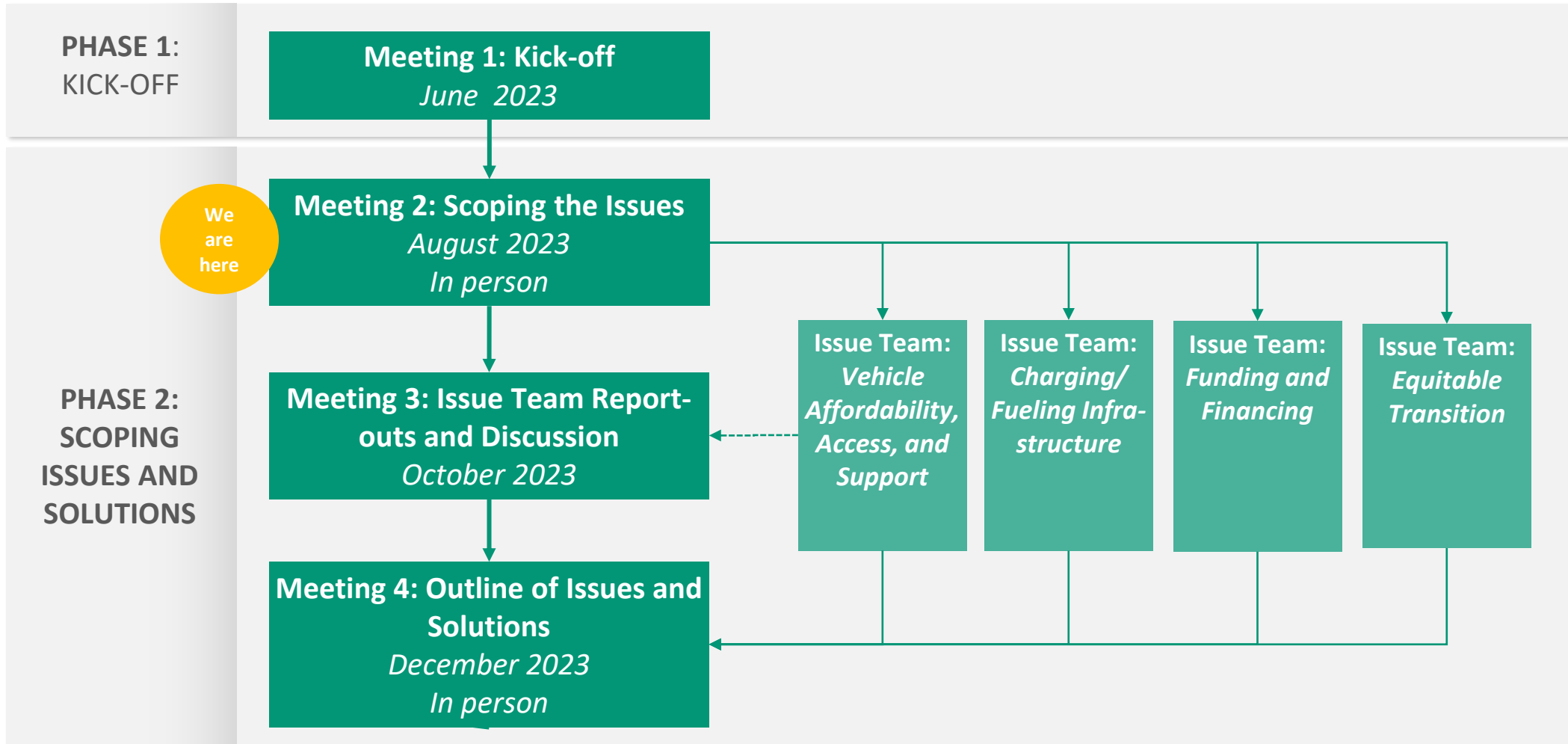
August 18, 2023



Meeting Objectives

- Understand key issues, concerns, and benefits of the transition to ZE trucks from the perspective of drayage drivers
- Collectively brainstorm key issues from a range of perspectives for transitioning to zero-emission drayage in the Puget Sound Region
- Discuss proposed sub-group process and identify members' areas of topical interest
- Review and provide input on driver and community engagement strategy

Proposed 2023 Meetings



Meeting Agenda



11:00 – 11:15 AM

Welcome and Meeting Overview

11:15 AM – 12:15 PM

Driver Challenges and Opportunities

12:15 – 1:00 PM

Brainstorming Key Issues for the Puget Sound Region

1:00 – 1:15 PM

Break

1:15 – 2:00 PM

Collaborative Charter and Operating Guidelines

2:00 – 2:30 PM

Planning for Driver and Community Engagement

2:30 – 2:40 PM

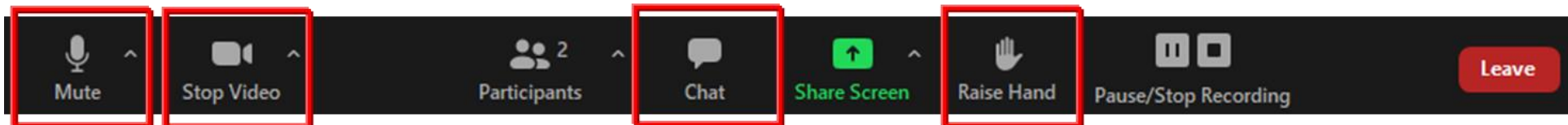
Public Comment

2:40 – 2:45 PM

Wrap up and Adjourn

Participating Effectively via Zoom

- Collaborative members please show your video
- If you're using your telephone for audio, remember to enter your participant ID
- If needed, update your name and affiliation
- To reduce background noise, please mute yourself when you are not speaking
- During discussions, please let us know you'd like to jump in by "raising your hand"



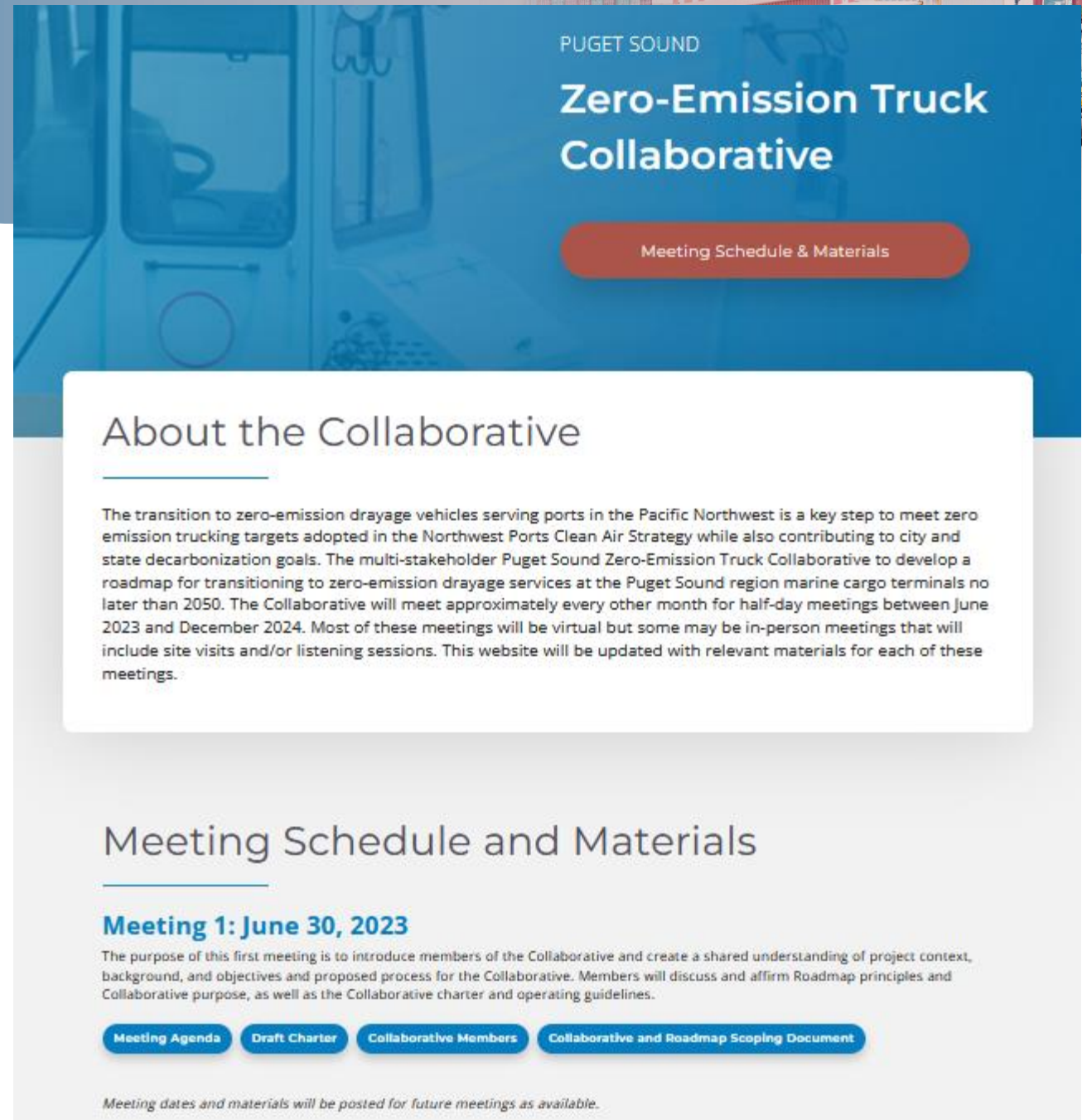
Public Participation

- Those observing the meeting will be muted, off video, and off chat until the public comment time
- There will be an opportunity for 2-minute public comments at the end of the meeting. At that time, members of the public who would like to comment should raise their hands if they would like time to speak

Project Website

URL:

<https://www.rossstrategic.net/Zero-Emission-Truck-Collaborative/>



PUGET SOUND

Zero-Emission Truck Collaborative

Meeting Schedule & Materials

About the Collaborative

The transition to zero-emission drayage vehicles serving ports in the Pacific Northwest is a key step to meet zero emission trucking targets adopted in the Northwest Ports Clean Air Strategy while also contributing to city and state decarbonization goals. The multi-stakeholder Puget Sound Zero-Emission Truck Collaborative to develop a roadmap for transitioning to zero-emission drayage services at the Puget Sound region marine cargo terminals no later than 2050. The Collaborative will meet approximately every other month for half-day meetings between June 2023 and December 2024. Most of these meetings will be virtual but some may be in-person meetings that will include site visits and/or listening sessions. This website will be updated with relevant materials for each of these meetings.

Meeting Schedule and Materials

Meeting 1: June 30, 2023

The purpose of this first meeting is to introduce members of the Collaborative and create a shared understanding of project context, background, and objectives and proposed process for the Collaborative. Members will discuss and affirm Roadmap principles and Collaborative purpose, as well as the Collaborative charter and operating guidelines.

[Meeting Agenda](#) [Draft Charter](#) [Collaborative Members](#) [Collaborative and Roadmap Scoping Document](#)

Meeting dates and materials will be posted for future meetings as available.

Introductions and Networking



Impromptu Networking



- Introduce yourself to a few other people here by sharing:
 1. Your name
 2. Your affiliation
 3. *What do you think is most critical to get right in this transition to zero-emission drayage?*
- Zoom will automatically move you into a breakout room with two other attendees for about six minutes

Driver Challenges and Opportunities



Moderated Panel

Moderator: Margaret Sonnen, Tri Pak, Inc.

Panelists:

- Dawit Habte, Afar Trucking & Logistics
- John Agaba, Wangoma Trucking
- Daud Vora, A1 Transport



Brainstorming Key Issues for the Puget Sound Region



Brainstorming Key Issues



What are key issues that will need to be resolved to transition to zero-emission drayage trucks at scale in the Puget Sound region?

Consider:

- Vehicle affordability, access, and support
- Charging/fueling infrastructure
- Equitable transition
- Funding and financing
- Other?

Please focus on identifying issues at this point, not trying to resolve them—we will have plenty of time to discuss solutions as a Collaborative

Breakout Sessions



- Small groups of 7-8 members, alternates, and a facilitator will meet for 45 minutes
- When done, move into a 15-minute break—returning at 1:00 PM
- After these sessions and the break, we will:
 - Report out and discuss key issues
 - Set members up for sub-group discussions following this meeting
- Members of the public, please return at 1:15

Members are in breakout session and a break—Returning at 1:15 PM



Break—Returning at 1:15 PM



Report-outs



What are key issues that will need to be resolved to transition to zero-emission drayage trucks at scale in the Puget Sound region?

Consider:

- Vehicle affordability, access, and support
- Charging/fueling infrastructure
- Equitable transition
- Funding and financing
- Other?

Proposed Small Group Issue Team Process



- **Purpose:** “Deep dive” discussions in specific areas to refine list of issues, identify potential solutions, and identify key questions and data needs
 - Will bring information and insights back to the full membership at Collaborative meetings
- **Participants:** Collaborative members volunteer in areas of greatest interest. OK to participate in more than one small group
- **Frequency:** Meet 2-3 times from September-November; approximately 2-hour meetings
- Proposed small groups:
 - Vehicle affordability, access, and support
 - Charging/fueling infrastructure
 - Equitable transition
 - Funding and financing

Proposed Small Group Issue Team Poll

- Directly following the meeting, you will receive an email with a quick poll to identify your area(s) of greatest interest

Driver & Near-Port Community Engagement

Puget Sound Zero-Emission Truck Collaborative meeting

Aug. 18, 2023

Consuelo Davis (she/her)

Stepherson & Associates Communications



Engagement Process

- **Mid-2023:** Build draft engagement plan
- **Late summer 2023:** Present draft engagement plan
- **Fall 2023:** Conduct driver and near-port engagement on issues and solutions
- **Late 2023:** Report back to Collaborative for integration
- **Fall 2024:** Present draft roadmap to drivers and near-port communities and conduct engagement
- **Fall 2024:** Report back to Collaborative for integration into final roadmap

Engagement Update – Early Conversations



Themes regarding zero-emissions trucks and technologies

- Low to medium level of awareness or education of zero-emissions technologies and how they work
- Great opportunity for education and awareness building
- Transition might be perceived as punitive
- General concerns about zero-emissions transition include:
 - Zero-emission trucks are expensive
 - Lack of familiarity and confidence in new truck technologies and maintenance
 - Strong sensitivity to changes in cost of doing business
 - Inconvenience of increased fueling and locations for charging trucks
 - Low resale value of current fleet
 - Current lease to or loan agreement, and access to new financing and subsidies
 - Lack of understanding and fueling infrastructure and/or where it will go

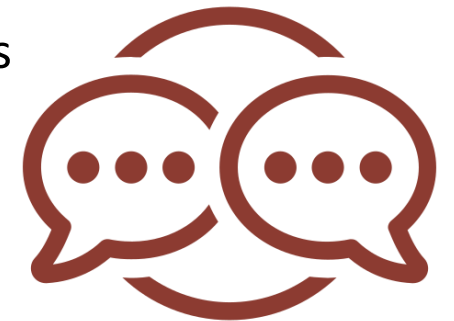


Engagement Update – Early Conversations



Themes regarding engagement

- Communications with trucking community are often siloed – there are not many well-established ways to reach these groups
- Work with trusted messengers and don't use a one-size fits all approach
- Use incentives (compensation, food, or raffles to increase participation)
- Be aware of driver work schedules
- Address concerns and issues among truckers head-on
- Outreach should include drivers, companies, owners, and management
- Language access needs: Tagalog, Spanish, Slavic, Vietnamese, Khmer, Somali, Mandarin, and Amharic
- Use tools that focus on existing channels, e.g., e-newsletters, quarterly forums
- Use grassroots tools that speak directly with key audiences, e.g., intercept surveys, dinner meetings, listening sessions





What questions should we ask the trucking community?

What information is useful for the Collaborative to know?



What questions should we ask the near-port communities?

What information is useful for the Collaborative to know?

Engagement Next Steps

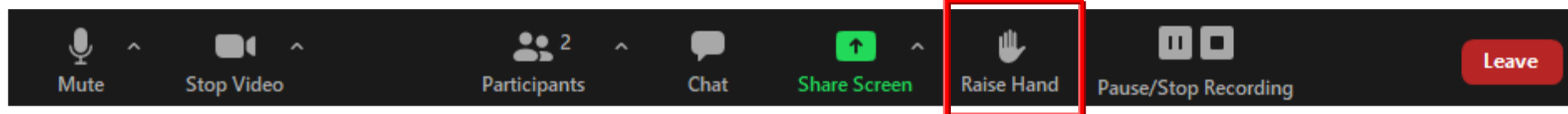
- Review draft engagement plan and provide your feedback **by Aug. 25**
- Share draft messaging with Collaborative
- Develop engagement materials (e.g., survey, postcard)
- Launch engagement in October
- Share engagement results with the Collaborative in December

Public Comment



Instructions for Public Comment

- Members of the public that are interested in making 2-minute statements are invited to do so
- Please use Zoom to raise your hand if you would like to make a statement, and you will be unmuted
- Please introduce yourself
- To the extent possible, please frame remarks as comments rather than questions



Next Steps

- Reflections on today's meeting
- Meeting summary, slides and materials on website
- Issue Team communications and scheduling
- Next full Collaborative meeting: October 13, 9:00 AM - 1:00 PM (in-person)