PROJECT OVERVIEW REPORT

1. Center Identifying Number
   Port RU6879

2. Project Title
   The Port Authority of New York and New Jersey for the Strategic Distribution
   Business Promotion Plan (SDBPP)

3. Principal Investigator
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5. Project Objective
   The Port Authority of New York and New Jersey (PANYNJ) seeks to
   maximize the Region’s advantage in attracting and sustaining the business of
   import distributors. This business consists of the following generically
   described activities:
   - The off-loading, handling and discharging through the gate of
     containerized imported goods at the PANYNJ’s container terminals.
   - The transportation of loaded containers from the marine terminals to
     distribution warehouses located in New York, New Jersey and
     Pennsylvania. In most cases the transportation is realized through
     trucking. In certain cases trucking is complemented by picking up empty
     containers at the warehouse lot and draying them to their next point of
     deployment.
   - At the distribution warehouse a sizeable and well paid workforce
     discharges the containers, inventories, manipulates, reconsolidates and
     trans-loads the goods for ultimate delivery inland to regional destinations.
   - The trucking of domestic loads from the warehouse either directly to retail
     outlets or secondary regional distributions point or, as the case may be, to
     an inter-modal yard for transfer to rail for delivery to more distant points
     inland.
Transportation to final destination can involve also direct rail delivery, through Express Rail, to distant inter-modal yards, where containers are either transloaded to domestic containers or are transferred to final destinations through trucking.

6. Project Abstract
The project is a collaborative effort between Rutgers University, Moffatt and Nichol and A. Strauss-Wieder, Inc. This project addresses the issues that are of primary interest to the Port Authority of NY/NJ in the implementation of the current Strategic Plan. In particular, this project will begin the process of instituting a comprehensive strategic business plan for the purpose of systematically maximizing the Region’s advantage in attracting and sustaining the import distribution market.

The Rutgers Team envisages a comprehensive “Strategic Distribution Business Promotion Plan” (SDBPP) of which the tasks proposed for this study form a first phase. The first phase of the study consists of three main tasks. The first task will examine the profiles of top distribution importers and will prepare a list of factors the Region needs to attain in order to attract business. The second task will identify and rank clusters of available sites in terms of their correspondence to site criteria delineated by the profiles. The third task will delineate market areas and size in which PANYNJ has a competitive advantage.

7. Task Descriptions
Task 1 - Import distribution demand profiles: Based upon profiles of current and future intention of twenty of the top one hundred distribution importers, preparation of a detailed list of priority transportation infrastructure, site, and labor related factors that the Region needs to attain in order to attract business.

Task 2 - Identification of clusters of available sites: based on currently available survey, identify and rank clusters of closely located and sufficiently sized sites, in terms of their correspondence to site criteria delineated by the profiles. Describe the terms and obstacles in the way of the sites’ immediate use. Estimate price per square foot of developed warehouse space. Describe access routes linking these clusters with the port terminals.

Task 3 - Delineate market area and size in which PANYNJ has a competitive advantage.

8. Milestone/Dates
Task 1: Import distribution demand profiles 10/2006
Task 3: Delineate market area and size 12/2006
9. Yearly and Total Budget

Yearly and Total Budget

PANYNJ Sponsorship (01/15/2006-6/14/2007) $199,797

10. Student Involvement
Two (2) Graduate Student Research Assistants

11. Relationship to Other Research Projects
- 151 RU9174 Empty Intermodal Container Management
- 124 RU6789 Engineering Management Consulting Services

12. Technology Transfer Activities
- Identify obstacles to the sites in each cluster for immediate use. Estimate costs and time requirements.
- Analyze profile for relevant criteria related to the selection of sites.

13. Potential Benefits of the Project
- To maximize the region’s advantage in attracting and sustaining the business of import distributors.
- To increase response time to reduce the number of delays at the terminal.

14. TRB Keywords
Port Authorities, Imports, Export, Distribution, Warehousing

15. TRB Code Words
Ngg mh, Ctf i, Ct fe, Cmp=, Cmh