FREIGHT ADVISORY COUNCIL
Des Moines Area MPO Container Locator Website

June 2, 2017
Presentation Overview

- Project beginnings
- Partners
- Project development
- Website review
- Lessons learned
- Next steps
Project Beginnings

- Problem: Freight containers entering the state full and leaving empty
- Goal: Connect Iowa shippers to empty containers
Project Beginnings

- **Project Background**
  - Idea was developed from MPO Freight Roundtable members
  - CyBIZ Lab was identified as a potential project partner

- **Meeting with CyBIZ Lab**
  - Fall 2014
Partners

International Traders of Iowa

Bridgestone Americas, Inc.

CyBIZLab

THE greater DES MOINES partnership

METROPOLITAN PLANNING ORGANIZATION
Project Development

- Phase 1
  - Project feasibility
- Phase 2
  - Website development
Project Development

- Student Collaboration
  - Chris Helland – Supply Chain Management/Logistics
  - Lucas Knott #21 – Supply Chain Management
  - Mitchell Meyers #90 – Supply Chain Management
  - Ryan Mathias – Information Systems

Source: Iowa State Daily
Project Development

Phase 1 – Feasibility Study

- Determined that project is feasible
- Need to use data mining company
- Negotiated with Datamyne
Project Development

Phase 2 – Website Development

- How will data be uploaded
- Website design
- Website administration
- How will the website be maintained
Project Development

CyBIZ Lab

- Website is fully functional and open to the public
- [ContainerLocator.com](http://ContainerLocator.com)
- Built on the wordpress.org platform
Project Development
## Project Development

### Container Search

**Total Records Found:** 79

<table>
<thead>
<tr>
<th>Consignee City</th>
<th>Consignee State</th>
<th>Carrier Name</th>
<th>Carrier Code</th>
<th>Consignee City</th>
<th>Date</th>
<th>Port of Arrival</th>
<th>Bill of Lading Number</th>
<th>Container Type</th>
<th>Container Number</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANKENY</td>
<td>IOWA, IA</td>
<td>COHSEN FREIGHT (HK) LIMITED</td>
<td>COHE</td>
<td>40</td>
<td>05-28-17</td>
<td>SEATTLE, WA</td>
<td>COHSEN7040324</td>
<td>COHSEN95571590</td>
<td>Dry</td>
<td>Show Container # Click here</td>
</tr>
<tr>
<td>ANKENY</td>
<td>IOWA, IA</td>
<td>OCEANBRIDGE SHIPPING LTD</td>
<td>OCBS</td>
<td>40</td>
<td>05-27-17</td>
<td>LONG BEACH, CA</td>
<td>OCBS800697748</td>
<td>HLUAKL170211960</td>
<td>Dry</td>
<td>Show Container # Click here</td>
</tr>
<tr>
<td>ANKENY</td>
<td>IOWA, IA</td>
<td>BLUE ANCHOR AMERICA LINE (BLUE ANCHOR LINE)</td>
<td>BANG</td>
<td>40</td>
<td>05-24-17</td>
<td>NORFOLK, VA</td>
<td>BANGBLO057081</td>
<td>CMUJGE6825302</td>
<td>Dry</td>
<td>Show Container # Click here</td>
</tr>
<tr>
<td>ANKENY</td>
<td>IOWA, IA</td>
<td>SWIFT GLOBAL LINE</td>
<td>SWGB</td>
<td>20</td>
<td>05-24-17</td>
<td>NEW YORK, AREA, NEWARK, NEW JERSEY</td>
<td>AEHS141117003712</td>
<td>MSCUJE792848</td>
<td>Dry</td>
<td>Show Container # Click here</td>
</tr>
</tbody>
</table>
New federal regulations require that freight must be weighed before it is shipped. To provide more information to the public and our members, the Des Moines Area MPO has created an interactive map listing all certified scale and weigh stations in the state of Iowa. Below is that map. Clicking on each site will bring up its address, contact information, and number of scales and corresponding scale weights. Data is provided by the Iowa Department of Agriculture and Land Stewardship. Data was collected in January 2017.
Project Development

Initial Numbers

- For the month of February, 2016: 3,891 containers were destined for the State of Iowa
- This projects to between 45k – 50k containers coming into the state yearly
- For the MPO Planning Area: 622 monthly and 7k – 9k yearly
- For the CIRTPA Planning Area: 269 monthly and 3k – 4k yearly
Lessons Learned

- Patience is key
  - Over 2 years since initial meeting with CyBIZ Lab

- Data is everything
  - Data source is public
  - Some data is not immediately available
Next Steps

- Additional features will be developed
- Continue to promote the website
- Determine value and funding options
Next Steps

Data Analytics

- Track hits per day
- Track searching and website usability
Next Steps

Funding Considerations

- User fee
- Sponsorship
- Some combination of both
Next Steps

What Can YOU Do?

- Spread the word
- Be an early user
- Submit ideas
Container Coordination Project

Questions?

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