



**BUILDING AMERICA®**

September 21, 2020

Ms. Ann Warner  
Spokesperson, Freight Rail Customer Alliance  
300 New Jersey Ave NW #900  
Washington, DC 20001

SENT VIA ELECTRONIC MAIL

Dear Ms. Warner:

I am writing in response to your August 31, 2020, letter sent to the STB on behalf of the Freight Rail Customer Alliance, the National Coal Transportation Association, the National Industrial Transportation League, and the Private Railcar Food and Beverage Association, Inc. We strive to provide customers with open and transparent communication, along with giving customers visibility to their shipments during transit. We know how valuable this information is to our customers as they plan their operations, and we seek to continuously improve our processes to make it easier for customers to do business with us.

In fact, we recently launched an enhanced Shipment Management dashboard that provides customers an easier way to see real-time equipment information in their shipment pipeline. We've given customers the ability to view multiple facility locations on a single screen as a one-stop shop. This not only provides succinct inventory summaries by location, but also allows customers to take action like releasing cars for pick up or addressing dwelling cars in the serving yard.

Additionally, we have our own suite of 25 shipment notifications that customers can subscribe to receive. These notifications provide real-time information such as when their service is scheduled and when a local crew is on the way to their facility, allowing them to better plan their daily operations.

Another key technology initiative we launched earlier this year is our Application Program Interfaces (APIs), which allow our systems to connect, integrate and interact with our customers' systems. We were the first in the rail industry to provide this service and we continue to work on additional APIs that provide customers even greater insight into their shipments.

Regarding your specific concern about visibility to "first-mile/last-mile" data, Union Pacific already provides local service metrics at the customer level. A global metric for "first-mile/last-mile" performance would not be useful to our customers. The "first-mile/last-mile" metric is relevant at an individual location. If you generalize this metric by aggregating customer locations into a global measure, it would not provide customers with meaningful representation of their local service levels. Our standard practice is to perform on-going reviews with customers and discuss local service at their facilities. We will continue to provide this level of detail to our individual customers as a matter of course, and work closely with them to resolve any local service concerns.

We are focused on strengthening our communications with customers to make sure that we are supporting their needs. We will continue investing in technology to make it easier for customers to do business with us and provide more real-time data to keep their supply chains fluid. I look forward to working with our customers and would welcome the opportunity to answer their concerns regarding local service performance.

Sincerely,

A handwritten signature in black ink that reads "Kenny Rocker". The signature is written in a cursive, flowing style.

Kenny Rocker  
Executive Vice President, Marketing & Sales

cc: Ann D. Begeman, Chairman, Surface Transportation Board  
Martin J. Oberman, Vice Chairman, Surface Transportation Board  
Patrick J. Fuchs, Member, Surface Transportation Board