

METRANS NEWS



CALIFORNIA STATE UNIVERSITY
LONG BEACH

Dedicated to solving metropolitan transportation problems through
research, education and outreach.

Summer 2014 Volume 13 Issue 2

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METRANS OUTREACH

Giuliano Weighs in on National Freight Policy With Fellow NFAC Members

METRANS Director Genevieve Giuliano traveled to Washington, D.C., earlier this summer to offer insights on a recent slate of recommendations that members of the National Freight Advisory Committee (NFAC) submitted to the now former U.S. Transportation Secretary Ray LaHood in June.

Giuliano is serving as one of three designated freight experts appointed by Secretary LaHood for two-year appointments on the committee in concert with 44 other freight industry stakeholders – running the gamut from labor union leaders to executives of large corporations to public officials. Giuliano's fellow designated freight experts are José Holguín-Veras, Rensselaer Polytechnic Institute, and Michael C. Walton, University of Texas at Austin. METRANS Advisory Board Members Fran Inman of Majestic Realty and Randy Iwasaki of Contra Costa Transportation Authority were also appointed by Secretary LaHood to serve on the committee.

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Dr. Genevieve Giuliano with California State Assemblymember Bonnie Lowenthal in the U.S. House Transportation and Infrastructure committee hearing room.

METRANS OUTREACH

2014 CITT Town Hall to Address "Global Trends, Local Impacts, BIG DECISIONS"

Emerging markets, bigger ships, e-commerce, 3-D manufacturing, and rising energy costs are global trends that are directly impacting Southern California. It is in that spirit that logistics leaders convene on October 15, 2014, to address the wide range of technological, environmental, and socioeconomic factors that the Southern California goods movement community faces in the present and not-too-distant future.

This year's 2014 CITT State of the Trade and Transportation Town Hall meeting features a roundtable discussion with new Port of Long Beach Chief Executive Jon Slingerup, Peter Friedman of FBB Federal Relations representing a broad base of shippers and cargo owners, and Bobby Olvera, Jr., President of the Local 13 International Longshore and Warehouse Union (ILWU). Kristin Decas, Chief Executive and Port Director of the Port of Hueneme, will moderate the roundtable discussion. The evening will begin with a welcome from CSULB President Jane Close Conoley and Interim CITT Executive Director Tom O'Brien followed by a new video from the award-winning CSULB media team that sets the stage for the evening's discussion.

This event is free and open to anyone interested in global trade trends and what they mean for the future of the goods movement industry in the region, the state, and the nation.

Wednesday, October 15, 2014 • 6:00 PM-8 PM • Carpenter Performing Arts Center, CSULB, 6200 Atherton St., Long Beach. Additional information is available at www.ccpe.csulb.edu/citt under News and Events.



METRANS, a partnership of the University of Southern California and California State University, Long Beach, is a US Department of Transportation designated University Transportation Center. Its mission is to solve transportation problems of large metropolitan areas through research, education and outreach.

MetroFreight partner IFSTTAR – The French Institute of Sciences and Technology for Transport, Development and Network – hosted fellow partners from Seoul, New York, and Los Angeles in Paris, France, during the Transport Research Arena Conference in April. The Board of the Volvo Research and Educational Foundations (VREF) has funded MetroFreight through 2017 as a Center of Excellence to “conduct a comprehensive, multidisciplinary program of research education and training” that addresses local and global challenges of urban freight.

IFSTTAR organized a day that included site visits, presentations, and discussions about sustainable freight research underway around the globe. In the early morning, MetroFreight partners toured city logistics experiments underway throughout Paris. The afternoon conference sessions began with an opening presentation by Genevieve Giuliano, MetroFreight Director, which addressed the Center’s objectives and partner initiatives.



The Bourdonnais Port at the foot of the Eiffel Tower in Paris, France.



In April, members of the MetroFreight team toured logistics facilities in Paris, France. Pictured from left to right are: Jean Baptiste Thébaud, the Port of Bourdonnais, Paris; Tom O’Brien, CSULB; Genevieve Giuliano, USC; Alison Conway, CCNY; Michael Browne, University of Westminster; Sang Beom Seo, Jee Sun Lee, and Chianjing Anh all from KOTI, Seoul; Adeline Heitz, IFSTTAR, Paris; Maged Dessouky, USC; the interpreter, Laura; Laetitia Dablanc, IFSTTAR, Paris; and Hugo Yoshizaki, University of Sao Paulo.

Dr. Jean-Paul Rodrigue from Hofstra University then gave a presentation entitled “MetroFreight’s Phase One: What do urban freight data mean for mega cities such as Los Angeles, New York, Paris, and Seoul?” Rodrigue described the development of databases and the mapping of urban freight in those mega cities. He presented the concept of a “Freight Landscape,” which describes the spatial patterns of freight supply and demand.

Rodrigue’s presentation was followed by a roundtable discussion that examined differences between research and practice in sustainable

freight research and policymaking. The panel featured representatives from the City of Paris and the Region Ile-de-France with academics Dr. Alison Conway (CCNY), Dr. Rodrigue (Hofstra University), Dr. Giuliano (USC), Dr. Tom O’Brien (CSU Long Beach), Dr. Jee-Sun Lee (Korea Transport Institute), and Moderator Dr. Laetitia Dablanc (IFSTTAR).

Henrik Nolmark, administrative director of Volvo Research and Educational Foundations (VREF), delivered concluding remarks for the day. Under the VREF grant, USC serves as the host university, working with METRANS partner CSULB. Other MetroFreight partners are IFSTTAR in France, the University Transportation Research Center Consortium (UTRC) in New York; and the Korea Transport Institute (KOTI) in Seoul. MetroFreight is charged with creating strategies for developing sustainable transportation systems in large urban areas around the world.

The next major MetroFreight research event will take place in New York in October 2014, where the partners will meet in conjunction with the VREF Centers of Excellence Conference.

Webinar with Laetitia Dablanc



Laetitia Dablanc

Dr. Laetitia Dablanc and Dr. Anne Goodchild presented a webinar “Logistics Sprawl: Spatial patterns of logistics facilities and their impacts on metropolitan areas,” on July 22, 2014.

Dr. Dablanc is a senior scientist from the French Institute of Science and Technology for Transport, Development and Networks (IFSTTAR), the Paris team leader for MetroFreight, and a visiting scholar at the USC Price School. Dr. Goodchild is an Associate Professor of Civil and Environmental Engineering at the University of Washington. She is also Director of the Goods Movement Collaborative and Academic Director of the Supply Chain Transportation and Logistics Online Master’s degree program.

This webinar was part of the Peer-to-Peer Exchange Program offered by the VREF Center of Excellence for Sustainable Urban Freight Systems and designed to share global best practice cases and real world examples. For the sixth webinar of the series, Dr. Dablanc and Dr. Goodchild examined spatial patterns of freight and logistics activities and the impacts associated with them in four logistics hubs: Los Angeles, Atlanta, and Seattle in the United States and Paris in France. The speakers focused on a phenomenon known as logistics sprawl, which is the tendency of warehouses to move away from urban regions towards more suburban and exurban areas.

Land prices, the availability of road infrastructure, and the need for connectivity with other major consumer markets all contribute to logistics sprawl. The study found that except for Seattle, logistics activities decentralized more than economic activities in general. Seattle does not demonstrate logistics sprawl because: 1) the location of the warehousing center is equidistant from the Ports of Seattle and Tacoma; 2) there are constrained geography and a limited road network; and 3) the 1990 Washington Growth Management Plan restricts growth.

Dr. Dablanc and Dr. Goodchild briefly described current local strategies related to logistics sprawl. One example is that after pushing logistics out for decades, the cities of Paris and Atlanta are now promoting new freight terminals back in the urban core. More case studies are to come.

METRANS OUTREACH

METRANS Associates Program Partner Spotlight: **The Port of Long Beach**

Its name is synonymous with international trade and it is a training ground for the next generation of freight systems and logistics professionals, and it is located only minutes from CSULB and less than 30 minutes from USC. It is the Port of Long Beach and it is an obvious and essential member of the METRANS Associates Program.

“METRANS and the Port of Long Beach share a common goal: to provide our next generation of goods movement professionals with real-world training and to inspire them to bring creativity and innovation to address logistics challenges in the years ahead,” said Eric Shen, Director of Transportation Planning for the Port of Long Beach.

The Port of Long Beach is an ideal “test bed” for METRANS researchers, said Shen, who is also an Industry Lecturer at USC’s Sol Price School of Public Policy and the Viterbi School of Engineering. Having a partnership with METRANS also gives leaders at the Port of Long Beach access to advanced research conducted by scholars at USC and CSULB who are studying best practices from ports around the world, he added.

“The Port of Long Beach exemplifies the level of engagement and support necessary to make METRANS initiatives a reality,” said Thomas O’Brien, Interim Executive Director for CSULB’s Center for International Trade and Transportation.

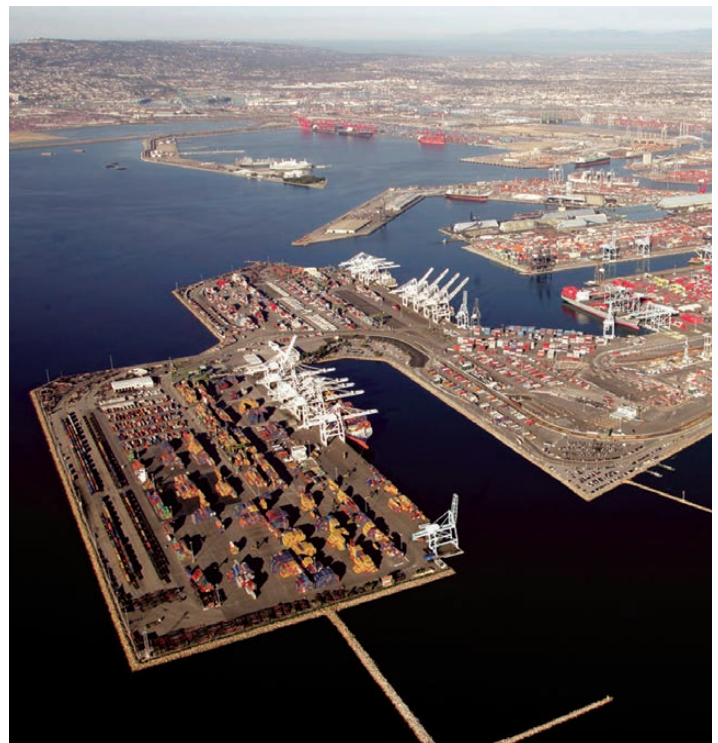
Generating research to solve national transportation problems, training the next-generation of transportation professionals, and engaging the goods movement community to assess best practices and technology for the 21st century are among the primary objectives for the METRANS Transportation Center. And none of these critical national objectives would be possible without the support of the METRANS Associates Program members.

“The close working relationship between METRANS and the Port of Long Beach makes it possible for researchers and port leaders to bridge the gap between theory and practical application,” O’Brien said. With the Port as a partner, METRANS faculty members are able to train the next-generation transportation workforce for the challenges that port officials have faced and expect to face. In this way, engagement between the Port of Long Beach and METRANS creates a positive cycle of field-tested scholarship that produces graduates with specialized training who are prepared to face current and future challenges in goods movement.

The METRANS Associates Program promotes collaboration between the university community, corporations, and government bodies who come

together to identify research needs and fund projects to study emerging trends and forecasts in goods movement and international trade, discuss relevant and timely developments in transportation policy, and share best practices in the field. METRANS Associates enjoy unparalleled access to USC and CSULB faculty and other experts in transportation.

METRANS Associates receive access to exclusive educational opportunities and outreach programming that explores timely and relevant topics in transportation, and provides access to an elite network of professionals working in the field. This includes membership on the METRANS Advisory Board and admission to all METRANS events and VIP receptions, including complimentary admissions to the biennial International Urban Freight Conference (I-NUF).



METRANS EDUCATION

The Port of Long Beach Awards \$10,000 in Scholarships to Students Enrolled in the Global Logistics Specialist Program at CSULB’s CITT

GLS students Kristine Baray, Ryan Endres, Jacques Goueth, and Jaime Medina were selected by the Port of Long Beach to receive a combined \$10,000 in scholarships. The students were recognized at the Port of Long Beach’s Celebrating Education Reception at the Museum of Latin American Art in Long Beach. The Port of Long Beach also revealed its Education Outreach Plan describing its commitment to educating the Long Beach Community about the opportunities in the field of trade and transportation. These students were also recognized during the 2014 GLS graduation. The graduation keynote speaker was Ebony Loeb, a 2010 Port of Long Beach scholarship recipient. During her keynote, Loeb described her career path which eventually led her to her current position as West Coast Containers Black Belt Manager for Ports America. The Port of Long Beach’s annual scholarships for deserving GLS students has become a welcome tradition at CITT – promoting higher education and ultimately a stronger logistics workforce.

METRANS EDUCATION

2013-2014 Faculty Awards

Genevieve Giuliano, METRANS Director, Professor and Senior Associate Dean, Sol Price School of Public Policy, USC, received the Council of University Transportation Center Distinguished Contribution Award, and won the Distinguished Lecture award from the Source Series, Volpe Transportation Center for her presentation, "Moving Freight in Metropolitan Area: The Newest Urban Transportation Problem." She was also appointed to National Freight Advisory Committee by (former) U.S. Department of Transportation Secretary Ray LaHood.

Marlon Boarnet, METRANS Associate Director, National Center for Sustainable Transportation Professor, Senior Associate Dean for Academic Affairs, and Director of Graduate Programs in Urban Planning, Price School of Public Policy, USC, received the David Boyce Award for lifetime service to the Regional Science Association International, was honored as 15th most cited planning scholar in the U.S, analysis by Thomas Sanchez of Virginia Tech University, and was appointed a fellow of the Homer Hoyt Institute of Real Estate, Weimer School.

Tridib Banerjee, Professor, Sol Price School of Public Policy, USC was appointed Honorary Professor of the School of Planning and Geography, Cardiff University, was awarded the prestigious Harvey Perloff Visiting Chair Award from Luskin School of Public Affairs, UCLA, and was nominated by USC faculty and confirmed by the executive board of the USC Chapter of Phi Kappa Phi national honor society.

Dan Gardner and **Dennis Bartz**, Global Logistics Specialist (GLS) Instructors at CSULB's Center for International Trade and Transportation (CITT), were awarded the 2013 and 2014 George Marshall Instructor Awards, respectively. Gardner, President of Trade Facilitators, Inc., is the latest addition to the GLS instructor team. He teaches Components of a Strategic Logistics Plan, which helps students with their development of the final capstone project. Bartz, who has 31 years of experience in finance and international operations, recently retired from Bank of the West as Senior Vice President & Manager of Global Trade Services. He teaches Letters of Credit courses, which cover payment mechanisms in international trade.

Bill McCaughey, GLS Instructor, CITT, received the Bill Wisener Distinguished Service Award. McCaughey, who retired this year, taught Global Distribution: International Supply Chain Management.

John Melendez, GLS Instructor, CITT, was awarded the Carolyn Martin Outstanding Instructor Award in the Marine Terminal Operations Professional (MTO) program. He teaches Cruise Terminals Operations and Cruise Terminals Planning the Vessel and Flow.

James E. Moore II, Professor and Vice Dean of Academic Programs at the Viterbi School of Engineering, USC, was awarded Member of the Year, WTS Los Angeles.

Dowell Myers, Professor, Sol Price School of Public Policy, USC, was appointed to the National Academy of Science panel to study the economic and fiscal consequence of immigration.

Jenny Schuetz, Assistant Professor, Sol Price School of Public Policy, USC, was appointed to the Program Committee, Women in Real Estate Network of American Real Estate and Urban Economics Association.

METRANS EDUCATION

2013-2014 Student Awards

At METRANS, we take great pride in the accomplishments of our transportation students.

Local Awards

USC Price Urban Planning PhD student **Sandip Chakrabarti** received the 2014 C. Lowell Harriss Dissertation Fellowship from the Lincoln Institute of Land Policy.

USC-Price BS Policy, Planning, and Development student **Todd Nguyen** received the Global Scholar Award for studying abroad in Brisbane, Australia. Todd also received a Renaissance Scholar for combining both his major in PPD and architecture minor.

USC-Price BS Policy, Planning, and Development student **Hallie Roth** received the Ramer Scholarship, which is awarded to meritorious students from New Jersey looking at a future career in law or public service.

CSULB MAGL student **Robert Villigran** received a scholarship from the Southern California Roundtable for the Council of Supply Chain Management Professionals.

CSULB GLS student **Jaqueline Estrella** was awarded the Richard Hollingsworth Professional Development Scholarship.

CSULB GLS student **Ericka Penazola** was awarded the 2013-2014 Harbor Transportation Club scholarship.

CSULB GLS students **Yoko Moro**, MAGL-AP student **Samira Rahim Taleghani**, and GLS Online student **Lalis Vasileios** received Los Angeles Transportation Club scholarships.

CSULB GLS student **Ericka Penalzo**, GLS student **Jannet Reyes**, MTO student **Paloma Vasari**, and GLS student **Ryan Wilson** received Container and Intermodal Institute scholarships.

University Awards

USC-Price MPL student **Priscilla Appiah** along with her studio course team received the Student Capstone Exhibit Award: The Irwindale Gold Line Station Study.

USC-Viterbi MSCE (transportation engineering) student **Lei (Sylvia) Ge** received the David M. Wilson Book Scholarship from the USC Sonny Astani School of Civil and Environmental Engineering.

USC-Price MPL student **Jesus Herrera** received the Academic Celebration Student Exhibition Award for 2014. He also received honors for the 2014 MPL Comprehensive Exam for Transportation Concentration.

USC-Price MPL student **Vy Phan-Hoang** along with her studio course team received the Student Exhibition Award at the Price School for the Metro Gold Line extension project: Capturing a Golden Opportunity for Transit-Oriented Development in Duarte: Recommendations in Land Use, Transportation, and Economic Development at the Duarte Gold Line Station.

USC-Price BS Policy, Planning & Development student **Fred Chang** received the Sol Price School of Public Policy Academic Celebration Student Exhibition Award for 2014.

At CSULB, the Seven Best Solutions team members: **Elizabeth Cuellar**, **Diana Lam Brandt**, **Xiangyun Maeshiro**, **Jaime Medina**, **Yoko Moro**, **Tran Nguyen**, and **Pedro Pulido** received the GLS Best Capstone Award for Fall 2014.

METRANS EDUCATION

U.S. Marine Receives Scholarship Founded by GLS Alumnus

As an active duty member of the U.S. Marine Corps for more than 20 years, Gunnery Sgt. Sergio Jimenez saw firsthand how vital a role logistics plays in military operations. Efficient management of the flow of resources such as food, ammunition, and clothing to the ground forces around the world is essential to military personnel and their directives. In 2013, Sergio Jimenez was speaking with a veteran friend regarding his approaching retirement from the Marine Corps and his desire to eventually enter the field of importing, exporting, and international trade. At the suggestion of his friend, Sergio looked into the Global Logistics Specialist (GLS) program at CSULB's Center for International Trade and Transportation and soon realized the training offered was an ideal fit and would build upon his military logistics experience.

"The folks (instructors) that came in to speak to us were actual practitioners out in the field and they knew exactly what they were talking about because they lived it, they worked it every day, and it made the experience that much more credible for me," Jimenez said. One of the instructors who will have a lasting impression on him is Kevin Turner. Kevin is currently the Executive Vice President of Voit Real Estate and is also a graduate of the GLS program. During his time as a student in the GLS program, Kevin continually saw the sacrifices the other students in the program were making in order to further their education and marketability in the logistics industry. Upon receiving the GLS professional designation in 2012, Kevin was inspired to set up a scholarship fund dedicated to supporting a GLS student's career advancement and commitment to success in the trade and transportation industry.

After completing the program in a rigorous six months, Sergio was selected to receive the Kevin Turner Scholarship at the 2014 GLS Graduation. Gunnery Sgt. Jimenez is currently a Public Affairs Chief with the Motion Picture and TV Liaison at the U.S. Marine Corps office. He holds a Masters of Business Administration from the University of Phoenix and expects to receive his Masters of Strategic Public Relations degree from

George Washington University in 2015. Kevin saw his selection as an opportunity to recognize Sergio's dedication as a father of four and an accomplished veteran. Jimenez said, "As a Marine or as a Veteran, you are already much more prepared for a job or a career in logistics than you may think. The skills that are learned in the military are very translatable into logistics and to international trade in general."



Kevin Turner and Sergio Jimenez

Giuliano Weighs in on National Freight Policy *(continued from page 1)*

In accordance with the 2012 transportation bill, Moving Ahead for Progress in the 21st Century (MAP-21), the 47-member committee was charged with providing recommendations to the DOT Secretary regarding how the DOT can implement a National Freight Strategic Plan to revise its policies to create a more efficient and sustainable freight system.

"Over the past year, the members of the committee have worked very hard to address barriers to successful freight mobility," Giuliano said, noting that the committee considered "best practices from around the country."

"NFAC recommendations were distributed to key transportation committees in the House and Senate," Giuliano said, adding that the full committee then met in Washington, D.C., with congressional leadership and staffers to offer further context and analysis on the proposed improvements.

Attendees at Senate building meetings were Sen. Richard Blumenthal (CT), Sen. Maria Cantwell (WA), and staffers from the Senate Commerce Committee who work on the freight policy. Attendees at House building meetings were Rep. John J. Duncan, Jr. (TN), Rep. Bill Shuster, Chair (PA), Rep. Janice Hahn (CA), and Rep. Eleanor Holmes Norton (DC).

According to Giuliano, NFAC recommendations on the following topics generated considerable discussion:

- creating a freight-specific funding program for multi-modal large infrastructure projects;
- streamlining provisions to make federal funding and approval processes more efficient;
- developing a freight-focused technology research and development program; and
- creating freight data collection for system performance monitoring and analysis.

The freight-focused provisions in MAP-21 come at a time when legislating necessary federal transportation funding has become increasingly difficult. Thus the main concerns of Congress are about using existing funds as efficiently as possible and finding revenue sources to fund new freight initiatives.

Dan Gardner's "Making Hay" Presentation Kicks Off METRANS Industry Outlook Series



Dan Gardner

In a talk that addressed past industry trends, the emergence of globalized trade, and the need to develop an advanced 21st century workforce, Dan Gardner kicked off the METRANS Transportation Center's Industry Outlook series. His presentation, "Making Hay: The Future of U.S. Competitiveness in the Age of Globalization" struck a practical balance between theory and praxis, drawing from his personal experiences and leading thinkers like economist Joseph Schumpeter and business management leader Peter Drucker.

"The U.S. has exploited capitalism without preparing for globalization," Gardner said, adding that it is now incumbent upon U.S. business leaders to adapt to those changes. Drawing from Schumpeter's notion of "creative destruction," Gardner contended that U.S. business leaders must learn to embrace the disruptive nature of the modern economy. As an example, he cited the creative destruction with Kodak's film camera evolving to digital cameras, fax to email, cell phone to handheld computers, and CDs to mp3s. "Making Hay" centers on "being able to compete while the sun is still shining," he added.

Gardner concluded his presentation optimistically by saying that U.S. business leaders can stay a step ahead of the global market by watching trends and reacting to them by providing their workforces with the skills needed for today's markets. Gardner is President of Trade Facilitators, Inc., and an instructor in the Global Logistics Specialist program at California State University, Long Beach.

METRANS Fall Seminar Series

Tuesday, September 16, 2014 • 12:00 PM

Measuring Rail Transit's Sustainability Goal:

An Experimental Evaluation of the Expo Line

University of Southern California

Ralph and Goldy Lewis Hall (RGL), Room 101

Jointly sponsored with USC Price Urban Growth Seminar Series

Speaker: Marlon Boarnet, Professor and Senior Associate Dean for Academic Affairs, Director of Graduate Programs in Urban Planning, Sol Price School of Public Policy, University of Southern California

Discussant: Lisa Schweitzer, Associate Professor, Urban Studies, Sol Price School of Public Policy, University of Southern California

Friday, September 26, 2014 • 12:00 PM

Improving Decision-Making for Mega Infrastructure Projects:

Study on the Possible Applicability of the Policy-Led Multi-Criteria Analysis (PLMCA) to the Planning and Appraisal of Major Gateway Port Projects

University of Southern California

Ralph and Goldy Lewis Hall (RGL), Room 219

An educational exchange funded by the Volvo Educational & Research Foundations

Speaker: Marco Dean, Ph.D. Student, Research Assistant, OMEGA Centre Bartlett School of Planning, University College London

Wednesday, October 1, 2014 • 12:00 PM

Association of Collegiate Schools of Planning (ACSP)

Conference Topics

University of Southern California

Ralph and Goldy Lewis Hall (RGL), Room 209

Panel of Ph.D. students: Sandip Chakrabarti, Xize Wang, Andy Hong

Friday, October 17, 2014 • 12:00 PM

Association of Collegiate Schools of Planning (ACSP)

Conference Topics

University of Southern California

Ralph and Goldy Lewis Hall (RGL), Room 209

Panel of Ph.D. students: Yuting Hou, Mohja Rhoads, Eun Jin Shin

Wednesday, November 5, 2014 • 12:00 PM

Travel Behavior of Millennials

University of Southern California

Ralph and Goldy Lewis Hall (RGL), Room 209

Speaker: Evelyn Blumenberg, Professor and Chair, Department of Urban Planning, University of California Los Angeles

Wednesday, November 19, 2014 • 12:00 PM

Incentives to Reduce Air Pollution by Reducing Ship Speeds:

Evidence from the Port of Long Beach Green Flag Program

University of Southern California

Ralph and Goldy Lewis Hall (RGL), Room 209

Speaker: Seiji S. C. Steimetz, Associate Professor and Associate Chair, Department of Economics, California State University, Long Beach

METRANS EDUCATION

USC Launches New Course on Seaport Policy and Management

Newly appointed METRANS faculty member Dr. Geraldine Knatz will teach a new graduate course, PPD 599, Seaport Policy and Management during the Fall 2014 semester at USC.

The course will examine the vital role that seaports play in facilitating world trade. This course will capitalize on the fact that the largest port complex in the Western Hemisphere is only a 25-minute drive from the USC campus. Accommodating more than 40 percent of the nation's waterborne commerce and critically important to the United States economy, it is somewhat incongruous to find that our local ports are operated as departments of the local city governments.

Although port governance structures vary worldwide, most are governmental enterprises operating in a business environment while navigating a complex political environment. Yet the seaport governmental organization is only one of a large group of private companies and governmental agencies that must operate together to create a seamless environment for the business customer. This complexity brings with it unique policy issues and management challenges. The class is designed for students focused on public sector governance, government, industry relationships, international trade, and transportation.

New Faces at METRANS



Dr. Geraldine Knatz

Dr. Geraldine Knatz

Dr. Geraldine Knatz recently joined the USC faculty as a Professor of the Practice of Policy and Engineering in a joint appointment between the Sol Price School of Public Policy and the Sonny Astani Department of Civil and Environmental Engineering at the Viterbi School of Engineering. She will teach as well as conduct research in affiliation with the METRANS Transportation Center.

Dr. Knatz served as the director of the Port of Los Angeles from January

2006 to January 2014. She was the first woman to serve in this role and made a significant impact through the creation and implementation of the San Pedro Bay Ports Clean Air Action Plan, an aggressive plan that reduced air emissions by combined port operations of over 70 percent over five years. The Clean Air Action Plan is recognized around the world for its innovation and success. Prior to directing the Port of Los Angeles, Dr. Knatz was the director of the Port of Long Beach where she also led a number of environmental initiatives, including the Green Port Policy and Truck Trip Reduction Program.

Internationally recognized for her accomplishments, Dr. Knatz earned an MS (1977) and Ph.D. (1979) from USC, and has received numerous awards, including Outstanding Women in Transportation (*Journal of Commerce*, 2007), Woman Executive of the Year (*Los Angeles Business Journal*, 2007), Compass Award (Women's Leadership Exchange, 2008), honorary PhD, Maine Maritime Academy (2009), and the Peter Benchley Ocean Award (Blue Frontier Campaign, 2012). In 2014, she was named a member of the National Academy of Engineering in recognition of her international leadership in the engineering and development of environmentally clean urban seaports.



Janet Kleinman

Janet Kleinman

Janet Kleinman was recently named METRANS Administrator. Based in the USC METRANS offices, she will primarily support METRANS Director Gen Giuliano and METRANS Assistant Director Vicki Valentine Deguzman. The METRANS Administrator is responsible for all reporting requirements associated with the METRANS UTC, updating and maintaining the METRANS website, administering the METRANS Seminar Series and other events,

and providing support for the METRANS Advisory Board and METRANS Associates Program. Kleinman has extensive experience in program administration. She previously worked at Raytheon Company and the RAND Corporation.



Dr. Tyler Reeb

Dr. Tyler Reeb

Dr. Tyler Reeb was recently named Editor of *METRANS NEWS*. He teaches journalism and literature courses at CSU Long Beach and CSU Los Angeles. His research focuses are ethics, transdisciplinary research, critical and creative writing, and investigative journalism. Prior to earning his doctorate from Claremont Graduate University, he edited the *Long Beach Business Journal*.

METRANS

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