

Dear Readers:

Today METRANS and CITT stand at a critical crossroads now that the U.S. Department of Transportation has ended the entire UTC program in its present form and launched a competition to fund a smaller number of reconfigured centers. Please read the article, "Poised to Compete."

METRANS funds support many of CITT's outreach programs and workshops, for which we are so well known, such as our ten Town Halls and our new Point/Counterpoint events.

We are well on our way to submitting a proposal. Bringing in strong partners from across the nation will strengthen our proposal and complement METRANS and CITT's impressive track record.

METRANS has made a mark in the goods movement industry over the past 12 years and I believe we have a very good chance for winning. We have won two competitions in the past and we have a reputation for quality and efficiency in addressing timely and important issues from a neutral perspective.

Marianne Venieris
Executive Director

CITT and METRANS Face New Era Poised to Compete

A surprise decision in Washington means new challenges and opportunities for the METRANS Transportation Center and CSULB's Center for International Trade and Transportation.

On June 3, 2011, the U.S. Department of Transportation informed all 59 University Transportation Centers that it was eliminating the program in its current form and replacing it with a new research program.

METRANS, founded in 1998, is a partnership between the University of Southern California and California State University, Long Beach. It is one of 59 University Transportation Centers (UTC) funded by the U.S. Department of Transportation (USDOT) under a program that requires one-to-one matching with non-federal funds. In METRANS' case, matching comes from the California Department of Transportation (Caltrans).



METRANS director Gen Giuliano and deputy director Marianne Venieris accept the CTF "Organization of the Year Award" in Sacramento.

At CSULB, CITT represents that partnership as a University-approved, multidisciplinary center for multimodal transportation studies and logistics research, education, training, policy analysis, and community outreach.

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Dines and Drummond Appointed to LB Harbor Commission

One is an old hand at city government. The other moves cargo in and out of the ports with his own hands.

New harbor commissioners Doug Drummond (*at right in the photo below*) and Rich Dines (*left*) were sworn in and seated at the Long Beach Board of Harbor Commissioners meeting on Monday, August 8. They were nominated by Mayor Bob Foster in July to replace commission vacancies and unanimously confirmed by the City Council. Based on the Long Beach City Charter, the

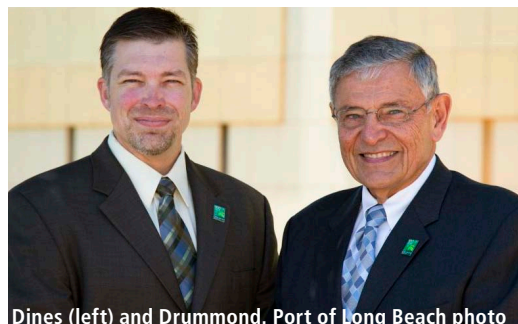
five-member Board of Harbor Commissioners manages the Harbor Department and sets policy for the Port of Long Beach.

"Between the two, they have extensive knowledge of both the Port and the City of Long Beach," says Foster. "I'm confident that they will both serve the Harbor Commission well."

Dines began working at the ports of Long Beach and Los Angeles in 1997 and became a member of the International Longshore and Warehouse Union (ILWU) in 2000.

"I think I bring an understanding of port operations and what needs to be done—not just from the 30,000-foot level of the executives or from the numbers that staff provides, but from a worker's perspective at the ground level," he says.

Dines served several terms as a member of the Executive Board and Political Action Committee for ILWU Local 13, representing



Dines (left) and Drummond. Port of Long Beach photo

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Poised to Compete (continued)

The UTC program is part of the federal surface transportation program authorized by multi-year legislation, the most recent of which was passed in 2005 and expired in 2009. Since then the surface transportation program has been extended under a series of continuing resolutions. The USDOT's decision suspended all UTC funding until the new research program is in place.

The decision to declare the UTC program as "completed" was not anticipated. "Changing a research program in a continuing resolution is unprecedented," says METRANS director Genevieve Giuliano, who is also president this year for the Council of University Transportation Centers, "and it has implications for the future of federally funded university research programs, both in new continuing resolutions and ultimately in a new surface transportation bill."

Universities will compete for a drastically restructured UTC program that will fund at most 22 centers at \$3.5 million each. The winners are each required to be consortiums—national associations of universities.

"METRANS (both USC and CSULB) will be playing a key role in these centers, however they are eventually constructed," says Giuliano. "We will be submitting a consortium proposal to continue our work, while collaborating with new partners across the country."

Building on an Excellent Record

METRANS is poised to compete as never before after an extraordinary year of recognitions and awards. The California Transportation Foundation recently named METRANS its "Organization of the Year," a distinction which had previously only gone to companies.

"METRANS is one of the highest performing transportation centers around the country," Giuliano adds. "Our performance has been exemplary by all the indicators that are used to evaluate transportation centers." Giuliano points to METRANS' excellent performance on all three aspects of the UTC program: research, education and outreach.

Since 1998, METRANS has funded 112 faculty at USC and CSULB in fields as diverse as engineering, business, economics, geography, information sciences, public policy, planning,

public administration and health sciences. METRANS is internationally recognized for its research in goods movement and international trade, as well as urban mobility. On the strength of prior METRANS research, faculty members this year won major research grants to archive and analyze traffic data; to prototype a dynamic market for ridesharing; and to experiment with new technologies linking drivers, vehicles and infrastructure for safer transportation in tomorrow's megacities.

"We have national and international recognition and reputation as measured by publications, research quality, education quality and an exemplary outreach program," she says.

Outreach programs include new issue-oriented Point/Counterpoint events exploring industry-wide topics such as Panama Canal expansion; new international efforts such as the NAFTA-wide collaborative that launched with the conference "Collaborators and Competitors: Understanding the Connections Between Canadian, American and Mexican West Coast Ports and Gateway Regions"; and innovative live and online seminars and webinars covering the latest trends and issues for the general public or for trade and transportation specialists, such as "How Do Shippers Choose Ports?" At the same time, social media, communities of practice, videoconferences, podcasts and a searchable database of news articles are taking advantage of web technologies.

With educational programs spanning undergraduate, graduate and professional levels, the number of students involved at both USC and CSULB is growing, with participants from USC's Schools of Engineering and Policy, Planning, and Development as well as CSULB's Master of Arts in Global Logistics program. USC PhD graduates have been placed in universities and research institutes around the world, while increasing numbers of masters graduates are moving into leadership positions in both public and private sectors. METRANS and CITT students have more offerings to choose from, including the new Marine Terminal Operations Professional Program and a version of the Global Logistics Specialist Professional Designation Program designed for international students in conjunction with CSULB's American Language Institute.

On top of all this is METRANS' social capital—a unusually strong portfolio of relationships with stakeholders across the supply chain. In particular, METRANS was the first UTC to engage with longshore labor. "The center has been successful in a large part because of all the support it has received." This includes the matching funds from the State of California, support from the groups represented on its advisory board, and the sponsors of events.

"Stay tuned," Giuliano says. "We already have working relationships with several other UTCs around the US, we have great faculty and staff, and we have the strong support of two university administrations."

Dines Sees Critical Role for METRANS

New Long Beach Harbor Commissioner Rich Dines (*see page one*) credits his involvement with CSULB's Center for International Trade and Industry for helping prepare for his new role.

"I've really enjoyed my time at CITT, working with bright individuals with fantastic ideas," Dines says. "And my time on the Policy and Steering Committee has helped prepare me to be a commissioner on the Harbor Board."

"The same qualities that made Rich a good choice for the commission made him an ideal candidate to help guide CITT's activities when he was nominated in 2010," says CITT executive director Marianne Venieris. "That's because of his emphasis on bringing stakeholders together to find solutions that benefit labor, management, and the local community by maintaining the competitive edge of the Southern California goods movement industry."

Together with its partners at METRANS and CSULB, CITT's education, research, and outreach programs help keep the ports competitive. "There's an important role for METRANS and CITT and we can't afford to lose them because this industry supports too many jobs," Dines says. "CITT and METRANS are looking out for them, bringing information they need to know."

Fourth National Urban Freight Conference Goes Global

The National Urban Freight Conference (NUF) returns for a fourth meeting October 12–14 at the Hyatt Regency in Long Beach, California. Sponsored by CITT and METRANS, NUF brings together professional and academic communities to examine the impacts of goods movement and international trade in metropolitan areas.

The first NUF was held in 2006. At the time, recalls METRANS director Genevieve Giuliano, “People thought about logistics or urban planning, but they didn’t talk to each other. ‘Urban freight’ was an opportunity to get everybody in the same room.”

Researchers come from disciplines such as engineering, information science, business, economics, geography, public policy, planning, public administration, environmental and health sciences. Practitioners include those from industry, government and non-profit sectors.



C. Michael Walton

The 2011 keynote speaker is Dr. C. Michael Walton, Ernest H. Cockrell Centennial Chair in Engineering at the University of Texas at Austin.

Conference tracks focus on modeling, port operations, best practices and lessons learned, environment, security and vulnerability, transport economics, and policy and institutions. The number of accepted papers has grown from 80 in 2006 to 110 in 2011, including 24 papers from Canada, Europe, Asia and Africa.

Spotlight Sessions combine practitioners and academics to discuss issues where the two sides rarely meet: trucking, environmental justice, North American research linkages, and what researchers need to know about industry.

Southern California has been the ideal venue for NUF, with 20 million residents, a huge market for consumer and business goods, and thriving ocean and air cargo terminals, distribution centers and transportation corridors. All of these contribute to classic metropolitan problems such as trade-related congestion and pollution.

An optional site visit follows freight from ship to shelf. The journey begins viewing marine terminal developments, technology investments and operational changes to improve the flow of goods to truck and rail. A third party logistics coordinator will show transportation and container management in action, including transloading operations. Finally, touring a private warehouse helps to understand the supply chain geography of a major shipper.

Conference details and registration are available at www.metrans.org/nuf/2011.

Commissioners (continued)

the union at events and conferences including the 2009 World Shipping Summit in Qingdao, China. In 2007 he was elected president of the ILWU Southern California District Council, which coordinates regional political and legislative activity for the union. He also served on the board of directors of the Pacific Gateway Workforce Investment Network. (While he remains a dockworker, he resigned his leadership positions in order to accept the Harbor Commission post without worrying about future conflicts.) He also sits on the CITT Policy and Steering Committee, which he joined in 2010.

Dines has long advocated not only for employment development, but also for infrastructure investment for increased competitiveness and clean-air programs to improve the health of the community and port workers. To accomplish that, he has worked to increase collaboration among business groups, labor organizations and government agencies to advance port projects, such as the Middle Harbor Redevelopment and the Gerald Desmond Bridge replacement.

“We need to be very specific about creating local jobs,” he says. “Quality of life really begins with a good job.”

Drummond joined the Long Beach Police Department in 1959, retiring as a commander in 1988. He was twice elected by the Third District to the City Council (1990-1998), which included two years as vice mayor and also chaired the Tidelands and Port Committee. During his two council terms he represented the city with the Southern California Association of Governments, where he was a member of the Transportation and Goods Movement and Transportation subcommittees. He also served as a board member of the Los Angeles County Sanitation District and was the first president of the Gateway Cities Council of Governments, representing 26 cities in Southeast Los Angeles County.

“I’ve seen problems come and go and I think I can be very helpful in forging better relationships between the city and the port,” Drummond says.

He additionally served on the City’s Civil Service Commission and as a director of the Long Beach Transportation Company. He was a California State Commissioner for the Board of Parole Hearings and Fish & Game Commissioner for Los Angeles County.

Drummond has long been a vocal proponent of 710 freeway improvements, the Alameda Corridor and other port access initiatives. Now he says his priorities for the Harbor Commission are to keep the Gerald Desmond Bridge replacement project on track and to work for expanded rail access feeding into the ports, in sidings and on dock.

Both commissioners promise to improve communication between the Port and City Hall and the community. “The port’s relationship with the surrounding community is always in play,” Drummond says, noting the example of the Clean Trucks Program that has reduced westside truck emissions by 82%.

Both also stressed the important role CITT and METRANS play in the goods movement economy in terms of research education, and outreach. “Maintaining CITT as a neutral forum is essential, and so is having an impartial ear out there,” Drummond says. “We’ll be ready to listen.”

Commissioners serve a maximum of two six-year terms. The other commissioners are president Susan E. Anderson Wise, vice president Thomas Fields, and secretary Nick Sramek.

Building Bridges

Editor: **Steve Barth/Reflected Knowledge**

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CITT News

Venieris Heads International Business Association



Marianne Venieris

CITT executive director Marianne Venieris is president for the coming year of the International Business Association of Southern California, a branch of the Long Beach Area Chamber of Commerce. The IBA promotes international business and trade across the region. The year kicks off with a luncheon introducing new LB Harbor Commissioners Rich Dines and Doug Drummond on Sept. 30 at the Westin Long Beach. www.iba-longbeach.org



CSULB students receiving Port of Long Beach scholarships from left: Wade Martin (Department of Economics chair), Samuel Palacios, Amir Khan, Kristen Monaco (MAGL program director), Pablo Sierra Arias, Laura Guerrero, Andy Holder, and Melody Quintana.

CITT Policy & Steering Committee

The CITT Policy and Steering Committee consists of key goods movement stakeholders including academia, modal transportation, government, and organized labor.

Chair: *Jeet Joshee, Ed.D., AVP for International Education; Dean, CCPE, CSULB

Executive Director: Marianne Venieris, CSULB

Director of Research: Thomas O'Brien, Ph.D., CSULB

Michael Armstrong, Aviation Program Manager, Southern California Association of Governments

Kerry Cartwright, Director of Goods Movement, Port of Los Angeles

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Rich Dines, Commissioner, Port of Long Beach

*John Doherty, Chief Executive Officer, Alameda Corridor Transportation Authority

Mary Beth Eves, West Coast Manager of Deconsolidation and Consolidation, Kohl's Department Stores

*Norman Fassler-Katz, Senior Consultant, California State Senate Transportation Subcommittee on California Ports and Goods Movement

*Genevieve Giuliano, Ph.D., Senior Associate Dean, School of Policy, Planning & Development, Director, METRANS Center, University of Southern California

Michele Grubbs, Vice President, Pacific Merchant Shipping Association

*Alan Hicks, Director, US Department of Transportation Maritime Administration, Southern California Gateway

Mark Hirzel, Regional Director, West, MIQ Logistics

Pilar Hoyos, Vice President, Public Affairs, Watson Land Company

*J. Christopher Lytle, Deputy Executive Director and Chief Operating Officer, Port of Long Beach

Carolyn Martin, Assistant Vice President, Customer Service, Public Relations, International Transportation Service

James McCarthy, Deputy District Director, Planning & Local Assistance, Caltrans District 7

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Joshua Owen, President, Ability/Tri-Modal Transportation Services, Inc.

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Jim Gill, Vice President, California Cartage

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Michael Solt, DBA, Dean, College of Business Administration, California State University, Long Beach

Don Wylie, Senior Vice President, Ports America

*Executive Committee Member