METRANS Partners with Caltrans to Advance Freight Sector

With its 40 million residents and a gross domestic product (GDP) of $2.48 trillion, California is the fourth largest economy in the world. Los Angeles is the largest metropolitan area in California, and the ports of Los Angeles and Long Beach bring in 40 percent of total containerized trade in the United States. The California Department of Transportation (Caltrans) oversees the infrastructure that allows for the movement of goods within the Golden State’s 155,959 square mile area.

“Caltrans has been a key partner in funding METRANS research projects and initiatives that address freight efficiency, competitiveness, and sustainability,” said METRANS Director Genevieve Giuliano.

The relationship with Caltrans dates back to 1998, when the University of Southern California (USC) and California State University, Long Beach (CSULB) formed METRANS and received a University Transportation Center grant from the U.S. Department of Transportation. “A critical requirement for all UTC grant awards is the non-federal matching funds requirement,” Giuliano said. “Since 1998 until the present day, Caltrans has provided nearly $9 million in match funding for the METRANS UTC as well as our subsequent involvement with the National Center for Sustainable Transportation (NCST) and our newest center, the Pacific Southwest Regional Center.”

The partnership between Caltrans and METRANS remains strong today with several joint projects currently underway addressing issues such as freight system efficiency, economic competitiveness,

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METRANS Launches Pacific Southwest Region UTC Center

METRANS held a meeting with consortium members on April 17 at USC to formally launch the newest addition to its family of centers: the Pacific Southwest Region (PSR) University Transportation Center (UTC) funded by the U.S Department of Transportation. METRANS Director Genevieve Giuliano welcomed the members and gave opening remarks. Topics for the meeting included PSR’s organization, funding, finalization of its advisory council, planning partner events, and carrying out the Center’s education, training, and research objectives. continued on Page 3
and transportation workforce development. These projects reflect California’s commitment to developing an efficient statewide transportation system that supports continued economic growth while assuming leadership in setting ambitious targets for reducing greenhouse gas emissions.

The METRANS research project, “Managing the Impacts of Freight in California,” studies the impacts of increasing congestion and delays due to freight demand by identifying freight impact areas. The freight impact areas are further related to major freight generators such as airports, seaports, intermodal terminals, and warehousing cluster. See an example of a freight impact area on page 1. This project includes (1) describing the current impacts of freight; (2) a review of the existing California State Plan regarding freight impact mitigation; (3) public outreach; (4) a review and assessment of mitigation strategies; (5) generating recommendations for the California Freight Plan; and (6) producing a final report.

METRANS is also working with Caltrans to conduct research and develop workforce development recommendations related to the implementation of the California Sustainable Freight Action Plan (CSFAP). Formalized in June 2016, the CSFAP was developed through a collaborative effort involving a wide range of state agencies to “improve freight efficiency, transition to zero-emissions technologies, and increase competitiveness of California’s freight system.” METRANS and NCST contributed to the development of the CSFAP by producing white papers that provided a comprehensive description of potential strategies and improvements that could lead to increased efficiencies in California’s freight system. White paper contributors included a group of freight experts from academia, industry, and government. For more information about the CSFAP, go to: http://www.casustainablefreight.org/.

METRANS is helping implement the CSFAP through several projects funded by Caltrans. One project addresses economic competitiveness of the freight sector as well as freight-related workforce development issues. “Since there is no standard metric for competitiveness, METRANS is conducting an analysis and evaluation of the existing body of knowledge to develop essential freight competitiveness metrics for the CSFAP,” said Giuliano, who led the project. “The best outcome for a research center like METRANS is to contribute to knowledge and to have a real-world impact on issues related to the economy and the workforce that drives it.”

This work has led to a follow-on project supported by both Caltrans and the California Energy Commission. METRANS will help to: (1) identify and prioritize freight related training opportunities; (2) map skills and training requirements needed to implement the CSFAP; (3) develop concepts for apprenticeship pipelines and regional workforce development partnerships; and (4) convene working groups to prioritize workforce challenges.

Another project that METRANS is undertaking in support of the CSFAP is “Evaluating Freight Efficiency Metrics.” The goal of this research is to establish measures to gauge the performance of California’s freight transportation system with respect to the efficiency goals laid out in the CSFAP. The efficiency metrics are intended to support investment, operations, and policy decisions by a range of stakeholders. This research will offer specific examples of performance measures and will also include a systematic, objective analysis based on multiple sources of information.

Caltrans is also interested in developing its own internal freight capacity. METRANS is working with the agency to assess the performance of Caltrans freight programs and provide recommendations for improvements. The four areas of focus are: (1) assessing resources available to Caltrans freight programs; (2) analyzing current best practices at other agencies; (3) defining roles and assets required to create a culture of innovation within Caltrans; and (4) developing a road map for success. Nancy Pfeffer, founder of Network Public Affairs LLC who is assisting METRANS with this effort said that the program “clarifies and strengthens Caltrans’ role as an advocate in Washington to raise the profile of California’s freight infrastructure and its importance as a service to the nation,” and “will help Caltrans contribute the maximum to CSFAP.”

Thomas O’Brien, METRANS Associate Director of Long Beach Programs, affirmed the importance of METRANS’ role in developing the CSFAP. “The freight capacity building project and sustainable freight action plan building project reflect a more strategic and long-term approach to building the workforce,” O’Brien said. “For those of us who design education and training programs for a wide range of audiences that include working professionals, understanding the long-term needs of an agency like Caltrans helps us do our jobs better.”
The PSR includes eight academic institutions within California, Arizona, Nevada, Hawaii, and the Pacific Island Territories. In addition to the long-standing USC-CSULB partnership, the six other academic institutions comprising the PSR UTC include: Northern Arizona University; University of California, Davis; University of California, Irvine; University of California, Los Angeles; University of Hawaii; and Pima Community College, which is the first community college to join the METRANS research consortium. Representatives from each institution attended the meeting.

There are 10 regional UTCs in the U.S., one for each U.S. Census Region. Each regional UTC carries out a comprehensive program of research, education and engagement focused on the region’s transportation challenges while leading the coordination and dissemination of research throughout its respective regions.

For more information regarding the PSR, visit: http://bit.ly/2vv3Mdq

**METRANS EDUCATION**

**SWTWC Adds Wide Range of Resources to Center Compendium**

New entries to the SWTWC compendium include the launch of the Transportation Youth Academy at Los Angeles Trade Technical College, the Automotive Technology program at Navajo Technical University in New Mexico, the Transportation Design program at the Art Center College of Design in California, and the transportation planning course at California State University, Chico. SWTWC selects resources for its compendium that advance its abiding goal to develop a skilled and career-ready transportation workforce throughout SWTWC’s eight-member states — California, Nevada, Arizona, New Mexico, Colorado, Utah, Texas, and Oklahoma.

To view more education and training program resources on SWTWC, visit: http://bit.ly/2vvzwie

**METRANS OUTREACH**

**CITT Celebrates Legacy with 20th Anniversary Events**

Over the last twenty years, CSULB’s Center for International Trade and Transportation (CITT) has adapted to the changing environment of the trade and transportation industry by engaging various regional, national, and global stakeholders to address critical trade and transportation issues through applied research, policy, leadership, and community engagement. In addition to generating valuable industry research, the Center contributed signature education and training programs to the goods movement industry. From the Global Logistics Specialist (GLS) program to CITT’s “State of the Trade and Transportation Industry” Town Hall events, CITT continues to help develop the next-generation workforce by playing a crucial role in bridging the gap between employers and labor.

CITT celebrated its 20th anniversary with a variety of events and special news features. The Center kicked off its year-long celebration by hosting industry sponsors at a CSULB baseball game, commemorating the longstanding industry relationships built throughout the center’s 20-year history.

In March, CITT hosted its 2017 Town Hall event which centered on the last 20 years in regional trade and transportation as well as the future of goods movement. The event was highlighted by the presentation of the inaugural Domenick Miretti Award, given to Norman Fassler-Katz. Miretti, who passed away in 2016, was one of the founders of the Town Hall and one of its biggest champions.

Following the annual Town Hall event, CSULB President Jane Conoley hosted CITT’s 20th anniversary reception on April 12 at The Miller House. The event showcased CITT’s partners who were integral to the center’s success over the last two decades. President Conoley also acclaimed CITT for its successful outreach efforts with the community.

CITT was also honored during the Annual FuturePorts Conference on June 22, 2017, for “20 years of leadership.”

In honor of its 20 years of achievements, CITT was presented with the ‘International Achievement Award’ on May 12, 2017 by the International Business Association of Southern California (IBA). The award was presented by the Long Beach Chamber of Commerce as part of its 2017 World Trade Week Luncheon. “The entire CITT team was honored to receive the International Achievement Award” said CITT Executive Director Thomas O’Brien. “We are excited to build on our first two decades of success in the years ahead.”
Thomas O’Brien, Executive Director of the Center for International Trade and Transportation, launched the “Trade Talks” television program with special guest trade economist Paul Bingham. O’Brien and Bingham discussed the present state of the domestic and global trade sector. Bingham, who is Vice President for Trade, Ports, and Logistics at EDR Group, explained how trade economists study and measure the overall health of the trade sector. Current trends in global shipping, including the formation of ocean carrier alliances and the implications of trade policies emanating from Washington, were also discussed.

“Trade Talks” is a quarterly series hosted by O’Brien on CSULB’s Beach TV. Episodes of “Trade Talks” will be archived on the Beach TV YouTube channel. The show examines pertinent issues in the trade sector from both global and local perspectives with guest appearances from industry experts.

The upcoming episode will feature Gavin Nardocchio-Jones, Canadian Consul Political and Public Affairs Commissions, and Patricia Elliott, Canadian Consul and Senior Trade Commissioner, and will focus on California’s crucial role in the U.S.’s trade relationship with Canada. Canada is the top trade partner of the U.S., and this episode will feature two segments on the present and future of the U.S.-Canada trade.

The full video can be found here: http://bit.ly/2emMmEW

The Eno Center for Transportation recently added METRANS Associate Director and Council of University Transportation Centers (CUTC) Executive Committee Member Thomas O’Brien to its Board of Advisors as the liaison for CUTC. This appointment will serve to strengthen the relationship between the Eno Board and CUTC. O’Brien is a 2000 graduate of the Eno Leadership Development Conference.

“As a graduate of the Eno program and a longtime believer in the work it does for the transportation community, I am honored to serve as a liaison between it and CUTC,” O’Brien said.

The Eno Center for Transportation focuses on all modes of transportation with the mission of cultivating creative and visionary leadership for the sector. Eno pursues this mission by supporting activities in three areas: professional development programs, policy forums, and publications. Eno and CUTC established the following goals of their partnership:

1. To increase learning opportunities for students and graduates of CUTC member institutions;
2. To enhance the amount of research and policy information available to faculty at CUTC member institutions; and
3. To increase awareness of contributions made in the transportation field by both organizations.

O’Brien will serve a three-year term, providing expert feedback on Eno analyses and publications while helping Eno expand its profile within the CUTC community.

METRANS OUTREACH
METRANS Associate Director Tom O’Brien Joins Eno Transportation Board

METRANS OUTREACH
METRANS Contributes to 2017 CUTC Summer Meeting

METRANS Director Genevieve Giuliano and Associate Director Victoria Deguzman participated in the 2017 Annual Summer Meeting of the Council of the University Transportation Centers (CUTC) hosted by the Transportation Informatics Tier 1 University Transportation Center (TransInfo). Held at the University of Buffalo on June 19-21 in Buffalo, NY, the three-day event included presentations, panels, and keynote addresses from featured speakers. Giuliano served as a panelist on a session focused on State Department of Transportation (DOT) coordination. Deguzman gave a presentation focused on professional development and student enrichment programs.

The CUTC Annual Summer Meeting serves as a venue for leading transportation academic and industry professionals to collaborate and exchange information between university transportation centers (UTC), the USDOT, and other government agencies. A portion of the program is managed by the UTC program staff from the USDOT Office of the Assistant Secretary for Research and Technology, while the remainder of the program is managed by CUTC’s Executive Committee in collaboration with TransInfo. At the meeting, METRANS Associate Director O’Brien was elected CUTC secretary.

To learn more about the 2017 CUTC Annual Summer Meeting, visit: http://bit.ly/2gs1Kpb
Celebrating its 20th anniversary in 2018, the METRANS Transportation Center has grown from one to six centers over the last two decades. In response to the Center’s continued growth, METRANS Director Genevieve Giuliano convened a strategic planning retreat on June 2, 2017, at the University of Southern California (USC) to focus on the Center’s strategic direction in the years ahead.

Invitations were sent to METRANS’ stakeholders in academia, industry, and public agencies. Each invitation included a brief electronic survey to help inform the development of the retreat’s agenda as well as identify key talking points that should be addressed at the event.

Thirty professionals spent the day engaged in a dynamic information exchange focusing on METRANS’ adaptability to issues such as: advancing technologies, workforce development, sustainability, and expanding mobility options. METRANS’ overall reputation and brand recognition were also discussed. The retreat also addressed the relevancy of METRANS’ current mission statement: “to solve transportation problems of large metropolitan regions through multidisciplinary research, education and outreach.” Lastly, a discussion was held regarding the Center’s efforts to secure endowed funding.

Follow-up activities in response to the strategic planning workshop have already begun. They include discussions on next steps with the METRANS Executive Committee, an evaluation of communications, and the development of new themes. A report to the Advisory Board will follow.

“Special thanks to the Strategic Planning Working Group composed of Dan Beal, Transportation Policy Consulting; Carrie Bowen, Caltrans; Michael Christensen, Los Angeles World Airports; Fran Inman, Majestic Realty; and Catherine Showalter, USC for organizing such an engaging and successful day,” Giuliano said.

The METRANS team would like to thank all the individuals who invested their time and provided such thoughtful and meaningful comments.

**METRANS EDUCATION**

**Two METRANS Research Assistants Win SCAG Story Maps Student Challenge**

Brown and Ho’s winning story map analyzed and identified regional multi-modal transportation conflicts found in urban areas. In their story map, Brown and Ho addressed passenger freight conflicts in Los Angeles and discussed the data collection tool they developed to identify freight planning priorities in urban environments. Their story map was featured in a class on managing passenger and freight conflicts designed by METRANS and offered for LA Metro in Spring 2017.

“I was very inspired to see SCAG’s efforts towards promoting open data, which offers transparency among public organizations, as well as providing students the opportunity to find solutions and detect problems,” Ho said.

“Listening to Esri’s CEO, Jack Dangermond, talk about the implementation of GIS around the world was very impactful and gave validation to this type of research.”

“It was inspiring to see municipalities working tirelessly to create and sustain safe and healthy communities throughout Southern California,” Brown added.

In August 2017, Brown and Ho graduated from the Master of Science in Geographic Information Science (MSGISci) program at CSULB.

To see their Story Map Challenge Submission, click here: [http://arcg.is/2wreGOG](http://arcg.is/2wreGOG)
METRANS welcomes Foothill Transit as a new METRANS Associates Program (MAP) partner. Foothill Transit provides a community-oriented, environmentally-friendly bus service throughout Southern California’s San Gabriel and Pomona Valleys across 327 square miles, including express bus routes to Pasadena and Downtown Los Angeles. It was founded in 1988 as a joint powers authority of 22-member cities. Foothill Transit serves more than 48,000 customers a week and approximately 14 million per year with a fleet of 361 buses.

Foothill Transit plans to transition to a 100 percent electric fleet by 2030. Its goal of having a completely electric fleet is just one example of Foothill Transit’s commitment to safety, courtesy, quality, responsiveness, efficiency, and innovation towards both its drivers and passengers. Foothill Transit also offers transit-training programs, as well as other leadership and personal effectiveness classes for Foothill Transit staff.

Offering these programs positively impacted Foothill Transit’s operations, fostering a customer-driven attitude in the organization. Those successes netted Foothill Transit multiple awards and recognition from organizations such as the American Public Transportation Association and the National Safety Council.

“The innovative experiential learning opportunities offered by METRANS are essential to workforce development in the transit industry,” said Doran Barnes, Executive Director of Foothill Transit. “Joining the METRANS Associates Partners Program cements our commitment to preparing future transit professionals for twenty-first century challenges and opportunities.”

METRANS is proud to have Foothill Transit as a MAP Bronze Sponsor.

METROFREIGHT UPDATE
MetroFreight Team Leader Reports on Urban Freight Policy Trends in Paris

Laetitia Dablanc, MetroFreight Paris Team Leader, discussed a range of freight policy and planning developments happening in the City of Paris at a MetroFreight seminar hosted at the USC Price Research Center on July 28, 2017. Dr. Dablanc’s presentation explored urban freight policy trends related to low emission and last mile delivery strategies promoted by the region’s administration. She reported on the economic challenges and environmental benefits of a newly constructed “logistics hotel,” which provides modern logistics facilities to businesses in the northern part of the region.

In addition to serving as the MetroFreight Paris team leader, Dr. Dablanc is the Director of Research at the French Institute of Science and Technology for Transport, Development and Networks, University of Paris-East. She is also a visiting lecturer at the University of Gothenberg. Her areas of research include freight transportation, freight and the environment, urban freight and logistics, rail freight, freight policies, and logistics sprawl. She received her Ph.D. in Transportation Planning from Ecole des Ponts-ParisTech and a Master’s degree in City and Regional Planning from Cornell University. She was initially trained in Policy Analysis and Economics at the Paris Institute of Political Studies.

UC Irvine’s Institute of Transportation Studies (ITS) and the Pacific Southwest Region (PSR) University Transportation Center hosted a workshop on the development of autonomous vehicles. The workshop, titled "Advanced Traffic Management & Control in the Era of Connected and Autonomous Driving," featured researchers from Japan, China, and the U.S., in addition to student attendees from the PSR.

The workshop was divided into four comprehensive sections: (1) the general direction of traffic technology; (2) management and planning issues related to Connected and Automated Vehicles (CAV); (3) economics and environmental impact of CAV; and (4) control and modeling. Several university faculty members and industry professionals were in attendance.

ITS Director Stephen Ritchie discussed the Institute’s developments on CAV. His presentation was followed by Morteza Fahrtash, Senior Transportation Engineer at Caltrans, who offered commentary on CAV and expected impacts.

“Overall, the workshop provided students with valuable networking opportunities and a wealth of information on the future of transportation and autonomous vehicles,” said Ritchie. “Students left with new ideas for research and a deeper understanding of transportation technology being developed in Japan and China.”
**Awards**

- USC-MSCE student **Yang Deng** received the 55th CESASC Business Contest Best Innovation Award, 2017. He is also a recipient of AACYF "30 under 30" Social Enterprise award.

- USC-B.S. PPD student **Griffin Kantz** was awarded the USC Steven & Kathryn Sample Renaissance Scholar Award. He was also the valedictorian for USC Price School of Public Policy.

- USC-B.S USP student **Soobin Kim** won the USC Discovery Scholar Award.

- USC-Ph.D. PPM **Vincent Reina** received USC Henry Reining, Jr. Award for best Dissertation in Public Policy & Management: "The Impact of Mobility and Governmental Rental Subsidies on the Welfare of Households and Affordability of Markets" (Co-chairs: Gary Painter & Raphael Bostic).

- USC students **Braulio Hoyos** (B.S. PPD, B.S. GeoDesign) and **Sunghea Khil** (B.S. PPD) received USC Global Scholar Awards.

- USC students **Braulio Hoyos** (B.S. PPD, B.S. GeoDesign), **Griffin Reese Kantz** (B.S. PPD), **Sunghea Khil** (B.S. PPD), and **David Roachford** (B.S. PPD) won USC Price Dean's Senior Merit Awards.

- USC students **Maya Bouchet** (B.S. PPD), **Fernanda Gushken** (B.S., Industrial Engineering and Business Administration and M.S., Engineering/Industrial Management), and **David Roachford** (B.S. PPD) attended the CTF Transportation Education Symposium. CSULB was represented by engineering students **Jose Jimenez and Annie Nguyen**. Bouchet, Gushken, and Jimenez were part of the team that won first place in the RFP competition that was held at the symposium.

- USC students **Axel Hellman** (MPL), **Griffin Kantz** (B.S. PPD), and **Sunghea Khil** (B.S. PPD) won first place in ITE So Cal Section Student Chapters Traffic Bowl. **Anders Hasselquist** (MS Green Technology), **Siyuan Yao** (MSCE), and **Kaitlyn Zhang** (MPP) presented their design project and won second place.

- CSULB-College of Business Administration MBA and SWTWC Research Assistant **Troy Mullen** was awarded the Outstanding Graduate Student Award.

- CSULB-GLS student, **George Salmeron**, received the first LA Transportation Club Endowment Award granted to a student in CITT.

- CSULB-GLS student, **Cynthia Rojas**, received an award from GLS instructor, Kevin Turner.

**Scholarships**

- USC student **Fernanda Gushken** (B.S., Industrial Engineering and Business Administration and M.S., Engineering/Industrial Management) was awarded the CTF Scholarship. She was also part of the winning team at the Supply Chain Digital Transformation Hackathon - Innovating Port Community IT systems.

- USC-MPL student **Axel Hellman** received the APTA Foundation Scholarship, the California Planning Foundation Scholarship and the California Transportation Foundation Scholarship. He is also METRANS Student of the Year.

- USC-B.S. PPD student **David Roachford** received a CTF Scholarship.

- USC-MPP student **Kaitlyn (Kenan) Zhang** won the James A. Ditch Education Fund Scholarship.

- USC-MPL student **Rui Zhang** was awarded the Railway Association of Southern California Graduate scholarship and the Naomi K. Matsunobu Scholarship for International Studies.

- **Mai Farrag** (CSULB-MS in Supply Chain Management) won the WTS Myra L. Frank Graduate Scholarship. **Sunghea Khil** (USC-B.S. PPD) received the WTS Directors’ Scholarship.

- CSULB-GLS and MTOP students: **Can Kececi** (GLS), **Joseph Samoa** (GLS), **Xin Luo** (GLS), and **Ian Sequeira**, Professional Engineer (MTOP), were awarded four $3500 scholarships from Los Angeles Transportation Club (LATC).

- CSULB-GLS students: **Yerusalem Gizaw** (GLS) and **Devin Chan** (GLS) were awarded scholarships from the Port of Long Beach.

- CSULB-Master of Science in Supply Chain Management (MSSCM) students: **Emily Pahon** (MSSCM) and **Miles Winston** (MSSCM) were also awarded scholarships from the Port of Long Beach.

- CSULB-MSSCM students: **David Clifford**, **Radhika Naik**, and **David Pollard**, received scholarships from the Container and Intermodal Institute. These scholarships were awarded at the CONNIE Awards held on September 20, 2016.

- CSULB-GLS students: **Maria Ambriz and Luis Smith**, were awarded CITT’s Richard Professional Development Scholarship.

- CSULB-AGL students: **Jayvee DeCastro and Joshua Mike**, students of the Academy of Global Logistics at Cabrillo High School, each received a $500 scholarship from the Harbor Transportation Club.
METRANS Associates Program

The METRANS Associates Program (MAP) provides the core support for the METRANS Transportation Center. METRANS appreciates and thanks our current partners:

To learn more about MAP and its benefits, see www.metrans.org/metrans-associates-program

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