

**CENTER FOR INTERNATIONAL TRADE AND TRANSPORTATION (CITT)
College of Continuing and Professional Education (CCPE)**

ANNUAL REPORT, 2014-15

October 1, 2015



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I. Areas of Expertise and Summary of Major CITT Activities From 7-1-14 through 6-30-15

This annual report for the Center for International Trade and Transportation (CITT) highlights the Center's accomplishments for the period of July 1, 2014 through June 30, 2015.

As an educational entity with institutional and structural links to the logistics industry, CITT is uniquely positioned to:

- Provide an ongoing and neutral forum where all parties in the logistics industry and its community stakeholders can come together to (a) present alternative solutions to complex trade problems and seek opportunities to build consensus around those solutions; (b) share expertise and resources; and
- Be a catalyst for sustainable growth and global competitiveness through innovative education, outreach and research, programs.

CITT realizes its purpose through these key **goals**:

- **Education and Training:** Contribute to the development of a well- informed cadre of industry professionals, and governmental and community leaders through certificate and degree programs and customized training
- **Outreach:** Disseminate globally research findings and information through reports and articles, town hall meetings, conferences and workshops
- **Research:** Conduct unbiased applied research that contributes to the knowledge base of goods movement, leading to informed analysis of its operations and impacts

CITT is also a partner with the University of Southern California in the METRANS Transportation Center, a federally designated (by the U.S. Department of Transportation) University Transportation Center; METROFREIGHT, a Center of Excellence in Urban Freight, funded by the Volvo Research and Education Foundations; and the Federal Highway Administration funded Southwest Transportation Workforce Center (SWTWC) in concert with four other regional centers that form the National Network for the Transportation Workforce (NNTW). Please see Section B.

A. Education and Training

CITT has an 17-year record of success in logistics and supply chain management (SCM) education, training, and professional development which include the following:

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- **Masters of Science in Supply Chain Management (MSSCM):** this newly launched degree is in partnership with the CSULB College of Business Administration and builds upon our longstanding efforts in graduate level logistics education. It offers an interdisciplinary approach to the workforce needs of the industry.
- **Global Logistics Specialist (GLS) Certificate Program:** an industry designated program with almost 1,000 alumni serving every sector of the goods movement industry in Southern California and globally. Our partnership with local Workforce Investment Boards ensures that this program reaches our veterans and displaced workers, connecting them to career opportunities in an exciting and vibrant industry needing a diverse set of skills.
- **Marine Terminal Operations Professional (MTO):** a one of a kind program that provides training and education around terminal operations.
- **Working and Living in a Port City:** a unique seminar series designed for local communities surrounding the San Pedro Bay Ports, offered free of charge to current CSULB students through industry sponsorships. The seminar series provides instruction on how the port and the supply chain work, and offers career pathway guidance for graduating college seniors.
- Long standing partnerships allow CITT to deliver **contract training** in freight and logistics. Projects include the week-long training in goods movement offered to CA Department of Transportation (Caltrans) planners and engineers. CITT is also developing new short courses in urban freight and city logistics for elected officials as part of our METROFREIGHT project.
- The Port of Long Beach partnered with CITT to launch the **Externship Academy** in June 2015. Understanding the critical need for a high school curriculum that integrates port-related transportation and logistics into Common Core lesson plans, the Academy is focused on giving teachers from the Long Beach Unified School District methods and resources to incorporate the maritime industry into their lessons. During the Academy, first held during the summer of 2015, teachers developed lesson plans while guided by industry mentors. At the time of this writing, the CITT team was assessing the success of the program using teacher and mentor feedback, and identifying best practices for a new Academy to be held in the summer of 2016.
- Strong (and growing) relationships with our partners at Long Beach City College are evidenced by our collaboration to develop an **entry-level certification in supply chain management**. This is an element of a U. S. Department of Labor-funded Trade Adjustment Act Assistance grant program.
- CITT garners unparalleled support from industry partners for **scholarships and event sponsorships**. CITT, CCPE, and CSULB have benefitted from endowments (unique for professional development programs) from the Los Angeles

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Transportation Club and the Harbor Association of Industry and Commerce, dedicated scholarship programs from the Harbor Transportation Club, and continued support from other partners including the Port of Los Angeles, the Port of Long Beach, and the Containerization and Intermodal Institute (CII).

a. 2014 – 2015 Education and Training Program Highlights

- 2015 marked the six year anniversary of the Marine Terminal Operations Profession (MTO) Program. Students in the fifth cohort completed the program in the fall of 2014.
- In the fall of 2014, CCPE/CITT, the College of Business Administration and the College of Liberal Arts received approval to offer a new Master of Science in Supply Chain Management as a special session degree program. This replaces a Master of Arts in Global Logistics (MAGL) previously offered in conjunction with the Economics Department (CLA). The first cohort for the new MS program was admitted during the reporting period, and the class will start August 2015. In partnership with the College of Business Administration and Liberal Arts, CITT organized a kick-off reception on February 10, 2015 to officially launch the new program. President Jane Close Conoley welcomed the participants. Invited guests included:
 - MAGL alumni
 - CBA Advisory Board Members from the Operations and Supply Chain Management Program and the Human Resources Management Program
 - Industry guests
 - Prospective students
- CITT Graduation was held at CSULB in the Gerald Daniel Recital Hall on July 1, 2015 to celebrate graduates from the GLS & MTO programs. Keynote speaker for the event was Ebony Loeb, Black Belt Manager for Ports America Group.
- Students in various educational programs offered by CITT were awarded scholarships totaling \$28,000 from numerous industry organizations, associations, individuals and endowments.
- The Port of Long Beach and CITT launched the Port of Long Beach Externship Academy to deliver a one week training program for 14 high school teachers (12 from the Long Beach Unified School District and 2 from St. Anthony's High School). The purpose of the Externship Academy is to give teachers methods and resources to incorporate ports and goods movement into their curricula. The training program included a tour of the harbor and Long Beach Container Terminal, and special sessions with industry experts.

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- In partnership with Long Beach City College, CITT developed a 36-hour Supply Chain Principles course as part a Department of Labor grant focused on retraining people who have lost their jobs due to economic restructuring. The course aligns with a series of entry level certifications developed by the Council of Supply Chain Management Professionals. The course has been offered twice to date and pass rates for the CITT/LBCC students have exceeded those of others in the national grant consortium.
- CITT offered the Working and Living in a Port City Seminar Series in the fall of 2014 and spring 2015 to graduating or recently graduated CSU and community college students at no cost. This series was designed to provide participants with a broader perspective on the value of international trade to our communities. To address the needs of students entering the workforce, invited CSULB alumni who work in the industry shared their experiences and how they launched a career in their fields.
- CITT completed the fifth in a series of three-day trainings for Caltrans on the topic of goods movement. This year's class was held in San Diego. The 2014 curriculum was updated to reflect recent changes in the industry and included course materials on cross-border trade between the US and Mexico. The next series will be held in Oakland, April 2016.
- Current CITT-led METRANS education efforts in development include a certificate program in corridor-wide transportation management and a Virtual Transportation Academy for high school students in partnership with Long Beach Unified School District. Both of these efforts are funded through the METRANS grant from the USDOT.
- METROFREIGHT developed a graduate level course in urban freight/city logistics to be pilot tested at USC and the City University of New York. CITT played a critical role in developing a searchable curriculum database to be used in identifying resource materials for the course. The database is available on the METRANS website.

B. Research

CITT is leading or playing a key research role in the following four global research consortia:

a. METRANS University Transportation Center

- Partnership between CSULB and the University of Southern California
- Established in 1988 as a United States Department of Transportation University Transportation Center with a mission to undertake research, education, and outreach in the area of metropolitan-wide transportation

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- Current projects being undertaken at CITT as part of the grant include
 - Research into the institutional changes surrounding the changes in equipment management (chassis) at the Ports of Los Angeles and Long Beach
 - Development of a short course in Metropolitan Transportation Management focusing on planning for passenger-freight conflicts
 - Development of a Virtual Transportation Academy designed to introduce high school juniors and seniors to transportation topics while earning college credit

b. METROFREIGHT (MF) Volvo Foundation Center of Excellence (COE) in Urban Freight

- The METROFREIGHT COE partnership consists of research teams in Southern California, New York, Paris and Seoul (University of Southern California, California State University of Long Beach, City University of New York, Korean Transportation Institute, and French Institute of Science and Technology for Transportation, Development and Networks).
- Partners in the COE focus on urban freight research funded by the Volvo Research and Education Foundations (Sweden).
- CITT's Executive Director serves as the MF Director of Education
- 2014-2015 CITT MF Volvo Foundation (COE) Highlights include the development of a web-based interactive database on urban freight curriculum and the development of a short on urban freight for regional planners to be offered in Paris France in the winter of 2015.

c. National Center for Sustainable Transportation (NCST)

- NCST is a USDOT funded national university transportation center led by UC Davis with participating research institutions USC, CSULB, UC Riverside, University of Vermont, and Georgia Tech.
- The USC/CSULB partnership coordinates research and training for NCST in the area of sustainable freight systems
- 2014-2015 CITT Highlights performed under the NCST grant include:

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- Research on the impact of environmental legislative mandates on the workforce capacity of regional planning organization
- The development of an online course for transit operators on maintenance of alternative-fueled buses. This was done in conjunction with CCPE's Technology Enhanced Learning Center (TELC).

d. Southwest Transportation Workforce Center (SWTWC)

- SWTWC seeks to connect and empower the 21st century transportation workforce through research, education, and industry engagement.
- The FHWA funded the launch of SWTWC in concert with four other regional centers that form the National Network for the Transportation Workforce (NNTW). The NNTW is dedicated to providing a more strategic and efficient approach to transportation workforce development across the nation at all education levels (elementary through post-graduate) and in private sector on-the-job training programs.
- SWTWC is led by CITT with research partners including USC, Texas A&M University Transportation Institute (TTI), ICF International, and the National Occupational Competency Testing Institute (NOCTI). CITT's Executive Director serves as the SWTWC Director.
- 2014-2015 SWTWC Highlights:
 - Established high-level Steering Committee and launched a regional network using Constituent Relationship Management tools
 - Completed a compendium of transportation workforce related resources for the Center's 8-state region (CA, AZ, NM, TX, OK, NV, CO, UT)
 - Completed the first phase of a Jobs Needs and Priorities Report for the southwest region
 - Hired Tyler Reeb, PhD as CITT's Director of Research and Associate Director of the SWTWC

c. Outreach

CITT is continuously implementing innovative and effective outreach programs including the following:

- CITT's State of the Trade and Transportation Industry Town Hall is one of the high profile events in the goods movement industry in the Los Angeles region.
- CITT works year round to connect the university, the industry, and the community through newsletters, a podcast series, regular columns in the Long Beach Business

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Journal, and the CSULB Manifest which is a one-stop web-based location for information on industry events and employment opportunities.

a. 2014-2015 Outreach Program Highlights

- In addition to the educational scholarships awarded to CITT students, CITT received grants, contracts, and donations for its education, research and outreach activities totaling \$1,592,284 for the period 2/13/2015 to 9/30/2017.
- CITT now manages five endowments established in the College of Continuing and Professional Education for students in CITT-related credit and non-credit programs:
 - Harbor Association for Industry & Commerce Endowment
 - Marianne Venieris Endowed Scholarship Fund
 - Richard Hollingsworth Fund
 - Los Angeles Transportation Club
 - Foreign Trade Association
- CITT began planning the 6th METRANS International Urban Freight (I-NUF) Conference which will be held October 21 to 23, 2015 at the Westin Long Beach Hotel during this reporting period. I-NUF, held every two years, attracts more than 250 researchers and practitioners from around the world to Long Beach to discuss the latest research in urban goods movement. Papers were submitted from across the United States and from 18 countries around the world.
- CITT's Town Hall was shifted from a spring event to a fall event. The 2014 Town Hall was held in October 2014 and discussed what changing trends mean for the economy, the environment and the future of the region as a trade gateway. The 2014 Town Hall featured:
 - Port of Long Beach Chief Executive: Jon Slangerup
 - ILWU Local 13 President: Bobby Olvera, Jr.
 - Pacific Coast Council, Customs Brokers & Freight Forwarders Association (LACBFFA), Coalition of New England Companies for Trade (CONNECT), and Agriculture Transportation Coalition (AgTC): Peter Friedmann
 - CEO/Port Director, Port of Hueneme: Kristin Decas

CITT's Town Hall 2014 received sponsorships from the Alameda Corridor Transportation Authority, Ability/Tri-Modal Transportation Services, Inc., Long Beach City College and California Community Colleges Chancellor's Office, BNSF, Watson Land Co. LACBFFA, Long Beach Business Journal, and Pacific Maritime Magazine.

- TransCasts are the METRANS Transportation Center's podcasts. They features interviews with METRANS researchers and other distinguished transportation

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experts, spotlight education programs at USC and CSULB, and explore issues that are showcased in METRANS outreach programs.

- ContainerCast, available on the CITT website, is a podcast exploring important issues in good movement and international trade. It features CITT activities, including research findings and interviews with key decision makers from the trade and transportation industry. ContainerCast is also a companion to Trade and Transportation, a monthly column of the Long Beach Business Journal written by CITT Executive Director Thomas O'Brien. ContainerCast featured the following topics during the reporting period:
 - "Big Ship Ready" discusses Triple E class ships and shipping alliances
 - "Inland Connections" explains how inland ports may solve ports' many land use and economic problems
 - "Creating A Border Environment" describes the challenges and successes in balancing ease of trade and security measures along the borders of the United States, Canada, and Mexico.
 - "E-Commerce and Omni Channel" discusses the development of E-commerce and OMNI Channel's ability to accommodate different types of consumer demand
 - "CSULB's New Master of Science in Supply Chain Management is Open for Business" introduces this exciting new program and how it will prepare highly-motivated individuals for leadership positions in the fast-growing field of supply chain management. This podcast featured faculty from CBA and CLA.
- CITT published four issues of METRANS News. METRANS News summarizes METRANS research, education and outreach activities, and highlights researchers, conferences and other events, recent publications, interviews with key individuals involved in METRANS, and other newsworthy activities and events in the trade and transportation industry.
- Social Media sites in LinkedIn and Facebook continue to gain membership from industry and the community. In LinkedIn we have 1,115 members in the CITT Network group with 275 in the GLS Alumni Subgroup and 75 in the MAGL Alumni Subgroup.
- CITT continued its regular contribution to the Perspectives section of the Long Beach Business Journal (LBBJ) during 2014-15. The Journal featured nine columns designated "Trade and Transportation" and authored by O'Brien.

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- Executive Director Thomas O'Brien was a featured presenter on one of the U.S. DOT's "Talking Freight" Webinars speaking about the research presented at the 2014 I-NUF Conference.
- SWTWC Director Thomas O'Brien and Associate Director Tyler Reeb participated in a Colorado Department of Transportation (CDOT) Peer Exchange on June 11, 2015.

II. CITT Policy and Steering Committee/Advisor Members

The Center's Policy and Steering Committee (PSC) includes representatives of the stakeholders from throughout the trade and transportation industry. The constitution of the PSC and all CITT management functions are governed by the CITT bylaws. The PSC generally meets the last Tuesday of the month at the CITT offices with the exception of December and for two months in the summer.

Because CITT offers a neutral forum for discussions, these stakeholders, CSULB faculty members, and CITT staff are united in the common pursuit of the Center's goals. One of CITT's successes has been the stability of the PSC and the continued presence of organized labor, management, public agencies, and community leaders as CITT Advisors.

a. 2014-2015 CITT Policy and Steering Committee Members:

Chair: **Jeet Joshee**, Ed.D., AVP for International Education; Dean, CCPE, CSULB
Executive Director: **Thomas O'Brien**, Ph.D., CSULB

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

Anastasios G. Chassiakos, Ph.D., Professor and Chair, Electrical Engineering, College of Engineering, California State University, Long Beach

Rich Dines, Commissioner, Port of Long Beach

Mary Beth Eves, Operations Manager, Michael Kors

Genevieve Giuliano, Ph.D., Senior Associate Dean, Sol Price School of Public Policy
Director, METRANS Center, University of Southern California

Michele Grubbs, Vice President, Pacific Merchant Shipping Association

Mark Hirzel, Customs Consultancy Manager, DHL Global Forwarding

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

Mike Jones, Senior Regional Planner, Southern California Association of Governments

Alan McCorkle, Vice President - West Coast Operations, Yusen Terminals, Inc.

Domenick Miretti, Ph.D., ILWU Senior Liaison, Ports of Long Beach and Los Angeles
Marine Clerks Association

C.J. Nord, C.P.M., Trustee, The Institute for Supply Management, Los Angeles

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

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Connie Rivera, Government & Community Relations Officer, Alameda Corridor Transportation Authority

Patty Senecal, Manager, Southern California Region, Western States Petroleum Assn.

Don Snyder, Director, Trade Development, Port of Long Beach

John Taeleifi, Chief Executive Officer, Pasifica Financial Corp., West Long Beach Community Advocate

Elizabeth Warren, Executive Director, FuturePorts

Mike Solt, Dean of College of Business Administration

Eric Shen, United States Department of Transportation Maritime Administration

b. 2014-2015 CITT Advisors:

CITT Special Advisor/External Liaison - Marianne Venieris

Richard Backlund, Associate Division Administrator, Federal Highway Administration

Mike Caswell, Vice President of Terminals, Pasha Stevedoring & Terminals

George Cummings, Director of Homeland Security, Port of Los Angeles

Joe Gasperov, President, Marine Clerks Association, Local 63, ILWU

Jim Gill, Vice President, California Cartage

Joseph Magaddino, Ph.D., Emeritus Faculty, Department of Economics, California State University, Long Beach

Larry Mallon, Program Director, Strategic Mobility 21, California State University, Long Beach Foundation

Danny Miranda, President, Local 94, ILWU

Bobby Olvera, Jr., President, Local 13, ILWU

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

Minutes of the 2014-2015 Policy and Steering Committee meetings are included in Appendix 1.

c. CITT Staff

The Center for International Trade and Transportation (CITT) is part of the College of Continuing and Professional Education (CCPE). The overall management of the CITT is the responsibility of the Executive Director.

CITT key staff includes:

Thomas O'Brien, Ph.D., Executive Director

Angeli Logan, Director of Trade and Transportation Programs

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Tyler Reeb, Ph.D., Director of Research
Alix Traver, CITT/METRANS Project Coordinator
Stephen Lantz, Project Manager
Marisa Eide, Assistant to the Executive Director
Breana Lewis, Program Specialist

CITT is also supported by thirteen student assistants who assist with education programs as well as research. In the summer of 2015, CITT also welcomed Peijun (Paige) Zhuang, a visiting scholar from Ningbo University, China who will be undertaking port-related research at CITT during the 2015-16 academic year, and performing lectures and conducting industry engagement activities.

III. Faculty members Involved in CITT Research, Scholarly and Creative Activities

Because CITT is a non-traditional academic unit housed in the College of Continuing and Professional Education (CCPE), we do not have faculty members. However, CITT staff, Policy and Steering Committee members, and affiliated faculty members (through the METRANS Transportation Center partnership) contribute to the discussion surrounding sustainable growth in trade through publications, presentations, and involvement with various other boards. This work has raised the profile of CITT within the goods movement industry and extended the Center's reach beyond traditional educational and academic circles.

CITT staff is participating in the following: the Transportation Research Board (TRB) Education and Training Committee, International Trade Education Program (ITEP), California Marine and Intermodal Transportation System Advisory Council (CALMITSAC), Council of University Transportation Centers, National Center for Supply Chain Technology Education (NCSCTE), Harbor Transportation Club, Los Angeles Transportation Club, Foreign Trade Association, and Propeller Club of LA-Long Beach. Director Thomas O'Brien serves as the Treasurer and Education Committee and Scholarship Committee Chair for the Council of Supply Chain Management Professionals (CSCMP) Southern California Roundtable. He is also the Chair of the NCSCTE Visiting Review Committee for the National Science Foundation.

B. CITT/METRANS Publications and Awards

Trade and Transportation Perspective: METRANS Associate Director, Thomas O'Brien writes the Trade and Transportation Perspective monthly column for the *Long Beach Business Journal*, highlighting important issues in goods movement and international trade and featuring CITT activities and researching findings. Articles may be accessed through the CITT website:

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- *The Future of Supply Chain Technology* 5/12/15 – 5/25-15
- *The Whole Story* 4/28/15 – 5/11/15
- *Now What?* 3/3/15 – 3/16/15
- *Chassis Take Center Stage* 2/3/15 – 2/16/15
- *What Matters to Shippers* 12/9/14 – 12/22/14
- *Election Results and the Trade Agenda* 11/11/14 – 11/24/14
- *Education and Training Core to Goods Movement Industry* 10/14/14 – 10/27/14
- *Southern California's Role as a Major Trade Gateway* 9/2/14 – 9/15/14
- *Pursuing Intelligent Transportation Systems* 8/19/14 – 9/1/14
- *Freight from Farm to Market* 7/22/14 – 8/4/14
- *Sustainable Freight?* 6/24/14 – 7/7/14

C. OTHER INVITED CONFERENCE PARTICIPATION AND SPEAKING ENGAGEMENTS:

During the reporting period, Executive Director presented the following:

“Overview of American Transportation Planning” Guangxi Zhuang Autonomous Region Road Administration, Long Beach CA, August 2015

“Overview of American Transportation and Port Planning” Tianjin Administrative Institute Delegation, Los Angeles CA, August 2015

“A Conversation on Pairing Training and Career: The Role of the University in Professional Development” American Association of State Highway Transportation Officials Research Advisory Committee Meeting, Portland OR, July 2015

“Peer Exchange” Colorado Department of Transportation, Golden CO, June 2015 (with Director of Research Tyler Reeb)

“National Network for the Transportation Workforce” CUTC Summer Meetings, New Brunswick NJ, June 2015

“The Role of Colleges and Universities in Preparation for the Next Generation's Workforce” Los Angeles Transportation Club, Seal Beach CA, June 2015

“Future Career in the Trade and Transportation Industry: Will our Students be Prepared?” Propeller Club, Los Angeles CA, April 2015

“Trends in Global Trade and What They Mean for Supply Chains and Policy Makers” UC Berkeley, Berkeley CA, April 2015

“Overview of the Global Supply Chain” LA County Bar Association LegalPorts, Long Beach

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CA, March 2015

“Prospects for Offshore Ports: What Matters to Shippers” 6th Annual BlueTech & Blue Economy Summit, San Diego CA, November 2014

“IV New Frontiers & Challenges in Logistics: Local Responses to Global Challenges” São Paulo, Brazil, October 2104

“Trends in Global Trade and What They Mean for Supply Chains” LA Air Cargo Association, El Segundo CA, September 2014

“Global Trends in Supply Chains and What They Mean for Urban Freight” 2014 Pan-American Advanced Studies Institute on Sustainable Urban Freight Systems (PASI-SUFS), Bogota, Columbia, August 2014

D. PUBLIC STATEMENTS AND POSITIONS:

Director Thomas O’Brien is the author of a monthly perspectives column on trade and transportation issues for the *Long Beach Business Journal*. The column highlights important issues in good movements and international trade and features CITT activities, including research findings. Articles in this reporting period include:

- *The Future of Supply Chain Technology* 5/12/15 – 5/25-15
- *The Whole Story* 4/28/15 – 5/11/15
- *Now What?* 3/3/15 – 3/16/15
- *Chassis Take Center Stage* 2/3/15 – 2/16/15
- *What Matters to Shippers* 12/9/14 – 12/22/14
- *Election Results and the Trade Agenda* 11/11/14 – 11/24/14
- *Education and Training Core to Goods Movement Industry* 10/14/14 – 10/27/14
- *Southern California’s Role as a Major Trade Gateway* 9/2/14 – 9/15/14
- *Pursuing Intelligent Transportation Systems* 8/19/14 – 9/1/14
- *Freight from Farm to Market* 7/22/14 – 8/4/14
- *Sustainable Freight?* 6/24/14 – 7/7/14

Articles may be accessed at:

<http://www.ccpe.csulb.edu/citt/IndustryArticles.aspx?pID=10>.

E. CITT INSTRUCTOR AWARDS AND RECOGNITION

Bill Wisener Distinguished Service Award

2014-2015 Recipient: James DeMask of WZI International

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Carolyn Martin Outstanding Instructor Award for the MTOP Program

2015: Jessica Volt

George Marshall Favorite Instructor Award for the GLS Program

2015 Recipient: Maurice Joseph

IBA's International Achievement Award

2014 Recipient: Patty Senecal (member of the CITT Policy and Steering Committee)

F. CITT STUDENT AWARDS AND RECOGNITION: GLS Best Capstone Project

Fall 2014

Synergy Global Logistics

- Nofal Abbas
- Michael Chow
- Ryan Enders
- Jacques Goueth
- Richard Muse
- Christopher Nauss
- Gloria Perez
- Paloma Vasari

Spring 2015

Beach Logistics

- Brenda Sheridan
- Martin Ruiz
- Cesar Campos
- Julio Pinto
- Joel Perler

IV. Students on CITT Payroll as Fellows, Assistants, Internships, Volunteers

Student name	Position	Major	Undergrad/Grad
Jubin Sukhadia	Outreach Assistant	Computer Science	Grad
Jennifer Tran	Outreach Assistant	Education	Grad
Savannah Beroud	Outreach Assistant	Business Admin.	Undergrad
Annette Kunitsa	Outreach	Economics	Grad

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	Assistant		
Luis Saenz	Research Assistant	Geography (GIS)	Grad
Priyanka Hari	Research Assistant	Geography (GLS)	Grad
Michael Duncan	Research Assistant	Business Admin.	Grad
Brendan Sainz	Research Assistant	Civil Engineering	Undergrad
Ross Koutun	Research Assistant	Business Administration	Grad
Sean Zoueihed	Research Assistant	Business Administration	Undergrad
Daniel Magno	Research Assistant	Educational Technology	Grad
Tyler Pahl	Office Assistant	Police Science	Undergrad
Luis Nuno	Office Assistant	Marketing	Undergrad

V. Extent of Student / Faculty participation from other CSUs or Universities

- CITT's university transportation research partners include USC, UC Davis, UC Riverside, GA Tech and the University of Vermont.
 - CITT's METROFREIGHT partners include the City University of New York and researchers at Hofstra University, Columbia University and the University of Buffalo.
 - CITT's Southwest Transportation Workforce Center (SWTWC) is one of four other regional centers that form the National Network for the Transportation Workforce:
 - West Region Transportation Workforce Center (WRTWC) located at the Western Transportation Institute of Montana State University
 - Midwest Transportation Workforce Center (MTWC) located at the University of Wisconsin-Madison
 - Northeast Transportation Workforce Center (NTWC) located at the Transportation Research Center of the University of Vermont
 - Southeast Transportation Workforce Center (SETWC) located at the University of Memphis
- SWTWC research is led by the METTRANS partnership of the University of Southern California (USC) and CSULB. The SWTWC team also includes the Texas A&M University Transportation Institute,
- CITT is partnering with faculty and administrators at Broward College in Florida which is leading a consortium of colleges across the country, including Long Beach

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City College, for the U. S. Department of Labor's Trade Adjustment Assistance Community College and Career Training Grants Program.

VI. Extent of Participation by Industry and Non-governmental Organizations

- Built upon a university/industry partnership, the GLS curriculum offers broad based, hands-on training for individuals entering work at any point of the logistics chain. Topics include the costs of moving freight and the development of logistics plans. They are grouped into six core modules that address all aspects of the flow of goods from the point of origin to the point of consumption.

VII. Scholarly Achievements Consistent with CITT Mission

GLS Programs - The Master of Science in Supply Chain Management (MSSCM) program combines analytical business skills with a strong emphasis on logistics in a global setting. Targeted toward those with some experience in the industry, the MSSCM program offers a strong foundation in supplier relations, electronic commerce, transportation and inventory management among others. Students are offered a multi-disciplinary curriculum drawing upon courses from the departments of Economics, Engineering, Information Systems, and Management. It is offered through CSULB's College of Business Administration. The program has admitted its first cohort of 27 students, scheduled to start in Fall 2015.

The various formats offered in the Global Logistics Specialist (GLS) program provide the cornerstone of CITT's efforts to set a professional standard for the international trade and logistics industry and provide the industry with a cadre of skilled professionals. 2014-15 marked GLS' 18th anniversary. Since the inaugural class in January 1997, well over 1,400 people have attended classes in the GLS program.

A total of twenty-one students were awarded the GLS Professional Designation in Fall 2014, and fourteen students were awarded the GLS Professional Designation in Spring 2015. Seven students were also awarded the GLS certificate for 2014 GLS online.

GLS topics are offered within a one-year time frame, with classes held during the evening and on three Saturdays. After successfully completing all six modules and submitting a capstone team project on integrated logistics planning, the student earns the professional Global Logistics Specialist designation. The GLS specialist designation is only conferred after successful completion of all modules and a capstone project. As is the case with the on-ground program, the latter is a problem solving case study involving a fictitious national retailer. The project is designed to test the conceptual, analytical, teamwork, and presentation skills the students have developed throughout

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the program. Deliverables for this project include a written Strategic Supply Chain Management Plan and an oral presentation.

In the fall 2009, the U.S. Department of Veteran Affairs approved the GLS program for veterans. Veterans continue to use funds awarded through the federal legislation to pay for any or all of the GLS modules including expenses tied to the courses such as books and housing. This is rare for a non-credit program.

CITT, in conjunction with the CSULB American Language Institute (ALI) also offers the GLS to international students (GLSI). The GLSI is a six-month program offering a student visa and is designed to provide supply chain/logistics training from a U.S perspective. Additionally, it offers English language instruction from ALI and/or University courses offered through "Open University." Students also experience various aspects of U.S. culture.

Since 2003-04 CITT has also offered an on-line web-based version of the GLS professional designation program. This format was created in response to increasing demand for the program from people located outside the greater Long Beach area. The conversion was funded by METRANS. The on-line version was developed using a similar format to the standard GLS program. The online program also features six modules led by a facilitator; industry experts provide guidance during online expert hours. During the expert hour, the instructor responsible for the material taught during the previous week is available to communicate with students in real time via chat session. Students post questions and comments and the industry expert responds with answers and additional up-to-date information pertinent to his/her industry segment.

The online program also features a capstone mentor component. The mentor works with the GLS online facilitator throughout the course of the program to prepare students for the development and presentation of the capstone. This provides valuable continuity and has resulted in improved projects. In 2014-15, CITT continued to revise the online curriculum so that it more closely mirrors the on-ground curriculum while still respecting the unique needs of the online learner. A series of weekly group-based deliverables was also implemented to allow students to develop components of the capstone over time and to foster team building earlier in the process.

Southwest Transportation Workforce Center (SWTWC) – Through labor market analysis, the Center drafted a *Jobs Needs and Priorities* Report with team member Brian Cronin from ICF International. The report focuses on key occupations in trade and transportation in the United States, both regionally and nationally, and will be presented at the Transportation Research Board (TRB) 95th Annual Meeting in January 2016.

The purpose of the Report is to identify key transportation jobs in the Southwest that are projected to be in the highest demand over the next five to seven years. SWTWC have identified more than 90 key transportation jobs in the region, and is in the

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process of gathering qualitative data with experts in trade and transportation across the nation.

SWTWC also developed a compendium of transportation education and training programs and resources for workforce development programs. The compendium will continually expand as the SWTWC team identifies new education and training programs and resources either through research or from recommendations from the Center's growing network of stakeholders. The Compendium will be available online at SWTWC's website launch in October 2015.

Student Scholarships - Students in various educational programs offered by CITT were awarded scholarships totaling \$28,000 from numerous industry organizations, associations, individuals and endowments.

A. Publications Developed by CITT

- *METRANS News*, an eight-page newsletter, serves as the official newsletter of the METRANS Transportation Center. It features research, student awards and activities, new program initiatives, and summaries of events. It is distributed to University Transportation Centers, faculty, and industry stakeholders. Four issues were distributed in 2014-15 and are available in print and online at: <http://www.metrans.org/newsletters-0>. CITT Director of Research Tyler Reeb serves as the METRANS News editor.
- Social Media sites in LinkedIn and Facebook continue to gain membership from industry and the community. In LinkedIn we have 1,115 members in the CITT Network group with 275 in the GLS Alumni Subgroup and 75 in the MAGL Alumni Subgroup.
- The CITT website houses an in-service calendar of events, known as "The Manifest" where industry and community stakeholders can find and post upcoming trade and transportation events of importance. To add an event to the calendar, the sponsor posts the event information and the event appears on the Manifest Calendar once it has been approved by CITT editors.
- CITT continued its regular contribution to the Perspectives section of the *Long Beach Business Journal* during 2014-15. The *Journal* featured a designated "Trade and Transportation" column by CITT Executive Director Tom O'Brien, highlighting research and key issues of interest to goods movement stakeholders. Listed below are nine separate columns featured in 2014-15. Many articles have an accompanying podcast featuring an interview with Dr. O'Brien. The podcasts are accessible on the CITT website.
 - *The Future of Supply Chain Technology* 5/12/15 – 5/25-15
 - *The Whole Story* 4/28/15 – 5/11/15
 - *Now What?* 3/3/15 – 3/16/15

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- *Chassis Take Center Stage* 2/3/15 – 2/16/15
 - *What Matters to Shippers* 12/9/14 – 12/22/14
 - *Election Results and the Trade Agenda* 11/11/14 – 11/24/14
 - *Education and Training Core to Goods Movement Industry* 10/14/14 – 10/27/14
 - *Southern California's Role as a Major Trade Gateway* 9/2/14 – 9/15/14
 - *Pursuing Intelligent Transportation Systems* 8/19/14 – 9/1/14
 - *Freight from Farm to Market* 7/22/14 – 8/4/14
 - *Sustainable Freight?* 6/24/14 – 7/7/14
- In preparation for 2016, SWTWC, in partnership with the Northeast Transportation Workforce Center (NTWC), submitted a joint paper to present at the Transportation Research Board's 95th Annual Meeting on January 10-14, 2016.
 - CITT continued to update CITT's blog site and Twitter feed.
 - The CITT website is continually updated to ensure that it is a reliable source of information. The website is accessible at www.ccpe.csulb.edu/citt. A new METTRANS website is being created to provide a central portal for information on METTRANS and CITT's programs including the National Center for Sustainable Transportation, the METROFREIGHT Volvo Center, and the Southwest Transportation Workforce Center. The site will also host new programs and research activities as they are initiated.

B. Presentations by CITT

Executive Director Thomas O'Brien presented the following:

- "Overview of American Transportation Planning" to high level officials from China's Guangxi Zhuang autonomous Region and to the Tianjin Administrative Institute Delegation as part of a four-day Advanced Urban Planning Transportation Policy and Road Infrastructure in the United States conference in August 11, 2015.
- "A Conversation on Pairing Training and Career: The Role of the University in Professional Development" at AASHTO RAC Meeting in Portland, Oregon, July 2015.
- "The National Network for the Transportation Workforce" at the Council of University Transportation Centers Summer Meetings and facilitated the regional breakout session that followed for the Southwest in June 2015.

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- “The Role of Colleges and Universities in Preparation for the Next Generation’s Workforce” at the Los Angeles Transportation Club in June 2015.
- “Future Career in the Trade and transportation Industry: Will our Students be Prepared?” at the Propeller Club in April 2015.
- “Trends in Global Trade and What They Mean for Supply Chains and Policy Makers” at University of California, Berkeley in April 2015.
- “Overview of the Global Supply Chain” at Legal Ports in March 2015.
- “Prospects for Offshore Ports: What Matters to Shippers” at the 6th Annual BlueTech & Blue Economy Summit in San Diego, CA November 2014.
- “IV New Frontiers & Challenges in Logistics, Local Responses to Global CHallenges” in São Paulo, Brazil, October 2014.
- “Trends in Global Trade and What They Mean for Supply Chains” in El Segundo, California, September 2014.
- “Global Trends in Supply Chains and What They Mean for Urban Freight” at the 2014 Pan-American Advanced Studies Institute on Sustainable Urban Freight Systems (PASI-SUFS) in Columbia, August 2014.

C. Seminars/Workshops Offered by CITT

- **Working and Living in a Port City** - CITT offered the Working and Living in a Port City Seminar Series in Fall 2014 and Spring 2015 to graduating or recently graduated CSU and community college students at no cost. This series was designed to provide participants with a broader perspective on the value of international trade to our communities. To address the needs of students entering the workforce, the program featured CSULB alumni who work in the industry to share their experiences and how they launched a career in their fields.

Caltrans Goods Movement Training - CITT completed the fifth in a series of three-day+ trainings for Caltrans on the topic of goods movement offered at the Port of San Diego. The 2014 curriculum was updated to reflect changes in the industry since the prior class. The Caltrans contract is for two years.

- **The 6th International Urban Freight Conference (I-NUF)** – The sixth I-NUF Conference will be held on October 21-23, 2015. Established in 2006 and held every two years in Long Beach, California by METRANS Transportation Center, the purpose of I-NUF is to provide a forum for multidisciplinary research on all aspects of urban freight and raise visibility of urban freight research. CITT began its planning for I-NUF during the reporting period. A Call for Abstracts (CFA) was issued both nationally and internationally, and papers were submitted from across the United States and from Countries around the world.

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- **Guest Speakers** for the 2015 conference include:
 - Greg Winfree from the Office of the Assistant Secretary for Research and Technology, FHWA
 - Brett Parker of Cargomatic, an UberFreight company
 - Randell Iwasaki of Contra Costa Transportation Authority and Chair of the National Freight Advisory Committee
 - Laetitia Dablanc from The French Institute of Science and Technology for Transport, Spatial Planning, Development and Networks (IFSTTAR)
 - Mathieu Gardrat from Laboratoire d'Economie des Transports (LET-Lyon)
 - Benjamin Conwell from Cushman & Wakefield of Washington
- **Thematic Areas** for the 2015 conference include:
 - Local/last mile pickup and delivery
 - Trade nodes and hubs – ports airports, distribution hubs
 - Freight modes – trucking, rail, water
 - Urban modeling and planning
 - New technology
 - Changing consumption, production and spatial organization
 - Best practices

The purpose of the I-NUF Conference is to examine the impacts of goods movement and international trade in metropolitan areas. The conference focuses on the urban aspects of goods movement. It is the only conference devoted to freight issues in metropolitan areas, and it draws participants from throughout the United States and abroad. Participants represent academia, industry, and government.

- **CITT Town Hall** - CITT's signature annual event is its Town Hall on trade issues. It is an educational forum in which different perspectives on a pertinent issue of interest are presented. The format allows for a comprehensive in-depth treatment of a topic in a neutral setting. The Town Hall provides for an informative and lively exchange of information, all done in the spirit of education. The objective is to understand fully the facts and various perspectives on the topic in an educational, neutral format and to allow the audience to explore the topic through questions and answers.

The Town Hall forums are available via webcast. Also available on line are the topical videos that are produced to set the stage for discussions. These videos have been used as an independent informational resource by governmental agencies and industry and community groups. The videos are also available for purchase. Event proceedings are posted after the event.

CITT's 2014 Town Hall was held in October 15, 2014. The Town Hall webcast is available at: <https://youtu.be/StN0f5n6RjQ>.

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- **HazMat Training Online Program** - CITT in partnership with the Transportation Development Group offers online hazardous materials training programs for companies and their employees seeking a flexible approach to professional development. The courses are self-paced and can be completed anytime and anywhere. New employees as well as employees requiring recurring training are eligible. The courses cover air, ocean, and ground transport.

D. Other CITT Research Activities

During 2014-15, CITT was actively involved in the following research projects:

- **CA-IBAS Study** - In July 2013, METTRANS led a year-long “California Integrated Border Approach Study” for Caltrans District 11 which serves San Diego and Imperial Counties. The study investigated institutional structures and funding/financing options for developing and implementing cross-jurisdictional mobility projects in California communities adjacent to the Mexican border. The Final Report was submitted to Caltrans in June 2014. The CA-IBAS Study is in phase two as of 2015, and research efforts are being conducted at the University of California, Berkeley.
- **Southwest Transportation Workforce Center (SWTWC)** – To date, one of SWTWC’s most significant accomplishments has been the establishment of the SWTWC Steering Committee, which is comprised of thought leaders from industry, government, education, and labor. In the year ahead, the SWTWC team will work with those Steering Committee members to develop a diverse network of strategic stakeholder groups. This formal engagement with stakeholder groups will begin after the October 2015 launch of the SWTWC website, which will house the SWTWC Data Clearinghouse.

During the reporting period, SWTWC also completed a compendium of best practices and resources on transportation workforce training and education programs. The compendium will be featured on SWTWC’s official website, which will go up in October 2015.

In addition, SWTWC’s team member Brian Cronin and his staff from ICF International are developing a Jobs Needs and Priorities Report. The Report will identify more than 90 key transportation jobs in the Southwest that are projected to be in the highest demand over the next 5-7 years. SWTWC is in the process of gathering qualitative data via interviews with experts in trade and transportation across the nation to further assess the first round of the Report’s quantitative analysis based on state and federal Bureau of Labor Statistics labor market data.

CITT Chassis Research - The chassis research conducted will be used to understand and assess the potential benefits of the port-wide chassis pools at the Ports of Los Angeles and Long Beach, and incentives for truckers, terminal operators and ocean

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carriers to take part in shared equipment management strategies. The purpose of the research is to assess the impacts of new chassis management practices on various freight stakeholders, including implications for local supply chains. Assessing the impact of chassis management is important because chassis facilitate the movement of intermodal cargo from the ocean vessel to truck and freight rail. Inefficient chassis management can greatly slow down the productivity at the ports and cause unwanted congestion.

Traditionally ocean carriers operating in the United States have owned the chassis and provided it to truckers for their use in transferring containers between the ports, distribution and intermodal facilities as part of local trips (drays); however ocean carriers have divested themselves of those chassis and left the terminals, truckers and the ports to figure out a way to manage. In response, the ports implemented the port-wide Pool of Pools.

CITT is in the process of surveying a variety of key stakeholders such as truckers, terminal operators, the ports, railroads and chassis pool operators, who have first-hand experience with the transition from ocean carrier provision of chassis to the new port-wide pool of pools.

National Center for Sustainable Transportation Legislative Mandates – CITT completed its research on Senate Bill (SB) 375 and the legislation’s impact on workforce development in the transportation public sector. SB 375 mandates Metropolitan Planning Organizations (MPO) to establish greenhouse gas emission targets in partnership with the California Air Resources Board. MPOs are required to develop a Sustainable Communities Strategy (SCS) in the regional transportation plan that details how a given region will meet established targets. Our project focused on determining technological and capacity constraints challenges faced by MPOs during SCS development process.

VIII. Research Consistency with Academic Standards and Legal Conformity

CITT and METRANS research is undertaken subject to the respective Institutional Review Board requirements, policies, and procedures. Business matters are handled through the Office of Research and Sponsored Programs.

IX. Sources and Amounts of CITT Income

Administration and operations for CITT are fully funded by external funds. CCPE provides support for CITT’s infrastructure including office space. The CSULB Research Foundation

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acts as fiscal agent but all salaries, project costs, and expenses are paid for either from the CITT and METRANS grants or through funded projects themselves.

CITT does not have a budget because its annual expenses are limited to the revenues that are received or committed from multiple sources during the year including grants, sponsorships, and event registration fees.

Grants, Endowments, Contracts and Donations - In addition to the educational scholarships awarded to CITT students, CITT received grants, contracts, and donations for its education, research and outreach activities totaling \$1,592,284 for 2/13/2015 through 9/30/2017. The financial support was provided by the following public agencies and private organizations: U.S. Department of Transportation's Federal Highway Administration and Federal Transit Administration, Southern California Regional Transit Training Consortium (FTA), U.S. Department of Labor, Caltrans, California State Lands Commission, the Ports of Los Angeles and Long Beach, International Longshore and Warehouse Union (Locals 13, 63 and 94), Volvo Research and Educational Foundations, Alameda Corridor Transportation Authority, Long Beach City College, Harbor Trucking Association, APM Terminals, Ralphs, LA Metro, Union Pacific, BNSF Railway, Majestic Realty, Watson Land Company, Southern California Association of Governments, Automobile Club of Southern California, Los Angeles Transportation Club, Harbor Transportation Club, MetriTech, Kevin Turner, Total Transportation Services, Inc.(TTSI) and the Los Angeles Customs Brokers and Freight Forwarders Association.

X. Expenditures from CITT Sources

CITT Expenditures fall into two categories: expenses paid through the CSULB Research Foundation out of the Center's fund and expenses paid on the state side.

CITT Foundation Account Expenditures July 1, 2014 – June 30, 2015					
	Administration (\$)	Research (\$)	Education (\$)	Outreach (\$)	Total (\$)
Salaries & Fringe	13,074.44	10,895.25	4358.10	15,253.35	43,581.45
Supplies	149.88	124.90	49.96	174.86	499.60
Hospitality	0	145.57	4174.11	8639.37	12,959.05
Copier/Telephone	3694.73	5	0	299.37	3,999.10
Travel	77.85	760.33	499.60	370.24	1,708.02
Services e.g. design, marketing	557.07	1105.81	0	14,350.40	16,013.29
Mailing	39	9.54	0	211.70	260.24
Conference/Event Registrations	0	1340	0	335	1,675.00
Scholarships	0	0	28,000	0	28,000.00
Total (\$)	17,592.97	14,386.40	37,081.77	39,634.29	108,695.75

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CITT State Side Expenditures July 1, 2014 – June 30, 2015					
	Administration (\$)	Research (\$)	Education (\$)	Outreach (\$)	Total (\$)
Salaries & Fringe	210,461.88	0	21,279.59	77,242.95	308,984.42
Non-credit Instructor Pay			61,381.00		61,381.00
Supplies	1,285.10	0	2,359.14	0	3644.24
Hospitality	0	0	1897.57	0	1897.57
Copier/Telephone	7201.66	0	4683.86	0	11,885.52
Travel	1927.32	0	0	249.53	2,176.85
Services e.g. design, marketing	3125.22	0	0	43,924.02	47,049.24
Mailing	57.19	0	47.28	89.95	194.94
CSU Transfer Out (Overhead)	126,288.20	0	0	0	126,288.20
Total (\$)	350,346.57	0	91,648.44	121,506.45	563,501.98

7/1/2014 to 6/30/2015 F&A Returns	
Account	Amount (\$)
CITT RS255 & RS256	40,749.71
CCPE	12,646.46
ORSP	2,810.32
Total	56,206.52

XI. CITT Space Description / Amount Occupied

CITT's offices are subleased from the Cornerstone Church at 1000 Studebaker Road, Suite 3, Long Beach, CA 90815. Total leased space occupied in 2014-15 was approximately 2,800 square feet for administrative space shared with CCPE and seven classrooms shared by CCPE, CITT and the church.

XII. Acquisition of Equipment or Tangible Assets Valued Over \$5,000

None

XIII. Appendix 1 - Minutes of CITT Policy and Steering Committee Meetings

CITT Policy and Steering Committee Meetings are generally held monthly, alternating by conference call meetings and in-person meetings. However, in 2014-2015, the Committee decided to waive some of the monthly meetings in lieu of having less structured meetings by telephone.

CITT PSC Meetings between July 1, 2014 and June 30, 2015 were held on:

- July 29, 2014
- August 26, 2015
- September 23, 2014
- January 27, 2015
- June 30, 2015

Meeting minutes follow:



CITT Policy and Steering Committee Conference Call

July 29, 2014
Call Meeting Notes

CITT Members and Alternates on call: *Michele Grubbs, Ken Uriu, Patty Senecal, Rich Dines, John Taeleifi, Mike Jones, Rick Backlund, Gen Giuliano, Mark Hirzel, Jennifer Johnson, C.J. Nord, Domenick Miretti, Tom O'Brien*

Guests: *Dave Kelly, Tyler Reeb*

Staff: *Alix Traver*

Update on Town Hall Video

Dave Kelly reported that the video is coming along as planned. Tom O'Brien thanked Pilar Hoyos for her help with trying to get a contact at Amazon. Jennifer Johnson offered to help as well. Pilar has asked for one more week. Tom advised Dave that Dan Gardner is back from vacation and available now. Geraldine Knatz is scheduled. And we are still working on scheduling Joe Gasperov. **Update as of 8/8/14: Amazon has declined. We need additional suggestions for retail contacts.**

Town Hall Format

The title of the Town Hall is "Global Trends, Local Impact, Big Decisions." This may be a good opportunity to feature the two new port directors to be featured.

Tom asked if there should be a panel, discussants, and/or respondents. It was generally agreed to limit the size of a panel and the time spent for any speakers.

There was a general discussion about using polling technology. Tom indicated that our Social Media Research Assistant, Savannah Beroud, is investigating options. C.J. Nord said that it has been used at the last few conferences she attended and was very successful. Rich Dines and Michele Grubbs agreed. Tom advised that if used, it would be an add-on and not the focus of the event. He also indicated that Savannah will be available to do live tweeting and posting to facebook during the event. He also said that we might also use polling for the event evaluation. We do need to check with CPAC and make sure this technology will work at their facility. We will also use social media to generate a "buzz" for the event. The committee mentioned that Dave Kelly had made a short YouTube video last time and would like him to do so again.

There was a lot of interest in getting the new port execs involved. Tom emphasized that we need to make sure that other stakeholders were involved as well. It is important to have a balance.

Tom asked, "Do we want to go with traditional panel?" Mark Hirzel indicated that LACBFFA has confirmed both port directors for a program in San Pedro on September 24 at the Topaz Bldg-11th floor. Their plan is not to address issues to have a "meet and greet." Tom indicated that this was a different type of event and should not be an issue. He did encourage Mark to get the event on The Manifest.

Rich Dines again assured the committee that the new Port of Long Beach chief executive, Jon Slingerup, would be a great addition to the event. He has not yet met the new Port of Los Angeles executive director, Gene Seroka. Michele Grubbs emphasized that the port executives should add value not just make a showing. Tom said they could be panelists or discussants. Rick Backlund said that each of the port directors could provide their priorities of their ports as an introduction to a panel discussion. Tom suggested that they would follow the video and will have been able to see the video in advance. Domenick Miretti felt that was an excellent idea as it allows them to make

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comments about their vision. He said that the longshore members would be interested. Rich: John Taeleifi felt that the port executives would bring a lot of value to the event.

Tom asked about other suggestions. Gen Giuliano advised that we need to be aware of time and the number of voices. We should consider two slots who could talk for 5-10 minutes.

Tom said that we will assume that we will start the event with the port executives. He asked, "Who else is essential?" Rick Backlund suggested SCAG to discuss freight planning and their work with the ports and perhaps someone from Alameda Corridor Transportation Authority. John Taeleifi said that the community would appreciate the opportunity to "meet" the two ports executives. Tom indicated that the event title includes "big decisions" which indicates we need a BCO. He discussed the connection that Mark Hirzel brought him with Peter Friedman. He represents the Pacific Coast Council of freight forwarders. He would have a broad and detailed view of all the work that is done on the west coast, especially the Los Angeles area. He is participating in a conference the next day after the Town Hall and is willing to be part of Town Hall. Rich Dines and Michele Grubbs said he would be an excellent choice and would bring a perspective that we don't listen enough to and we should.

Other idea for key panel slots were shipper or shipper brokers, rail, government, labor, retail. Domenick Miretti felt it was important to have a labor representative.

Rick Backlund asked if the purpose of the Town Hall was to discuss the long range plans for the port or to discuss how all entities could make the port better or to lay out the situation so people know more.

Tom indicated that the port directors should be looking at how the ports will deal with changing trends. He felt the panel should include the partners who take the discussion beyond the port. Who is making decisions and what can even be made in response to the changes? Will people make different infrastructure changes? What is the government's response to competitive pressures from other areas?

C.J. Nord indicated that a BCO needs to be represented especially as they relate to feeding local manufacturing. Mark Hirzel emphasized that Peter Friedman would help communicate that point of view as he could help unify the message for all manufacturers. Rich Dines agreed that Friedman brings a lot to the table and could help educate the ILWU and others. Domenick said it is important to work the community into the event as there are a lot of concerns about jobs.

Tom asked, "Who is making decisions? Who are the local policy makers? Does that help us connect with the community?"

Gen Giuliano felt that it is very important to have diversity. She also suggested that we should find someone to represent more than one big group. John Taeleifi asked if the mayor should be involved or would that be too much. He emphasized that the panel might include someone with mindset that understands that we need growth. Patty

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Senecal suggested John Taelifi as the community panelist. C.J. Nord suggested associations that represent retailers or manufacturers, e.g., CSCMP and ISM. John Taelifi suggested that workforce development groups bring that kind of perspective. They are aware of the need for improvement of the ports. He will look for someone to be the help be the voice of the community. Another suggestion as a panelist was Joe Buscaino, Los Angeles City Council.

Tom will talk again in the next few weeks with John Taelifi regarding a community representative and with Domenick Miretti and Rich Dines for an ILWU representative.

Tom suggested that the moderator could represent another group. Gen Giuliano indicated that the moderator position is a critical role and it would be a challenge to be both representing someone and managing the panel and questions.

Tom summarized the key information. There will be a separate moderator. Peter Friedman will be invited as well as the two port executives. We will continue to investigate panelists from the community and from labor. Domenick emphasized that it is very important to have longshore represented. Mark Hirzel agreed.

Domenick's analogy was that the shippers and carriers are the people that are driving the bus. The community members are inside the bus. Labor represents that people working in the bus. Everyone wants to know where the bus will be going.

The evening will begin with the video. There will be an opportunity for each port director to speak to trends. We will have a three person panel and a moderator. Then there will be a question and answer session with the audience.

Tom will contact John Taelifi regarding ideas for a community representative and Domenick Miretti and Rich Dines for an ILWU representative.

Tom asked how should he approach the ports. For the Port of Long Beach, Ken Uriu said to send a request to Don Snyder. Rich Dines suggested that Tom should set up meeting with Jon Slangerup. Since the Port of Los Angeles was not on the call, Tom will contact Kerry Cartwright. **Update as of 8/8/14: Jon Slangerup, POLB, is not available for the Town Hall due to travel. No word yet on Gene Seroka, POLA.**

Sponsors are needed for the event. We are interested in providing a giveaway that always seems to help attendance. Event caps are one suggestion. We need a cap sponsor. Giveaways have positive impact on the event. We will also be asking for event sponsorships at different level.

Save the date card – will be preparing collateral pieces for event – target save the date to be sent after first of August.

Flyers and posters should be available mid- to late August. We will also work to have the website ready as soon as possible.

Next meeting: August 26, 6:00 p.m. at the CITT Offices. We will work on a schedule for the alternate month calls to determine a specific time and date to help get it on everyone's calendar.



CITT Policy and Steering Committee Meeting
1000 Studebaker, Suite 3, Long Beach

August 26, 2014
Meeting Notes

CITT Members and Alternates in attendance: *Rick Backlund, Gen Giuliano, Mark Hirzel, Alan McCorkle, Domenick Miretti, C.J. Nord, Tom O'Brien, Don Snyder, John Taeleifi*

Guest: *Dave Kelly, Tyler Reeb*

Staff in attendance: *Alix Traver*

Tom O'Brien called the meeting to order. The minutes for the June 24 meeting and the July 29 conference call were approved.

Events/Announcements

- Tom O'Brien's industry articles for Long Beach Business Journal are available at www.ccpe.csulb.edu/TheManifest/IndustryArticles.aspx?pID=2
- ContainerCasts are available at <http://www.ccpe.csulb.edu/TheManifest/ContainerCast.aspx?pID=13>
- New CITT Blog launches: <http://www.ccpe.csulb.edu/citt/blog/blogposts.aspx?pID=125>
- LATC Transportation Night at Knott's Berry Farm: Sep. 19. CSULB has produced a PSA for the event at <http://youtu.be/MugqJTIHdEU>
- Be sure to check and use our Manifest for updates of events at <http://www.ccpe.csulb.edu/TheManifest/calendar.aspx>
- METRANS Seminar at USC featuring Dr. Marlon Boarnet Oct. 24

CITT P&SC Roster

We continue to search for a government representative as a replacement for Norman Fassler-Katz. Gen Giuliano will contact Fran Inman at Majestic Realty for ideas.

CITT Updates

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- Online training with Tesla is in full swing with 190 online students so far.
- The proposal for the new MS in Supply Chain Management (MS SCM) is at the Chancellor's Office. We still hope to start in the fall of 2015.
- The Caltrans 3 1/2-day training will begin in the fall in San Diego.
- O'Brien will participate in the CSCMP conference in San Antonio as part of the TAACCCT project.

METRANS Updates

- MetroFreight: Giuliano reported that we are now 1 ½ years into MetroFreight with several key projects in process. O'Brien will represent MetroFreight in a conference in Brazil and will serve as the keynote speaker. MetroFreight staff will meet in October in New York.
- METRANS Tier 1: Projects have been delayed due to negotiations with Caltrans. A new staff member has been added at USC, Janet Kleinman.
- The 6th METRANS International Urban Freight Conference (I-NUF) is scheduled for Oct. 21-23, 2015.
- ILWU Local 63 has committed to being a METRANS Associates Partner as part of the ILWU group—still waiting on official commitments from Locals 13 and 64.

Follow METRANS on LinkedIn and Twitter.

2014 Town Hall

The Town Hall will be held Wednesday, October 15, 2014 at the Carpenter Performing Arts Center. Confirmed are Jon Slangrup, Peter Friedmann, and CSULB President Jane Conoley. CITT will pursue free parking.

Video: Dave Kelly reported that ILWU's Joe Gasperov is not available and will next see if Bobby Olvera Jr. is available. Another option is Dave Arian. Meanwhile, the video is going well. The committee asked Kelly to provide a teaser to us on our website and in the various social media approaches planned. He agreed to develop one.

Town Hall agenda: The evening will start with the video, then Pres. Conoley, then the roundtable discussion, then questions and answers to the room, and then summary. The plan is to ask Kristin Decas, Port of Hueneme to be the roundtable moderator. Other options are Lillian Barrone, Eno Foundation. Giuliano will contact both. Miretti also offered to help with the labor participant.

Polling: We would like to do some sort of interactive and have asked our research assistant to investigate options.

VIP Reception: The VIP Reception is planned for backstage at the Carpenter Center from 4:30 to 5:45 pm. The committee was asked to provide suggested invitees.

Giveaways: The committee was provided a sample of the suggested Town Hall cap with logo options. The selected version will be ordered. The cap will be given to the first 400 Town Hall attendees and to all the VIP Reception attendees.

Next Meetings

The next conference call will be scheduled later.

These minutes were submitted by Alix Traver.



CITT Policy and Steering Committee Conference Call

September 23, 2014
Call Meeting Notes

CITT Members and Alternates on call: *Patty Senecal, Pilar Hoyos, Alan McCorkle, Josh Owen, Don Snyder, Rich Dines, Mike Jones, Rick Backlund, Gen Giuliano, Mark Hirzel, C.J. Nord, Marianne Venieris, Tom O'Brien*

Guests: *Dave Kelly*

Staff: *Alix Traver*

Update on Town Hall Panel

The panel is complete with Jon Slingerup, Peter Friedmann, Bobby Olvera Jr., and Kristin Decas all confirmed. They will have a conference call soon to discuss the set up and topics.

Update of Town Hall Video

Dave Kelly reported that the video is near completion and will be available for viewing by the committee soon. He will provide a link for the review.

Update on Town Hall Caps

The caps have arrived and look great. They will be distributed at the event as planned.

Volunteers

The committee was asked to contact Alix Traver if they could help out at the VIP Reception and/or the Town Hall.

Marketing Push

The committee was encouraged to get the word out for the event to their contacts. All the information about the event is available at www.ccpe.csulb.edu/citt. Alix Traver also has an email that can be forwarded.

VIP Reception

Committee members were asked to RSVP for the VIP Reception. They also were encouraged to invite key individuals they felt should be invited.

Next Meeting

The next meeting will probably be in January 2015. Notices will be sent out in December to confirm.



CITT Policy and Steering Committee Meeting

1000 Studebaker, Suite 3, Long Beach

January 27, 2015

1. Meeting Notes

CITT Members and Alternates in attendance: *Rich Dines, Gen Giuliano, Michele Grubbs, Mark Hirzel, Mike Jones, Domenick Miretti, C.J. Nord, Tom O'Brien, Josh Owen, Connie Rivera, Don Snyder, Elizabeth Warren*

CITT Special Advisor in attendance: *Marianne Venieris*

Staff in attendance: *Alix Traver*

Tom O'Brien called the meeting to order. The minutes for the September 23, 2014, conference call were approved.

Events/Announcements

- Tom O'Brien announced his official appointment as Executive Director, CITT.
- Tom O'Brien's industry articles for Long Beach Business Journal are available at www.ccpe.csulb.edu/TheManifest/IndustryArticles.aspx?pID=2
- ContainerCasts are available at <http://www.ccpe.csulb.edu/TheManifest/ContainerCast.aspx?pID=13>
- The CITT Blog is available at <http://www.ccpe.csulb.edu/citt/blog/blogposts.aspx?pID=125>

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- CITT was selected by the FHWA as the Southwest Regional Surface Transportation Workforce Center and O'Brien will serve as director. Partners are USC, Texas A&M, ICF International, and National Occupational Competency Testing Institute.
- O'Brien will represent Dean Joshee at the CSU-5 meeting at California State University, Los Angeles on February 12.

CITT P&SC Roster

O'Brien proposed the addition to the roster of CSULB College of Business Administration of Dr. Ingrid Martin. We continue to search for a government representative as a replacement for Norman Fassler-Katz. Gen Giuliano will contact Fran Inman at Majestic Realty for ideas.

CITT Updates

- Online training with Tesla has been very successful with over 850 students now going through the program.
 - CSULB's new MS in Supply Chain Management (MSSCM) will be launched on February 10 with guest speakers C.J. Nord, C.P.M. and Derek Yamamoto, CSCMP. P&S members are invited to attend.
- The Caltrans 3 1/2-day training was completed in October 2014 in San Diego. A proposal with ARB for a similar training is still pending
 - CITT continues with their involvement with the Department of Labor TAACCCT (LINCS) project. Our GLS program will be used in a pilot test.
 - MTOP will resume with classes in March 2015.
 - *Working and Living in a Port City* will be scheduled in Spring 2015. (Rich Dines advised that the Port of Long Beach should be considered a sponsor of this event.)
 - CITT is coordinating training with the Port of Long Beach and the Long Beach Unified School District working with high school students.
 - CITT will host a visiting scholar from China, Dr. Peijun "Paige" Zhuang, starting April 2015 for one year. Zhuang was referred to us by Mark Hirzel.

METRANS Updates

- Gen Giuliano reported that the USDOT grants have been completed and Caltrans issues have been basically cleared up. We plan to pursue future funding this year.
- The 6th METRANS International Urban Freight Conference (I-NUF) is scheduled for Oct. 21-23, 2015. Some of the planned panels include Urban Freight from TRB and the ASCE Freight Group. We expect a significant presence of Swedish officials as attendees.
- METRANS issued a new Request for Proposals to USC and CSULB faculty due February 11, 2015. Caltrans will match the funding.
- Update on the MetroFreight Center: we have 26 research projects in process from all over the world. USC is pilot testing a Master's program with CCNY. The next Center meeting will be in Korea in 2016.

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- Update on NCST (UC Davis): This center focuses on sustainability. O'Brien has a research project under this center, Impact of Legislative Mandates on Transportation Workforce Capacity.

Town Hall

The 2014 Town Hall was held Wednesday, October 15, 2014 and was highly regarded. Attendance was around 350, not as high as we hoped. All Committee members will be given a copy of the DVD from the event.

The tentative plan is to have the next Town Hall in Spring 2016 and have a webinar or webinar series in 2015 as a follow up to the 2014 Town Hall.

Dines urged that the Committee develop a new strategy for outreach and to get the IWLU more involved again. Marianne Venieris suggested that we might want to add the local presidents to the CITT Policy & Steering Committee to get them to be a part of the development of the events. Connie Rivera encouraged the use of social media. Dines suggested having a different type of event where families are involved, e.g., harbor tour. He also stressed that the executive boards of locals are a key influence. Domenick Miretti said that he will do whatever he can to determine the appropriate people to meet with.

Giuliano suggested the Committee should consider having an event in between Town Halls to continue the dialogue among groups, ILWU and others. O'Brien said that the webinar was to do just that. Rivera suggested the subject of "Perfect Storm." C.J. Nord said that we might want to tackle more controversial subjects. Dines suggested having two smaller meetings.

Moving forward, the Committee needs to determine what the focus of the next Town Hall or event will be, determine what other venues might be appropriate, and key in on what audiences to target.

O'Brien agreed to develop a possible approach and ideas for the webinar and/or the next Town Hall event.

Next Meetings

The next meeting will be on February 17, 2015 at 6:00 p.m. at the CITT Office. The list of future meetings will be revised and distributed to the Committee.

These minutes were submitted by Alix Traver.

The minutes were approved on by the Committee on February 17, 2015.



**CITT Policy and Steering Committee Meeting
June 30, 2015
XIV.**

CITT Members and Alternates in attendance: *Rich Dines, Pilar Hoyos, Domenick Miretti, Tom O'Brien, Connie Rivera, John Taelifi, Elizabeth Warren*

CITT Special Advisor in attendance: *Marianne Venieris Gastelum*

Staff in attendance: *Alix Traver, Marisa Eide*

Tom O'Brien called the meeting to order. There was not a quorum so the minutes could not be approved.

Tom introduced Marisa Eide who was recently hired as his assistant. She will be working with the CITT Policy & Steering Committee as well.

Events/Announcements

- LATC Executive Speakers Series (Jon Slangerup), July 14, 11:30 am
- Transportation Night at Universal Studios, September. 12, 3 pm-Midnight
- UCLA Lake Arrowhead Symposium on the Transportation – Land Use – Environment Connection, October 18-20
We will circulate the program and scholarship information. Let Tom know if any committee members would like to attend.
- CSULB College of Business Administration Josh Owen Scholarship
This is an endowment sponsored by the CBA as he was very involved with their college. We will circulate information about this additional opportunity to honor Josh Owen.

CITT P&SC Roster

O'Brien contacted Eric Shen, MARAD, and he would like to be involved with the CITT Policy & Steering Committee as an advisor, similar to the arrangement with Rick Backlund. Without a quorum, there could be no vote this evening. We will either take a vote online or at the next meeting.

CSULB/CBA's Dr. Ingrid Martin respectfully declined our invitation to join the P&S Committee due to her heavy course load. We are still waiting for another suggestion from CBA.

CITT Updates

CITT continues to work on rebranding. One focus group convened and provided valuable input. O'Brien shared our newest GLS brochure.

The Master of Science in Supply Chain Management will launch in the fall. Twenty two students have been accepted so far with a large contingency of international students.

The Principles of Supply Chain classes continue. Dan Gardner is doing another revision to the curriculum and will teach classes in August and September. The plan is also to develop an online class.

CITT continues to work with the Port of Long Beach and Long Beach Unified School District on the academy.

GLS Graduation is on July 1. A new cohort of GLS starts in early July.

METRANS Updates

The May 20th METRANS Industry Outlook event, "The Future Transportation Professional: A Panel Discussion," was another successful event. The video and photos of the event are available at <http://www.metrotrans.org/industry-outlook>.

Along with the over 120 abstracts we have received for presentations for the METRANS International Urban Freight Conference (I-NUF), there will also be several spotlight panels and keynote speakers. We will be working on sponsorships soon. METRANS Associates Partners are included as sponsors and will be contacted soon regarding their complimentary registrations under their sponsorship. The site tour will be a bus tour that will include visiting Middle Harbor.

METRANS will host the 2016 CUTC Summer Meeting at USC.

As part of METRANS, MetroFreight is a Volvo Research and Educational Foundations (VREF) Center of Excellence (CoE). VREF personnel have scheduled a site visit here in October, which will include meeting with a variety of our partners, members of our advisory board, etc.

Southwest Transportation Workforce Center (SWTWC) Update

The first virtual meeting of the SWTWC Steering Committee was held on June 25. The Nation Builder project was launched.

2016 CITT Town Hall

The Committee members discussed the idea of having the event in the evening with an afternoon workshop. Domenick Miretti thought that the executive board members of

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ILWU Locals 13, 63, and 94 would be a good source of workshop attendees. There were suggestions to bring CARB, AWMD, SCAG, and even small businesses and the community to participate. The idea would be to bring the results of the workshop to the evening event. We would have a VIP Reception that would include the workshop attendee so that they could segue from one event to the other.

The discussion focused on the type of deliverables that would come from the afternoon workshop. One way to present the outcome might be to utilize Gen Giuliano's "talent" of summarizing. We would want to avoid the idea that the experts from other places are telling us what to do but rather focus on the sharing of ideas.

Various Town Hall topics were discussed, including the policies that create challenges and innovations (technology, operations, policy), explaining big ships and their ramifications, solutions, etc.

O'Brien asked the Committee, "What questions would you like answered at this event?" Rich Dines suggested, What does the future hold? Where am I in four years? How does it affect my job? Miretti suggested that we ask longshore, What will things look like in five years? Where are we going?

The Committee also discussed our audience, not who has it been but who do we want it to be? Our unique audience has been longshore.

Possible venues were also discussed. The Carpenter Center has been the venue for many years—its capacity is 1100. For another idea, Dines suggested the ILWU Local 13 Memorial Association; he thought it would hold as many as 1500. It was mentioned that it would be good to hold the workshop on campus to emphasize our impartiality.

For future meetings, we will send/discuss a list of innovations, ideas for specific content, and look into off-campus venues.

Next Meeting

The next meeting will be a conference call on Tuesday, September 29, 8:00-9:00 am.

These minutes were submitted by Alix Traver and Marisa Eide.