



# ANNUAL REPORT 2016-2017

December 06, 2017

Center for International Trade and Transportation  
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## CITT Annual Report 2016-2017

### Areas of Expertise and Summary of Major Activities from July 1, 2016 - June 30, 2017

The Center for International Trade and Transportation (CITT) Annual Report highlights the Center's major accomplishments of this past year, including the Center's twentieth anniversary. CITT celebrated twenty years of innovation and its accomplishments, which have led the center to become a leader in supply chain and logistics workforce development and the California State University, Long Beach home to four transportation research centers. These research centers address challenges raised by transportation industry observers.

Over the last twenty years, CITT has made an ongoing effort to develop its educational and training programs in partnership with industry and community stakeholders. From the creation of the Global Logistics Specialist (GLS) program in 1997, to the Marine Terminal Operations Professional Designation Program (MTO), the Working and Living in a Port City seminar series, and the Sales Boot Camp for Logistics Professionals course, CITT continues to build its reputation as a highly relevant and respected education provider. In addition, CITT has continued to lead outreach efforts within the regional trade and transportation community through its annual Town Hall meetings, which are designed to provide a forum for stakeholders to present their perspectives on current issues and developments impacting the industry.

### Mission

CITT serves the mission of the university and the needs of the community by helping individuals and organizations reach their highest potential through the development and delivery of targeted education, innovative research, and outreach programs:

**Education and Training:** Contribute to the development of a well-informed cross-sector and multidisciplinary community of industry professionals, governmental, and community leaders through certificate and degree programs and customized training;

**Research:** Conduct unbiased applied research that contributes to the knowledge base of goods movement, leading to an informed analysis of its operations and impacts; and

**Outreach:** Disseminate globally significant research findings and information through reports and articles, town hall meetings, conferences, and workshops.

Also, as an educational entity with institutional and structural links to the supply chain and logistics industry, CITT is uniquely positioned to:

- i) Provide an ongoing and neutral forum where all parties in the logistics industry and its community stakeholders can come together to present alternative solutions to

- complex trade problems and seek opportunities to build consensus around those solutions, and share expertise and resources;
- ii) Draw from our industry leading research, educational programs, and community outreach to serve as a trusted resource for the local and global transportation and trade communities; and
  - iii) Be a catalyst for sustainable growth and global competitiveness.

CITT's research portfolio features policy analysis in the areas of trade and transportation, as well as workforce development. Our outreach programs include educational forums, research conferences, and media-based efforts.

## A) Education and Training

CITT has a 20-year record of success in logistics and supply chain management (SCM) education, training, and professional development that include the following:

### ***Global Logistics Specialist (GLS) Certificate Program***

This is an industry-designated program with almost 1,100 alumni serving every sector of the goods-movement industry in Southern California and globally. It is offered both in person and online. Our partnerships with local workforce investment boards ensure that this program reaches our veterans and displaced workers, as well as connecting them to career opportunities in an exciting and vibrant industry that needs a diverse set of skills. Over the past year, CITT has been working with the College of Continuing and Professional Education and the College of Liberal Arts on integrating components of the GLS into the Bachelor of Arts in Liberal Arts (BALA) Degree completion program.

This two-year program is designed to serve the needs of working professionals who are re-entering education. Students acquire skills and knowledge in communication, critical thinking, language and literature, analytical and scientific reasoning, quantitative analysis, and philosophical foundations. Classes are a mix of both in person and online.

Under this program students interested in careers in logistics and supply chain management can take the GLS coursework as part of their program. The degree would allow up to six academic units of credit for completing the GLS coursework. Graduates will possess the communication and analytical skills needed for this industry while gaining the practical knowledge and skills developed in the GLS program. Final approval is pending.

### ***Marine Terminal Operations Professional (MTOPI)***

MTOPI program covers all aspects of terminal operations and increases career opportunities for individuals who are seeking entry or advancement in terminal operation occupations.

### ***Master of Supply Chain Management (MSSCM)***

Created in partnership with the College of Business Administration and the College of Liberal Arts, The Master of Science and Supply Chain Management program (MSSCM) is an advanced degree that provides comprehensive training in modern supply chain management practices. This

program also teaches analysis methods, technology applications, strategy development, and other relevant skills that advance student career prospects and prepares them for lifelong learning in a global-supply-chain environment.

### ***Academy of Global Logistics (AGL)***

The Academy of Global Logistics offers a four-year academic curriculum at Long Beach Unified s Juan Rodriguez Cabrillo High School that is integrated with real-world experiences through site visits and workshops presented by industry professionals. In partnership with the Port of Long Beach, the Long Beach Unified School District, and CITT, this program features workshops and activities that incorporate concepts across disciplines such as mathematics, social sciences, and humanities, while also developing cultural competencies for a global economy. CITT's role is in industry coordination and Teacher Training.

## **Education and Training Highlights**

### ***2017 Port of Long Beach (POLB) Academy Externship for Long Beach Unified School District (LBUSD) Teachers***

As part of the AGL, CITT hosted educators and administrators from Juan Rodriguez Cabrillo High School on June 19 through June 23, 2017 for the 2017 POLB AGL Academy Externship teacher-training program. The Port contracted with CITT to deliver the third externship as a one-week training program for high school teachers. The Training program included a tour of the harbor, SSA Marine, Ability Tri-Modal and Kuehne + Nagel. At the end of the week, industry business partners provided teachers with input on student outcomes and on details to help with the development of grade-level integrated projects. Photos of this externship event can be accessed here: <https://flic.kr/s/aHskXXswv5>

### ***College and Career Exploration Workshops for Area High School Students***

The Academy of Global Logistics (AGL), with assistance from the POLB and CITT, hosted the Trade and Transportation Career Workshop at Juan Rodriguez Cabrillo High School on March 22, 2017. Industry professionals shared their knowledge of their fields, which included Business Management and Administration, Marketing and Sales, Transportation and Warehousing, Engineering and Construction, and Supply Chain Management. This series of workshops introduced students to the skills, training, and education needed to pursue careers in the trade and transportation industry. In addition, students also had the opportunity to participate in mock interviews and received valuable feedback and insight to what employers are looking for during the hiring process.

### ***Introduction to Logistics and Supply Chain Management Course***

This is a self-paced, online training program based on 36 hours of content that exposes students to the key functional areas of supply chain management and international transportation. With an eye towards developing the tactical skills necessary to compete in the global economy, participants gain an understanding of the strategies, processes, activities, and technologies

associated with the import and export of goods across international borders. Industry practitioners, like industrial realtors, computer technology consultants, and other professionals servicing the transportation industry benefit from this program that is designed to enhance or advance their careers. First piloted in 2015, this program is now being used as a gateway course for other CITT programs. There were eighteen registrants enrolled during this reporting period.

### ***Scholarships***

Students enrolled in the various CITT programs were awarded scholarships totaling \$30,525 for the 2016-2017 academic year from numerous industry organizations, associations, individuals, and endowments.

### ***Enrollment and Completion***

Fall 2016— Five students were awarded the GLS Professional Designation.

Spring 2017— Fourteen students were awarded the GLS Professional Designation.

2016 GLS Online Program— Seven students were awarded the GLS Professional Designation.

2016 MTOP Program— Four students were awarded the MTOP Professional Designation.

## **B) Research**

CITT aims to conduct unbiased applied research that contributes to the knowledge base of goods movement, leading to an informed analysis of its operations and impacts. CITT is the Long Beach home for four major research centers operated in partnership with the University of Southern California as METRANS. METRANS will celebrate its 20<sup>th</sup> anniversary in 2018. CITT Executive Director Thomas O'Brien serves as METRANS Associate Director.

- i) MetroFreight, a Volvo Research and Education Foundations Center of Excellence in Urban Freight based at the University of Southern California;
- ii) National Center for Sustainable Transportation (NCST), a consortium of six institutions led by the University of California, Davis;
- iii) The Federal Highway Administration's Southwest Transportation Workforce Center (SWTWC) covering eight states—California, Arizona, Nevada, New Mexico, Utah, Colorado, Oklahoma and Texas; **and**
- iv) The Pacific Southwest Region 9 University Transportation Center, a University Transportation Center designated by the U.S. Department of Transportation.

### ***Pacific Southwest Region UTC (PSR)***

The U.S. Department of Transportation (USDOT) awarded METRANS a five-year \$12.5 million grant to operate the DOT Region 9 University Transportation Center (UTC). Under the most recent federal highway bill, the FAST Act, one regional center is selected for each of the nation's ten Standard Federal Regions.

METRANS' newest center will be called the Pacific Southwest Region UTC. Region 9 includes the states of California, Arizona, Nevada, Hawaii, and the Pacific Island territories. Along with

the University of Southern California and California State University, Long Beach, the Pacific Southwest Region UTC partners include: University of California, Davis; University of California, Irvine; University of California, Los Angeles; University of Hawaii at Manoa; Northern Arizona University; and Pima Community College in Tucson, AZ.

The goal of the Pacific Southwest Region UTC is to address regional needs and to generate and share knowledge throughout the region. The center's primary focus is to improve the mobility of people and goods. The center will focus on the following research themes:

- i) Technology to address transportation problems and improve mobility;
- ii) Improving mobility for vulnerable populations;
- iii) Improving resilience and protecting the environment; and
- iv) Managing mobility in high growth areas.

CITT Executive Director Thomas O'Brien serves as Director of Workforce Development for PSR.

### ***MetroFreight***

A Volvo Research and Education Foundations Center of Excellence (COE) in Urban Freight, MetroFreight is a consortium led by the METRANS Transportation Center. MetroFreight is housed at the University of Southern California. MetroFreight researches ways to streamline the transportation, handling and storage of goods in city centers while reducing the impact on traffic congestion, air quality, and urban livability. The consortium includes the following university partners:

- i) University of Southern California
- ii) California State University, Long Beach
- iii) City University of New York
- iv) Korean Transportation Institute
- v) The French Institute of Science and Technology for Transport, Spatial Planning, Development, and Networks

CITT's Executive Director, Thomas O'Brien, serves as the MetroFreight Director of Education.

### ***National Center for Sustainable Transportation (NCST)***

Led by University of California, Davis, NCST is a United States Department of Transportation (USDOT) funded national University Transportation Center with participating research institutions:

- i) University of Southern California
- ii) California State University, Long Beach
- iii) University of California, Riverside
- iv) University of Vermont
- v) Georgia Tech

The USC/CSULB partnership coordinates research and training for NCST in the area of sustainable freight systems.

### ***Southwest Transportation Workforce Center (SWTWC)***

SWTWC seeks to connect and empower the 21<sup>st</sup> century transportation workforce through research, education, and industry engagement. The Federal Highway Administration (FHWA) funded the launch of SWTWC in concert with four other regional centers that form the National Network for the Transportation Workforce (NNTW). Each center is dedicated to providing a more strategic and efficient approach to transportation workforce development.

SWTWC builds partnerships and alliances between strategic stakeholders to advance an abiding goal: develop a skilled and career-ready transportation workforce throughout SWTWC's eight member states—California, Nevada, Arizona, New Mexico, Colorado, Utah, Texas, and Oklahoma. The Center is led by the METRANS partnership of California State University, Long Beach (CSULB) and the University of Southern California (USC). With CITT as lead, the SWTWC Team is composed of the following members:

- i) California State University, Long Beach's CITT  
Dr. Thomas O'Brien, CITT Executive Director, METRANS Associate Director,  
SWTWC Executive Director  
Dr. Tyler Reeb, CITT Director of Research, SWTWC Associate Director
- ii) University of Southern California
- iii) Texas A&M University Transportation Institute (TTI)
- iv) ICF International
- v) National Occupational Competency Testing Institute

### **Research Highlights Performed Under *METRANS University Transportation Center***

#### ***Metropolitan Transportation Management Certificate Pilot Program:***

METRANS researchers convened Southern California-based regional and city planners for the Metropolitan Transportation Management Certificate pilot course, a class conducted over four consecutive Fridays in February and March that addressed multi-modal transportation conflicts in urban areas. Participants in this course included employees of the Los Angeles County Metropolitan Transportation Authority (LA Metro) and Caltrans, as well as representatives from the office of Los Angeles City Council Member Joe Buscaino.

Participants analyzed the potential conflicts between both the planning of freight and passenger movement using a hypothetical West Los Angeles case study. They took part in an extensive bus tour of West Los Angeles prior to undertaking a case study area walk audit. The tour was led by former Century City Chamber of Commerce Executive Director and CITT Project Manager Steve Lantz. The walk audit incorporated the use of a Geographic Information Systems (GIS) software applications to record and analyze data developed by research assistants at CSULB. Specific topics addressed in the course included:

- i) Geography of the Supply Chain and Trucking Perspective on the Passenger-Freight Conflict;
- ii) Local Planning Approaches to integrate Goods Movement into Site Specific Planning and Innovative Approaches to Last Mile Deliveries;

- iii) Understanding and Improving the Effectiveness of a Request for Proposal (RFP) Scope of Work; and
- iv) Identifying Solutions with the help of GIS data collection tools.

The presentations, open discussions, and group activities throughout this program fostered opportunities to collaborate with professionals from other public agencies in an effort to further enhance transportation planning efforts. The success of this pilot program motivated the METRANS team to further develop its curriculum and share it as an educational tool for planning and transportation professionals around the country. The GIS application that was used for this program was entered into the Southern California Association of Governments (SCAG) Story Maps Student Challenge. CITT Research Assistants John Ho and Julia Brown were recognized as first place winners of the challenge and awarded a \$1,000 scholarship.

### ***MetroFreight***

#### **Improving Goods-Movement Efficiency with Load-Matching Technology**

*Project Summary:* Load-matching technology for truckers and shippers helps an inefficient and often fragmented local trucking market by eliminating non-revenue-generating trips. There is reason to believe that the market for this kind of service will only grow; however expansion will depend upon a combination of economic and political factors. The roll-out of load-matching services in Los Angeles will provide useful lessons for their adoption in other locations.

*To read more about this project go to <https://www.metrotrans.org/research/improving-goods-movement-efficiency-load-matching-technology>.*

### ***NCST***

Under the NCST grant CITT helped to develop an online version of a course on electrical system diagnostics for the transit industry in partnership with the Regional Transit Training Consortium, a training coalition involving both transit operators and community colleges based in Southern California with affiliates in different parts of the country. This course served as an important test of on-line training, or “distributed learning”, in the transit field, in which hands-on training is considered essential. During this reporting period, July 1, 2016 – June 30, 2017, there were eight students enrolled in the eDVOM course; seventeen students enrolled in the eElectrical course; fifteen students enrolled in the eCNG course; and fourteen students enrolled in eInsite. In 2017-18, METRANS will offer an expanded version of the online course and conduct post-course surveys and interviews to assess the effectiveness of the class.

### ***SWTWC***

In June of this reporting period, CITT Director of Research and SWTWC Associate Director Tyler Reeb developed and submitted a book proposal to publisher Elsevier. The book addresses major challenges impacting the field of transportation workforce development including the demographic changes among the user population, the future workforce, lack of career awareness

and competencies needed in the field, emerging technologies, and increasing and changing demands on transportation agencies. The goal of the proposal is to build a case that transportation workforce development should be prioritized as a pressing public policy issue. The link between a well-prepared transportation workforce and an efficient transportation system promotes a healthy economy.”

SWTWC also continued the Center’s research efforts to identify innovative workforce development programs and practices, and maintained its data clearinghouse of education and training programs and resources for the transportation workforce.

The Center worked with its regional NNTW partners to develop and lead a national career pathway demonstration program, National Transportation Career Pathway Initiative, as a result of being awarded a \$1.25 million Federal Highway Administration grant. Under the grant, SWTWC will launch a pilot career pathway demonstration program focused on transportation planning career pathways. This pilot program will inform the development of subsequent career pathway demonstrations that address critical transportation occupations in planning, engineering, safety, operations, and environment.

## C) Outreach

To celebrate the twentieth anniversary of CITT, the Center celebrated its research, education, and outreach to the transportation and trade industry by hosting a series of events and special news features. Celebratory events included a sponsor appreciation baseball game barbecue at Blair Field, a reception dinner hosted by CSULB president Jane Close Conoley, and an International Business Association (IBA) of Southern California award recognition luncheon.

CITT is continuously implementing effective outreach programs. CITT’s State of the Trade and Transportation Industry Town Hall is one of the highest profile events in the goods movement industry in the Los Angeles region. The Center works year-round to connect with the university, transportation and trade industry, and the surrounding community through newsletters, podcast series, and the CSULB manifest; which is the online repository for information on industry and employment opportunities.

## Outreach Highlights

CITT received grants, contracts, and donations for its education, research, and outreach activities totaling \$2,140,401.

CITT continues to manage four endowments established in the College of Continuing and Professional Education for Students in CITT- related credit and non-credit programs. Those endowments are:

- Los Angeles Transportation Club,
- Marianne Venieris Harbor Transportation Club Endowment Scholarship Fund,
- Richard Hollingsworth Fund, and

- Harbor Association for Industry and Commerce Endowment.

***CITT’s State of the Trade and Transportation Industry Town Hall***

The 2017 Town Hall meeting, “20 Years of Goods Movement in Southern California: How We Got Here and Where We’re Going,” was held in the Gerald Daniel Recital Hall at California State University, Long Beach on March 30, 2017. This year’s event focused on the last 20 years in regional trade and transportation and the future of goods movement. CITT also presented the first annual Domenick Miretti Award to Norman Fassler-Katz. He was selected from a prestigious lineup of finalists for the prominent role he has played in bringing together labor, industry, government, and educational leaders connected to the California goods movement industry.

The award, established in honor of the International Longshore and Warehouse Union (ILWU) Port Liaison and founding member of the CITT Policy and Steering Committee who passed away in 2016, will recognize annually individuals who have made exemplary efforts in bridging gaps between industry, education, and labor stakeholders.

Speakers and guest panelists in attendance at the event were:

- Paul Bingham**, Vice President of Trade and Logistics, EDR Group
- Felicia Alexander**, Regional Sales Manager, Panalpina
- Dr. Genevieve Giuliano**, Director, METRANS, University of Southern California
- Gill Hicks**, President, Gill V. Hicks and Associates
- Fred Johring**, President, Golden State Express, Inc. / GLS Transportation Services Inc.
- Patrick O’Donnell**, Assembly member, California State Assembly District 70
- Michael Thomas**, CEO, Trinium Technologies
- Heather Tomley**, Director of Environmental Planning, Port of Long Beach
- Paul Trani**, President, ILWU Local 63

***2017 CITT Town Hall Sponsors:***

*Our Major Funders*

- U.S. Department of Transportation
- Caltrans

*METRANS Associate Partners*

- Port of Long Beach
- Ceres Global
- Southern California Association of Governments
- Metro
- Foothill Transit
- MetroLink
- Aerospace
- International Longshore and Warehouse Union

Majestic Realty Co.  
Port of Los Angeles

*2017 CITT Town Hall Bronze Sponsors*

Watson Land Co.  
BNSF Railway  
Los Angeles Custom Brokers and Freight Forwarders Association

For more details on the CITT 2017 Town Hall visit:

<https://www.ccpe.csulb.edu/citt/blog/blogposts.aspx?postNum=62>

***Trade Talks***

Tom O'Brien, Executive Director of the Center for International Trade and Transportation, launched "Trade Talks," a new quarterly video series program with special guest and trade economist Paul Bingham, who is the current Vice President of Trade and Logistics for the EDR Group. The show examines pertinent issues in the trade sector from both global and local perspectives with guest appearances from industry experts. The show is produced by CCPE's Advanced Media Production team and distributed through the CSU network.

The first episode of this series aired on April 6, 2017. On this episode, O'Brien and Bingham discussed the present state of the trade sector within the U.S. and worldwide. Bingham explained how trade economists study and measure the overall health of the trade sector. Other topics discussed in this episode included current trends in global shipping, including the formation of ocean carrier alliances and the implications of trade policies emanating from Washington.

All "Trade Talks" episodes will be archived on the Beach TV YouTube channel. The first episode of Trade Talks can be viewed here:

<https://www.ccpe.csulb.edu/CITT/about.aspx?pID=143>

***IBA of Southern California Awards CITT with the International Achievement Award***

On May 12, 2017, The International Business Association (IBA) of Southern California awarded CITT the International Achievement Award. This award was presented at an event organized by the Long Beach Area Chamber of Commerce as part of its 2017 World Trade Week luncheon. IBA of Southern California is a division of the Long Beach Area Chamber of Commerce formed in 1975. IBA's role is to increase the community's understanding of industry issues, promote business opportunities for its members and support student involvement in international trade.

***METRANS 7<sup>th</sup> International Urban Freight (I-NUF) Conference 2017***

The 2017 International Urban Freight Conference will explore all aspects of goods movement in the world's metropolitan areas. This event will be hosted in October 18 – 20, 2017 at the Hyatt Regency in Long Beach. Guest of this event will participate in a two and a half-day program that offers respected keynote speakers, relevant panels, and over 100 presentations from researchers

representing 18 countries. For more details on this event visit: <https://www.metrotrans.org/2017-inuf-overview>

## CITT Policy and Steering Committee Members and Advisors

The Center's Policy and Steering Committee (PSC) includes representatives of the stakeholders from the trade and transportation industry. The constitution of the PSC and all CITT management functions are governed by the CITT bylaws. The CITT PSC helps guide the Center's outreach efforts and project activities. Recommendations or concerns from the PSC are implemented throughout the reporting year. The PSC generally meets at the CITT offices on the last Tuesday of every other month. PSC conference calls are held on alternating months.

### A) 2016-2017 CITT Policy and Steering Committee Members

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

CITT Executive Director:

**Thomas O'Brien, Ph.D.**, CITT/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 Guiliano, Ph.D.**, Ferraro Chair in Effective Local Government, Sol Price School of Policy, Director, METRANS Center, University of Southern California

**Michele Grubbs**, Vice President, Pacific Merchant Shipping Association

**Mark Hirzel**, District Manager, A.N. Deringer, Inc.

**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.** (1932-2016), 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

**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

### B) 2016-2017 CITT Advisors

**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

**Jim Gill**, Vice President, California Cartage

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

**Larry Mallon**, Program Director, Attorney

**Danny Miranda**, President, Local 94, ILWU

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

**Eric Shen**, Director, Southern California Gateway Office, Maritime Administration, U.S. Department of Transportation

**Michael Solt**, DBA, Dean, College of Business Administration, 10 California State University, Long Beach

**Paul Trani**, President, Marine Clerks Association, Local 63, ILWU

## 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.

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

**Angeli Logan**, Director of Trade and Transportation Programs

**Tyler Reeb, Ph.D.**, Director of Research

**Alix Traver**, CITT/METRANS Project Coordinator

**Sue Schildt**, METRANS Project Administrator

**Stephen Lantz**, Project Manager

**Marissa Eide**, Assistant to the Executive Director

**Courtney Munz**, Program Specialist

**Royce De Rivera**, Assistant METRANS Project Administrator

**Scott Jakovich**, NTCPI Project Coordinator

## Faculty Members Involved in CITT Research, Scholarly, and Creative Activities

### A) CITT/METRANS Publications and Awards

In FY16, CITT received 11 grant/contract awards totaling \$2,140,401. As part of its METRANS partnership with USC, CITT awarded \$122,366 to two METRANS CSULB faculty research projects. Active research funded through METRANS totals \$332,230 in FY16.

Two projects were awarded in March 2017 under the USC METRANS partnership:

- "Evaluating Economic Mobility and Resilience of Multimodal Freight Operations," Prof. Shailesh Chandra (Engineering), \$34,663.
- "Fine Grained Autonomous Vehicle Classification - Passenger Freight Interactions." Prof. Mohammad Mozumdar (Engineering), \$87,703.

## B) Other Invited Conference Participation and Speaking Engagements

During the reporting period, Executive Director, Dr. Tom O'Brien presented the following:

"Trucking Issues from the Researcher's Perspective" ANITA, Long Beach, CA, April 27, 2017, at an Italian Trucking Consortium.

## PROFESSIONAL SERVICE AND ORGANIZATIONAL AFFILIATIONS for Thomas O'Brien

- Harbor Association of Industry and Commerce, Director-At-Large
- National Transit Institute Advisory Board Member
- Foreign Trade Association, Director-At-Large
- Transportation Research Board Intermodal Freight Terminal Design and Operations Committee, Member
- Transportation Research Board Intermodal Freight Transport Committee, Committee Liaison
- Los Angeles Transportation Club, Member Board of Directors
- Southern CA Regional Transit Training Consortium, Chair Board of Directors
- Council of University Transportation Centers Executive Committee, Secretary and Workforce Development Summit Steering Committee
- National Center for Supply Chain Technology Education National Visiting Committee (National Science Foundation), Chair

## C) Public Statements and Positions

Director Thomas O'Brien contributed the following columns on trade and transportation topics to the Long Beach Business Journal:

"Big Week for Drones"—August 2, 2016 – August 15, 2016

"Trade and Transportation Literacy"—August 30, 2016 - September 12, 2016

"Disruptive Forces"—September 13, 2016 – September 26, 2016

"I Want It Now"—October 11, 2016 – October 24, 2016

"Investing in Talent: Recruiting and Training Future Transportation Professionals"—November 8, 2016 – November 21, 2016

"Supply-Chain Thinking to Thrive in the 21<sup>st</sup> Century Economy"—April 25, 2017-May 8, 2017

Articles may be accessed at: <https://www.ccpe.csulb.edu/citt/default.aspx?pid=10>

## D) CITT Instructor Awards and Recognition

George Marshall Instructor Award for outstanding GLS instructor was awarded to Ebony Loeb, West Coast Containers Black Belt Manager, Ports America (Fall 2016) and Matthew Schrap, President and VP of Government Programs, California Fleet Solutions & Velocity Vehicle Group, Crossroads Finance (Spring 2017).

The 2016-2017 Bill Wisener Distinguished Service award, presented to a CITT instructor for contributions to CITT students and programs, was awarded to Nadine Fratianne-Wardwell, International Sales Operations Manager, Corporate Enterprise Accounts, UPS, and Sue Dexter, Capstone Adviser and Ph.D. Student, Urban Planning, USC.

The Carolyn Martin Outstanding MTOP Award was awarded to Brandon Lecou, Manager, Operations, Hamburg Sud North American, Inc. (Fall 2016) and John Beghin, General manager of Labor Relations, Long Beach Container Terminal (Spring 2017).

## E) CITT Student Awards and Recognitions

### Students on CITT Payroll as Fellow, Assistant, Internships, Volunteers

Student Name	Position	Major	Undergrad/Grad
Gabriel Andaya	Office Assistant	Supply Chain Management	Undergrad
Tomachi Anokwuru	Research Assistant	Supply Chain Management	Grad
Kevin Argueta	Research Assistant	Political Science	Undergrad
Tyler Baker	Office Assistant	Communications Studies	Undergrad
Julia Brown	GIS Research Assistant	Geography (GIS)	Grad
John Ho	GIS Research Assistant	Geography (GIS)	Grad
Nick Jenkins	Research Assistant	Economics	Grad
Omar Lopez	Office Assistant	Criminal Justice	Undergrad
Daniel Magno	Research Assistant	Educational Technology	Grad
Ahmed Mohammed	Research Assistant	Supply Chain Management	Grad
Troy Mullen	Research Assistant	Business Administration	Grad
Paramprett Singh	Research Assistant	Business Administration	Grad
Sidra Shah	Research Assistant	Business Administration	Grad
Kylie Shahr	Office Assistant	Philosophy	Undergrad
Shivangi Sharma	Research Assistant	Business Administration	Grad
Jennifer Tran	Research Assistant	Education	Grad
Miles Winston	Research Assistant	Supply Chain Management	Grad
Stacey Park	Research Assistant	MFA Creative Writing	Grad
Jakob Stern	Research Assistant	Business Administration	Grad

## Extent of Student and Faculty Participation from other CSU's or Universities

See section titled “B) Research” on page 6 for a list of partners. See section titled “Scholarly Achievements Consistent with CITT Mission” on page 18-22. See subsection titled “D) CITT Instructor Awards and Recognition” and “E) CITT Student Awards and Recognition” on page 15.

## Extent of Participation by Industry and Non-Governmental Organizations

All GLS and MTOP instructors represent industry leading organizations. The complete GLS roster can be found at

[https://www.ccpe.csulb.edu/continuinged/course\\_listing/programdescription.aspx?ProgramID=186&Return=CITT&rpID=117&content=9](https://www.ccpe.csulb.edu/continuinged/course_listing/programdescription.aspx?ProgramID=186&Return=CITT&rpID=117&content=9) and the complete MTOP roster can be found at

[https://www.ccpe.csulb.edu/continuinged/course\\_listing/programdescription.aspx?ProgramID=190&Return=CITT&rpID=117&content=9](https://www.ccpe.csulb.edu/continuinged/course_listing/programdescription.aspx?ProgramID=190&Return=CITT&rpID=117&content=9). CITT award-winning instructors Ebony Leob,

Matthew Schrap, Nadine Fratianne-Wardwell, Sue Dexter, Brandon Lecou, and John Beghin are also affiliated with Ports America, Velocity Vehicle Group, UPS, Hamburg Sud North America, Inc., and Long Beach Container Terminal respectively.

See section titled subheading “SWTWC” on page 7-9. See subsection “SWTWC – DWG Meeting” on page 21. See section “CITT Policy and Steering Committee Members and Advisors” on page 10-14.

## Scholarly Achievements Consistent with CITT Mission

### 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. Two issues were distributed in 2016-17 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, e.g. LinkedIn and Facebook, continue to gain membership from industry and the community. In LinkedIn, we have 1,143 members in the CITT Network group with 273 in

the GLS Alumni Subgroup and 112 in the Master of Arts in Global Logistics (MAGL) Alumni Subgroup.

CITT continued to update CITT's blog site available at <http://www.ccpe.csulb.edu/citt/blog/blogposts.aspx?pid=125>, and Twitter feed (@CSULBCITT).

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](http://www.ccpe.csulb.edu/citt). The METRANS website ([www.metrans.org](http://www.metrans.org)) is a central portal for information on METRANS and CITT's programs including the National Center for Sustainable Transportation, the MetroFreight Volvo Center, and the Southwest Transportation Workforce Center. All research reports generated by CSULB faculty using METRANS funding are available at [metrans.org](http://metrans.org).

## B) Presentations by CITT

### **Webinar: Cultivating Talent: Bridging the Gap Between Classrooms and Workplaces**

Tyler Reeb, CITT Director of Research, SWTWC Associate Director, moderated a webinar convened by SWTWC. Titled "Cultivating Talent: Bridging the Gap Between Classrooms and Workplaces," the webinar took place on September 7, 2017, in partnership with the Transportation Research Board's Standing Committee on Education and Training, and featured the following panelists:

- Jason A. Tyszko, U.S. Chamber of Commerce Foundation, discussed the employer-driven Talent Pipeline Management Academy (TPM);
- Kevin Nunes, Kuehne + Nagel Inc. discussed his firm's innovative private-sector apprentice program; and
- Mandy Wolff, Rock Hills (SC) School District 3, discussed her innovative workplace learning initiatives to infuse career pathway awareness and training for students in grades 8-12.

The webinar discussion focused on overcoming workforce development challenges as transportation employers are investing more resources into cultivating skilled professionals. They are doing so by establishing apprenticeship programs and applying lessons learned from supply chain management (SCM) in partnership with education and workforce partners to help close skill gaps for employees. The TPM uses several strategies to accomplish this including organizing employer collaboratives, engaging in demand planning, communicating competency and credential requirements, analyzing talent flows, and building talent supply chains.

### **Talent Pipeline Management (TPM) Academy**

Talent Pipeline Management (TPM) is a new demand driven approach started in 2014, and its motive is to fill the skills gap by applying lessons learned from supply chain management to its education and workforce partnership. The U.S. Chamber of Commerce Foundation (USCCF) received a \$2.5 million grant from USA funds to develop an employer-led initiative, which aims to help employers hire a proper candidate for the proper position. This calls for employees to play a new and expanded leadership role as "end-customers" of education and workforce partnerships.

In an effort to close the middle-skills job gaps for Transportation, Distribution, and Logistics (TDL), CITT Director of Research, Tyler Reeb, convened a meeting with the members of Gateway Cities Council of Governments (COG) Economic Development Group to propose the development of TDL pipeline using the software and related methodology established by the U.S. Chamber of a Commerce Foundation’s Talent Pipeline Academy. This presentation was held during the monthly meeting in May in Paramount, California. The presentation drew positive feedback as the members agreed to provide a list of candidate employers who could form a collaborative.

In addition to the meeting with the COG, Reeb met with Dana Friez from Long Beach City College (LBCC) to discuss a new opportunity with the Pacific Gateway Workforce Investment Board to attract new employers who can use the talent pipeline management (TPM) software to provide data that can help talent providers teach the necessary tools required in the industry. Reeb gave a presentation to the board that concluded with a discussion focusing on how the Pacific Gateway Workforce Development Board, LBCC, and CITT could partner to develop a TDL pipeline.

### ***NTCPI***

On October 24, 2016, the California State University, Long Beach, Research Foundation (CSULB) was awarded a Federal Highway Administration (FHWA) grant, the Transportation Workforce Strategic Initiative, on behalf of the National Network for the Transportation Workforce (NNTW)—a university-based collaborative of five regional transportation workforce centers that provide research and strategic partnerships for FHWA’s Office of Innovative Program Delivery. This initiative seeks to establish a set of five discipline-focused career pathways for deployment at post-secondary education/training institutions nationwide, in order to begin development of forward-looking, technology-infused workforce pipelines that lead to critical occupations within the highway transportation sector.

Held in November 17-18, 2016, at the Federal Highway Administration (FHWA) offices in Arlington, VA, this presentation provided an opportunity for the funding and recipient team to discuss the objectives and goals of its career pathway initiative. Highlights included introductions to FHWA and NNTW leadership, representatives from the FHWA Program Office offering perspective on job classifications versus competencies as critical determiners of occupational efficacy, and an overview of the implementation plan by NNTW lead center, SWTWC.

### ***Transportation Research Board Panel 2017***

Members of the National Network for the Transportation Workforce (NNTW) team led a Transportation Research Board panel discussion on January 10, 2017 at the annual TRB meeting in Washington DC. Associate Director Tyler Reeb began by introducing the NTCP Initiative vision of connecting industry employers and academics to inspire and prepare a greater number of students to pursue transportation career paths.

The first panel presentation was titled, “How Career Pathway Demonstration Programs Can Unite Industry and Academic Leaders to Prepare the Next Generation of Transportation

Professionals”. This panel focused on NNTW’s efforts in launching a series of career pathway demonstration programs at technical schools, community colleges, and universities around the U.S. These programs will offer insight from employers that will empower students to learn about the critical transportation occupations and then develop the necessary skills to meet the related workforce challenges.

The second panel presentation was titled, “GIS Funding and Workplace Development: How GIS Technology Can Help Tribal Communities Capture Data, Secure Funding, and Promote Workplace Development”. This session focused on securing federal transportation funds and implementing GIS technology within tribal communities. GIS was also discussed as a viable career path for individuals within tribal communities.

The third panel presentation was titled, “Disruption or Innovation? What Transformational Technologies Mean for the Future of Intermodal Freight”. This session discussed the potential for transformational technologies to add both disruptions and innovations in the intermodal freight sector. This panel discussed how students and workers must harness these new tools in order to anticipate possible disruptions and to ensure that these transformational technologies will be optimally used.

#### ***NNTW Webinar Launch***

The National Network for the Transportation Workforce (NNTW) hosted a webinar on March 28, 2017 to launch the National Transportation Career Pathways Initiative (NTCPI). CITT Executive Director and Southwest Transportation Workforce Center Director Dr. Thomas O’Brien welcomed webinar participants with opening remarks and a brief introduction of the five regional transportation workforce centers and their unique roles, which make up the NNTW.

O’Brien’s opening was followed by the introduction of the vision of the NTCPI and its unique approach to serve the transportation industry at the national level. The vision of this initiative hopes to connect industry employers, public agencies, and academic leaders to help identify skills and competencies to create transportation career pathways. Virginia Tsu, Director of the Office of Innovative Program Delivery at the Federal Highway Administration, was invited to give her perspective on this new initiative.

#### ***SWTWC - DWG Meeting***

SWTWC held its first Planning Discipline Working Group (DWG) meeting at Los Angeles Trade Technical College (LATTC) on June 5th, to introduce the objectives of NTCPI and the project’s execution and delivery timeline, and solicited advice from members on the career pathway work to be conducted during the months to come. DWG members included leaders from industry, education, public agencies, and two of CITT’s own graduate students, whose academic journeys underscored the value of providing students with intentional, structured career paths that document the sequence of education, training, skills, and competencies necessary to acquire living wage jobs and long term career goals.

#### ***VREF Workshop in Santiago, Chile***

CITT Executive Director and METRANS Associate Director Thomas O'Brien presented at a Volvo Research and Education (VREF) Research Network Workshop in Santiago, Chile on June 30, 2017. The presentation gave an overview of MetroFreight and proposed a methodology to develop urban freight as a career pathway.

***Webinar: Workforce Adaptation Best Practices***

Tyler Reeb presented "How State DOTs Can Adapt to Meeting 21st Century Workforce Challenges" as part of a Colorado Department of Transportation 2016 Webinar on Workforce Adaptation Best Practices.

## C) Seminars/Workshops Offered by CITT

***CITT Town Hall***

The 2017 CITT Town Hall took place on March 30, 2017 at the Gerald Daniel recital Hall at CSULB. A highlight of this year's event was the recognition of the first Domenick Miretti Award recipient. The award, established in honor of the IWUL Port Liaison and founding member of the CITT Policy and Steering Committee who passed away in 2016, will annually recognize individuals who have made exemplary efforts in bridging gaps between industry, education, and labor stakeholders. For more on the 2017 CITT town hall go to <https://www.ccpe.csulb.edu/CITT/about.aspx?pID=142>.

## D) Other CITT Research Activities

***CITT Chassis Research***

Following Director Thomas O'Brien's chassis research during the last reporting period, Dr. O'Brien is writing a paper that will be submitted for peer-review. This paper will be assessing the potential benefits of the port-wide chassis pools at the Ports of Los Angeles and Long Beach, incentives for truckers, and terminal operators and ocean carriers to take part in shared equipment management strategies.

Dr. O'Brien's paper abstract is included below:

Chassis shortages affect supply-chain efficiency as they limit the volume of containers moving through a port. In the past 20 years, the ports of Los Angeles and Long Beach have faced unique chassis management challenges due to the state government's emphasis on reducing freight emissions and congestion, and changing industry approaches met by stakeholders across the supply-chain. This paper studies the evolving management practices of chassis in both the Los Angeles and Long Beach ports by documenting the stakeholder collaboration process. Information on chassis practices in other parts of the United States, as well as various theories based on port-collaboration case studies are provided to help frame the methodology. The study of chassis management at the ports of Los Angeles and Long Beach includes the following steps:

(1) Conducting a literature review to perform inductive research; (2) Analyzing the problem by visualizing chassis movement; (3) Interviewing stakeholders to obtain feedback on chassis management practices; and (4) Creating reports to aid future research. Conducting research through this process reveals that chassis management has significant implications for planning and for supply-chain optimization. Not only does chassis management affect the local supply-chain, but it can also affect operations in different parts of the US. Chassis repositioning issues are an example of the port-supply chain having far-reaching effects, and so the implications are great in that they apply to both the government and supply-chain context, and can also be applied to other non-chassis related issues as well.