

TRANSPORTATION FORUM: BUSINESS & THE MOBILITY REVOLUTION

Presented by BizFed Institute at Union Station

April 3, 2024



Thank you to the sponsors, speakers, staffers, and attendees who leaned in with us for **BizFed Institute's 2024 Transportation Forum: Business & the Mobility Revolution**. The three-panel event delved into reimagined transportation policies, goods movement and supply chain solutions, and clean fuel alternatives to help achieve California's ambitious decarbonization goals. Our economic vitality is inextricably linked to the health of our mobility systems.

During our forum, we broke down shifting industry needs, new approaches to serving everyday Angelenos and visitors on the move, and multimodal strategies to keeping California globally competitive - especially as our region gears up to host widely anticipated mega-events. We invite you to circulate our key takeaways and a link to the recorded forum



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Kevin Harbour
BizFed Institute President

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TRANSPORTATION FLASH POLL RESULTS

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74 professionals representing varied industries (including professional services, energy & utilities, real estate, chambers of commerce/trade associations, and transportation) shared their perspectives on the current state of the region's transportation systems and tomorrow's transportation needs. Findings confirm and underscore our hypothesis that all Angelenos stand to gain from increased investments in multimodal transportation solutions that expand access to zero-emissions technologies.

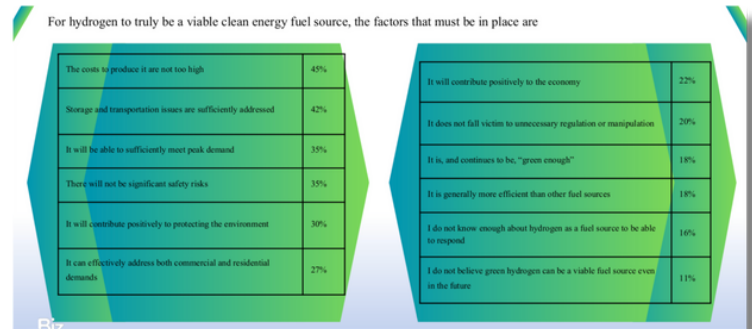


If you build it, they will come...

What would it take to get you to use the regional public transportation system more regularly?

Options that will get me to my destination faster	43%
More services closer to my home or work location	38%
Better sense of safety and security	30%
Nothing - I am not planning on using public transportation	20%
Better accessibility	19%
Better understanding of the public transportation system and my options	18%
Incentives through my employer or other local agencies	11%
I already use public transportation very regularly	9%
Better pricing options	4%

If you build it, they will come! Transportation Flash Poll respondents indicated they would use regional public transportation systems more frequently if there were more dependable and efficient routes available near their homes and workplaces. It's notable that 20% of respondents said "nothing" would prompt them to use public transportation regularly. Is personal car dependency baked into Los Angeles culture in a way that infrastructure investments can't dislodge?



Survey respondents were asked which long-term solutions they would support to better manage supply chains. Nearly one-third prioritize clean energy standards, the same share of respondents that support providing direct support to businesses. Only 5% of respondents recommended more involvement by regulatory agencies.

Top concerns around hydrogen's potential as a viable fuel source include high production costs, storage and transportation issues, ability to meet peak demand, safety risks, and environmental benefits. The array of concerns cited by Flash Poll respondents suggests industry leaders would be wise to invest in increasing public awareness. Only 11% of respondents said they "do not believe green hydrogen can be a viable fuel source, even in the future."

Protect clean energy standards	31%
Provide direct support to businesses	31%
Ask businesses to voluntarily support innovation through increased engagement with chambers, associations and think tanks	28%
Less involvement by regulatory agencies	26%
Actively reduce restrictive regulations, even if on a temporary basis	26%
Development of inland ports	20%
Less government involvement	18%
Other	12%
More government involvement	9%
More involvement by regulatory agencies	5%

WANT MORE POLL INSIGHTS?



KEYNOTE REMARKS

LOS ANGELES CITY COUNCIL PRESIDENT PAUL KREKORIAN



Paul Krekorian, outgoing president of the Los Angeles City Council, opened his keynote remarks by thanking business leaders for their sustained advocacy to make Los Angeles a “better place for all Angelenos.” He called members of the business community “creators of opportunity and prosperity in Southern California” and urged the private sector to help city officials prepare the region’s transportation infrastructure (and other critical systems) for the upcoming World Cup, Super Bowl, and Olympic & Paralympic Games.

“This moment demands your continued advocacy,” Krekorian said. BizFed members in the audience nodded.

Upcoming mega-events expected to draw millions of international visitors to Southern California aren’t the only reasons to advocate for robust transportation investments. Krekorian pointed to traffic congestion, goods delivery delays, air pollution, and looming deadlines for ambitious climate goals as other pressing reasons to future-proof the region’s critical transportation systems. He called for modernization of local ports and airports with a focus on sustainability goals.

“We need to make sure we’re not only the busiest ports complex in the western hemisphere, but also the cleanest,” he said.

Krekorian, who authored the council motion for the Los Angeles 100% Renewable Energy Study “LA100,” has a simple response to grid reliability concerns. Becoming more dependent on the grid will create more grid reliability, spreading cost and making electrification a more attainable goal, he claimed. He said supercomputers ran millions of scenarios during the crafting of the study that suggest it is possible to transition affordably and efficiently to a clean energy economy – while creating green jobs.

“We’re already running trains across five counties that run on renewables,” Krekorian reminded attendees, adding that Union Station will likely continue to be a transportation hub when high-speed rail arrives.

So what does his vision of tomorrow’s transportation system look like? It’s a system of systems that ultimately supports the creation of housing, jobs, communities, and opportunities that are convenient for people to get to every day, on all budgets and schedules.

PANEL 1: Building Tomorrow's Transportation System

Darren Kettle – Metrolink

Doran Barnes – Foothill Transit

Conan Cheung – Los Angeles County Metropolitan Authority (Metro)

Dave Sikorski – International Union of Operating Engineers, Local 12

MODERATOR: Hilary Norton – California Transportation Commission, FASTLinkDTLA



PANEL DISCUSSION HIGHLIGHTS

- Reimagining public transit to serve daily riders requires expanding capacity. What makes people use public transit more frequently? More service. Transportation Flash Poll findings support the hypothesis that “if you build it, they will come.”
- Backfilling essential positions left open by retiring workers requires an all-of-the-above approach to training and upskilling new workforces.
- “LA28” will be the biggest sporting event in Southern California history. We're expecting 15 million visitors. The Olympic games alone will be like hosting 7 Super Bowls every day! Business has a critical role to play in preparations – and shifting perception of the region’s “car culture.”
- Transportation needs shift over time. Metro initiated the nation’s largest bus network redesign after considering today’s changing travel patterns and growing rail network. The NextGen Bus Plan doubled the number of bus lines that run every 15 minutes or more frequently – including during off-peak hours – to better serve people on rely on transit to get to work.
- Expanding accessibility to fast, frequent, reliable transportation service is ultimately about delivering talent to the right economic opportunities.
- The Brightline West high-speed rail project connecting Las Vegas and Rancho Cucamonga could revolutionize regional transit. (Brightline's station in Rancho Cucamonga will be next to an existing Metrolink station, allowing for seamless connections to Metrolink service.)

PANEL 2: Goods Movement & Supply Chain

Thomas Jelenić – Pacific Merchant Shipping Association

Dr. Noel Hacegaba – Port of Long Beach

Michael Cano – Los Angeles County Metropolitan Authority (Metro)

Chris Shimoda – California Trucking Association

MODERATOR: Fran Inman – Majestic Realty



PANEL DISCUSSION HIGHLIGHTS

- The recent tragedy in Baltimore brought the economic impacts of port operations into sharper focus. U.S. Secretary of Transportation Pete Buttigieg said between \$100 and \$200 million worth of cargo moves through Baltimore port daily, affecting \$200 million in wages. The stakes are even higher in Southern California.
- Trucking is the engine of today's goods movement sector, with approximately 80% of goods moving by truck. It impacts food, healthcare, construction, manufacturing, entertainment, and more. Did you know the Taylor Swift Eras tour required 90 trucks?!
- New technologies for the trucking sector cost significantly more than the diesel options we're using today. Moving to battery electric technology also means taking on 6,000 to 8,000 additional pounds per truck.
- Electrifying heavy-duty trucks is one of the biggest zero-emission challenges. Of the 24,000 trucks in the Ports of Long Beach and Los Angeles drayage system today, 300 are zero emissions – just over 1%. Two years ago, that number was 9. Private sector leaders can help by supporting addition of charging stations in and near the ports.
- Metro now has a \$50 million fund to help with this transition, including a \$5 million set-aside for technical assistance. This is particularly helpful for smaller truckers who don't have as much access to charging infrastructure and grant pipelines.
- California's proposed Indirect Source Rule will stymie the region's economic engine if it caps cargo without also expanding access to new technologies. Today's competitive landscape requires us to look beyond California while we race ourselves to zero emissions. We need to achieve that goal without diminishing jobs and curtailing economic growth.

PANEL 3: Path to Zero Emissions

Angelina Galiteva - ARCHES

Shant Nahapetian - Southern California Edison

Frank Girardot - BYD | RIDE

Denis Obiang - Los Angeles Department of Water & Power

MODERATOR: Alene Taber - Hanson Bridgett



PANEL DISCUSSION HIGHLIGHTS

- Private sector leaders would be wise to note that transportation is at the forefront of the decarbonization movement. California's sweeping climate plan could increase electricity consumption by as much as 65% to 80% by 2045, which would stress the power grid unless additional investments are made.
- We can't focus singularly on generating cleaner power. Delivering power from where it's generated to where it's needed will also require robust investments.
- Older energy models with a simple generation-to-customer pipeline must be reimaged. Renewables generate energy at different times of day, meaning we need assets on the grid that can ramp up use when we have access to peak generation. Reliable batteries that stabilize the system through storage are a must.
- California and the federal government have set aside billions of dollars to electrify transportation. Industry leaders' messaging around EV benefits - including long-term cost savings - should focus on healthy communities and individual needs in order to resonate with everyday Californians.
- California must build new infrastructure to support decarbonization goals. Dramatically expanding use of renewables may be expensive, but trying to move forward while maintaining the status quo could be even more expensive.
- Stretching our use of available resources can also move the needle. Consider this... Electric school buses don't get used a lot, especially during summer vacation. Their powerful battery packs can be used during emergency situations, massively expanding our storage capacity. Why don't we plug in the bus battery packs to help power hospitals, emergency response centers, police departments, and other essential facilities?

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