

# CALIFORNIA ON THE MOVE

## Southern California Leadership Council focuses their efforts on transportation and logistics issues

With the strong support of its 25 regional business leaders and four former California Governors, the Southern California Leadership Council (SCLC) and its Goods Movement Initiative achieved many major milestones in 2006. The SCLC has helped create a united voice for business leadership throughout Southern California, and that voice has been widely heard in the past few months.

Under the leadership of 2006 Co-chairs Ray Holdsworth, Vice Chairman, AECOM, and Bob Wolf, CEO, Germania Corp., the SCLC has become a recognized expert and advisor on Goods Movement to the Governor's Office, the Senate Transportation Committee, the California Transportation Commission, and the Business, Transportation and Housing Agency, as well as a media source of information and perspective on goods movement and transportation solutions in Southern California. The SCLC's strategy, to offer expertise and leadership to educate rather than advocate is best portrayed on KABC Talk Radio's "Our Backyard" series featuring the former Governors and key business leaders who serve on the Council.

Their part in educating the public regarding



the key issues of transportation and infrastructure contributed to the passing of Propositions 1A and 1B by California voters in November. Also in November, the SCLC published an advertorial which ran in LA Newspaper Group publications in Southern California. The SCLC emphasized to the voters that they have an unprecedented opportunity to impact the future of California's economy, environment, and mobility.

An excerpt from the advertorial stated, "The reason we should consider it is to protect our exceptional quality-of-life, unparalleled economic opportunity, and world-renowned environmental splendor. The reason we must consider it is that a fast-growing population and a

boom in Pacific Rim trade that funnels through Southern California ports threaten to bring traffic and commerce to a standstill if we don't act."

The advertorial noted that the growth in global trade brings with it potentially millions of high-wage jobs for skilled trades people in California. Much of the trade-related growth is located in California's inland communities where affordable housing and an improving job market are combining to boost first-time homeownership for hundreds of thousands of families. "If we act now California can greatly benefit from the projected growth and we can channel the activity to power a new generation of economic prosperity."

With the growing importance of transportation and infrastructure, the logistics industry inevitably will grow along with it. To provide the qualified workforce to support the potential growth of the industry, the SCLC partnered with the LAEDC and the Chancellors of the California Community Colleges and State Universities to create the California Transportation and Logistics Institute (CATLI). Read more about CATLI in the article below.

Visit SCLC online at [www.laedc.org/sclc](http://www.laedc.org/sclc) or call Lee Harrington at (213) 236-4810. ■

## California Transportation and Logistics Institute (CATLI)

Logistics has become a strategically important industry in Southern California; however, there is a short supply of skilled workers emerging to fill the increasing number of high paying jobs in this sector of our economy. That is why the LAEDC and the SCLC decided to form CATLI.

More than 400,000 jobs in transportation and logistics currently exist in California today. This sector is expected to grow in this region by 348,479 jobs by 2030, about 12 percent of the total new jobs in the area. In Los Angeles County, most entry level jobs in this sector provide workers with a livable wage and an opportunity for advancement.

The concept of the institute was conceived by SCLC Co-chair Ray Holdsworth to promote the growth of careers in this critical

industry. Together with LAEDC President & CEO Bill Allen, they presented the CATLI concept in June to the Chancellors of the California State University system and the California Community Colleges, who immediately agreed to form a partnership to develop the institute.

CATLI's mission is to promote growth in careers in logistics by working with industry and educational institutions to offer appropriate programs by: working with employers to continuously identify and meet industry workforce and training needs; working with public stakeholders to align public interest with industry demands; and serving as an information clearing house for careers and educational opportunities related to transportation and logistics industries.

On October 9, Holdsworth and Allen joined Victoria Bradshaw, Secretary for the California Labor & Workforce Development Agency, Mark Drummond, Chancellor, California Community Colleges, and Jose Millan, Vice Chancellor, California Community Colleges in announcing the partnership. The press conference at Cal Poly Pomona was attended by more than 100 members of the media and business and education community.

On December 11, the US Department of Labor awarded CATLI's partner, the California Community Colleges System Office, a grant of \$1.99 million to help establish the Institute.

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