

The Green Freight Initiative:
A CASE FOR
REGIONAL BUSINESS
LEADERSHIP

Presented by

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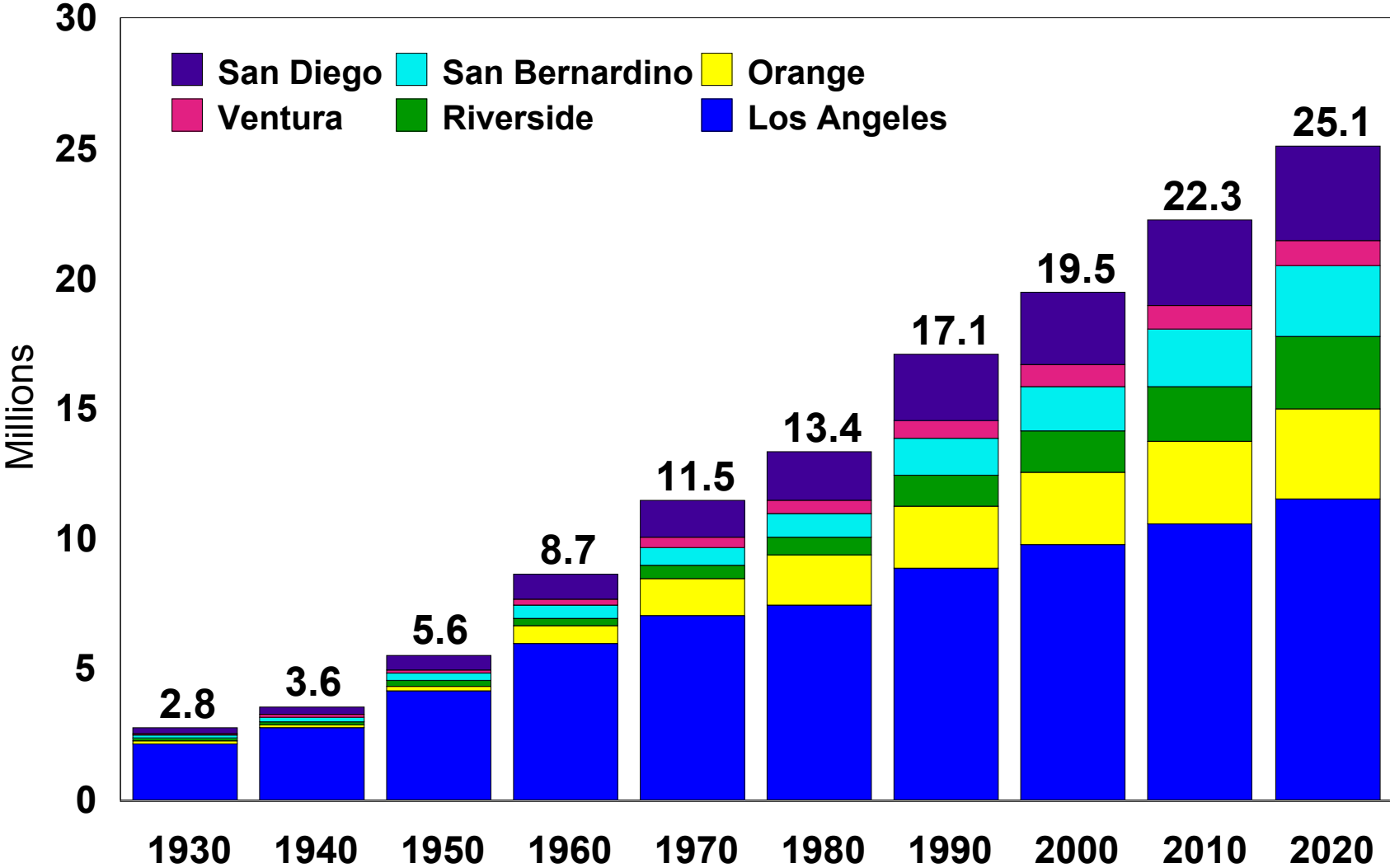
Co-Chair

Southern California Leadership Council

February 8, 2006

FACT: Population is Increasing

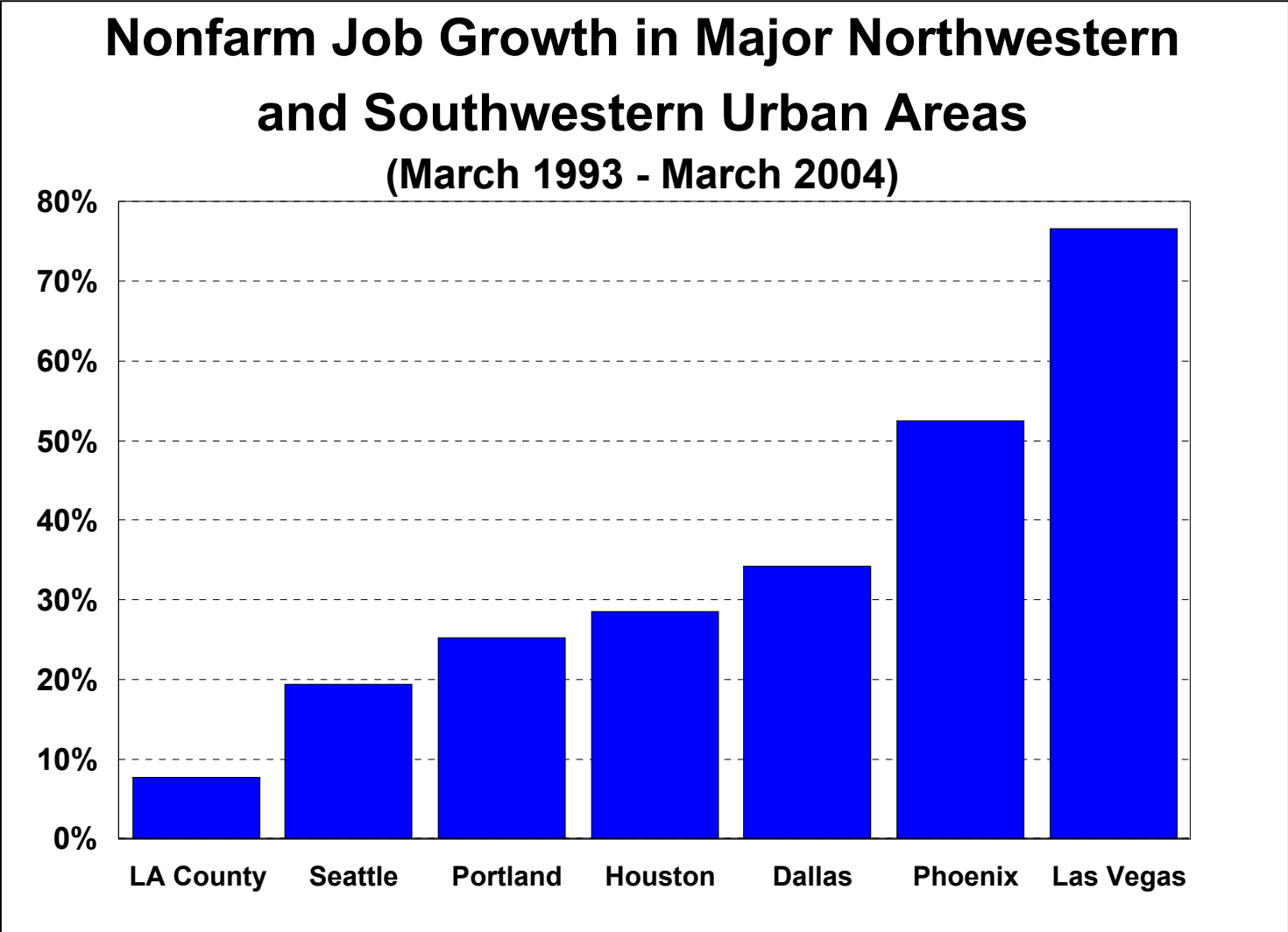
“We will grow by Two Chicago’s”



Source: California Department of Finance

LA Internal Growth 80% Last year

FACT: Good jobs keep going away





FACT:

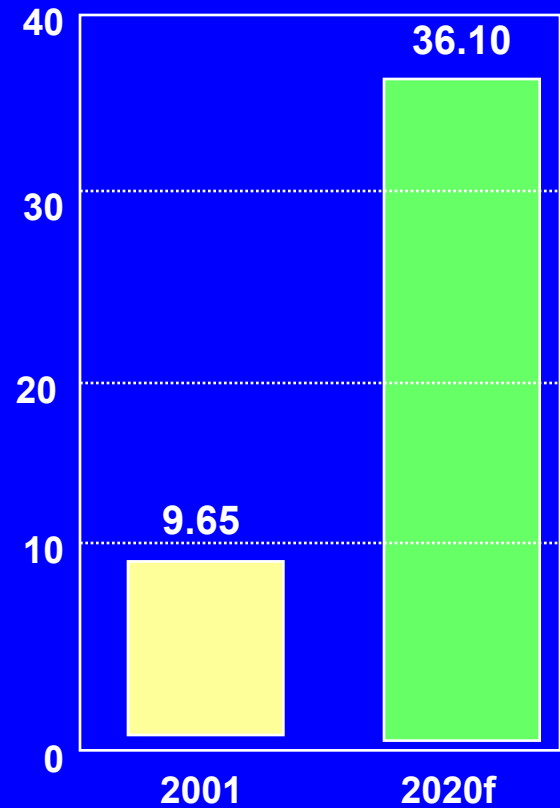
Growth is coming and things will get worse if we do nothing!

- 2.7 million more cars will make getting around on the freeways even more difficult.
- Millions more truck trips will also add to the congestion.
- Gridlock = Economic, Environmental and Equity Meltdown

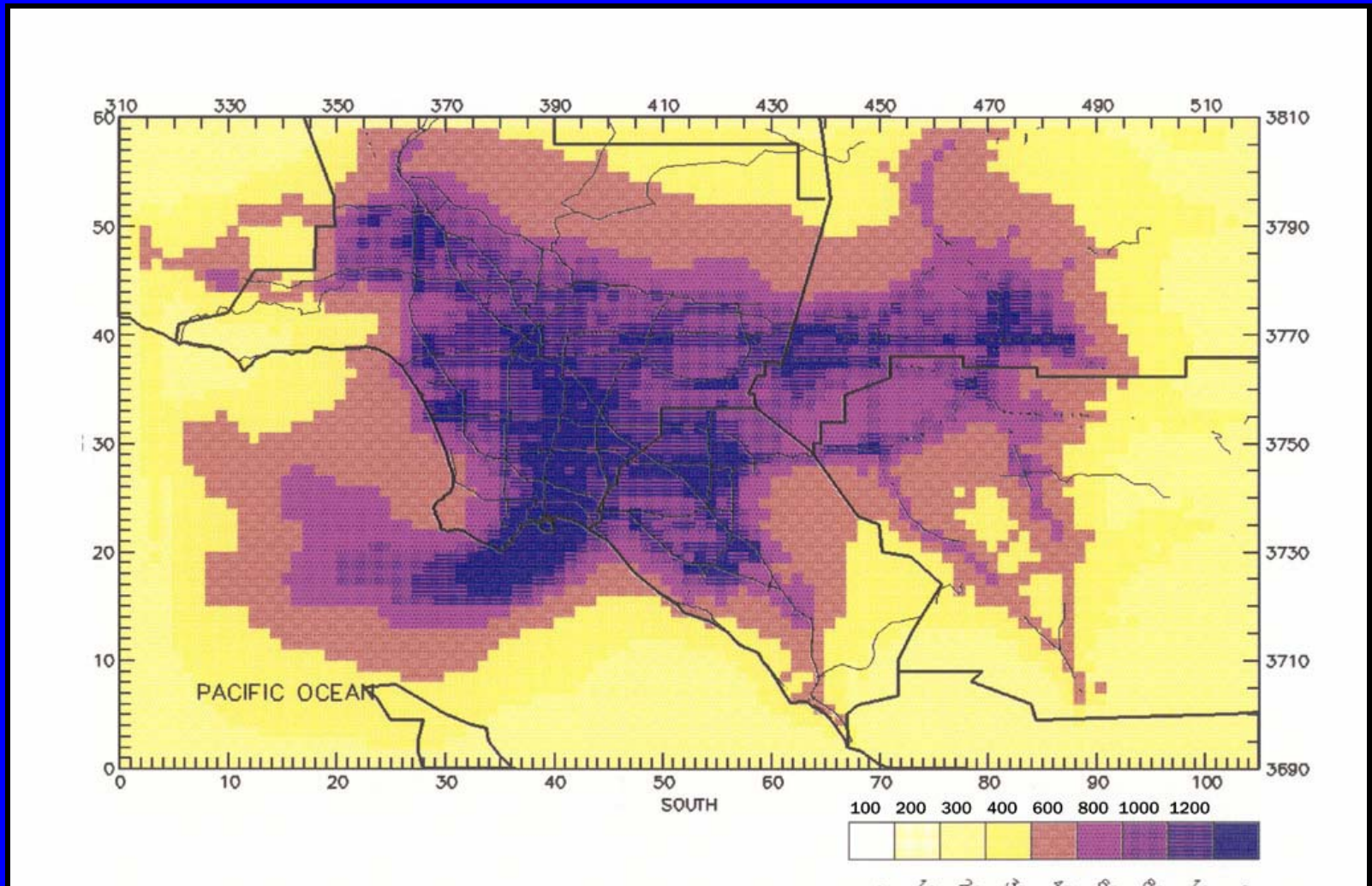
FACT: Container traffic is growing



Container Traffic Forecast for POLA/POLB



FACT: Diesel Pollution is a problem



ISSUES:

- **Global Demand**

- **Middle Class Jobs**

- **Traffic Congestion**

- **Public Health**

- **Public Safety**



Challenges:

- **Cargo growing faster than capacity**
- **Improving the environment with expedited growth and project delivery**
- **Traditional funding won't work to get out front**
- **Speed to market is at risk**
- **Workforce development**



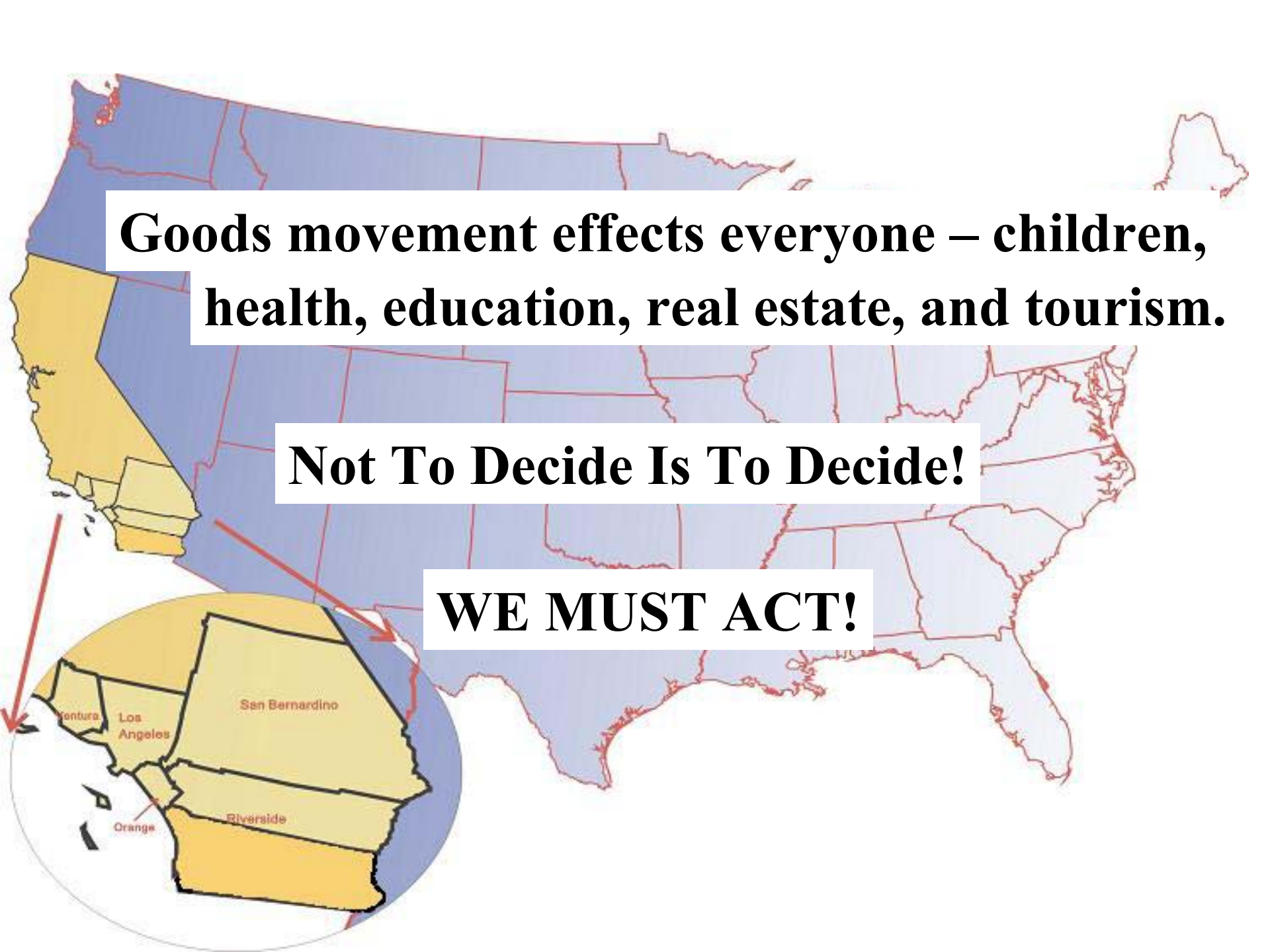
Political Will:

- **Has non-partisan support**

- **New partnership between business, labor, and community groups**

- **Elected officials on board**



A map of California with a callout showing a zoomed-in view of the Los Angeles basin counties. The callout includes labels for Ventura, Los Angeles, San Bernardino, Orange, and Riverside counties. Red arrows point from the callout to the corresponding area on the main map of California.

**Goods movement effects everyone – children,
health, education, real estate, and tourism.**

Not To Decide Is To Decide!

WE MUST ACT!