



SESSION ONE: THINKING FROM THE OUTSIDE IN

12:30 pm / Panel2: Local Examples of Implementing Policies & Securing Funding

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OnTrackNorthAmerica and Strategic Rail Finance

BIO: I began my career in transportation in 1994 by launching Strategic Rail Finance, a North American transportation-industry consulting firm. My associates and I have been busy since then, advising private and public sector clients in 44 states and Canada. I entered the rail industry with the intention to improve how we invest capital in infrastructure and industrial systems. I have found that our commonsense message, based in whole-system thinking, resonates across the political spectrum. We currently advise on \$2B of rail infrastructure projects, including the Port of Long Beach's Pier B intermodal project. Our nonprofit transportation think tank, OnTrackNorthAmerica, leads a breakthrough institutional design for multi-state, regional supply chain planning and investment, the Southwest Supply Chain Coalition, a collaboration among Nevada, California, Arizona, and Utah. OnTrackNorthAmerica also leads the Land Freight Lifecycle Impact Project, gathering data on 40 comparative factors between building roads and rail lines to move freight.

PRESENTATION: The Future of Land Freight Lifecycle Impact Assessment, A Case Study: Port of Long Beach

The United States and much of the world has neglected to embrace full life-cycle assessment of goods movement infrastructure. We do not yet understand the return on investment from building roads for trucks to move freight versus building rail lines for trains to move freight. To guide future infrastructure investment toward sustainability, OnTrackNorthAmerica is leading a ground-breaking project to pinpoint this comparative assessment and has begun applying the foundational thinking to its clients' projects. OnTrackNorthAmerica's Land Freight Lifecycle Impact Project, now being advanced with the assistance of the University of Tennessee's Institute for a Secure and Sustainable Environment, has identified 40 impact factors that will be addressed in a side-by-side comparison of society's investment in roads and rail lines for goods movement. The success of Port of Long Beach's \$8MM grant application based on this approach will be presented along with an overview of the Land Freight Lifecycle Impact Project.

Typical Benefit-Cost Analysis as deployed in North America and as required by most public-sector infrastructure grant programs only utilize a narrow set of standard cost factors and questionable benefit factors. There are many other factors of significance that need to be applied to project conception and assessment. This presentation will highlight operational realities that add environmental and social impacts that were not considered in the project's previous Benefit Cost Analyses. Applying full lifecycle impact analysis to freight projects and investments will lead project sponsors to more successful grant applications and society to a built world that serves the community and the environment.