

Advanced Data Analytics for the Maritime Transportation Industry: SoCal Regional Supply Chain Logistics Lens

April 28, 2026



WWW.SCAG.CA.GOV

The SCAG Region

191
CITIES

6
COUNTIES

19.1M
RESIDENTS



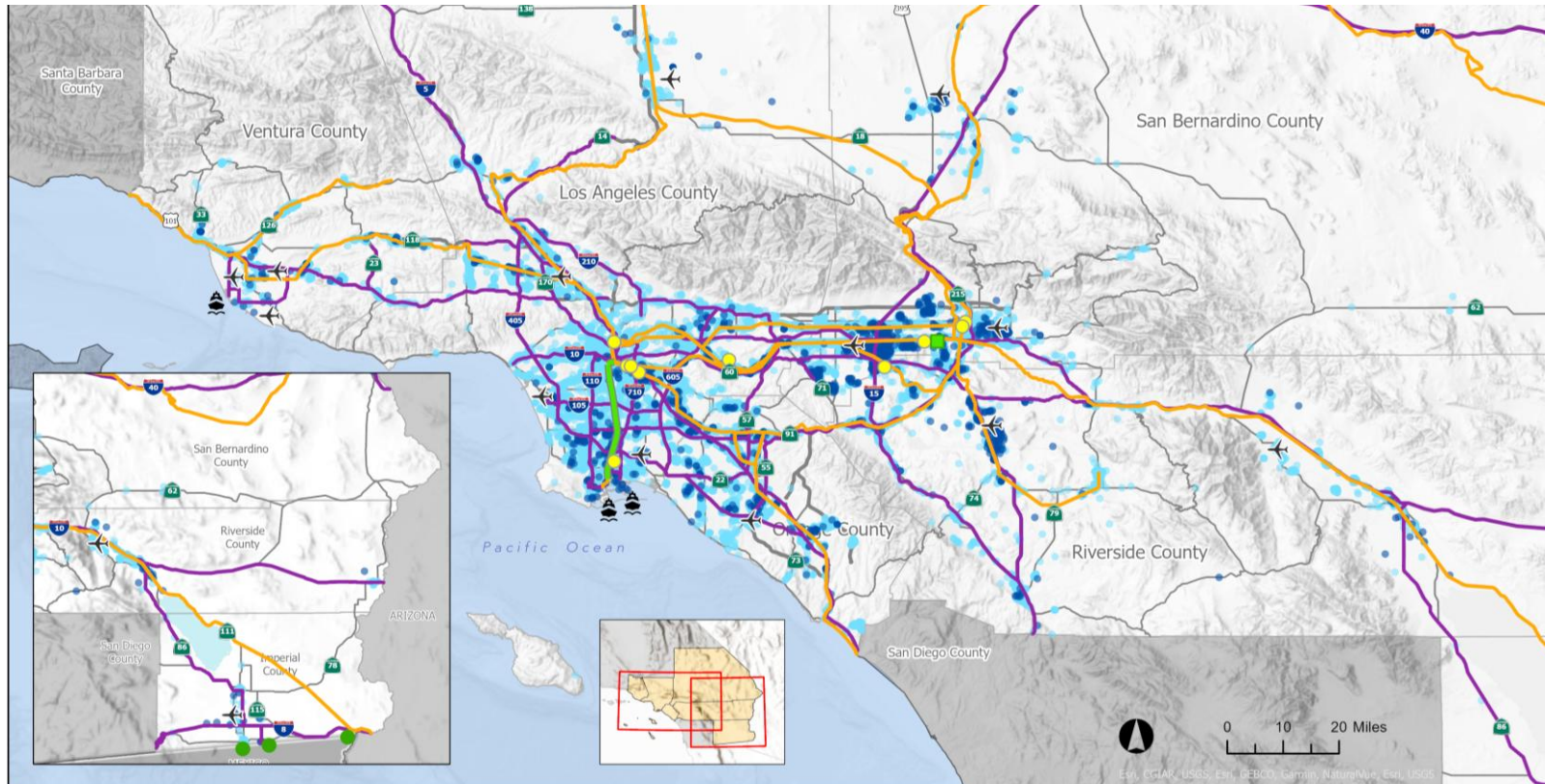
36,618
SQUARE MILES

\$1.2T
REGIONAL GDP

15TH
LARGEST
ECONOMY
WORLDWIDE

48.1%
OF STATE
POPULATION

The SCAG Goods Movement System



- ✈ Airports
- 🚢 Ports
- Ports of Entry
- Intermodal Facilities
- Classification Facilities
- Main Line Rail
- Major Freight Highway Corridors
- Alameda Corridor
- Warehouses
- < 50,000 sq ft
- >= 50,000 sq ft

Source: SCAG, CoStar Group, Inc.

- **\$600 billion** – Trade Value
- **20 million TEUs** – POLA/POLB
- **>600** - Weekly Freight Trains
- **>3.4 million** – Air Cargo Freight Tons
- **>2.5 billion sq. ft.** – Industrial Facilities
- **56,000 road miles, 1,625 miles of highways-Interstates** – Highway System

Goods Movement Initiatives

Zero-Emission Infrastructure and Vehicles

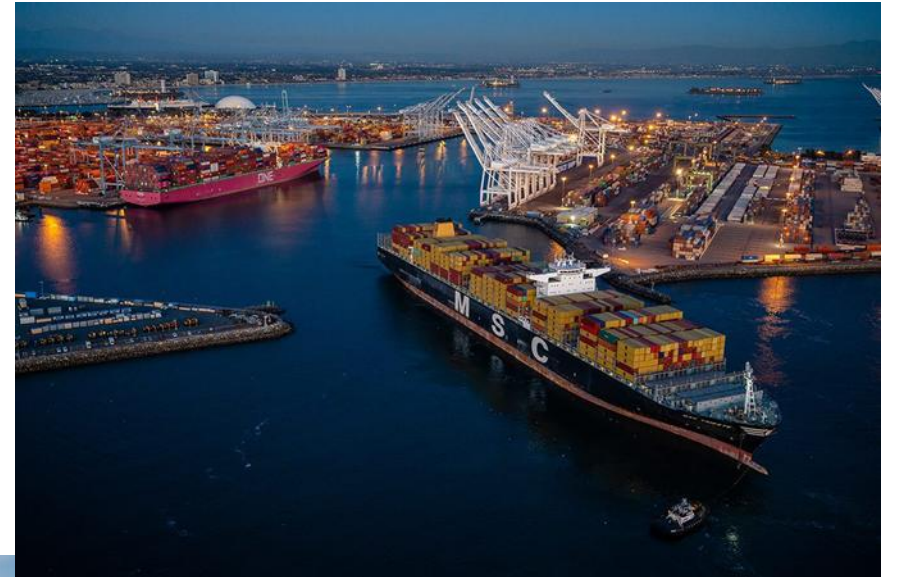
- Last Mile Freight Program
- Southern California Zero-Emission Truck Infrastructure Study

2028 Olympic and Paralympic Games

- Freight Strategic Plan and Communications Plan
- Operational Mitigation Strategies and Demonstration Deployments

Comprehensive System-Level Planning

- Last-Mile Freight Delivery
- Integrated Passenger and Freight Rail Study
- Industrial Warehouse Study
- Forthcoming:
 - Resiliency-Readiness Planning Study
 - Alternative Technology Assessment for Freight
 - Comprehensive Freight Plan



Public – Private Collaboration

Member Agencies and Regional Partners

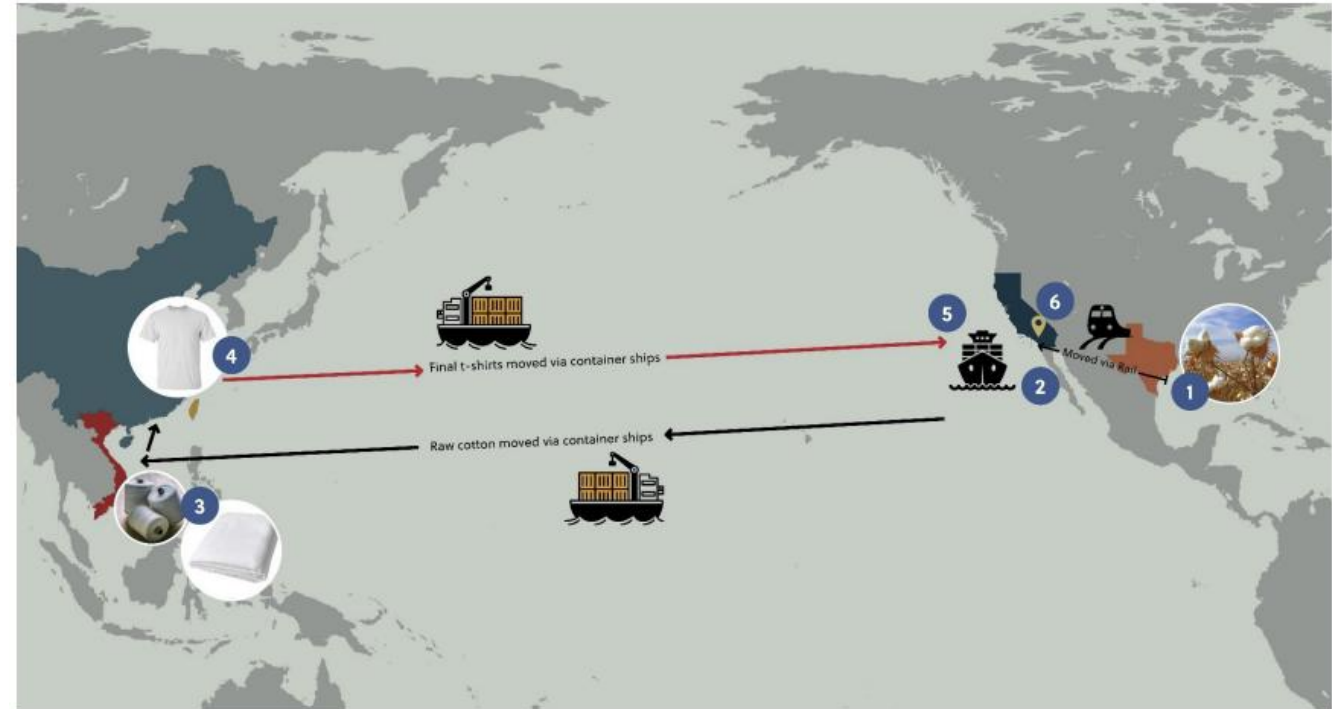
- Core policy areas of focus
- Regional/local issues and needs
- Infrastructure development and funding considerations

Other Public Agencies and Communities

- Coordinated planning across government levels
- Localized community outreach and engagement

Freight Industry Stakeholders

- Integrated feedback loop
 - Steering committees
 - Technical advisory committees
 - Quarterly industry forums
 - Focus groups
 - One-on-one sessions



Source: SCAG 2024

Data-Driven Decisions at the Regional Level

Agency Strategic Plan

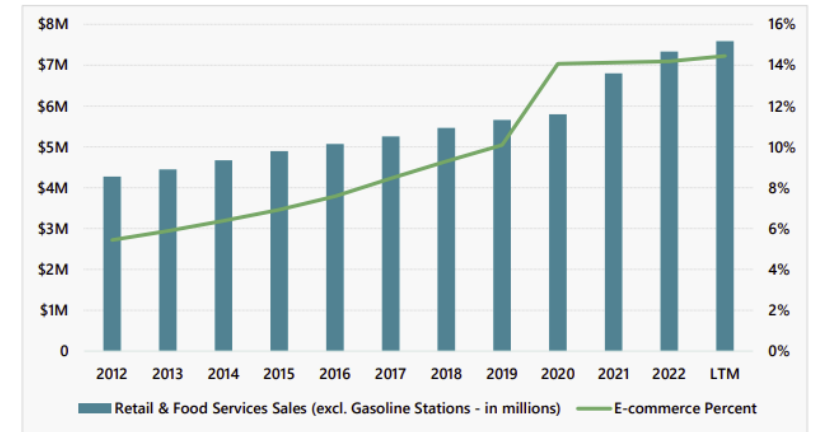
- Lead in planning research and analysis leveraging cutting edge tools (e.g., Big Data, AI, Activity Based Models, GIS, etc.)

Planning and Analysis

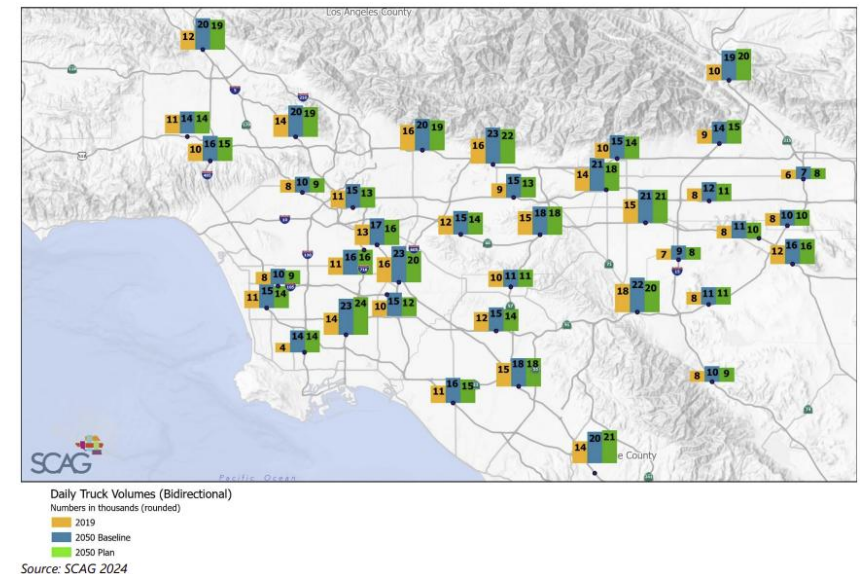
- Data trends – economic, trade, intermodal volumes
- Analysis tools – FAF/Transearch, rail simulation, telematic vendors
- Platforms – ESRI, Big Data, retail/industrial facilities

Regional Modeling

- Growth forecasts
 - Population, households, employment
 - Industrial and retail businesses
 - Seaport cargo
 - Aviation passengers and cargo
 - Rail passenger ridership
- Heavy-Duty Truck Model



Source: Last Twelve Months (LTM) refers to the period between October 2022 and September 2023.



Challenges and Opportunities

Resource Constraints

- Cuts across all stakeholders whether public or private
- Provides for synergies and shared-resource opportunities

Real-Time Data versus Trend Analysis

- Different needs and use cases depending on stakeholder priorities
- Mutual benefits based on operating/planning needs

Accessibility of Information and Data

- Proprietary versus public

Data Organization, Development, and Visualization

- Known versus unknown
- Better data structure, correlation, platforms, and tools

Buy-In, Commitment, and Willingness

- Time, resources, sustained engagement



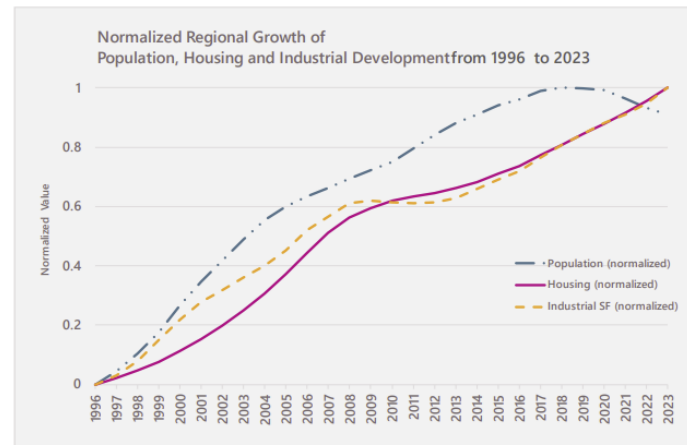
Case Study Learnings

2028 Olympic and Paralympic Games

- **Complexity:** Magnitude and uniqueness of project.
- **Learning:** Fast-paced nature of the project requires data platforms and tools functional and developed versus traditional in-step project development.

Industrial Warehouse Whitepaper

- **Controversy:** Industrial development has become increasingly contentious in the SCAG region.
- **Learning:** Coordination across all levels of stakeholders is crucial with data analysis and visuals.



Source: CA Department of Finance, CoStar Group, Inc. Accessed May 2024.

Change in Industrial SF from 2016 to 2024

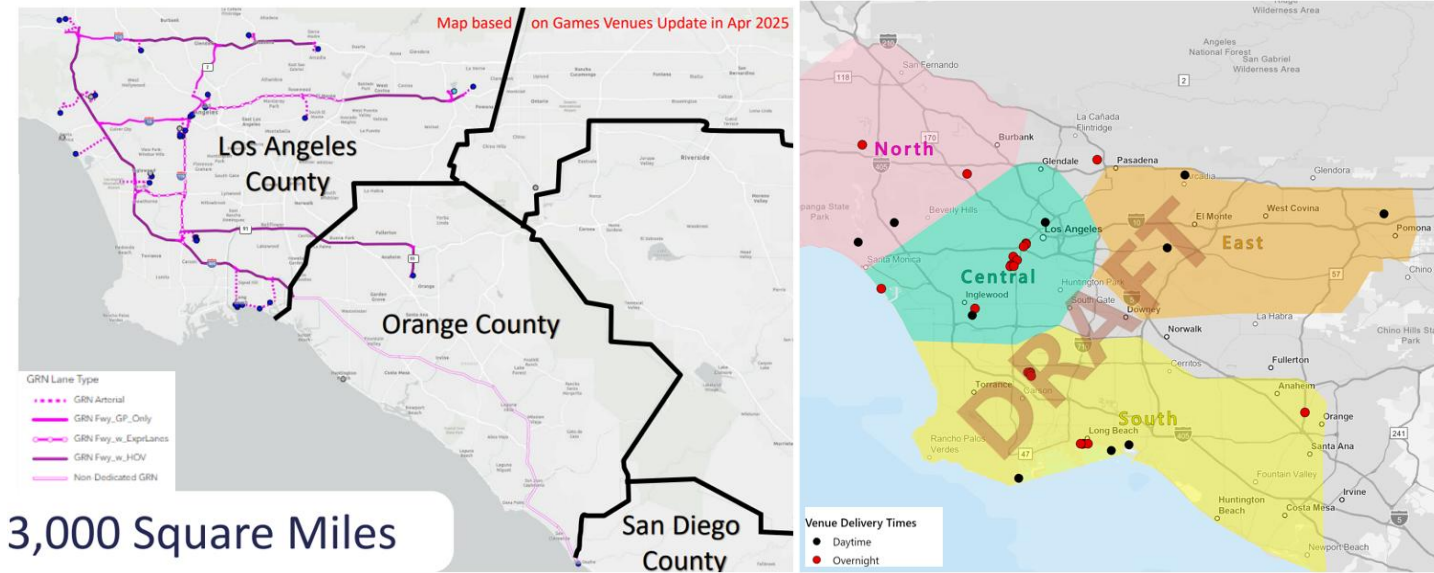


Source: CoStar Group, Inc. Accessed May 2024.

2028 Olympic and Paralympic Games

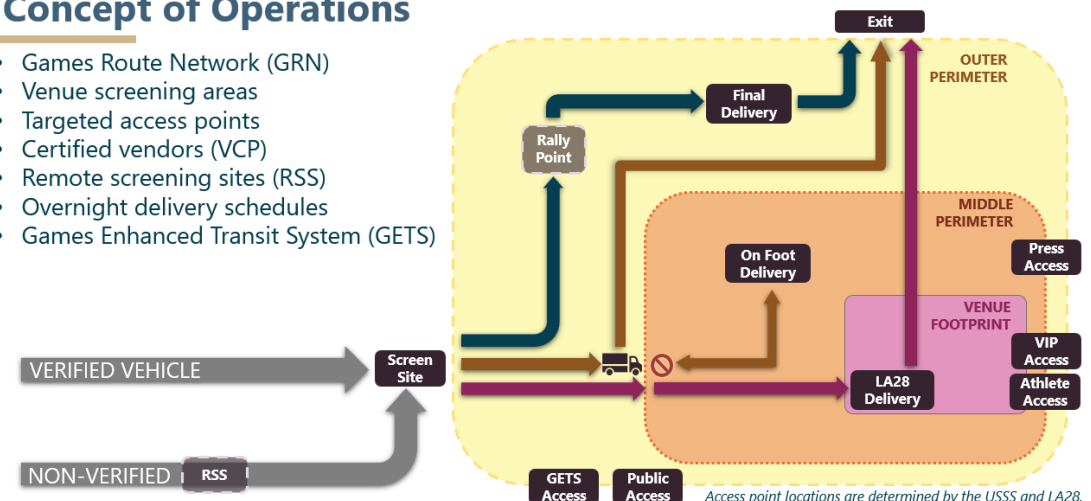
Key Operational Considerations

- **Games Route Network:** Dedicated lanes for the use of Games Family vehicles.
- **LA28 Delivery & Logistics Planning:** Developing plans to guide Games' vendors.
- **Venue Screening Sites & Catchment Areas:** Required screening for all unverified delivery vehicles entering a venue perimeter.
- **Venue Security Perimeters Concept of Operations:** All Games venues will have security requirements and operations in place to move Games stakeholders to and from venues.



Venue Security Perimeters Concept of Operations

- Games Route Network (GRN)
- Venue screening areas
- Targeted access points
- Certified vendors (VCP)
- Remote screening sites (RSS)
- Overnight delivery schedules
- Games Enhanced Transit System (GETS)

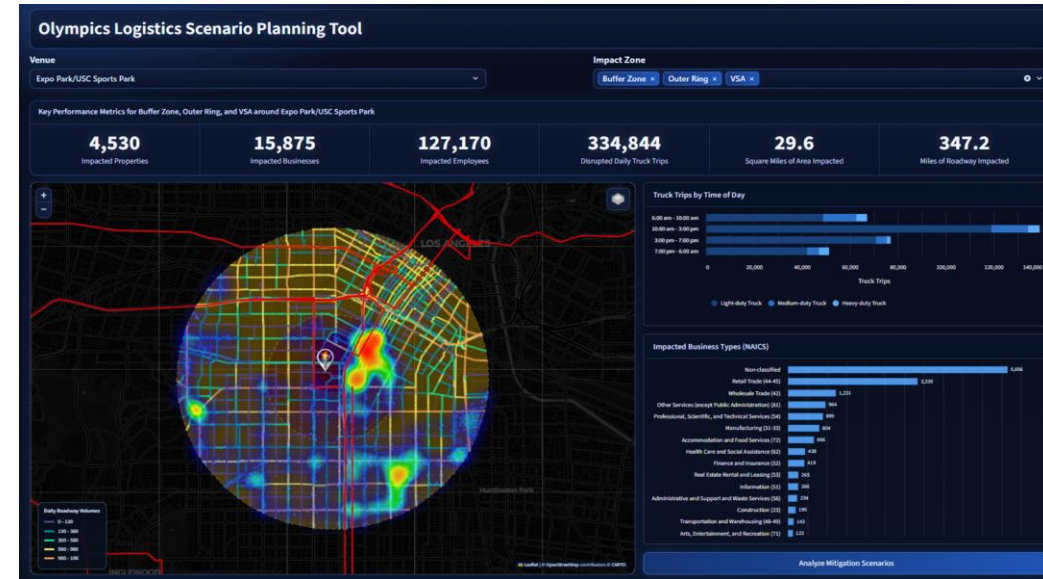


Access point locations are determined by the USSS and LA28. Not all elements are finalized as of Jan. 2026

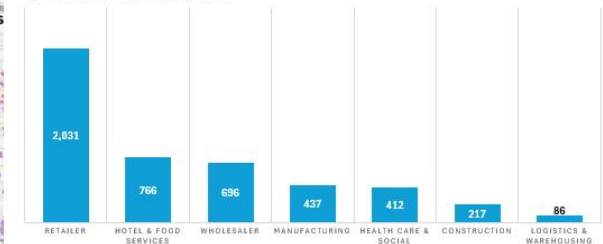
2028 Olympic and Paralympic Games

Data and Analysis

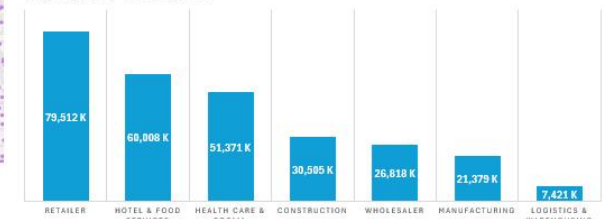
- **Venue Locations:** Understanding the makeup of each location and their profiles.
- **Business establishments:** Recognition of the thousands of businesses that will need to plan and prepare for the Games.
- **Supply Chain Flows:** Connecting business establishments needs beyond the last-mile to the overall supply chain to ensure freight fluidity is sustained during the Games.
- **Lessons Learned:** Taking this overall process and focusing on operational strategy outcomes that can be carried forward beyond the Games.



DTLA & EXPO ZONES: 8 VENUES
4,645 BUSINESSES WITHIN 1 MILE



DTLA & EXPO ZONES: 8 VENUES
277,013,353 FT² WITHIN 1 MILE



The Path Forward

Public-Private Relationships

- Relationships are critical in forming strategic partnerships
- Mutual benefits are necessary

Communication and Expectations

- Touchpoints are needed to sustain relationships
- Flexibility across cadence and location

Middle-Ground Wins Approach

- Short-term versus long-term
- Objective versus position-based
- Respect and trust versus polarized
- Value-driven versus siloed interests





THANK YOU!

For more information, please visit:

<https://scag.ca.gov/freightworks>