

# North America's SuperCorridor Coalition, Inc.

Tri-national, non-profit, multi-modal trade and transportation coalition for the efficient and secure movement of freight



# NASCO's Mission & Purpose

**Mission:** To develop the world's first **international, integrated and secure, multi-modal transportation system** along the International Mid-Continent Trade and Transportation Corridor (the NASCO Corridor) to improve both the **trade competitiveness** and **quality of life** in North America.

**Purpose:** NASCO's purpose is to boost economic development activity while supporting **multi-modal infrastructure** improvements, **technology / security innovations** and **environmental initiatives** along the NASCO Corridor, and to stimulate the dialogue between the **public and private sectors** about critical, corridor-wide trade and transportation challenges.

**Members:** Dues paying, tri-national, public and private sector (representing every level of the supply chain)

# NASCO Vision

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- **Be the lead on solving the industry adoption hurdles to new processes, procedures, technologies and systems.**
- **Discriminate itself by taking leadership to deploy far-reaching, aggressive action & solutions in the Corridor**
  - Focus on broader corridor issues, to include cross-border trade facilitation requirements,
  - and issues of national importance (Katrina, Port overcapacity, trade increase, security, etc.);
- **Road-map to become self-sustaining, create the revenue base to self-fund important projects**
- **Integrate The Corridor; Provide a “Backbone” for North American Supply Chain integration**

# NASCO Programs

- **NASCO Center of Excellence**
- **NAFTRACS: North American Facilitation of Transportation, Trade, Reduced Congestion and Security** – NASCO is proposing a technology pilot project designed to enhance security and efficiency of transportation, trade processing and logistics systems.
- **NAIPN: North American Inland Port Network** - Developing an active inland port network along our corridor to specifically alleviate congestion at maritime ports and our nation's borders.
- **Partnership with the EPA:** (Blue Skyways Collaborative) Principal goal is to improve air quality and reduce air pollution emissions through new technology, market forces, promotion of the use of alternative fuels, and economic incentives.
- **Educational Consortium / Knowledge Corridor:** Bringing together institutions that play a vital role in transportation and providing critical studies and solutions to the ever changing needs and requirements the NASCO Corridor continues to face.
- **Mexico Committee:** Leadership Committee of NASCO for Mexico

# NASCO Center of Excellence and Trade Corridor Management System

*“Deploy a Trade Corridor Management System Center of Excellence within the corridor to facilitate trade, efficiency, security and visibility throughout the entire corridor. This Center of Excellence would include integration with law enforcement, first responders, and other relevant organizations”*

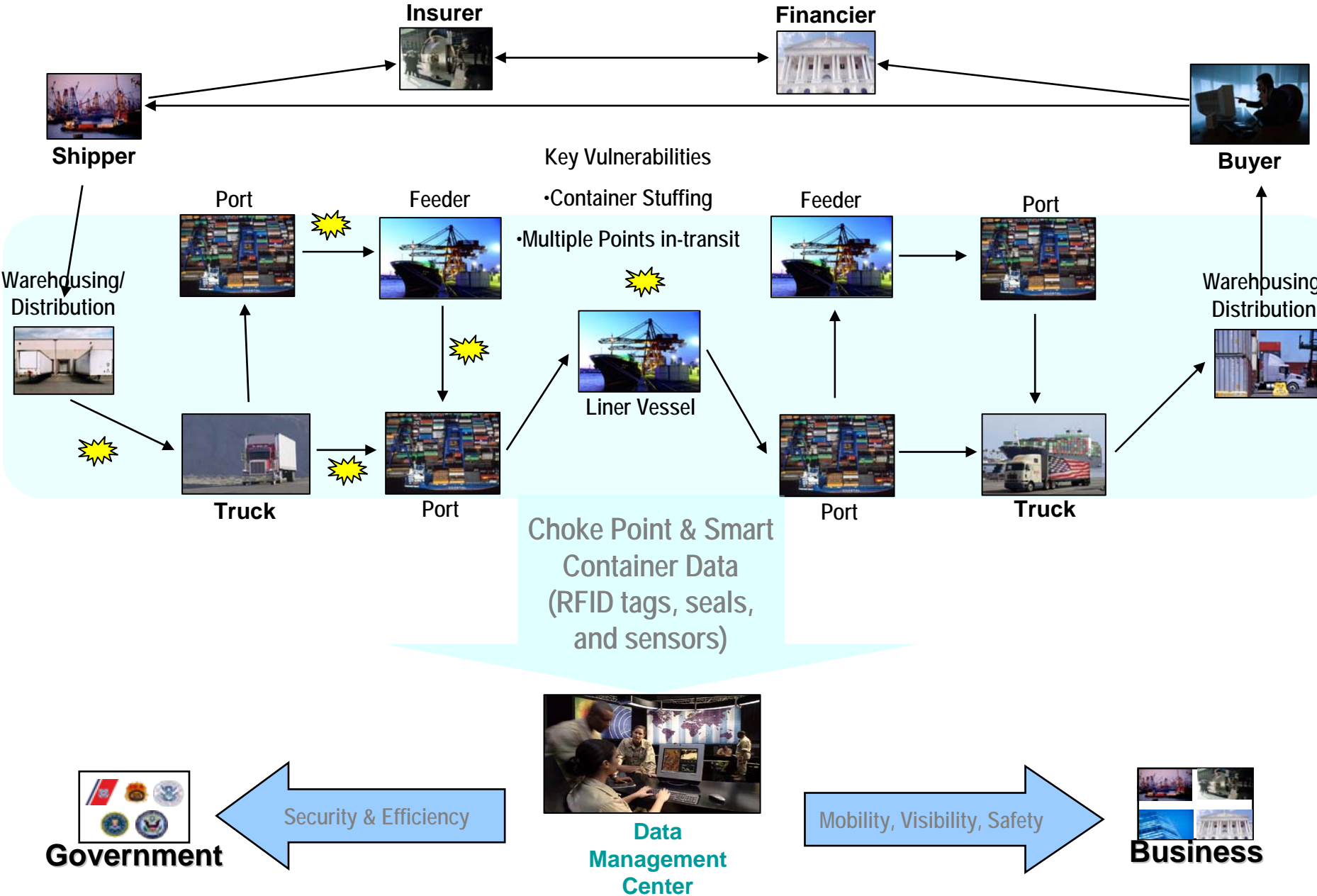
- Will be the centerpiece of the corridor coalition;
- Will engage in studies, development and deployment activities;
- Will seek funding & investment for a broad array of projects relevant to both the corridor and of current & national significance;
  - US-Mexico-Canada Security and Prosperity partnership (SPP);
  - Hurricane Katrina/Rita impact;
  - Cross-border trade facilitation and Information sharing;
  - Inland ports network;
  - Counter terrorism and security;

# NAFTRACS Strategic Objectives

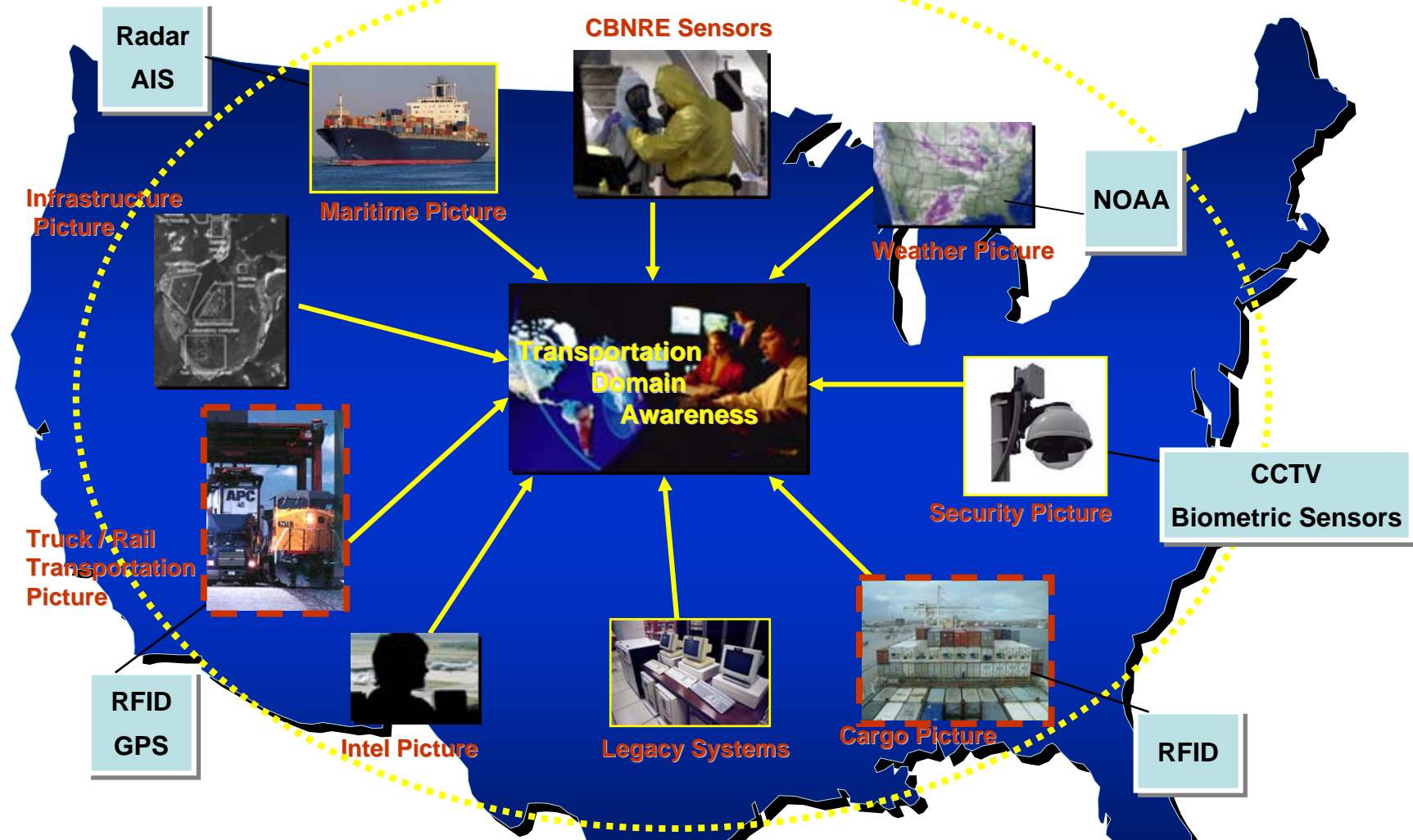
- **Prevent Disruption & Facilitate Trade – (Even After An Attack)**
- **Instrument and Integration of North American Trade Corridors (Information, Visibility, Accountability)**
- **Use The NASCO Corridor as the North American “Backbone” to facilitate integration of and visibility of North American Commerce**
  - **Will provide deterrent value and facilitate trade**
  - **Data Aggregation will facilitate Improved Risk Assessment & Mitigation**
  - **Provides a “presence” that may make targets less attractive**
  - **Will facilitate increased Supply Chain mobility, efficiency and “safety”**
  - **Focus on targeted Congestion Mitigation**

**Create An Enterprise Business Framework That Enables a **Secure** End-to-End Global **Freight Mobility** Solution**

# FMSS Integrated End to End Solution



# Information Integration



Automatically gather, correlate, and interpret fragments of multi-source ( Radar, AIS, & GPS tracks, Open Source , Intelligence, Watch list & Law Enforcement Report, CCTV, Bioterrorism sensors) data together into one collaborative portal-based environment



# NASCO Center Of Excellence & Trade Corridor Management System

Will provide a two and three dimensional Common Operating Picture for decision makers with the following components:

*Multi-modal information of all types focused on the status, location, mobility, efficiency, velocity, congestion, safety and security of freight and associated assets*

- Biometric identification for personnel access control
- CCTV and other video feeds to support the physical security & congestion mitigation
- Weather data, to include NOAA data, for the weather
- CBRNE (chem-bio-nuc-rad-explosives) sensor data
- Incident and first responder, Law enforcement data
- Rail and highway (Traffic Service), Maritime feeds where appropriate
- Other data feeds as necessary

**DHS's Goals of Transportation Security Overlap With DOT's Goals of Transportation Mobility, Efficiency And Safety**

# Significance of NASCO Approach

- This comprehensive, corridor-wide approach sets NASCO apart from ALL other Freight Transportation Corridors
- Establishes a unique test bed for test and deployment of Business Value and Homeland Security solutions
  - Velocity of Trade, mobility and efficiency
  - Congestion mitigation
  - Enhanced Security, and Disruption Management
- Develops a unique self-sustaining capability within the corridor to stimulate internal and external investment and economic development
- Will demonstrate a model approach (investment, partnerships, deployments) for all other North American Supply Chain Corridors

**Will establish NASCO as the North American "Backbone" for the integration and visibility of the North American Supply Chain**

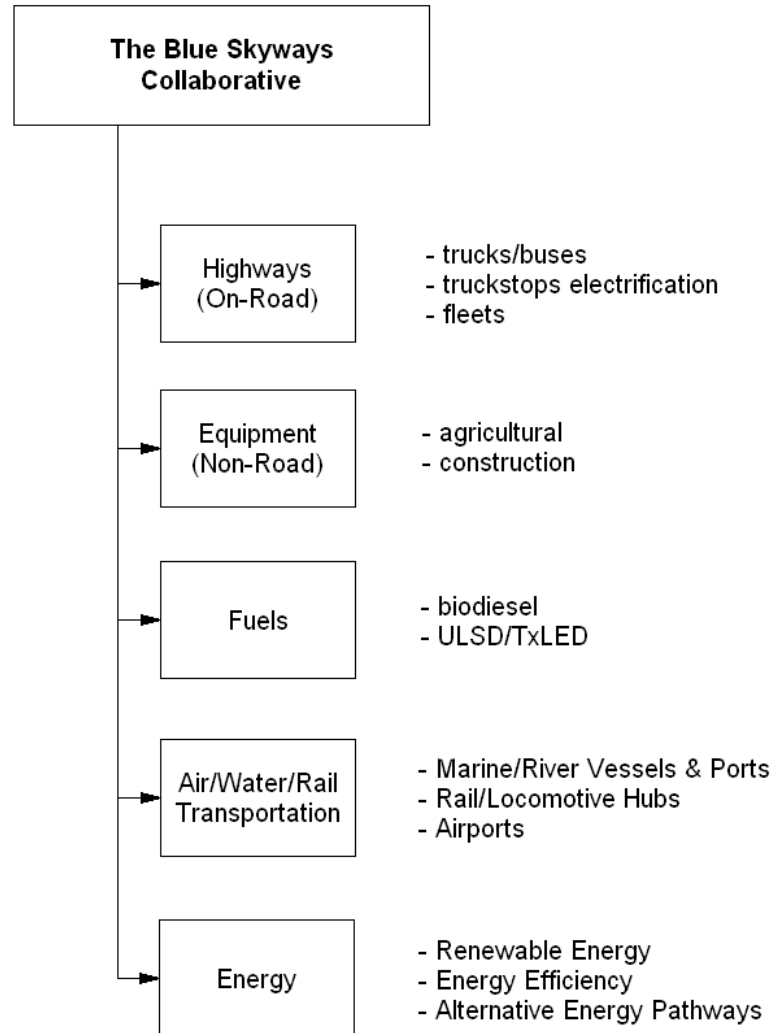
# NAIPN

## North American Inland Port Network

- A **tri-national** sub-committee of NASCO, the NAIPN has been tasked with developing an **active inland port network** along our corridor to specifically alleviate congestion at maritime ports and our nation's borders.
- The NAIPN envisions an **integrated, efficient and secure** network of inland ports specializing in the transportation of containerized cargo in North America.
- The main guiding principal of the NAIPN is to develop **logistics systems that enhance global security, but at the same time do not impede the cost-effective and efficient flow of goods.**
- A comprehensive NAIPN Web site has been developed (under the NASCO site) to raise the awareness of individual inland ports along the corridor and bring attention to NAIPN.

# Blue Skyways Collaborative

*A cooperative, public-private effort to reduce air pollution emissions along major transportation corridors and various sectors including, trucking, locomotive, construction, and ports, with an emphasis on urban areas.*



# Educational Consortium and Knowledge Corridor

NASCO is developing a **tri-national**, educational consortium to bring together the institutions that play a vital role in training the next generation of transportation innovators and providing critical studies and solutions to the ever changing needs and requirements of the NASCO Corridor.

- Identify **potential research and technology transfer cooperation and collaboration** between NASCO member educational institutions and areas of institutional/educational cooperation
- Establish priority based on the research strengths and interests of the parties for cross border partnership and **establish specific areas of cooperative research and technology transfer** to focus on
- Work with others who are working cross border concerns over **food safety, infectious disease and agri and bio terrorism**
- Explore **technological cooperation agreements** between universities in the NASCO network that would establish specific areas of technology transfer to focus on that related to our other NASCO priorities
- Develop and maintain a **website/portal for exchange of information** and other means to facilitate information sharing and identify best practices

# NASCO Mexico

- **VISION**

Lead and coordinate initiatives to achieve a World Class coordinated logistics system in México to achieve efficient trade of knowledge, services and goods.

- **MISSION**

To become the most visible and influential coalition in Mexico dedicated to developing the first integrated and secure multi modal transportation system across North America to achieve an efficient trade of goods, services and knowledge between México, United States and Canada to improve the quality of life of the inhabitants of the three countries.

# NASCO Conference 2007



**Join us!!!**



***NASCO Conference 2007***

***Moving North America Forward***



**Fort Worth, Texas**

**May 30 – June 1, 2007**



**For more information visit:**

**<http://www.nascocorridor.com/pages/news/calendar>**



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