

# Western Governors' Association

Sunday, June 20, 2004

## CANAMEX

**Carol Sanger**, Executive Director, CANAMEX Corridor Project

**Tom Skancke**, Chair, CANAMEX Corridor Coalition

**John Njord**, Director, Utah Department of Transportation

**Carl Wilgus**, Tourism Director, Idaho Department of Commerce

**Gail Howard**, Policy Advisor, Governor Napolitano

# CANAMEX



Carol Sanger

Executive Director

CANAMEX Corridor Project



# Memorandum of Understanding

- ❖ Established CANAMEX Corridor Coalition
- ❖ Seamless and value added movement of people, goods and information
- ❖ Focus areas: transportation, tourism, trade, telecommunications, rural economic development
- ❖ Public-private partnerships
- ❖ Leverage federal funding



# 2030 Transportation Needs

- ❖ 1500 lane miles or \$5.8 billion
- ❖ Hoover Dam Bypass & US 93 in AZ & NV
- ❖ Congestion in major metropolitan areas
- ❖ Coordinated ITS to improve safety & efficiency
- ❖ Smart technologies at international borders



# Bold Initiatives

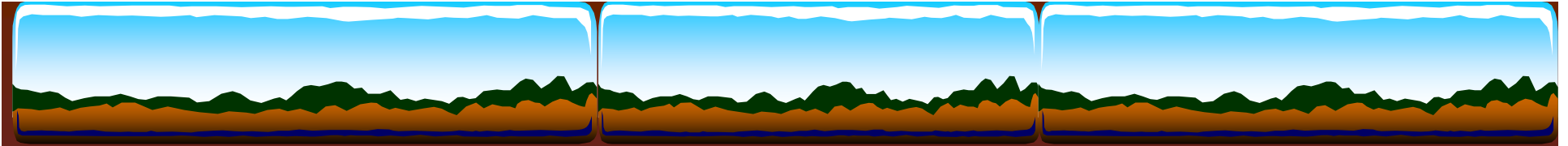
- ❖ Smart Tourist Corridor
- ❖ Smart Freight Corridor
- ❖ Rural Telecommunications Access
- ❖ Smart Process Partnerships



# CANAMEX Organization

- ❖ 12 member CANAMEX Corridor Coalition
  - ❖ Technical Advisory Committee
  - ❖ Tourism Committee
  - ❖ ITS Coordinators

Project Office: 1 FTE & part-time intern



# Raising the Profile

Tom Skancke

Chair

CANAMEX Corridor Coalition



# CANAMEX States

- ❖ 4 of 5 fastest growing states
- ❖ Population: 12 million
- ❖ Transitioning economies: natural resources to services & high tech
- ❖ Large public lands
- ❖ Uneven broadband & cellular availability
- ❖ 17 House members



# Congressional Representation

❖ Arizona: 8+2

❖ Nevada: 3+2

❖ Utah: 3+2      *27 Total Members*

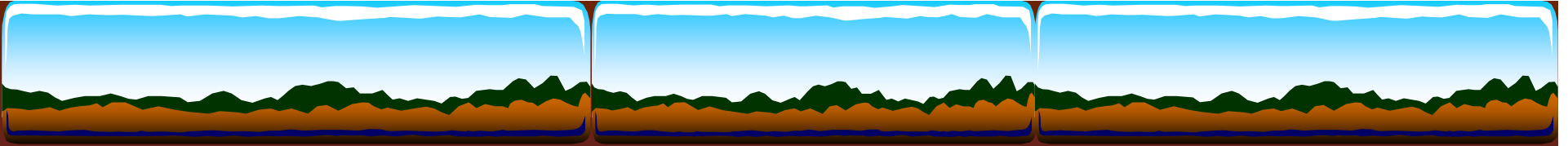
❖ Idaho: 2+2

❖ Montana: 1+2



# Transportation System

- ❖ Freight on the U.S. transportation system is expected to grow by 50% over the next 20 years
- ❖ Tourists & Freight must move “smarter” & “faster”
- ❖ US trade grows 3 times faster than the national economy
- ❖ Lane miles grow at 0.3% while vehicle miles traveled increases at 10 times that rate



# Regional Cooperation

John Njord

Executive Director

Utah Department of Transportation



*“The U.S. is losing its traditional economic advantage of superior goods movement compared to the rest of the world, because traffic congestion is reducing the efficiency of goods movement.”*

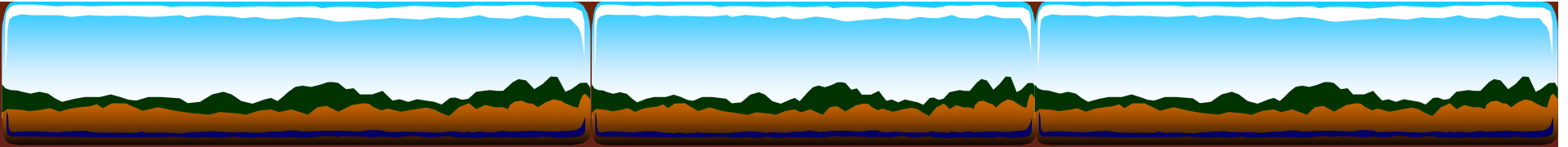
*-The Road Information Program*



# What We're Doing

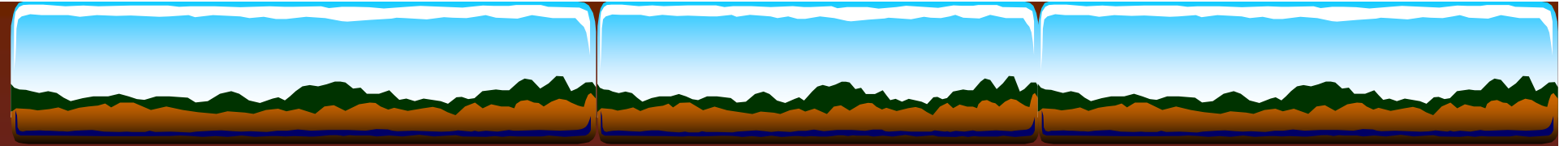
## Intelligent Transportation Systems



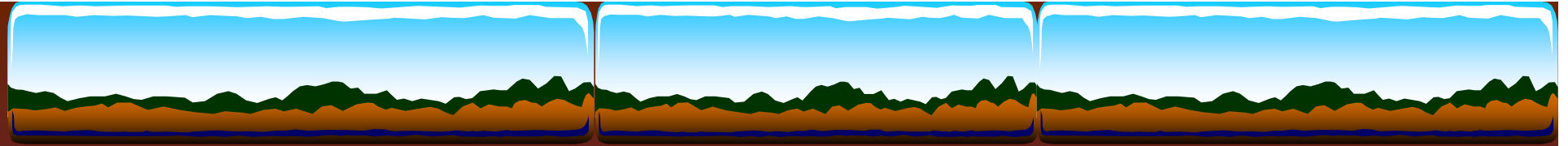


# TEA-21 Corridor & Border Programs

- ❖ TEA-21: \$700 million over 5 years.
- ❖ Reauthorization:
  - ❖ Border Program - Over \$1 billion over 6 years; formula distribution
  - ❖ Corridor Program – Senate \$1 billion, House \$3 billion; combined formula/competitive distribution



CANAMEX states poised to better compete in the global economy, but must have first rate infrastructure.



# Economic Impact of the Smart Tourist Corridor

Carl Wilgus

Tourism Director

Idaho Department of Commerce

The header consists of three identical rectangular panels arranged horizontally. Each panel depicts a stylized landscape with a blue sky, green hills, and a brown ground line. The panels are separated by thin vertical lines and have a slight drop shadow effect.

# Importance of Tourism

Over *125 million* visitors spend  
over *\$60 billion* annually and support  
over *987,000 jobs*



# Tourism supports CANAMEX

- ❖ Input on the Smart Tourist Corridor (STC) Plan
- ❖ Defined STC next steps, goals & resources issues
- ❖ Pledged multi-state cooperation in Letter Agreement
- ❖ Identified CANAMEX product & target markets
- ❖ Partners with Transportation
- ❖ Committed to support tourist information as part of 511



## 2004 Smart Tourist Corridor

- ❖ Tourism is shared regional strength
- ❖ Tourism is rural economic development
- ❖ Smart Tourism requires rural telecommunications infrastructure
- ❖ Smart Tourism will increase safety & security of CANAMEX region
- ❖ Smart Tourism based on same technology as Smart Freight Corridor



# Smart Tourist Corridor

## GOALS

1. Enhance the tourist experience to increase tourism spending & length of stays
2. Establish CANAMEX as safest, most efficient corridor for travelers within & through the region.



# Smart Tourist Corridor

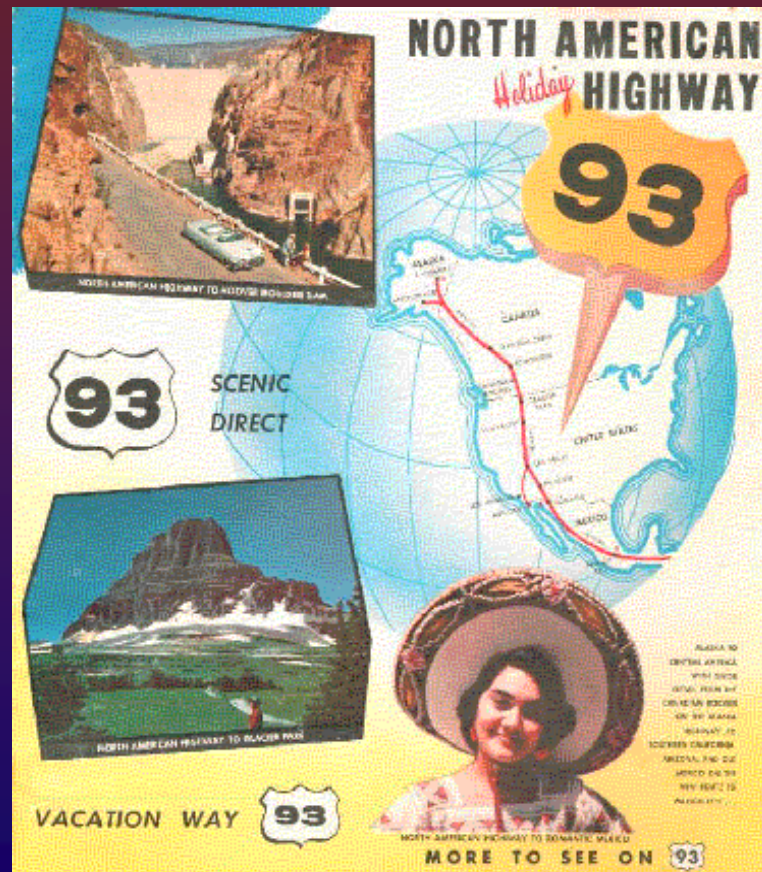
- ❖ CANAMEX Gateway
- ❖ CANAMEX Communications
- ❖ Smart Devices
- ❖ CANAMEX Operations



## Economic Impact of the Smart Tourist Corridor

- ❖ **Transportation Investment: \$68 million** over 10 years for equipment, systems and operations
- ❖ **Tourism Investment: \$2.6 million** over 10 years for brand and website development, data collection
- ❖ **\$7:\$1** Project Benefit:Project Cost
- ❖ **\$167:\$1** Tourism Benefit:Tourism Cost

# In conclusion...



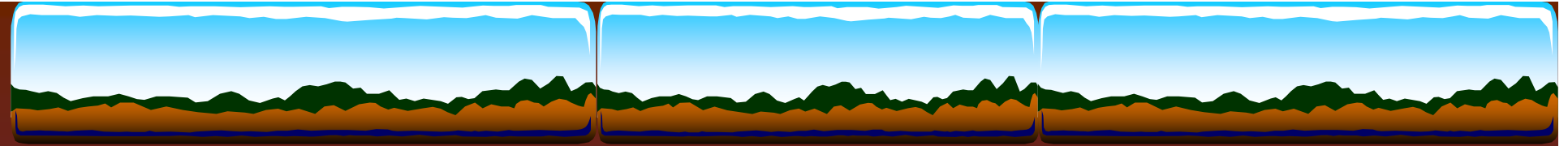


# Moving the Trade Agenda

Gail Howard

Economic Policy Advisor for

Governor Janet Napolitano



# CANAMEX & International Trade

- ❖ How can the corridor be a catalyst for increased trade?



# Why International Trade?

- ❖ Increasingly globalized economy
- ❖ First rate communications & transportation can make every company a global company
- ❖ Workers can work from anywhere
- ❖ Exports bring new, outside money into the economy
- ❖ Export companies create jobs more quickly & create better paying jobs
- ❖ Nature of trade changing very quickly
- ❖ New markets and new opportunities



# Challenges for US CANAMEX

- ❖ No seaport access
- ❖ Trade infrastructure oriented toward east-west, not north-south
- ❖ Small states, small budgets, small markets
- ❖ Limited air service
- ❖ Limited international services
- ❖ Trade data is limited and outdated- we don't always know who our customers are or where our opportunities lie



# How CANAMEX can Help States Meet the Challenge

- ❖ Improve infrastructure & coordinate north-south movement of goods & people
- ❖ Relieve bottlenecks at the borders
- ❖ Showcase region through tourism]
- ❖ Provide critical mass of companies for trade promotion activities
- ❖ Provide larger market for potential foreign investors
- ❖ Provide larger market for air service & other international services



# How CANAMEX can Help State Meet the Challenge

- ❖ Provide leverage for telecommunications access
- ❖ Think about regional supply chains
- ❖ Reduce regional barriers to foreign investment
- ❖ Use our like-minded approach to problem solving



# Possible Activities

- ❖ Joint research to better understand our markets and opportunities
- ❖ Joint trade missions to make a “splash” in terms of branding
- ❖ Cooperation for critical mass in air service (passenger & cargo)
- ❖ Collaboration to improve telecommunications access in rural areas
- ❖ Cost sharing in new markets (Latin America)
- ❖ Join university/research agreements to forge ahead in new industries



[www.CANAMEX.org](http://www.CANAMEX.org)