

From: [Monica Isbell](#)
To: [Draft EIS Feedback;](#)
CC:
Subject: comments on draft eis
Date: Monday, June 02, 2008 11:42:31 AM
Attachments: [crc draft eis comment_starboard alliance.doc](#)

Please find attached my comments in support of the CRC.
Best regards,
Monica Isbell

Monica Isbell
Starboard Alliance Company LLC
17307 NW Camelback Lane
Beaverton, OR 97006
P: (503) 310-7781 F: (503) 693-2631
monica@starboardalliance.com
www.starboardalliance.com

*** eSafe scanned this email for malicious content ***
*** IMPORTANT: Do not open attachments from unrecognized senders ***



Starboard Alliance Company, LLC

17307 NW Camelback Lane, Beaverton, Oregon 97006
 T: 503.310.7781 F: 503.693-2631
 www.starboardalliance.com



2 June 2008

Columbia River Crossing Staff

Re: Comments on the Draft EIS

To Whom It May Concern,

I began my career in international trade and logistics in 1980 and have worked for a variety of logistics service providers, importers and exporters including Columbia Sportswear. For the past six years, I've owned a supply chain consulting practice called Starboard Alliance Company LLC. My clients consist of shippers, logistics service providers, ports and government agencies. I understand the role that the global transportation system plays in supply chains and how a weak link negatively affects the health and performance of an otherwise efficient transportation system and adversely impacts the bottom line of U.S. companies. Serving on the Columbia River Crossing (CRC) task force during the past three years has given me first-hand knowledge of the process of scrutinizing possible options to address the many issues present in the existing I-5 bridge.

The pace of international trade has accelerated over the past two decades and American companies in large numbers have shifted production to foreign suppliers, particularly in China. This is not a passing fad, but rather a business process that has become entrenched and normalized. U.S. consumers demand an ever-changing and diverse array of products at low prices, and have made shopping at discount chains like Wal-Mart and Target routine. This means that America's appetite for imports will continue to grow.

The dollar's weakness has also facilitated a surge in U.S. exports during the past year and forecasters expect this increase in exports will continue into the foreseeable future. This has been good news for Oregon and Washington exporters, particularly in the agriculture sector.

Drilling down, these trends equate to more freight movement through U.S. port gateways and on American highways and the rail system. Though OR and WA have relatively small population bases, more products will naturally flow through our two states, contributing to economic health, but putting more pressure on the already capacity-strained transportation system.

Oregonians and Washingtonians pride themselves on having a good quality of life. But let me remind you that livability starts with having a decent job. Because they facilitate job retention and development, trade and freight movement should be considered positive things for our region.

The CRC must not be viewed as a discrete element – a bridge. It is a critical link in a transportation network that connects our local area with the region, state, and nation from many perspectives, least of which is economically. A weak link affects the health and performance of the whole transportation system. A new, modern, high capacity, safe and seismically-sound bridge without a lift span, with light rail, and with better designed on and off ramps will provide better connectivity to other critical transportation network arteries, improve reliability, and ensure that this five mile bridge influence area is a strong link and not one that serves to regularly seize up the system.





In September 2007, the U.S. Department of Transportation designated I-5 as one of six Corridors of the Future, recognizing its critical importance in the transportation network and to the U.S. economy. The goal of this program is “to develop innovative national and regional approaches to reduce congestion and improve the efficiency of freight delivery.” The federal government initially allocated in excess of \$66,000,000 to support this important initiative. The CRC is viewed by the freight industry as the worst bottleneck on the entire I-5 route from Canada to Mexico and is the only drawbridge on a major interstate route. It is imperative that this bottleneck be addressed soon and in the most effective manner, not only for the sake of the region, but the entire West Coast.

Let me remind you that the cost of this project will not be borne alone by the region. Federal funds should be available for both the infrastructure and mass transit components if the CRC Project meets the deadline to be considered for federal appropriations. The states of Oregon and Washington will contribute their fare share. And drivers will be expected to pay for the use of the new facility through tolling, which is common in many parts of the U.S. and around the world.

The CRC Project was not designed to benefit one constituency at the expense of others. The task force, which was comprised on purpose of a wide variety of people and interests, has been very careful to ensure that all voices have been heard through this lengthy public process. I firmly believe this project has the ability to positively impact all stakeholders that use the river crossing – commuters, discretionary travelers, shippers, freight handling companies, firms that provide services to homes and businesses, emergency vehicles, the maritime industry, bicyclists, pedestrians and, yes, even neighborhoods.

The demand management programs that will be established as part of the CRC Project will reduce demand and discretionary trips and increase the use of car pooling, mass transit systems and bicycles, and get more people out walking, thereby freeing up room to carry the forecasted increase in freight that can only move in trucks.

I don't disagree that a negative consequence of having more vehicles on our roads is air pollution. But experts posit that one way to keep air pollution at bay is to have a network that enables vehicles to move at normal speeds rather than sit idling in traffic. The CRC will do just that.

Because we operate in a global marketplace, moving forward with the CRC project will enable Oregon and Washington companies to maintain global competitiveness rather than fall behind. This translates into a healthy economy and jobs for citizens. Failing to act will have severe economic costs and negative consequences as represented in the “Cost of Congestion Study” done at the end of 2005. I've dedicated a great deal of time by serving on the CRC task force because I believe a new river crossing is absolutely essential to the vitality of this region's economy and is the right thing to do.

Respectfully,
Starboard Alliance Company LLC

Monica Isbell
Owner/Manager

