

Seaport Statewide Strategic Visioning and Planning Process

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Southeast Coast Users & Tenants Regional Seaports Workshop August 15, 2006, Port Everglades, Florida, 1:00-3:30 PM

“If you do not know to which port you are sailing, no wind is a good one.” - Seneca
“I skate to where the puck will be, not to where it’s been.” - W. Gretsky
“The future ain’t what it used to be. -Y Berra

FACILITATORS’ WORKSHOP SUMMARY

”To create an umbrella strategic Florida seaports vision and plan through collaboration with transportation partners that responds to and reflects the demands of the Florida Seaport business model.”

***Meeting Design and Facilitation:
Charles A. Towsley, PPM, Maritime Directions Inc.
Robert M. Jones & Hal Beardall
Florida State University, Florida Conflict Resolution Consortium***



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**Southeast Coast Users & Tenants Regional Seaports Workshop
Seaport Statewide Strategic Visioning and Planning Process
August 4, 2006, in Tampa, Florida, 1:00-3:30 PM**

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Facilitator’s Workshop Summary

TABLE OF CONTENTS

<i>Executive Summary</i>	3
I. Welcome, Introductions and Review of Agenda	5
II. Overview of the Proposed Seaports Business Model Action Planning Process and Framework	
III. Context for Statewide and Regional Seaport Planning	6
IV. Trends, Headwinds and Tailwinds	7
V. Southeast Region Seaports Business and Market Dynamics	11
A. Overview of the key components for business planning models for each of the regional ports	
B. Identification and refinement of shared needs and characteristics of the seaport business planning models in the region.	
VI. Next Steps	19
 Appendices	
#1 Workshop Agenda	20
#2 Workshop Evaluation	22
#3 Workshop Participants	24
#4 Planning Assumptions- Workshop and Online Survey Responses	27

EXECUTIVE SUMMARY

Director Phillip Allen, welcomed the participants to Port Everglades, which hosted the workshop, and noted that this special meeting with port users and tenants was requested by regional port directors at an early workshop in July to ensure the perspective of users and tenants was included in the planning process. Charles A. Towsley, PPM, Maritime Directions Inc., welcomed the participants on behalf of the Florida Ports Council and the Ports Directors and presented an overview of the Florida Seaports collective mission and the proposed Florida Seaports planning process. He noted this effort was initiated at the June, 2006 joint meeting of the Florida Ports Council and FSTED in response to a recently released May, 2006 “Florida Seaports: Conditions, Competitiveness, and Statewide Policies, Draft Final Report” prepared by Cambridge Systematics, Inc. for the Florida Department of Transportation. He suggested the overall purpose for this strategic planning effort is to create an umbrella strategic Florida seaports vision and plan through collaboration with statewide and regional transportation partners that responds to and reflects the demands of the Florida seaport business model. He reviewed the sequence of regional and statewide meetings leading to a statewide summit on August 30-31, in Tampa.

Mr. Towsley then introduced the meeting co-facilitator, Hal Beardall from the Florida Conflict Resolution Consortium, based at FSU and in Orlando at UCF. Following brief introductions the facilitators noted the perspectives contributing to the workshop review of shared regional perspectives on the business models and key strategic issues included: Port Directors, their staff and technical consultants, FDOT District staff, cargo and cruise port user representatives and rail partners.

Mr. Towsley quickly reviewed a list of seaport plans and related partner plans that are part of the context of consideration of a statewide and regional strategic Florida seaports plan. He also reviewed the range of partners and their roles in planning for Florida’s seaports and their role in state, regional and local economies.

Workshop participants reviewed and refined a draft starter list of trends, headwinds (challenges) and tailwinds (opportunities). Global and national trends identified included anticipated expansion of the Panama Canal, possible changes in Cuba, rapidly increasing trade volumes and changes in the security environment. Statewide and regional trends included the designation of the Atlantic Trade Corridor, the need to maintain and promote ports as regional economic engines and the importance of the public and private sectors working together.

Opportunities for Seaports statewide and regionally that participants identified included: the need to educate others on the importance of ports to the regions economy, preclearance of cargo at overseas ports, increasing size of ships and interaction with local economic development organizations.

Challenges for seaports statewide and regionally that participants identified included: permit timing and funding for dredging to accommodate larger ships; impact on traditional trading partners if they are not included in the limited number of certified ports for preclearance of cargo; lack of railroad options and connectivity to other hubs.

Participants then reviewed and refined a set of **shared strategic issues based on the seaport business planning models** in the region including:

1. Improve inter- and intra-regional freight and passenger mobility connectivity in transportation corridors.
2. Ports are committed to the development, protection and preservation of permanent industrial land sites that enable port and industrial user to deal with business growth and limit residential uses that are not consistent with the port's needs.
3. Improve throughput of cargo on port at landside terminal and cargo handling systems. Port capacity improvements to enhance throughput of cargo on port at landside terminal and cargo handling system upgrades.
4. Promote competitive market assessment, port diversification and rationalization regarding highest and best use. Ports are faced with significant challenges in sustaining growth and diversifying their business base.
5. Promote Ports as regional economic engines. Retain and stimulate economic development & job growth- ports as economic engines of their local communities regions, state and nation
6. Support waterside navigation improvement that can accommodate dynamics of shipping market vessel changes in a timely manner.
7. Address port user needs. Provide market sensitive facility and service costs to port users to retain and expand business opportunities
8. Promote regional cooperation to maximize use of resources and create synergies to benefit both public and private sector freight and passenger interests throughout Florida
9. Encourage public-private partnerships that maximize financial resources and collaboration between ports, the state and the private sector industry, local government and communities.
10. Ensure a safe, secure, sustainable and cost effective logistics chain as part of a truly intermodal transportation system for the transport of people and goods through seamless connections while ensuring a safe, secure, sustainable and cost effective logistics chain for transport of people and goods

Mr. Towsley thanked the participants for their participation and input and Port Everglades for hosting the meeting. He reminded them of the late August Summit and encouraged them to let other users and partners know of the opportunity to participate. The facilitators noted the participants would be notified when the workshop summary is posted on the Ports Council website.