

Seaport Statewide Strategic Visioning and Planning Process

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”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



QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

Seaport Statewide Strategic Visioning and Planning Process
Southeast Coast Regional Seaports Workshop
July 14th, 2006, Port of Miami-Dade

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EXECUTIVE SUMMARY

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 meetings of the Florida Ports Financing Commission, the Florida Ports Council and the Florida Seaport Transportation and Economic Development Council 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 process purpose 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 a proposed sequence of regional and statewide meetings noting there would be two additional regional workshops in Jacksonville and Tampa leading to a statewide summit in late August. Participants suggested a clearer articulation of the compelling need for securing funding should be part of the process description.

Mr. Towsley then introduced the meeting facilitators, Bob Jones and 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: Phillip Allen (Port Everglades), Lori Baer (Port of Palm Beach), Bill Johnson (Port of Miami) and Amy Kimball-Murley (representing Port of Key West), ports staff and technical consultants, FDOT District staff, cargo and cruise port user representatives and rail partners.

Mr. Towsley introduced a list of seaport plans and related partner plans that are part of the context for consideration of a statewide and regional strategic Florida seaports plan. The facilitators invited participant comments which focused on:

- Updates on individual seaport master plans,
- The South Florida Transportation Commission and the 3 MPO long range transportation plans,
- The statewide Strategic Intermodal Plan and the identification of connectors in the region and the need to identify hub-to-hub connections;
- The Atlantic Commerce Corridor assessment and federal corridor designation
- Follow up to the June, 2006 South Florida Regional Freight Summit
- How Districts and their workplans are addressing intermodal planning
- The importance of involving and coordinating with regional airport plans.

The participants reviewed the range of partners and their roles in planning for Florida’s seaports and their role in state, regional and local economies. The participants agreed on and expanded a starter list of potential partners.

- The 14 Deep Water Port Directors, Staff and Governing Boards
- Florida Seaport Transportation and Economic Development Council (FSTED – includes key state agency partners)
- Florida Ports Council
- Florida Ports Financing Commission
- South Florida Regional Transportation Authority
- The three MPOs and the South Florida Transportation Commission
- RPCs- South Florida and Treasure Coast
- Florida Seaport Tenant/User Stakeholders
- The Florida Department of Transportation-Headquarters- Inter-modal Division and Planning District Offices
- Florida Ocean Alliance
- The Florida Transportation Commission
- Local Government

Workshop participants reviewed and refined draft starter list of trends, headwinds and tailwinds. In general, there was agreement that the trends needed to reflect the contribution and trends related to the North American and Florida based cruise industry.

Opportunities for Seaports statewide and regionally that participants identified included: a growing recognition statewide among the public and private sectors of importance of seaports for the state's economy; agreement among all Florida seaports of the need to work together statewide to sustain the economic engine; a greater focus on corridor and regional thinking, planning and initiatives; opportunities to link transit funding and projects with freight rail infrastructure needed; building on the designation of the Atlantic Commerce Corridor through planning and funding; ways regional seaports can work together to clarify and differentiate niches and help each others strategic planning; using technology to increase throughput; growing support for developing a better regional intergovernmental policy- support for economic development and the regional ports role; three ports in the region served by one railroad, the FEC, which helps to enhance intermodalism.

Challenges for seaports statewide and regionally that participants identified included: Unfunded security regulations on the cruise and cargo side; Insurance cost is a growing challenge/problem; 100% increase to insure port assets in Palm Beach; Miami Port with insurance with cranes; Transit not clearly recognized by the SIS- hard to get transit \$\$ for improvement in the corridor; NAFTA; exposure to extreme weather; constrained land- urban development that affects some ports greater than others; incremental costs of growth; land values as a pressure on port development in the region which also works to cut out port support businesses; continue to deal with past poor planning and siting decisions; community and environmental challenges- especially in environmentally sensitive areas; and balancing business with politics.

Each Port Director provided an overview of the key components for their business planning models. Participants reviewed and refined a set of **shared needs based on the seaport business planning models** in the region including:

- Improve inter and intra regional freight and passenger mobility connectivity in transportation corridors.
- 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.

- 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.
- 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.
- 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
- Support waterside navigation improvement that can accommodate dynamics of shipping market vessel changes in a timely manner.
- Address port user needs. Provide market sensitive facility and service costs to port users to retain and expand business opportunities
- Promote regional cooperation to maximize use of resources and create synergies to benefit both public and private sector freight and passenger interests throughout Florida
- Encourage public-private partnerships that maximize financial resources and collaboration between ports, the state and the private sector industry, local government and communities.
- 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

The participants reviewed and refined a draft starter list of guiding planning principles.

Substantive Planning Principles

- In order to strengthen the state's overall network of seaports that handle varied commodities and serving different trade lanes and passenger/cruise service, the Florida seaport strategic plan should reflect the input of the state's 14 deepwater seaports and the demands of the Florida seaport business model.
- To sustain a Florida seaport system as a competitive international trade network that fosters economic development, constant market vigilance and investment flexibility will be required.
- The Florida seaports must find and build into the strategic plan the appropriate balances between commerce, global competition, mobility, and security.
- The Florida seaports must find and build into the strategic plan the appropriate balance between mobility and the impacts on the environment and community.

Planning Process Principles

- The development of the seaport strategic plan should be a collaborative effort directly involving and engaging the state's 14 deep water ports, all levels of government, private sector users and owners of Florida's trade and transport system, both cargo and passenger interests and all modes of transportation.
- The Seaports and their partners should engage in a process to build understanding and consensus on the needs, policies and strategies to ensure Florida's competitiveness in the global market.

Mr. Towsley thanked the participants for their participation and input. He suggested that their involvement on short notice on a Friday afternoon spoke of their commitment and interest in contributing to this important effort. He reminded them of the sequence of regional workshops and the late August Summit. The Port Directors pointed out the critical need to include port users or stakeholders in the process. Mr. Towsley suggested that Port Directors should let Florida Ports Council know of their users who should be contacted regarding the future regional workshops, the Summit and the online survey. He invited the participants continuing participation in the process and agreed to design an online survey to get a variety of Port, Port User and Port Partner input and reactions to the revised shared need statements

and planning principles and assumptions. The facilitators noted the participants would be notified when Workshop summary is posted on the Ports Council website.