Florida’s Strategic Seaport Plan: Draft Framework

prepared for
Florida Transportation Commission

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Strategic Seaport Plan Development

Why Develop the Plan?

- Department should continue to ensure state investments in seaports focus on public benefits
- Seaport funding system is not broken, however the State’s new focus has created opportunities for improvements
- Investments in seaports provide significant public benefits
- Seaports have a significant number of unmet needs
- Development of the Plan will enhance future state investments in Florida’s seaports
### Strategic Seaport Plan Development
*Project Scope and Schedule*

<table>
<thead>
<tr>
<th>Task</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
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</thead>
<tbody>
<tr>
<td>1. Review Seaport Programs and Processes</td>
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<td>2. Define Key Program Elements</td>
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<td>3. Prepare Outline of Draft Plan</td>
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<td>4. Conduct Outreach to Key Partners</td>
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<td>5. Prepare Draft and Final Plan</td>
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- **Final Report**: Red square
- **Draft Final Report**: Triangle

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*Florida Department of Transportation*
Completed key seaport research

- Global Trade Trends
- Economic Impact of Seaport Investments
- Conditions, Competitiveness, and Statewide Policies

Florida’s seaports responded with a statewide seaport visioning exercise that identified eight critical elements

- The Department participated in the regional visioning exercises

Developed preliminary framework for the Strategic Plan
Strategic Seaport Plan Framework

1. Define the strategic seaport plan purpose
2. Develop guiding principles
3. Describe Florida’s existing seaport system
4. Develop an institutional process
5. Develop a prioritization process
6. Report findings and results
Strategic Seaport Plan Framework

1. **Define the strategic seaport plan purpose**
   - Provide policy guidance for seaport investments
   - Ensure state funds are spent in the best way to meet the needs of the state of Florida and Florida’s seaports
   - Develop and implement a mechanism to guide investment decisions for Florida’s seaports
Strategic Seaport Plan Framework

2. Develop guiding principles
   • Support key existing policies (FTP, SIS, FPC)
   • Develop state seaport specific policies
     – Describe the transportation and economic importance of Florida’s seaports
     – Ensure competitiveness within global economy
     – Promote appropriate regional investments in seaports
   • Apply policies to established process-driven decisions
3. **Describe Florida’s existing seaport system**

- Summarize and analyze existing conditions
  - Identify key niche markets
  - Describe current operations/traffic handled
  - Summarize investment/growth strategies

- Summarize trends and forecasts
  - Analyze industry growth trends
  - Analyze individual seaport growth estimates

- Develop system-based rationalization
  - Evaluate key services provided by each seaport or region
  - Document and analyze markets served

- Develop an update process to monitor trends and changes in operations
4. Establish an institutional process

- Identify key partners
- Identify key program elements
  - Available funding
  - Needs identification
  - Project evaluation
- Define roles and responsibilities
  - FDOT’s roles
  - FPC’s/FSTED’s role
  - Seaports’ role
- Develop annual process for seaport funding decisions
Strategic Seaport Plan Framework

5. Develop a prioritization process
   • Identify process parameters
   • Develop analytical tool to calculate net benefits of specific investments
   • Develop tool to weigh benefits against possible transportation/community costs
   • Define steps for integrating recommendations into established and new programs
     – SIS/GM
     – TRIP
     – Chapter 311
     – New funding sources
   • Balance decisions through use of policy guidelines and discussions with key partners
Strategic Seaport Plan Framework

6. **Report findings and results**
   - Present prioritized seaport project recommendations that reflect the best return to the state
   - Provide recommendations to guide an annual update process for work program development including funding decision support
   - Define an update process to modify overall policy direction over time as needed
Next Steps/Action Plan

- Finalize strategic seaport plan outline
- Schedule meetings with seaports, FPC, and FSTED
- Develop evaluation tool parameters
- Prepare workshop material
- Conduct regional workshops with partners
- Develop strategic seaport plan