Florida's Strategic Seaport Plan:
Draft Framework

prepared for

Florida Transportation Commission

presented by

Lorenzo Alexander, FDOT Seaport Office
Michael Williamson, Cambridge Systematics

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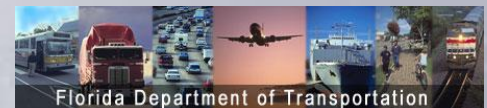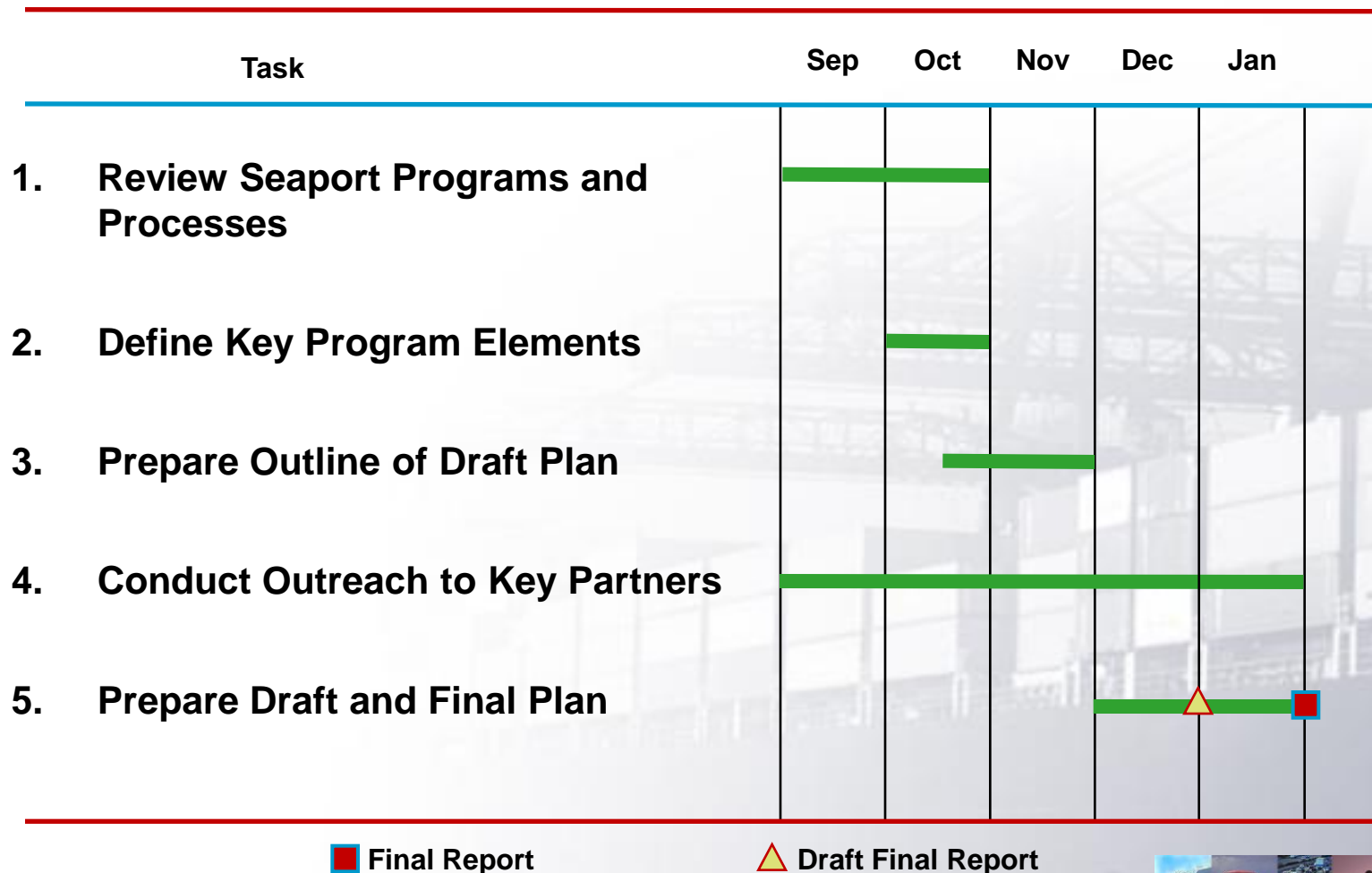# Strategic Seaport Plan Development
Why Develop the Plan?

- **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**

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Strategic Seaport Plan Development
Project Scope and Schedule

Task	Sep	Oct	Nov	Dec	Jan
1. Review Seaport Programs and Processes	▬▬▬▬				
2. Define Key Program Elements		▬▬			
3. Prepare Outline of Draft Plan			▬▬		
4. Conduct Outreach to Key Partners	▬▬▬▬▬▬▬▬▬▬▬▬▬▬				
5. Prepare Draft and Final Plan				▬▬ △ ■	

■ Final Report   △ Draft Final Report

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Strategic Seaport Plan Development
Work to Date

- **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**

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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**

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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**

Strategic Seaport Plan Framework

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**

Strategic Seaport Plan Framework

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**

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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**

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