What We Have Learned

Competitive, Successful Intermodal System

PLANNING
PARTNERSHIPS
PROCESS
No. 1 container port in Florida
No. 1 vehicle exporter port in United States
Leader in Steel Exports
Primary Florida port handling military (STRANET) equipment
Surface Infrastructure
Land-Based Infrastructure

Northeast Florida Market:
100 million SF industrial, warehousing, distribution centers

2012
SanMar
Bedrosians
Samsung
1.1 m SF

2nd Quarter, 2012 Cushman and Wakefield
### Markets

**Recent Trends**

**JAXPORT Auto Units**

<table>
<thead>
<tr>
<th>Year</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>419,691</td>
<td>518,880</td>
<td>520,142</td>
<td>608,726</td>
</tr>
</tbody>
</table>

**JAXPORT TEUs**

<table>
<thead>
<tr>
<th>Year</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>754,352</td>
<td>826,580</td>
<td>900,433</td>
<td>923,660</td>
</tr>
</tbody>
</table>
“Face of Freight” — Dames Point Imports

North America’s largest specialty retailer of arts, crafts, framing, floral, wall decor, and seasonal merchandise.

Michael’s: Direct Distribution to Southeast

Destinations
Jacksonville Distribution Center services over 200 stores throughout the Southeast by truck and rail

Origins
From Global Partners

About 6,400 TEUs Annually*
(Dames Point Terminal)

“Cargo is like water; it will find the path of least resistance.”
M. Richard Markovich
Director, International Logistics
Michaels Stores, Inc.

*Note: About 4,000 FEUs expected in 2011
Source: Michaels Stores, Inc. 2011
"Face of Freight"—Fernandina Exports

**Origins**
Delivered from areas throughout the Southeast and Midwest. About 75% arrives by rail.

**Steel Exports**
318,000 Short Tons
"Niche" Opportunities

**Destinations**
To Central America, the Caribbean, and South America

**Market Share**
About 57% of this shipper’s steel exports utilize the Port of Fernandina.
149,217 TEUs Crowley as Major Partner

Market Share
Crowley handles 33% of North Florida exports to Puerto Rico and the Caribbean.*

80% of US exports to Puerto Rico ago through North Florida ports

*Note: by 2011 TEU (twenty-foot equivalent unit) volume. The Caribbean includes: Puerto Rico, Virgin Islands, Bahamas, Dominican Republic, Trinidad, Cuba, Haiti, Northern Antilles, Jamaica, LW WWI, Barbados, and FW Ind.
Source: Crowley
“Face of Freight”—Blount Island Vehicles

Inland Origins/Destinations
Delivered to/from various manufacturers/dealers throughout the Southeast by truck (51.5%) and rail (48.5%)

191,000 Vehicles

Wallenius Wilhelmsen Logistics (WWL) deliver global shipping and logistics for manufacturers of cars, trucks, heavy equipment, and specialized cargo

Destinations
To Global Destinations, including the Middle East, Africa and the Caribbean

Origin
From Global Origins, including Japan and Mexico

Market Share
About 5% of vehicles handled by WWL in North America are handled at JAXPORT

Source: WWL; 2012 annualized volume
Immediate Markets Reach

Florida Market = GA/SC/AL

17,653,334
## Business Climate – We are competitive!

### Total Logistics Cost to Serve Florida Retail Markets
(assumes Distribution Center Site located in Jacksonville, Florida area)

<table>
<thead>
<tr>
<th>Port of Entry</th>
<th>South Florida</th>
<th>North Florida</th>
<th>Gulf Florida</th>
<th>Savannah</th>
<th>Los Angeles, Atlanta Intermodal</th>
<th>Los Angeles, Jacksonville Intermodal</th>
</tr>
</thead>
<tbody>
<tr>
<td>DC Square Footage</td>
<td>250,000</td>
<td>250,000</td>
<td>250,000</td>
<td>250,000</td>
<td>250,000</td>
<td>250,000</td>
</tr>
<tr>
<td>Vessel Size</td>
<td>4,800</td>
<td>4,800</td>
<td>4,800</td>
<td>4,800</td>
<td>6,000</td>
<td>6,000</td>
</tr>
<tr>
<td>Total Cost via Truck</td>
<td>$3,784</td>
<td>$3,090</td>
<td>$3,494</td>
<td>$3,345</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Total Cost via Intermodal Rail</td>
<td>$3,525</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>$3,743</td>
<td>$3,170</td>
</tr>
</tbody>
</table>

### Cost Effective Routing to Key Intermodal Hub (Atlanta) – From Singapore via Suez

<table>
<thead>
<tr>
<th>Port of Entry</th>
<th>Jacksonville</th>
<th>Savannah</th>
<th>Miami</th>
<th>Los Angeles</th>
<th>Norfolk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre Panama Expansion</td>
<td>$2,857</td>
<td>$2,909</td>
<td>$3,067</td>
<td>$3,488</td>
<td>$3,756</td>
</tr>
<tr>
<td>Post Panama Expansion</td>
<td>$2,150</td>
<td>$2,222</td>
<td>$2,358</td>
<td>$2,922</td>
<td>$3,073</td>
</tr>
</tbody>
</table>

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Martin Associates, January 2012
National Rail Connectivity
National Truck Traffic

[Map of the United States showing national highway system routes with legends for Interstate, Non-Interstate, and FAF Truck Volume/Day.]
Regional Truck Connectivity

Truck Transit Time:
One Day Reach
60 million consumers
or
20% of U.S. Population

<table>
<thead>
<tr>
<th>Drive Time</th>
<th>Total Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Hours</td>
<td>2,647,673</td>
</tr>
<tr>
<td>4 Hours</td>
<td>10,429,428</td>
</tr>
<tr>
<td>6 Hours</td>
<td>22,744,687</td>
</tr>
<tr>
<td>8 Hours</td>
<td>39,378,150</td>
</tr>
<tr>
<td>One Day</td>
<td>57,243,243</td>
</tr>
</tbody>
</table>
What does this mean?
What does this mean to the region?

gate• way /ˈɡātˌwā/  
*n.*

1. Something that serves as an entrance or a means of access....allows an entity to achieve a desired goal.
Guiding Principles for Plan

- **Gateway Role for State and Nation**
  - This is a given based on geography and infrastructure
  - Leverage our existing **niches** at current channel depths

- **Coordination/Collaboration as an Asset**
  - Unique North Florida TPO, FDOT, JAXPORT relationships
  - Integrate into business & public partners

- **One Florida Business Approach**
  - JAX and Miami Chamber MOU
  - Include **National / State Significance** “metrics” for decisions
“The BIG 3” – Status Update

- **Mile Point Navigational Fix**
  - Pre-construction Design-2013
  - Est. Construction 2016/17

- **Intermodal Container Transfer Facility (ICTF)**
  - Late 2014/15

- **Jacksonville Harbor Deepening**
  - April 2013 Economic
  - 2018 Opening Year
Recommendations - INFRASTRUCTURE

- **Intermodal Yard Improvements Focus**
  - CSX, NS & FEC expansion plans
  - Truck access to yards or “last mile”
  - Co-locate manufacturing near yards

- **North Area/JIA Corridor Future Rail Feasibility Study**
  - Linkage to Intermodal Container Transfer Facility (ICTF)
  - Economic development concentration
  - Evaluate opportunities at JIA and Tradeport

- **Alternative Fuels & Green Ports**
  - Develop policies and programs for freight, logistics and municipal users
  - Enhance “green” practices in Port Master Plans
Recommendations – MARKETS

- **Protect Existing Markets & Developing Niche**
  - Leverage the strength of “existing markets” (40’ channel)
  - Strategic Plan Priority for JAXPORT and Port of Fernandina

- **Asian Containers Recapture**
  - Identify next 3 Disney “redirects”
  - Define *goal* for 3.1 m TEU “leakage”

- **Manufacturing/Distribution Center Expansion**
  - Update 2005 Industrial Land Use Plan (COJ)
  - Develop *regional* Intermodal Logistics Center, “inland port” & DC Plan
Recommendations – BUSINESS CLIMATE

- **Return on Investment (ROI) Assessment for NE FL**
  - Completed Infrastructure + Future Investments
  - Opportunity Costs related to “capacity in system”

- **Innovate Northeast Florida Recommendations**

- **Regional Transportation Initiatives**
  - Regional Transportation Study Commission (RTSC) projects inclusive of port, freight, and intermodal
  - Develop regional transportation focused business alliance

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**Advanced Transportation**

- Aviation
- Clean Fuels
- Rail & Port Logistics
- Power Storage
- Propulsion Systems

- Tracking Device & Security Systems
- Distribution Centers
- Supply Chain Management & IT
Priorities for North Florida: Next 12 months

**POSITION NORTH FLORIDA AS NATIONAL, STATE AND REGIONAL GATEWAY**

- **National Freight Network & Strategic Plan**
  - Work with FDOT and partners to **maximize** North Florida’s network mileage and facilities on the *National Freight Network*
  - Demonstrate national **significance** of North Florida

- **Florida’s Freight Mobility and Trade Plan**
  - Provide leadership and high level of engagement in Plan
  - Conduct analysis and studies to demonstrate State **significance**
Cooperation is civil....

Collaboration is TACTICAL