

A Path for Freight Planning—

The Changing Face of the Florida Department of Transportation

presented to

Tampa Bay Regional Planning Council

presented by

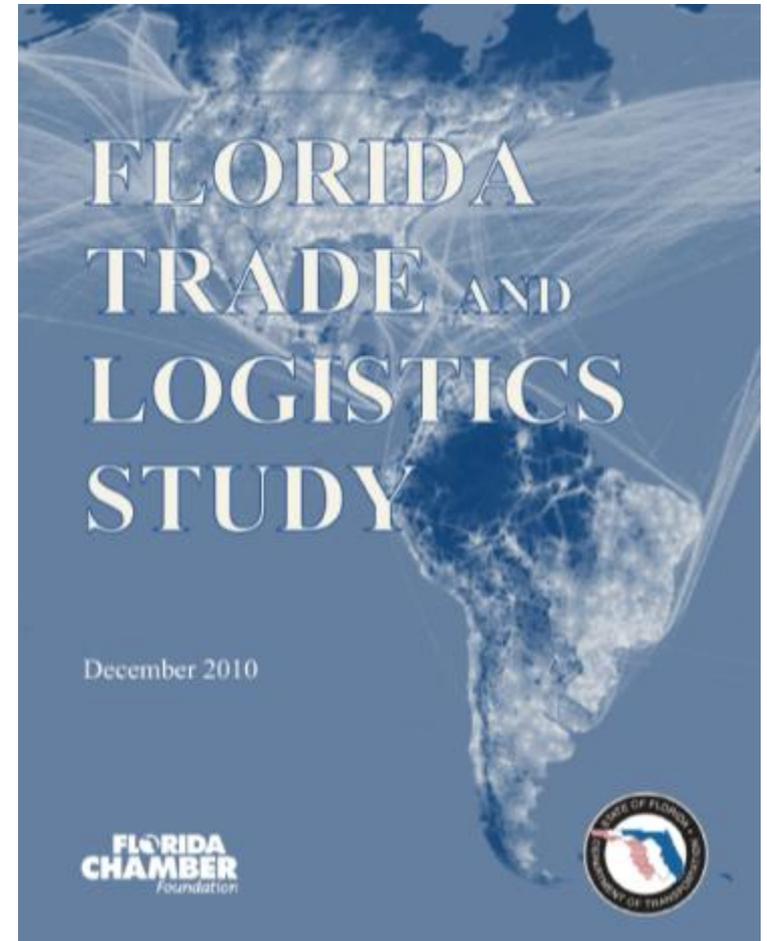
Juan J. Flores | Freight and Logistics Administrator | Sept. 10, 2012



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Florida Chamber and FDOT

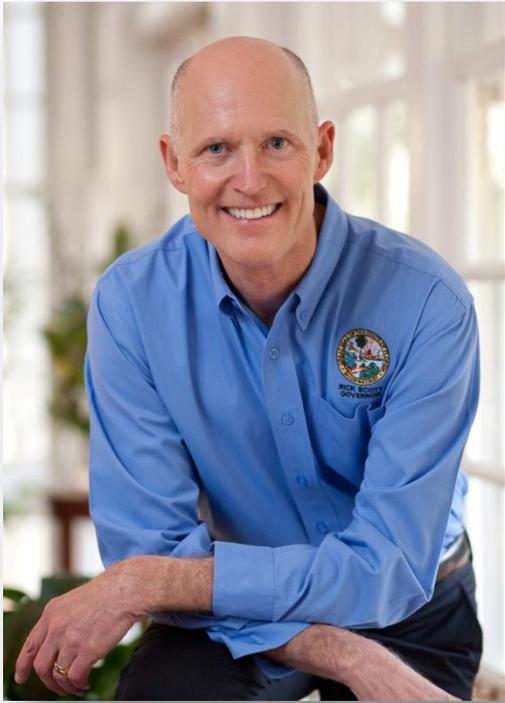
- Document existing domestic and international trade flows
- Estimate future domestic and international trade flows
- Identify opportunities for Florida to compete globally
- Recommend strategies to pursue most attractive opportunities



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Governor's Focus

A key initiative of Florida Governor Rick Scott's 2012 Job Creation and Economic Growth Agenda is to



“reprioritize state transportation projects to focus on those that would, over the short and long term, help create the greatest number of jobs”



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Florida Department of Transportation

In response, Florida DOT Secretary Ananth Prasad created the Office of Freight, Logistics & Passenger Operations (FLP)



“This office will play a key role in the advancing Governor Scott’s initiatives to transform Florida’s economy by becoming a global hub for trade, logistics, and export-oriented manufacturing.”



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House Transportation & Economic Development

Florida Ranking Member Rep.
Lake Ray –

“Florida must refocus its economic development efforts and create jobs outside of tourism, agriculture and development. If you look at the economic history of this country, the only way to a sound economy is to make it, mine it or grow it”....



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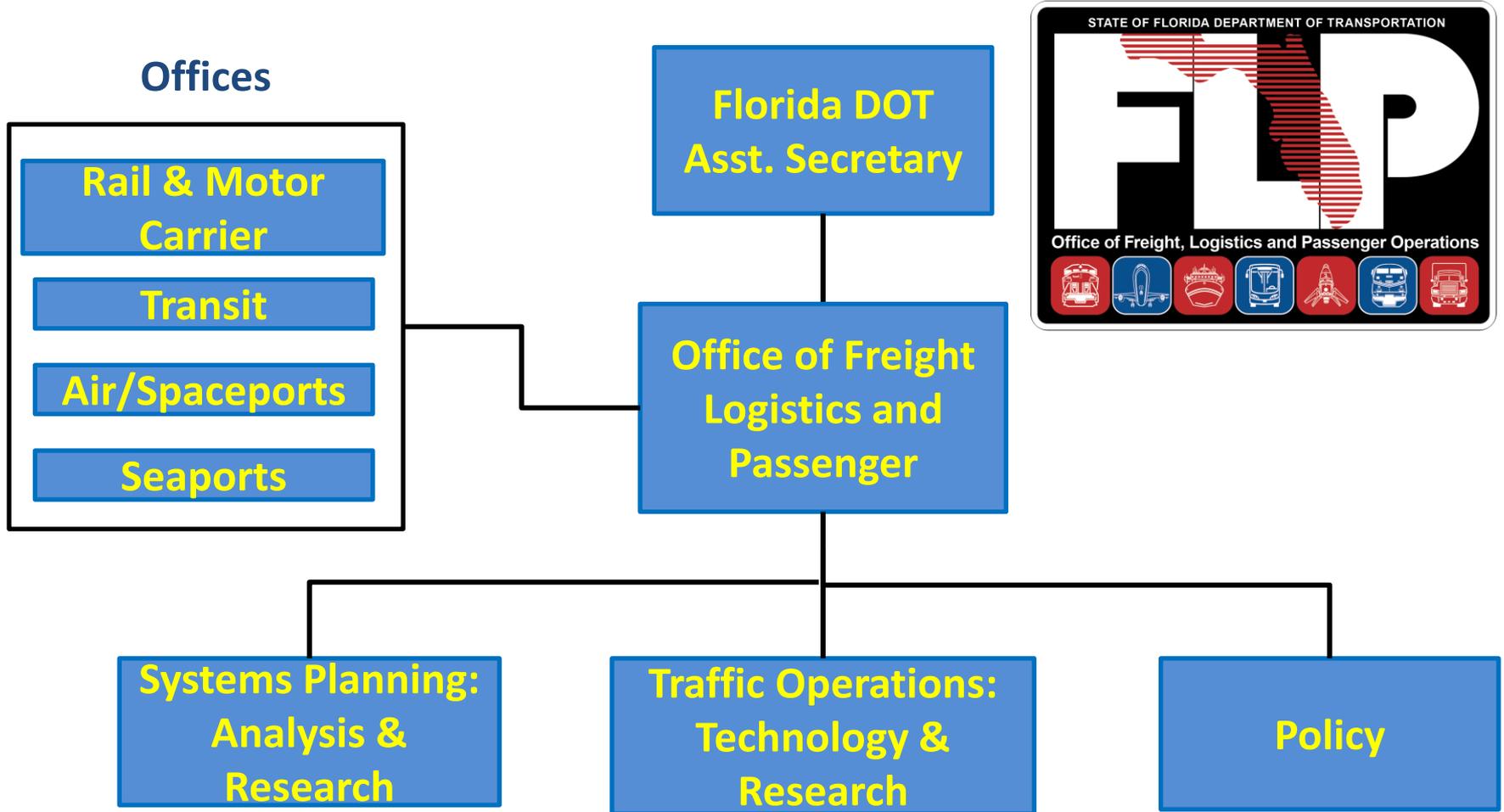
Why a Freight Office?

- Multi-jurisdictional & Regional approach
- 38 State DOTs influence Freight patterns BUT do the modal divisions (silos) coordinate as one?
 - 9 = maritime/ports/waterways/marine
 - 8 = planning
 - 6 = intermodal
 - 4 = freight
 - 3 = rail & marine/railroads & harbors
 - 1 = aviation & ports
 - 1 = trade development
 - 6 = unsure which department to contact



Office of Freight Logistics and Passenger

Organization Structure

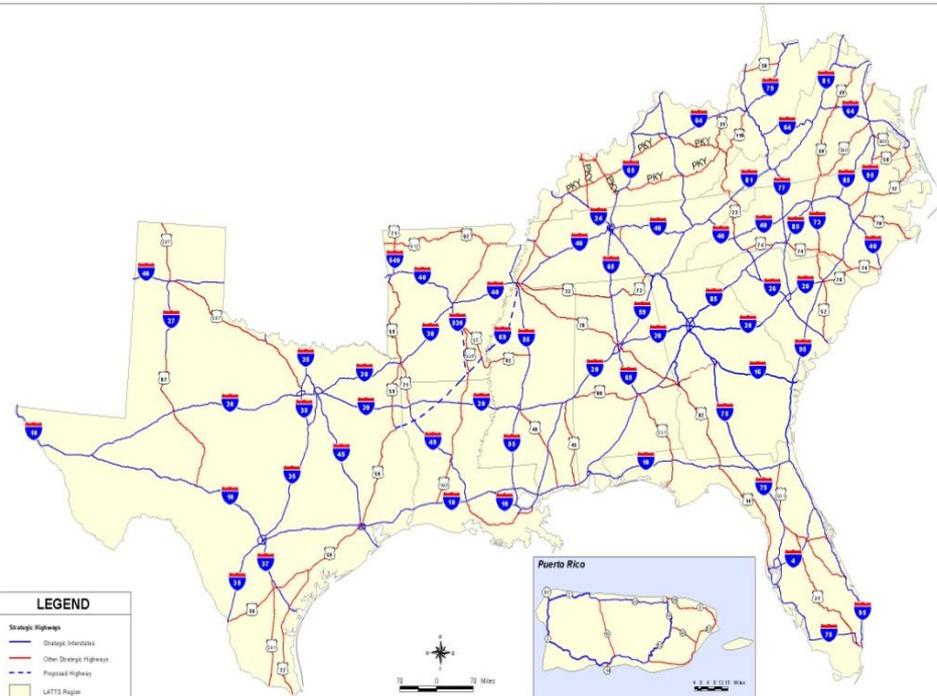


Freight Planning –*It's Hard Stuff!*

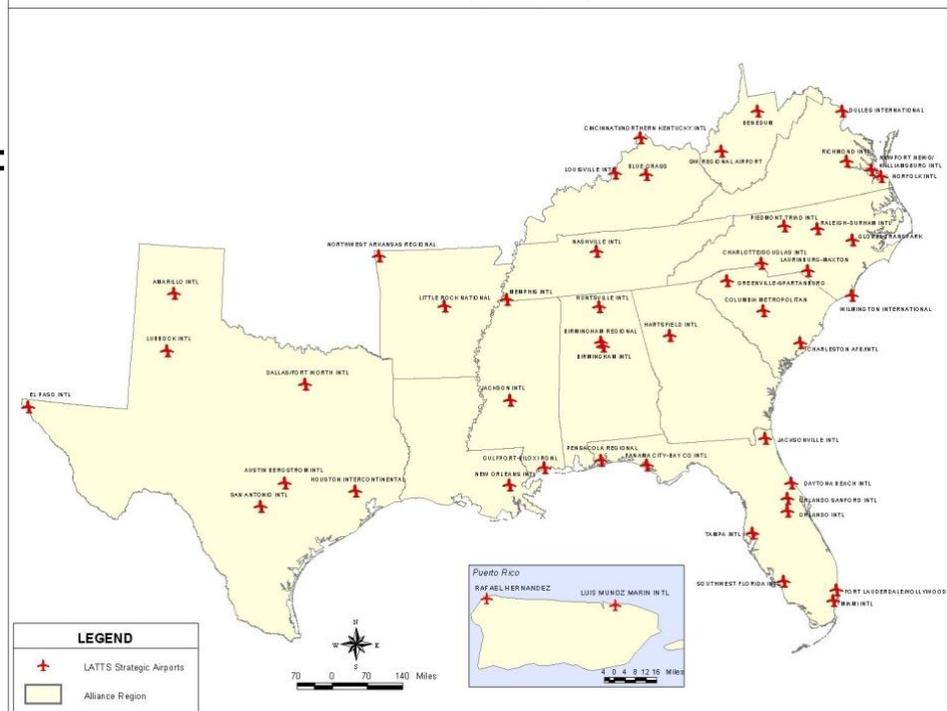
- **21st Workforce—nibble, agile**
 - Planners and Engineers
- **vs.**
 - Investment bankers, Economists and Financial forecasters
- **Revenue sources are decreasing dramatically**
 - ROI /Cost-benefit analysis (CBA)
- **Infrastructure Planning timeframe is decades**
 - Acquiring right-of-way/utilities /concrete/ rebar/petro/asphalt/ crude oil (Global market share)
 - Diminishing returns (Gas revenue/ Volt)



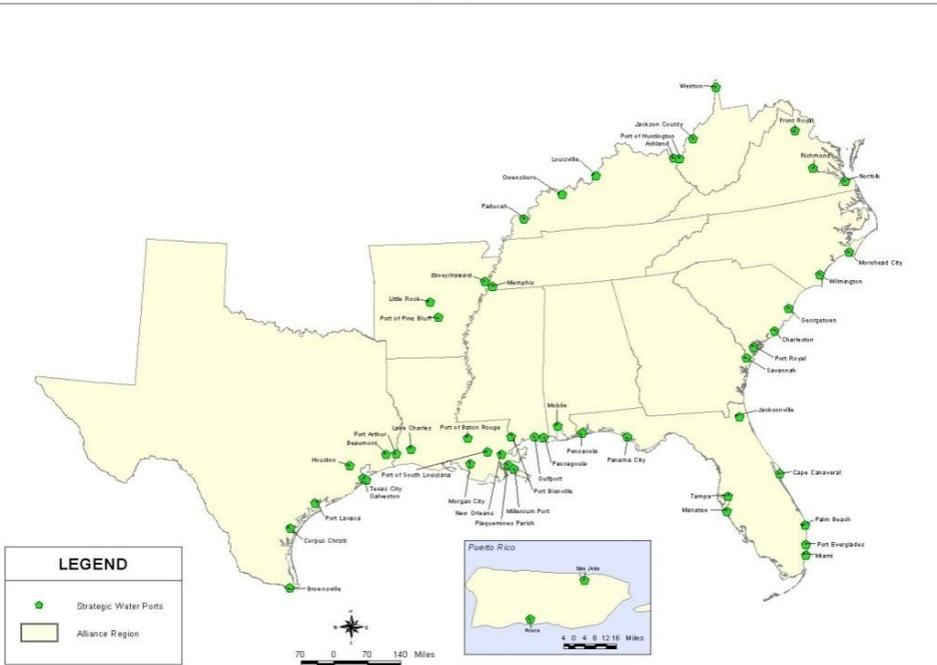
LATTS Strategic Highway System



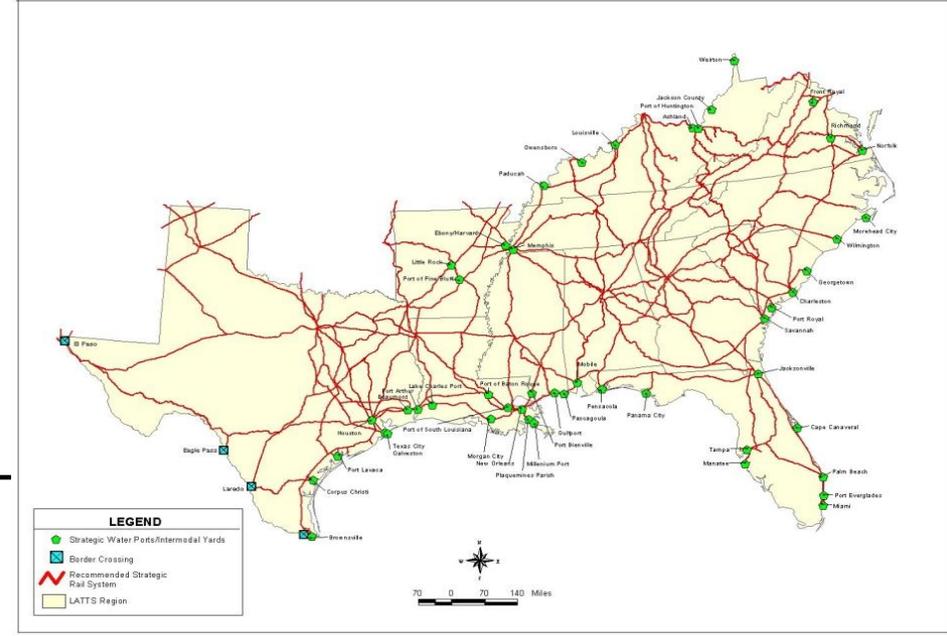
LATTS Strategic Airport System



LATTS Strategic System: Water Ports



LATTS Strategic Rail System



Alphabet Soup

- **Multiple Agencies Involved**

- Federal Highway Administration (FHWA)
- FDOT
- MPOs /TPOs/ RPCs
- Municipalities/Counties
- Neighboring State/Federal agencies



Not to mention: EPA, FMCSA, CBP, USDA, TSA, IRS, PHMSA, FBI, etc...

- **Diverse and vocal constituents:**

- NIMBY—Not In My Back Yard
- BANANA—Build Absolutely Nothing Anywhere Near Anything



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Freight & Mobility Freight Plan



Outreach and Development



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Freight Mobility and Trade Plan

Response to Florida House Bill 599

- 1. Increasing the flow of domestic and international trade through the state's seaports and airports ...** recapture cargo currently shipped through seaports and airports located outside the state.
- 2. Increasing the development of intermodal logistic centers in the state ...** capitalize on the empty backhaul trucking and rail market in the state.
- 3. Increasing the development of manufacturing industries in the state ...** transportation facilities that will promote the successful development and expansion of manufacturing facilities.
- 4. Increasing the implementation of compressed natural gas (CNG), liquefied natural gas (LNG), and propane energy policies ...** that reduce transportation costs for businesses and residents located in the state.



What is the Plan's Path?

- FDOT's aim is to create a freight plan:
 - Look at transportation more *holistically*
 - By understanding its impact on the Florida's major *industry sectors*
 - Ag/ Manufacturing/Space/Tourism/Trade
 - 80% Goods Movement by Truck
- Plan will be done in two parts:
 - Policy Element by 7/1/13 (meets requirements)
 - Investment Element by 7/1/14 (prioritized needs)



What is the Plan's Path?

- Required Completion Date: **July 01, 2013**
- Ron Sachs Communication—the planning is merely the beginning
“The Sell”
 - Enterprise Florida
 - Work Force Florida
 - Local Chambers/ MPOs
- Regional Listening Sessions
 - Miami FL Aug 08, 2012
 - Orlando FL Aug 09, 2012
 - Jacksonville FL Aug 15, 2012
 - Panama City FL Aug 16 2012
 - Fort Myers FL Aug 29, 2012
 - Tampa, Fl Sept. 11, 2012



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Regional Listening Forums

Scheduled for six locations around the state, these sessions seek to gather observations and comments on the current and future condition of the freight transportation system from all interested participants. Extensive effort will be made to hear your thoughts on:

- **Deficiencies of the system**
- **Solutions to remedy those conditions**
- **Future needs envisioned to support growth**

The six sessions will be held in:

Miami
August 8, 2012

Jacksonville
August 16, 2012

Ft. Myers
August 29, 2012

Orlando
August 9, 2012

Panama City
August 17, 2012

Tampa
September 11, 2012



State Freight Coordinators and Contacts

- **District 1:** Terry Beacham, Terry.beacham@dot.state.fl.us, 863-519-2388
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 - **District 6:** Dione Henry-Richardson, Dionne.henry@dot.state.fl.us, 305-470-5292
 - **District 7: George Boyle**, George.boyle@dot.state.fl.us, 813-975-6409
- Other: Danny Lamb, James Andrews, Ming Gao and Debbie Hunt
- **Turnpike:** Eric Gordon, Eric.gordin@dot.state.fl.us, 407-264-3316
 - **FHWA:** Greg Hall, D2 Transportation Engineer and Freight Team Lead, glhall@dot.gov
 - **Central Office:** Ed Lee, Project Manager robert.lee@dot.state.fl.us, 850-414-4535



Florida Freight Mobility and Trade Plan

The screenshot shows the homepage of the Florida Freight Mobility and Trade Plan website. At the top right, there are logos for 'FLP' and the 'STATE OF FLORIDA DEPARTMENT OF TRANSPORTATION'. Below these is a navigation menu with links for 'Home', 'Background', 'Process', 'Progress', and 'Freight Information'. The main header features a globe with a map of Florida and the text 'Freight Mobility and Trade Plan'. A large image of a cargo ship is visible in the background. On the left side, there is a sidebar with links for 'GET INVOLVED', 'DISCUSSION FORUM', and 'CONTACT', along with social media icons for Facebook and Twitter. The main content area is titled 'HOME' and contains a welcome message from Secretary of Transportation Ananth Prasad, followed by two paragraphs of introductory text about the plan's goals and the need for public involvement.

www.FreightMovesFlorida.com



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What is Freight—Really?

