



OPERATING PLAN CONTENTS

- I. Transportation Corridors Task Force Mission
- II. Operating Plan Defined – Purpose – Central Florida Partnership Dashboard and Reporting
- III. Market
- IV. Situation Assessment
- V. Key Formative Assumptions
- VI. Members and Member Roles
- VII. Calendar
- VIII. Resources/Tools/Internal Collaboration
- IX. Objectives and List of Natural/Necessary Partners
 - Immediate
 - Intermediate
 - Long-term
- X. Operating Finances

I. Transportation Corridors Task Force Mission

The Mission of The Central Florida Partnership Transportation Corridors Task Force is to embody and champion the “ideas-to-results” agenda of Central Florida Partnership through achievement of the Task Force Objectives, identification and implementation of a multi-modal transportation improvement program for the Region, honoring the Vision of “How Shall We Grow?” and driving to the Board’s Dashboard Goal of “world class resident and visitor transportation”.

Key Activities and Enablers include:

- Formation of an informed, decisive Task Force of regional business leaders;
- Crafting of business and tactical plans to support all objectives;
- Ensuring awareness, buy-in, and support at the Central Florida Partnership Board level;
- Collaborating with other Central Florida Partnership teams, lines of business, volunteers and experts to achieve the highest possible level of success; and
- Encouraging regional, state and federal partners to unite and invest in the components of multi-modal policy, planning, funding, and advocacy that matter most.

*Last Updated: April 14, 2008
John Bultema, Chair
President, Fifth Third Bank*

II. Operating Plan Defined – Purpose – Central Florida Partnership Dashboard and Reporting

Definition and Purpose –

Central Florida Partnership Operating Plans empower task forces, committees and other teams to form, manage, and deliver top line results. They should be updated on a routine basis and archived for best practice and benchmark review. They are the primary review and on-demand documents for the Board of Central Florida Partnership in its routine review of Dashboard Goals. For new initiatives, Operating Plans identify resources, focus volunteers, and encourage tactical or business planning for key projects, allowing volunteers, experts, staff, and collaborative partners to coalesce around a focused and determined agenda.

Dashboard and Reporting -

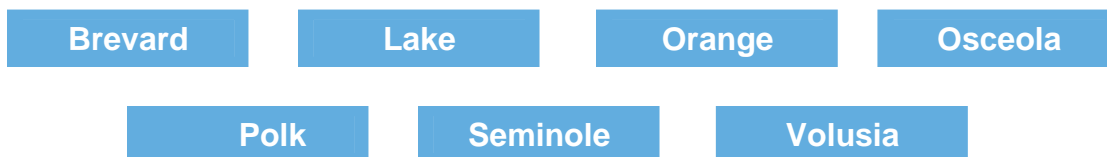
For the Transportation Corridors Task Force, the Operating Plan supports one of the most important, defining and long-term Dashboard Goals of Central Florida Partnership: **“ACHIEVE WORLD CLASS RESIDENT AND VISITOR TRANSPORTATION”**. As a result, Task Force activities and recommendations will be a primary and recurring agenda item for the Board and a magnet for investment, volunteerism, and cross-jurisdictional collaboration.

The Chair of the Transportation Corridors Task Force is the regional voice for change, improvement, and opportunity; ensuring that the Board is supportive in advocacy, tenacious in touting successes, and informed on the issues and data that matter most to success.

Enterprise Dashboard: Collaboration and Decisive Action to Advance Economic Prosperity and Quality of Life					
Achieve World Class Resident and Visitor Transportation	Establish Top Regional Entrepreneurial System for Incubation, Development and Funding - <i>Ideas to Market</i>	Develop Cutting-edge, Objective Research to Anticipate and Define Challenges and Opportunities of the Future	Implement Regional Leadership Programs for Central Florida's Future	Identify and Promote Policies that Support Regional Success; and Identify and Remove Policy Barriers to Regional Success	Achieve Robust Investor Commitment and Satisfaction; with Compliant and Responsive Fiscal Systems; and Great Tools and Talents
Key Performance Indicator	Key Performance Indicator	Key Performance Indicator	Key Performance Indicator	Key Performance Indicator	Key Performance Indicator

III. Market

The Transportation Corridors Task Force is a steward and advocate for the right multi-modal future to the seven counties of the Central Florida Partnership.





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For Task Force purposes, this market is also made up of:

- A number of centers of excellence, agencies, and enterprises that are missioned and dedicated to transportation infrastructure, management, planning, implementation, trending, and/or communications on a local, functional, or jurisdictional basis;
- A fast-growing and rapidly diversifying population;
- Critical local, state, national and international hubs (airports, seaports, spaceport, and multi-modal terminals or logistics centers);
- Influential federal and state delegations of elected officials;
- Regional leaders who seek innovation, solutions and communications on transportation and other necessary infrastructure;
- An ever-diversifying base of business;
- Globally recognized amenities; and
- An array of centers of education and medical science.

Florida's Strategic Intermodal System (SIS)/A *transportation system to guide strategic investments* linked to Florida's future economy provides local, regional and state:

- Models;
- Infrastructure location;
- Planning data; and
- Key mapping.

The Statewide Map of SIS and Emerging SIS Facilities is found in the Operating Plan Appendix.



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Between March 2006 and August 2007, nearly 20,000 Central Florida residents answered the question “How Shall We Grow?” through a series of community meetings, presentations and surveys. The result is the Central Florida Regional Growth Vision, which is a shared vision for how our region can grow between now and 2050, when the population is expected to more than double from 3.5 million to 7.2 million residents. With the resulting Compacts between and among all local governments in Central Florida, the Transportation Corridors Task Force should also work in the context of the Regional Growth Vision. Transportation corridors, assets, and multi-modal solutions are suggested in the projects overarching graphic, below.



“How Shall We Grow?” A Shared Vision for Central Florida
http://www.myregion.org/Portals/0/HSWG/HSWG_final.pdf



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The Region is also a top twenty media market, with complex electronic and print general, business and trade formats, requiring a multi-level approach to the distribution of information, calls-to-action, and other notices.

IV. Situation Assessment

- During the Research and Transformation Process of 2007 (*Creating America's Newest Regional Partnership*) the Orlando Regional Chamber of Commerce learned that hundreds of regional leaders want to see regional leadership, collaboration and solutions in multi-modal transportation.
- The Central Florida Partnership was formed on the informed assumption that leaders demand and appreciate actions that:
 - Improve Resident and Visitor access to essential services, amenities, and jobs;
 - Set Central Florida on a footing to compete for the long-term;
 - Ensure that the Region's reputation is connected to seamless movement of people, goods and services;
 - Indicate that regional leaders have the staying power necessary for the complex planning, collaborative, and financial issues ahead; and
 - Eliminate the overarching fear factor that the Region's reputation for quality of life could go in the *wrong direction*.
 - Implement the vision set out in “How Shall We Grow?”
- A number of centers of excellence, agencies, and enterprises are *missioned* and dedicated to transportation management, planning, implementation, trending, and/or communications on a local, functional, or jurisdictional basis. Their teams are made up of top-notch experts, a willingness to innovate and collaborate, and experiences from other urban markets.
- Voters in Central Florida indicate, through recent polling, that the Region is going in the *wrong direction* and engagement, knowledge and vision regarding transportation has a long way to go.
- “How Shall We Grow?” has resulted in the identification of the growth related issues that matter most to the Region, the signing of regional growth compacts among all municipalities and counties, and a regional cooperation movement among elected community officials and leaders.
- The young Central Florida Partnership has already put into place mechanisms and resources that measure voter preferences and perceptions and encourage linkage of internal assets (*myregion.org*, BusinessForce, Orlando Regional Chamber of Commerce, and Leadership Orlando).
- Amendment 1 passed in the January 2008 primary, further pressing not-for-profits and local governments to make difficult decisions about how to invest a smaller pool of revenues. The sense, if not reality, of limited resources will permeate all local and regional discussions for at least the next 2 years. Further action to adjust revenue models in the Florida Legislature is possible if not likely.



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- The gas tax yield is going down and likely to go further down.
- Global trends in engineering and finance are confronting regions and nations with new and sometimes controversial approaches to multimodal transportation. There is no center of expertise or priority at the regional level to translate these complex issues for leaders and citizens alike.
- Federal Transportation Reauthorization takes place in 2009. Florida’s voice will be bolstered with comprehensive action and clear priorities at the regional level. Florida remains a net contributor to the national transportation budget.
- A large number of local and regional initiatives are in-play now, from commuter rail to visible road improvement projects. There is a continuous public forum for meaningful tactical engagement, communications, and research. (See item IX, below). As a part of his new approach to economic development and prosperity, Governor Crist, along with OTTED, Workforce Florida, Enterprise Florida, The Florida Chamber of Commerce, The Florida Chamber Foundation, Agency for Workforce Innovation, and the Florida Department of Education, have embraced “Talent” as the primary agenda item for global competitiveness. A top enabler is identified as “Multi-modal Transportation”. There is not yet a regional leadership voice to promote this agenda, show progress, and align with state-level aspirations.
- Transportation, along with cost of living and business and resident net migrations from Florida, will remain a national and local media story in 2008.

V. Key Formative Assumptions

- A small, focused task force of regional leaders is necessary to move forward, build partnerships, and establish successes.
- The Transportation Corridors Task Force requires regional business leadership.
- Trending and research will be essential. Significant research will be needed, especially regarding creative financing. A great deal can be obtained through organizing key players.
- Linkage to Federal Transportation Reauthorization is essential.
- The Transportation Corridors Task Force must be “hard wired” to the Central Florida Partnership Board.
- The Transportation Corridors Task Force must collaborate with and utilize the resources of all Central Florida Partnership assets (lines of business, volunteers, staff, experts, research).
- Central Florida Partnership will ensure that all lines of business, volunteers, staff, partners and experts recognize and respond to the fact that “world class multi-modal transportation” is a top value goal for years to come – All programs must relate to the transportation agenda.
- A comprehensive, long-term, integrated approach to advocacy is critical.
- A platform, roundtable, or other convening tool is essential to share and innovate with key agencies, authorities, and officials *missioned* to manage or solve transportation issues.



VI. Members and Member Roles

Central Florida Transportation Corridors Task Force

Transportation Corridors Task Force members are recruited by and serve at the pleasure of the Chair. They are regional in vision and practical in the application of resources to near-term challenges. Consensus decisions and recommendations are desired. Visibility of name and leadership is required. Special committees or teams may be identified to take on specific tasks.

Great Thinkers Roundtable

The purpose of the Great Thinkers Roundtable is to convene on an “as-needed” basis a group of professionals who lead major agencies or have critical expertise in the region, to: inform business and tactical planning; explore and reveal best practices in research, finance and infrastructure deployment; and anticipate opportunities and changing conditions.



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VII. Calendar

MEMBER MEETING SCHEDULE AND MILESTONE EVENTS			
DATE	NAME	LOCATION	MEETING TIMES
2/29/08	Chamber Trustees Community Luncheon - Transportation	Hyatt Regency Orlando International Airport	11:30 a.m. – 1:30 p.m.
3/11-3/12/08	Central Florida Regional “Fly-In”	Tallahassee, FL	
3/19/08	CFP Board of Directors Meeting	ORCC Board Room	12:00 p.m. – 2:00 p.m.
3/31/08	Central Florida Transportation Corridors Task Force: “Organizational Meeting”	METROPLAN ORLANDO	3:00 p.m. – 5:00 p.m.
4/16/08	CFP Board of Directors Meeting	ORCC Board Room	12:00 p.m. – 2:00 p.m.
4/21/08	Central Florida Transportation Corridors Task Force Meeting	METROPLAN ORLANDO	3:00 p.m. – 5:00 p.m.
5/13-5/15/08	Baker Hostetler Washington D.C. “Fly-In”	Washington, DC	
TBD	Regional Board of Advisors Leadership Forum		
TBD	Chamber Trustees Community Luncheon - Transportation		
TBD	Rick Stafford Transportation Meeting		
5/21/08	CFP Board of Directors Meeting	ORCC Board Room	12:00 p.m. – 2:00 p.m.
6/18/08	CFP Board of Directors Meeting	ORCC Board Room	12:00 p.m. – 2:00 p.m.
6/24/08	Central Florida Transportation Corridors Task Force Meeting	METROPLAN ORLANDO	3:00 p.m. – 5:00 p.m.
7/16/08	CFP Board of Directors Meeting	ORCC Board Room	12:00 p.m. – 2:00 p.m.



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MEMBER MEETING SCHEDULE AND MILESTONE EVENTS

DATE	NAME	LOCATION	MEETING TIMES
7/22/08	Central Florida Transportation Corridors Task Force Meeting	METROPLAN ORLANDO	3:00 p.m. – 5:00 p.m.
8/20/08	CFP Board of Directors Meeting	ORCC Board Room	12:00 p.m. – 2:00 p.m.
8/26/08	Central Florida Transportation Corridors Task Force Meeting	METROPLAN ORLANDO	3:00 p.m. – 5:00 p.m.
9/17/08	CFP Board of Directors Meeting	ORCC Board Room	12:00 p.m. – 2:00 p.m.
9/16/08	Central Florida Transportation Corridors Task Force Meeting	METROPLAN ORLANDO	3:00 p.m. – 5:00 p.m.
10/15/08	CFP Board of Directors Meeting	ORCC Board Room	12:00 p.m. – 2:00 p.m.
10/21/08	Central Florida Transportation Corridors Task Force Meeting	METROPLAN ORLANDO	3:00 p.m. – 5:00 p.m.
11/19/08	CFP Board of Directors Meeting	ORCC Board Room	12:00 p.m. – 2:00 p.m.
11/19/08	Central Florida Transportation Corridors Task Force Meeting	METROPLAN ORLANDO	3:00 p.m. – 5:00 p.m.
12/17/08	CFP Board of Directors Meeting	ORCC Board Room	12:00 p.m. – 2:00 p.m.



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VIII. Resources/Tools/Internal Collaboration

With the support of the Central Florida Partnership Board, the Transportation Corridors Task Force draws on the resources and expertise of the following internal resources:



CENTRAL FLORIDA PARTNERSHIP

Internal advocate for collaboration and resources
Single source accountability and approvals

Central Florida Partnership Staff and Experts

See item VI, above

Central Florida transportation corridors TASK FORCE

Identification and Implementation of a Multi-modal Transportation Improvement Program for the Region
Convener of Transportation Roundtable of Agency Heads and Key Experts



Policy situation assessments
Management of policy priorities
Advocacy -federal, state and local
Alignment with partner advocates such as Florida Chamber and Floridians for Better Transportation
Linkage with partner advocacy professional and systems



Updates on progress/impact of Regional Compact
Research
" How Shall We Grow? " Regional Growth Vision
Regional research
Testbed for ideas and action
Experts on faculty



Curricula Alignment - Trends, Leaders, Data
Testbed for ideas and action
Access to young executives



Linkage of seamless transportation aspiration to entrepreneurship
RBA alignment and building -blocks for future agendas
Voice of entrepreneurs

Foundation for Building Community

501(c)(3) Tool for grant writing, grant analysis, and overall project funding
Communications platform/context for philanthropist investment and results

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Key Roles and Activities to Promote Success in Transportation

Leaders in the Central Florida Partnership should anticipate using resources and expertise in collaboration in the following ways:



Central Florida Partnership Staff
and Experts

Committing to supporting the accomplishment of the transportation agenda.

Ensuring the resources necessary to support the objectives.

See item VI, above

Central Florida
transportation corridors
TASK FORCE

Identification and Implementation of a Multi-modal Transportation
Improvement Program for the Region

Convener of Transportation Roundtable of Agency Heads and Key Experts



Developing advocacy plans and strategies for the objectives

Implementing the advocacy strategies –Federal, State and Local

Maintaining alignment with Partner Advocates such as Florida Chamber
and Floridians for Better Transportation and Roundtable members



Tracking regional progress towards and impact of objectives

Performing research to support objectives when necessary

Updating “How Shall We Grow?” Regional Growth Vision and ensuring that
objectives are consistent with Vision

Ensuring broader regional input on plans and strategies



Aligning the curricula to educate and enthuse participants to support the
transportation agenda. Alignment – Trends, Leaders, Data

Providing input on plans and strategies

Providing access to young executives



Educating and enthusing members to support the transportation agenda as
essential to the climate for entrepreneurship in the region

Providing the input of entrepreneurs on plans and strategies

Foundation for Building Community

Reaching out to the philanthropic community as a 501(c)(3) to solicit both
input and funding to support the research and analysis so the
transportation agenda is “evidence based”.



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IX. Objectives and List of Natural/Necessary Partners

- Objectives organized pursuant to Rick Stafford’s market interviews and timeframes.
- The listed partners are limited to those viewed as key to addressing the core issues. However, many partners will be recruited for input and implementation of every objective.
- Each objective will need a tactical business plan.
- Formation of the Roundtable (see VI), taps into expert, staff leadership, and data resources in and among critical agencies, authorities, and not-for-profits.
- Utilization of Regional Congress of Central Florida.

The Congress, which was originally created a year ago as part of the “How Shall We Grow?” campaign, includes the Chairman (or representative) from each of the seven county commissions, a Mayor representing all the City Mayors in each county and two members of the Central Florida Public School Boards Coalition.

In July 2007, the representative members of the Congress publicly signed a pledge to the citizens of the region that as elected officials, they will work to ensure the Central Florida Growth Vision becomes reality. Two documents were created—the Central Florida Compact and a Regional Policy Framework. These two documents support what matters most to Central Florida residents as regional leaders take steps together to implement a Shared Growth Vision. These documents will guide the work of the Congress of Regional Leaders.

As outlined in the Regional Compact, the Congress will:

- Develop appropriate regional policies;
- Promote understanding and support of the Central Florida Regional Growth Vision;
- Monitor progress toward the Vision, and;
- Develop a process for updating the Vision to respond to evolving regional trends

*(from **every Monday**, Volume 7, Issue 5 – Monday, February 4, 2008)*



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IMMEDIATE OBJECTIVES		
Objective	Core Issues	Partners
Build the Wekiva Parkway	<ul style="list-style-type: none"> Uncertain funding model 	<ul style="list-style-type: none"> Florida Turnpike Enterprise Orange County Expressway Authority (OCEA)
Build Central Florida Commuter Rail Project (CFRCP)	<ul style="list-style-type: none"> Overcoming grassroots and political opposition 	<ul style="list-style-type: none"> FDOT/FDOT Districts Central Florida Commuter Rail Commission Congress of Regional Leaders
Transform I-4	<ul style="list-style-type: none"> Alignment with Emerging Transportation Infrastructure Strategic Preparation of Rapidly-approaching Federal Reauthorization Development of a consensus “I-4 transformation agenda” 	<ul style="list-style-type: none"> FDOT Roundtable



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INTERMEDIATE OBJECTIVES		
Objective	Core Issues	Partners
Authorize our Regional Priorities in the Federal Transportation Reauthorization	<ul style="list-style-type: none"> • Congress debates authorization in • Development of consensus over priorities 	<ul style="list-style-type: none"> • FDOT • Roundtable • Congress of Regional Leaders
Build a Regional Rail System	<ul style="list-style-type: none"> • Opposition to CFCRP • Development of consensus over priorities • Uncertain funding model 	<ul style="list-style-type: none"> • FDOT • Metropolitan planning organizations • Transit operators • Congress of Regional Leaders
Ensure Space Port/Aerospace Dominance	<ul style="list-style-type: none"> • Link SpaceFlorida Policy Agenda to Transportation Agenda for Region – Regionalize Spaceport • Development of a consensus regional agenda 	<ul style="list-style-type: none"> • Space Florida
Implement an International Drive Transportation Improvement Plan	<ul style="list-style-type: none"> • TBD 	<ul style="list-style-type: none"> • International Drive Master Plan and Improvement District
Widen Port Canaveral Channel	<ul style="list-style-type: none"> • Corps of engineer approval of study • Congressional project authorization 	<ul style="list-style-type: none"> • Port Canaveral
Seamless Ground/Bus Transportation System	<ul style="list-style-type: none"> • Multi-county/Regional Activity Center Strategy • Alignment with Emerging Transportation Infrastructure • Adequate Funding 	<ul style="list-style-type: none"> •



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LONG-TERM OBJECTIVES		
Objective	Core Issues	Partners
Create a Stable and Adequate Funding and Organizational Base for a Multi-modal Transportation Corridor System	<ul style="list-style-type: none"> • Deteriorating fuel tax funding base • Inadequate public transportation funding • “Fair share” for regional needs • Development of proposals to address issues 	<ul style="list-style-type: none"> • Roundtable
<p>*Emerging Issues and Ideas for Discussion:</p> <ul style="list-style-type: none"> • Incorporation of Air Transportation Component • Discussion of Innovations in Technology, Alternative Funding, and Private Sector Roles 		



X. Operating Finances

- Year 1 Budget Requirements at Task Force Launch
- Staff/Experts/PM, Including Tracking and Documentation – TBD
- Logistics and Travel – TBD
- Publications and Research – TBD

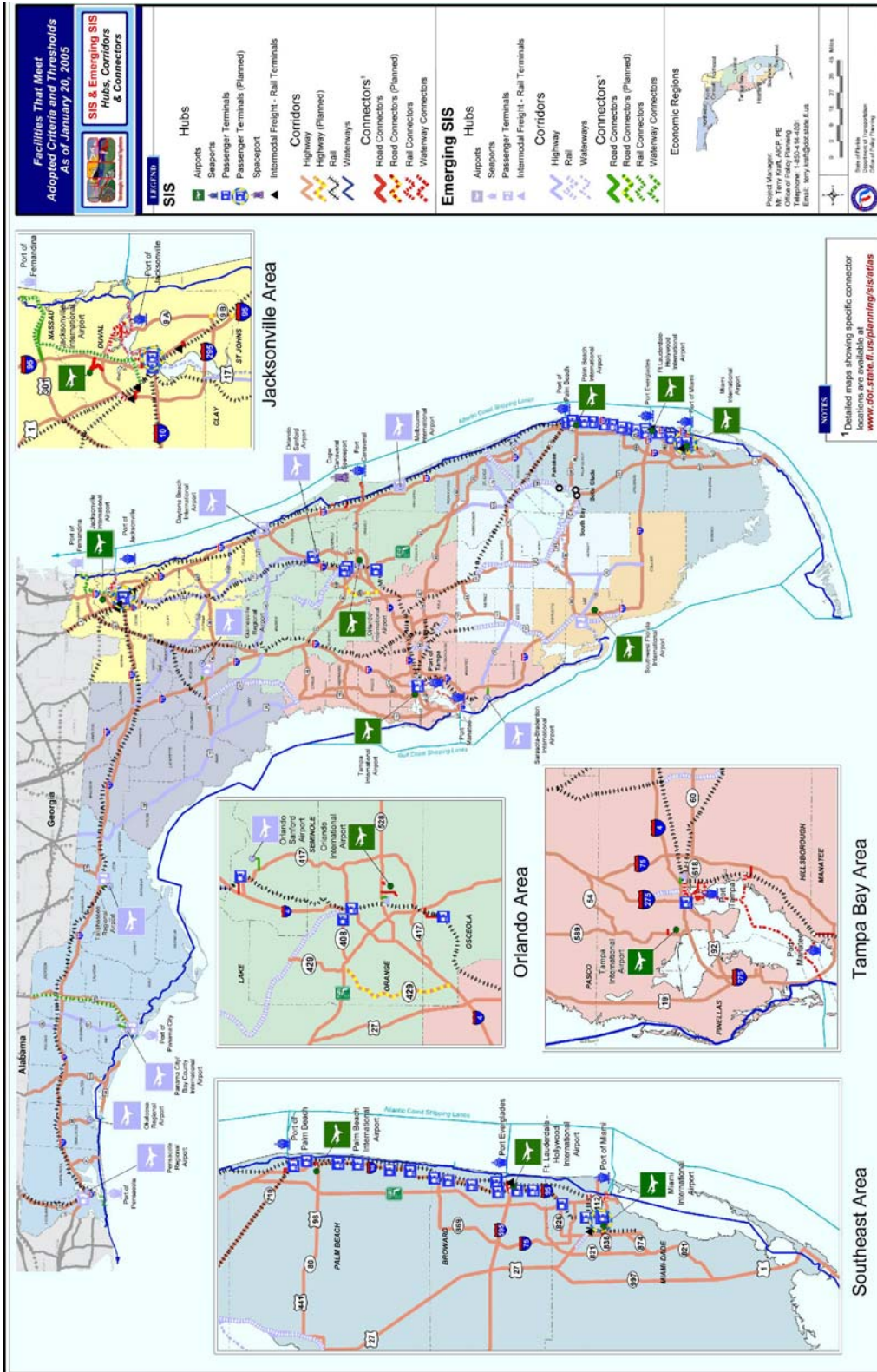


CENTRAL FLORIDA PARTNERSHIP

Central Florida
transportation corridors
"TASK FORCE"

OPERATING PLAN APPENDIX

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Statewide Map of SIS & Emerging SIS Facilities found at <http://www.dot.state.fl.us/planning/sis/atlas/default.htm>.
SIS homepage with routine updates found at <http://www.dot.state.fl.us/planning/SIS/default.htm>.