

SUPER REGIONAL STRATEGY TEAM

Hosted by the Tampa Bay Partnership and the Central Florida Partnership

Summary of Third Session ▪ SEPTEMBER 2008

From the offices of Stuart Rogel, President and CEO of the Tampa Bay Partnership and Jacob Stuart, President and CEO of the Central Florida Partnership

SUMMARY

Thank you for participating in the September 15, 2008, 2-hour session. We learned a great deal about the value of convening this Super Regional Strategy Team. The desire for candor and trust-building ran through all conversations and consultant research. The agenda continues to be Team-designed. We all have some work to do prior to the next meeting, so please expect some e-mails and phone calls in order to test new ideas for a **Strategic Framework** and **Guiding Principles**. Thanks in advance for reviewing and improving this information in the interim. Our next meeting comes after the general election, deep in "committee season" for the Florida Legislature. Looking forward to that period of time, we will remain faithful to requests for updates on regional agendas and transportation advocacy. It is important to note that closing the last session with a focus on mega regions was a great reminder of our global presence as a market, and the influence and strength we can bring to bear on critical infrastructure issues like transportation.

HIGHLIGHTS AND ACTION ITEMS

▪ Trust, Patience and Action; and Work Assignments for the Fourth Session

The Team focused its time on 4 key agenda items:

- » Review and discussion of consultant interviews with Task Force members
- » Review and discussion of overlapping transportation agendas and priorities
- » Briefing on Central Florida Commuter Rail Tactical Plan
- » Discussion of "Think Big" Mega-regions and the Tampa Bay Partnership's working draft of their 3-year strategic plan

The Team worked towards the following consensus pre-session and session agenda items for the Fourth Session in November:

1. An overlapping transportation agendas and priorities assignment from the second Session (see Priorities: Opportunities and Potential Alignment of Agendas, at the archives website) proved to be a varied list of tactical, strategic, funding and advocacy, and visionary items. The team is interested in organizing the subject matter and priorities in a meaningful way. Tactical items appear to improve understanding and promote prioritization when organized under an overarching objective of: Creating Transportation Alternatives and General Connectivity Throughout the Super Region. Prior to the next Session,

the Team will have an opportunity to review and comment on an updated strategic framework. The team agreed that there are 4 or 5 Tactical Agenda Categories that help solve the challenge of dealing with so many moving "parts" and levels. Some ideas for these Categories included: Rail, Toll, Surface Transportation, and Bus Transportation.

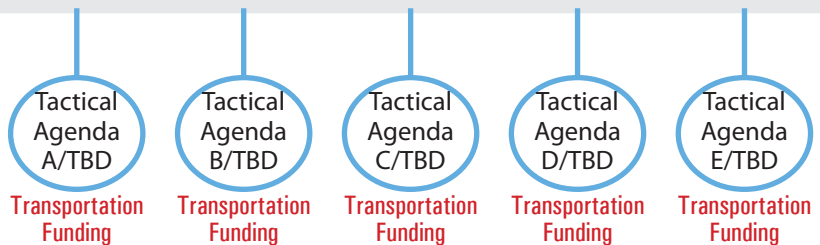
Clout - Reputation - Identity

Legislative Needs/Agenda

CONNECTED REGIONAL VISIONS

Transportation Funding

Transportation Alternatives through the Super Region
General Connectivity through the Super Region
Vision for the Super Regional, Multi-modal System



2. It is important, for trust-building and taking action, for Team members to see their market's critical issues and opportunities in the Tactical Agendas. Don't Assume... Include.
3. The Team was also interested in supporting discussions, sharing, and decision making of the future with appropriate **Guiding Principles**. It was noted that there may be good examples already developed through regional visioning efforts. As a result, leaders from *myregion.org*, OneBay, and Polk Vision will work together to prepare a working draft, and share the draft ideas with the Team prior to the Fourth Session.

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HIGHLIGHTS AND ACTION ITEMS (Continued)

4. The Team wants to ensure that **regional agendas and strategies are routinely shared and updated through the Super Regional Strategy Team Sessions.** For the Third Session, the Team was briefed on:

- » The Central Florida Commuter Rail Tactical Plan (leveraged through 4 leadership and expert teams with the coordination of the Central Florida Partnership; focused on eliminating confusion and false information; confirming the support of key local, state and federal bodies; and anticipating the need for full-board advocacy in the Florida Senate, post-general election) which plays a vital role for the entire state to ensure all of Florida's communities can take action in the future to plan, fund, and implement rail solutions.
- » The Tampa Bay Partnership's Three-year Strategic Plan (see Tampa Bay Partnership's Model for Prosperity, Working Draft, at the archives website) which builds on the fact that Florida's mega region is the fifteenth largest on the planet.

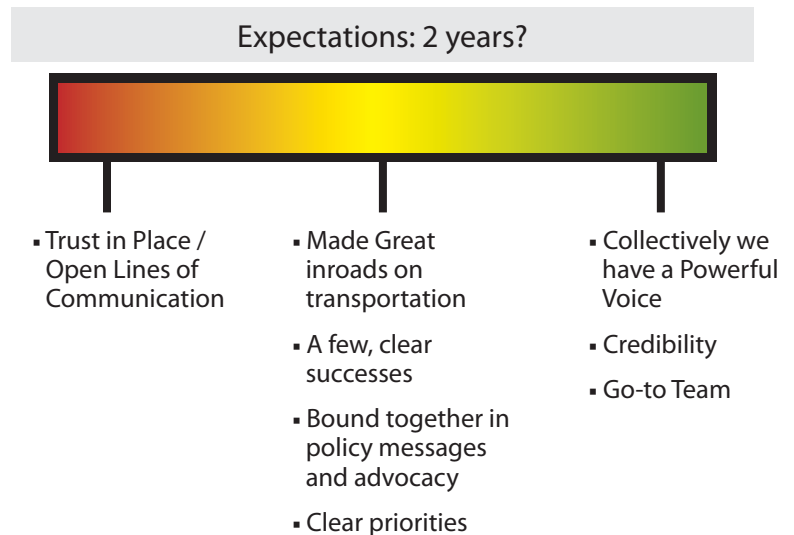
The Team asked to be included and updated on commuter rail, as appropriate, in order to keep up with the effort to ensure the Governor's 2009 legislative priorities include this critical project.

5. The Team is concerned about, and wants to find solutions for, the lack of calendar alignment between: the need for Central Florida to gain timely approval for its commuter rail and gain the vital half-billion in Federal funding AND the need to deal with a vision for rail and solutions for freight across the Super Region and in affected communities.

6. The Team will continue to share key events, summits, and planning meetings of interest, and is on-call for a potential request for assistance, attendance, and/or data from the City of Lakeland as they plan for a possible October or November rail summit.

HIGHLIGHTS FROM INTERVIEWS

Fairfield Index was asked to conduct interviews with as many Team members as possible to explore progress thus far and expectations for the future (See Fairfield Index's Super Regional Strategy Team Conversations - Patience vs. Results, at the archives website). The conversations were guided by a survey instrument and all but 3 members were able to participate. Team members generally believe in the concept of the Super Region, with the vast majority focused, in part, on building a clear, shared agenda and developing real clout in the policy arena. Looking forward 2 years, members fall on a spectrum of expectations, with many feeling that developing trust and relationships is worth patience and dedication, and others wanting to establish a reputation for success as soon as possible and a powerful voice for the infrastructure needs of the Super Region:



The Team believes the short, to-the-point Session Notes that document each meeting are effective, but should remain flexible. They are generally pleased with the archiving of key resources and documents on the web. But some provided caution that postings should be with context and explanation, and authors and presenters should have the option not to post. Transparency matters most.

As conveners of the Team, the Tampa Bay Partnership and the Central Florida Partnership have obligations to manage logistics and administrative tools and notices, while stepping up to a responsibility of anticipating opportunities of the future, serving as a "rudder," and bringing an opportunistic spirit to the table.

*From the offices of Stuart Rogel, President and CEO of the Tampa Bay Partnership and
Jacob Stuart, President and CEO of the Central Florida Partnership*

HIGHLIGHTS FROM INTERVIEWS (Continued)

Protocol issues thus far have been handled effectively and with candor. This has built trust. The Team needs to recognize that membership and appropriate engagement with the public sector is an area of ongoing concern and requires attention.

The entire Team indicated they wanted to hear about the tactical plans for Commuter Rail in Central Florida, and this took place during the Session.

The Team spent a few minutes discussing Polk County and the call for "patience" that emerged from the interviews. As Polk works through the right approaches and processes to take on Super Regional agendas, the entire Team can have confidence that the ultimate objective appears to be achievement of a shared vision for CLOUT, VOICE, ACTION, and IDENTITY.

*"Ten years from now we'll see this as the most important step in the
history of the Super Region."*

-Quote from Member, Interviewee

NEXT MEETING

- » Fourth Session
Tuesday, November 19, 2008
2:00 - 4:00 p.m.
Fantasy of Flight

AGENDA OUTLINE FOR FOURTH SESSION

1. Protocol - Updates and Questions Since We Last Met
2. Review and Discussion of DRAFT Strategic Framework (Developed During Interim)
3. Review and Discussion of DRAFT Guiding Principles
4. Updates on Upcoming Legislative Session

SUPER REGIONAL STRATEGY ARCHIVES SITE

<http://www.centralfloridapartnership.org/index.php?submenu=ki&src=gendocs&ref=Super%20Regional%20Strategy%20Team&category=Regional>