



PORT EVERGLADES 2014 MASTER/VISION PLAN

PROJECT INTRODUCTION

PRESENTED BY



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0.1 Background

The Broward County Board of County Commissioners (the Board) has directed the Port Everglades Department (the Port) to update its Port Master/Vision Plan every two to three years. The Board approved the original *2006 Port Everglades Master Plan* in December 2007 and approved the first update to that plan, the *2009 Port Everglades Master/Vision Plan*, in March 2011.

In March 2013, the Board approved the selection of AECOM Technical Services, Inc., the firm that prepared the previous two plans, to again update the Port's Master/Vision Plan. The consultant team members and their responsibilities for this *2014 Port Everglades Master/Vision Plan* (the Plan) are identified below.

The Consultant Team	Consultant Role
AECOM Technical Services, Inc.	Prime consultant, Port master planner, landside/berth capacity, financial forecasting, economic impact
Parsons Brinckerhoff	Containerized and non-containerized cargo assessment
Cambridge Systematics, Inc.	Cruise assessment
IHS, Inc. (Purvin & Gertz)	Liquid bulk assessment
J. D. Sanchez Consulting, Inc.	Port planning/Plan coordination/preparation
Sandra Walters Consultants, Inc.	Environmental planning
Lakdas-Yohalem Engineering, Inc	Marine structures cost estimating
Adams Consulting Group	Public outreach
Keith & Associates, Inc	Traffic/parking structures
CES Consultants, Inc.	Facility inventory
EAC Consulting, Inc.	Stormwater management assessment
Crouch Communications	Video preparation

0.2 Planning Goal

The goal of both the 2006 *and the* 2009 plans was to:

Create a plan to maximize market share and revenue through a realistic 5-year facility development program within a framework of 10- and 20- year vision plans.

This goal has been affirmed in this Plan update. A guiding principle of the Plan is that it should consistently reflect the Port's new mission statement:

“As a powerhouse for international trade, travel, and investment, Port Everglades leverages its world-recognized South Florida facilities and innovative leadership to drive the region’s economic vitality and provide the highest levels of service, safety, environmental stewardship, and community accountability.”

Extrapolating from this mission statement, it is clear that the Port views the sustainability of Port Everglades as an economic engine of Broward County and South Florida to be supported by the community, by the environment, and by economics.

0.3 Plan Organization

The 2006 *Port Everglades Master Plan* was organized into six elements, to be prepared in two phases. The 2009 update followed the same organizational format as the 2006 plan and that format and phasing are followed in this 2014 Plan update. The phases and elements are as follows:

Phase I

Element 1: Existing Conditions Assessment
Element 2: Market Assessment

Phase II

Element 3: Plan Development
Element 4: Strategy Development
Element 5: The Final Plan
Element 6: Plan Implementation

A third phase is also planned for the preparation of a 3-D computer-animated video documenting the Plan.

This update assesses the changes that have occurred regionally, nationally, and internationally since 2008. The 20-year planning horizon for the update covers the period from 2014 through 2033, with the following milestones:

- 5-Year Master Plan: 2014-2018
- 10-Year Vision Plan: 2019-2023
- 20-Year Vision Plan: 2024-2033

0.4 Schedule

In early June 2013, the consultant team received a notice to proceed for Phase I, which is scheduled for completion in late September 2013. Subsequently, in July 2013, the consultant team received a notice to proceed for Phase II, which is scheduled for completion in February 2014.

0.5 Planning Tasks

0.5.1 Phase I

The specific tasks completed in Phase I include the following:

Element 1: Existing Conditions Assessment. The existing conditions assessment opens with a look at the Port's master planning context and regional setting and continues with an update of Port facilities and operational conditions from the 2009 plan. In conducting this assessment, the consultant team looked both at on-Port facilities and at the connecting intermodal network. The Port's progress on the projects in the 2009 5-year Master Plan was reviewed and new opportunities and constraints for the current Plan were considered. Specifically, the consultant team assessed the deepwater facilities within the Port's approximately 2,190 acres of jurisdictional area as well as the cargo, cruise, and petroleum

storage infrastructure, and reviewed the Port's interstate highway, freight rail, and airport connections and synergies, providing updates as appropriate. National, state, regional, and local freight planning initiatives were also highlighted. Finally, environmental conditions at the Port were reviewed and updated, especially in light of the US Army Corps of Engineers' release of the long-awaited *Draft Feasibility Study and Environmental Impact Statement* for the deepening and widening of the Port's harbor and channels.¹

Element 2: Market Assessment. The market assessment provides a historic perspective on the Port's core businesses as a prelude to a commodity-by-commodity forecast of the Port's potential cargo and cruise throughput over the 20-year planning horizon to 2033. This element also discusses other business opportunities, including the intermodal rail market, the potential need for a crushed rock import facility, and potential passenger ferry opportunities.

0.5.2 Phase II

Element 3: Plan Development. Element 3 starts with a summary of the updated market assessments and the facility needs to meet the market opportunities forecasted over the 20-year planning horizon. It then reviews the status of the projects proposed in the 2009 plan and identifies those projects that require further examination and refinement for this 2014 plan update. The element continues with a review of design trends for both cruise and cargo terminals, discusses potential operational enhancements, and then describes the projects proposed for the 2014 Plan, concluding with an analysis of parking and anticipated truck traffic to be generated by the forecasted container growth.

Element 4: Strategy Development. Element 4 assesses business, financial, and asset utilization strategies the Port can implement to achieve its planning goals. It also describes the Decision-Matrix tool used to evaluate projects proposed for Plan inclusion and presents the goals, objectives and policies the Port has identified for incorporation in the Deepwater Component and Transportation Element of the *Broward County Comprehensive Plan*.

Element 5: Final Master/Vision Plan. Element 5 presents the projects proposed for inclusion in the 5-Year Master Plan and the 10- and 20-Year Vision Plans. These projects include many that were previously in the 2009 Plan as well as nine new or modified projects newly identified for this 2014 Plan. Project costs are summarized for each of the planning milestones. For the nine new projects, the results of the Decision Matrix evaluation are also summarized.

Element 6: Plan Implementation. Element 6 summarizes the traffic and environmental impacts of Plan development and then presents the total costs of Plan development over the 20-year time frame. The element concludes with a summary of the affordability analysis performed for the Port's 5-year capital improvement program and the 10-Year Vision Plan development program.

¹ US Army Corps of Engineers, Jacksonville District, *Draft Environmental Impact Statement*, Navigation Improvements Port Everglades Harbor, Broward County, Florida, June 14, 2013

0.5.3 Consensus-Building and Public Outreach Participation

The Public Outreach Program for the 2014 master planning initiative was developed to invite input into the planning process from everyone interested in the Port's growth and expansion. The program was designed to dispense information to the public, tenants, governmental entities, regulatory agencies, and other stakeholders and to encourage their participation and comments. Through workshops and one-on-one interviews conducted by the consultant team as an essential part of Plan preparation, the input and concerns of all interested stakeholders were recorded and taken into account to the maximum extent possible.

Public Meetings. An initial public meeting was held on June 24, 2013, at the Broward County Main Library during Phase I. The purpose of the meeting was to inform the public about the intended goals, planning process, and progress of Plan development, and receive input. To encourage awareness and participation, advertisements appeared in local newspapers, postcards were mailed to homeowner groups and community publications, and television and radio stations were contacted. Subsequent public meetings were held on October 8, 2013 and May 28, 2014 to update the public on the progress and content of the Plan.

"The Master/Vision Plan incorporates input from the full spectrum of Port stakeholders, including the public. It prioritizes projects that best allow Port Everglades and Broward County to benefit from market opportunities such as the expansion of the Panama Canal through increased Port operating revenues and the creation of thousands of good jobs."

Steve Cernak
Chief Executive and Port Director

Audio and video tapes were made of these meetings. The PowerPoint presentations made during the meetings are available on-line through the project website (see below).

Tenant, Stakeholder, and Agency Meetings. An initial tenant/stakeholder meeting was conducted on June 20, 2013 to introduce the Plan update process. Once the market assessment updates were completed, another tenant and stakeholder meeting was held on September 19, 2013 to present the assessment findings. Subsequently, charrettes with the Port's tenants and stakeholders were held on October 30 and 31, 2013 to receive their first-hand input concerning project needs and other concerns to be addressed in the new Plan. Additional tenant and stakeholder meetings were held on November 21, 2013, January 9, 2014, and May 27, 2014 to keep everyone abreast of how the Plan was evolving and the projects proposed for inclusion.

In addition, two environmental outreach meetings were held to update the environmental community, including regulatory agencies, on the progress of the planning process. The first meeting was held in June 2013 to discuss the *Draft Feasibility Report and Environmental Impact Statement* released by the U.S. Army Corps of Engineers (USACE) concerning the channel deepening and widening program. The second meeting, held on May 27, 2014 updated the environmental community on the progress of the USACE program and discussed other points of interest, such as the Port's initiatives on air and water quality, high mast lighting to protect sea turtles, energy efficiency, and future opportunities for natural gas and solar and wind panels.

The County's efforts with respect to climate change were also highlighted. The environmental community was invited to the tenant/stakeholder meetings as well.

In addition to these meetings, the Chief Executive and Port Director organized several "Focus Group" workshops whose participants were individuals from each of the Port's business sectors; these participants were asked to provide input and direction on Plan development.

As part of the Port's Public Outreach Program, presentations about the Plan were also made to the Port Everglades Association, the Port Everglades Advocacy Team, and the Broward County Metropolitan Planning Organization.

One-on-One Interviews with Port Tenants and Stakeholders. In addition to the group workshops, one-on-one interviews were held with many of the Port's terminal operators, tenants, and other stakeholders to update information regarding their current operations, future plans, and any concerns. These interviews provided input into the respective market assessment updates and subsequent project development.

Workshop with the Board and Briefings with the County Administration. Several briefing sessions were held with the County Administrator to discuss project progress; and a public workshop was held with the Board in May 2014 at the Broward County Governmental Center. Comments and input received from Board members were incorporated into the Plan.

Summary. Through the Public Outreach Program, everyone with a stake in Plan development has had an opportunity to participate in the planning process. Port Everglades recognizes the impact the Port has, not only on its tenants and users, but also on the surrounding communities and region. Addressing and resolving issues and concerns throughout the planning process has fostered an effective working relationship and consensus among the various stakeholders' interests and the recommendations contained in the ultimate Plan.

A list of all the meetings held during the planning process is provided in Appendix A.

0.6 Website

To present accurate information to those interested in this planning process and receive their comments, a project website was created. The project website address is www.portevergladesmasterplan.com. The Port's website announces upcoming meetings, inviting public participation, and encourages both comments and questions to be submitted. The PowerPoint presentations made during tenant, stakeholder, and public meetings are available to the public at the Port's website. The website has proved to be a valuable tool that has given stakeholders an opportunity to check current meeting schedules, and access meeting presentations they may have missed or wish to review. Those interested may also communicate their questions, comments, and concerns via an email link. All questions submitted are answered, and general questions are posted on the FAQ page of the website. The website is also a vehicle by which Port Everglades can convey additional information concerning this project.