

Linking features of our Freight Moves Florida Logistics Portal with the communication of our overall initiatives, The Office of Freight, Logistics, and Passenger Operations (FLP) is pleased to announce the first issue of the Florida Multimodal Connection, providing information on current events, news, and industry progression keeping Florida moving forward as a hub for trade and logistics activity.

To be published on a quarterly basis, the Florida Multimodal Connection will keep you informed of our current initiatives – including the progression of the Freight Mobility and Trade Plan, Intermodal Logistics Center Program, and participation in overall statewide multimodal freight mobility issues – including the many advancements in our state's highways, air, marine, spaceports and rail systems.

In This Issue



*Freight Mobility and Trade Plan,
Stakeholder Outreach*

Connect, Network, and Get Involved

2014 Gulf Coast Trade Alliance World Trade Conference – Pensacola - May 1-2

11th Annual Florida-Japan Summit – Delray Beach – May 19

Florida Logistics and Trade Conference 2014 – Miami - May 15

Floridians: 2030 Six Pillars Summit – West Palm Beach - May 20

Florida's Manufacturing Rollout – Tampa Region - June 4

Ongoing Initiatives and Progression

- This will fully fund the Florida Department of Transportation's Work Program and continue vital investments in port, construction, bridge and other transportation infrastructure improvements.
- Included in this funding is \$138.9 million in seaport infrastructure improvements and \$325 million for aviation improvements.



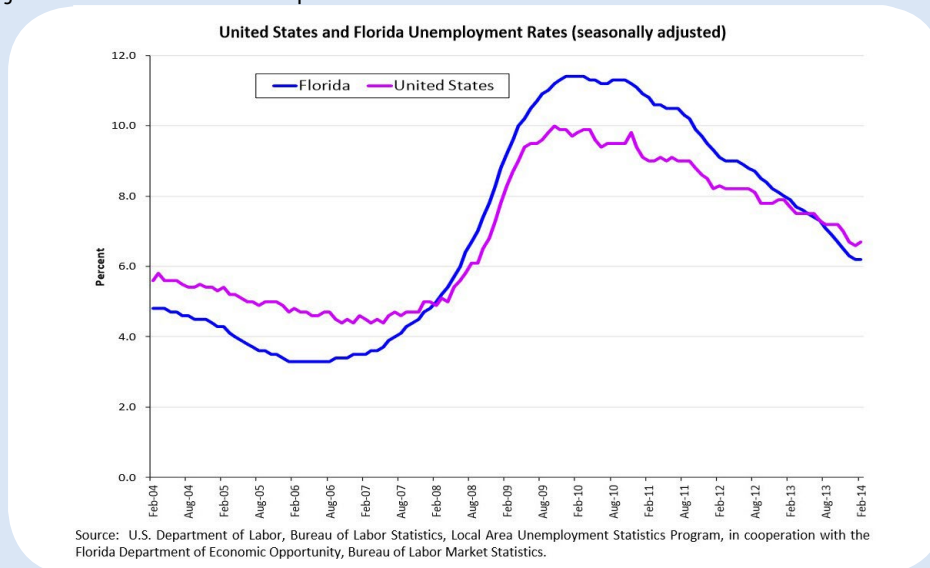
Stakeholder Outreach for the Investment Element

- Business Forum II: Plan Review took place April 2, 2014 in Orlando and included over 95 attendees! FDOT gained valuable feedback on draft chapters of the FMTP Investment Element, refinements needed to the prioritization process, and discussed the draft project list.
- Stakeholders, this is your opportunity to enter information on projects to help us prioritize.



Florida Economy: Job Growth

- Florida's seasonally adjusted total nonagricultural employment was 7,718,500 in February 2014, an increase of 33,400 jobs over the month.
- Compared to February a year ago, the number of jobs in the state was up by 211,500, an increase of 2.8 percent.
- Florida's seasonally adjusted unemployment rate was 6.2 percent in February 2014, down from 7.9 percent a year ago.
- Compared to February a year ago, the number of jobs in the state was up by 211,500, an increase of 2.8 percent.
- Florida's annual job growth rate has exceeded or been equal to the nations rate since March 2012.



* Source - Florida Department of Economic Opportunity -

Trade and Logistics: Job Growth

Trade & Business Economy: Florida Employment Growth

Industry Sector	February 2013	February 2014	Percent Change
Professional and Business Services	1,099,900	1,149,300	4.5%
Trade, Transportation, and Utilities	35,900	37,800	5.3%
Retail Trade	985,600	1,023,300	3.8%

Transportation: Florida Employment Growth

Industry Sector	February 2013	February 2014	Percent Change
Transportation, Warehousing, and Utilities	1,099,900	1,149,300	11.0%
Support Activities for Transportation	1,550,200	1,599,800	6.4%
Transportation and Warehousing	161,300	168,200	3.8%

* Numbers reflect total number of jobs added within the yearly period. - Source - Florida Department of Economic Opportunity

Florida's Workforce System Unifies with Single Brand to Better Reach Employers and Job Seekers

The CareerSource Florida network: Aligning the brand names of our workforce investment boards to a single, unified identity to better assist job seekers and businesses who often work and operate throughout their region and the state.



Florida Freight Advocate

In 1914, Robert M. Beall Sr. opened his first dry goods store in Bradenton, FL. Today, Bealls Inc. operates Bealls Department Stores in 76 Florida locations, as well as 471 Beall's and Burke's Outlet Stores from California to North Carolina. A major employer in Florida, Bealls is still owned by the founding family and its annual sales exceed one billion dollars.

According to CEO Steve Knopik, "Bealls Department Stores has succeeded because it recognizes and understands the needs of its customers, especially retirees and snowbirds, better than the national chains." In the 1950s, improved highways and the advent of air conditioning made living in Florida more attractive, and the new shopping centers catered to a more mobile population. In 1956, Bealls saw an opportunity to serve the vacationers and, most important, the retirees who were coming to Florida in droves, and expanded to a second location in a newly constructed Publix shopping center a few miles east of Bradenton. A third store opened in Venice, FL five years later. Today, Bealls Department Stores continues to offer exclusive and national brands and styles for the Florida climate and lifestyle.



"Bealls Department Stores has succeeded because it recognizes and understands the needs of its customers, especially retirees and snowbirds, better than the national chains." – Steve Knopik, CEO, Bealls Inc.

Bealls first off-price outlet stores opened in Florida in 1990. The successful store concept spread to Arizona and Georgia, then across the southern U.S., using the name Burke's Outlet for stores outside Georgia, Arizona, and Florida. Today, the Bealls Outlet chain covers 17 states and, as profits are reinvested in new stores.

Distribution is centralized in Bradenton, and product travels to the various locations by truck. Bealls has its own fleet for stores within a one-day round trip, but depends on third-party carriers for longer distances. Because Florida is a net consumer of goods, with more shipments coming in than going out, Knopik says Bealls obtains competitive pricing for distribution to other states from trucking companies who would otherwise be deadheading. Now that they have a proven business strategy for the outlet stores, the firm can focus on a more efficient distribution network and strategy for the growing number of locations, which have a sprawling footprint.

Obtaining goods from manufacturers as efficiently as possible is also critical, of course. Freight from overseas comes mostly to the ports at Long Beach and Savannah, and then travels by rail to Florida, though Knopik is hopeful that will change in the future.

Almost 100 years after its founder opened the first store, Bealls is still based in Bradenton, FL and still understands what appeals to Floridians and other Sunbelt shoppers. The firm continues to hone its strategy—in logistics and distribution, as well as other aspects of its business—to reach even more Sun belt customers.

- Governor Rick Scott has announced funding of \$213.5 million that will benefit Orlando International Airport's (OIA) development Airport People Mover Complex along with plans for an Intermodal Transit Facility of a South
- The Governor's investments and commitments for the expansion include:
 - \$15.1 million design is in FY 2013-2014 budget
 - \$123.4 million construction is in FY 2014-2015 budget
 - \$75 million for future construction will be included in the department's requested Five-Year Work Program
- The proposed South Airport People Mover Complex along with an Intermodal Transit Facility will serve aviation, rental car, rail, private automobile, taxi, bus, and shuttle transportation.
- Construction will generate approximately 1,900 jobs, and once operational, 380 permanent jobs are projected along with an annual direct, indirect and induced impact of \$42 million per year.



- The FDOT Seaport Office continues to make meaningful investments in Florida infrastructure, with \$289 million programmed for projects in FY 2014.
- PortMiami launched a new FEC rail cargo service in October 2013 to provide shippers, exporters, and importers a new option to get containers to and from the port, which will provide an alternative to trucks. The new track connects PortMiami to the FEC Hialeah railyard to Jacksonville, from where containers can then be sent on to other cities.
- According to the FEC website, cargo from South Florida can be delivered next day to Central Florida, North Florida, and parts of Georgia, making this movement of goods from the port very efficient. Although the rail service is currently functioning, construction is expected to continue through 2015 due to an anticipated increase in service.



- Recent investments by the FDOT in transit infrastructure and service are contributing greatly to job growth and economic development in Florida's cities.
- The tremendous success of the I-95 managed lanes program in South Florida is in part the result of a collaborative effort between FDOT and local transit agencies (Miami-Dade Transit and Broward County Transit).
- Using a portion of revenues collected on the toll lanes, FDOT funds the operation of a greatly expanded express bus program from Broward County and the Golden Glades to downtown Miami using the managed lanes.
- High service levels during these peak hours provides a safe, fast, and inexpensive travel option for commuters getting to work and back home to their families, and the high ridership on the buses results in greater capacity on the corridor and smoother traffic flow.



- The countdown continues for Central Florida's SunRail project, which begins revenue service May 1. Advance sales have yielded more than 8,000 pre-sold SunCards.
- Also in early March, the Winter Park SunRail station will be first to host a community celebration, and more are planned in communities along the corridor during late March and early April. There are also discussions about running free service during soft opening dates in mid and late April, for future customers to experience the exciting new service.
- In its first phase, SunRail will have 12 stations and cover 32 miles from DeBary in Volusia County to Sand Lake Road in Orange County.

