



Saint Louis Regional Freight Partnership

5 June Stakeholder Workshop Feedback



5 June Regional Freight Partnership Workshop

- **Why** -- *Generate momentum and craft initial strategic framework* towards developing regional freight partnership
- **Who** -- Over 70 regional stake holders representing:
 - All modes of transportation
 - Public and private sectors
 - Manufacturing, finance, academic, and legal professions
- **Where** -- Regional Chamber
- **What** -- Facilitated workshop in which participants engaged in:
 - Group discussion
 - Breakout groups
 - Audience polling
- **Result** -- Workshop participants achieved significant consensus on the value and vision of a freight partnership



What Did We Learn?

- Stakeholders provided input in the following topical areas:
 - Roles & Responsibilities
 - Breakthroughs & Innovations
 - Funding & Financing
 - Collaboration & Partnerships
- Stakeholders recommended the following strategic priorities:
 - Establish the organizing entity
 - Manage the portfolio of regional assets
 - Market the Saint Louis region
- Stakeholders recommended the following quick wins:
 - Identify a champion-leader
 - Determine the organizing framework
 - Develop an inventory of assets
 - Draft a comprehensive marketing plan



Where do we go from here?

- Finalize Workshop Report (DRAFT delivered 6/16)
- Brief Board of Directors
- Develop DRAFT Strategic Action Plan
- Gain stakeholder input on plan during second workshop
- Gain Board of Directors feedback on plan
- Finalize, deliver, and IMPLEMENT!





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