

Board Visioning Workshop Recap CFX Vision + Mission Statement

On August 13, the CFX governing Board participated in a Visioning Workshop facilitated by Gert Garman of the Valencia College Collaborative Design Center. Board members discussed the informed clues garnered from surveys, speaking engagements, interviews and meetings with the Board, customers, employees and constituents. Out of the workshop discussion came themes and phrases that best describe CFX's *aspirations* for the next 50 years.

The CFX vision statement incorporates the keywords and phrases into one succinct statement. From the extensive feedback at the workshop, the 2040 Master Plan + Visioning team also moved forward with creating a mission statement to support the vision statement.

At the September Board meeting, the Board will vote to adopt the new vision and mission statement. These statements, along with the employee values, will become the DNA of the agency.

The Board will continue to participate in workshops/retreat to further discuss resources and tactics needed to achieve the CFX vision and mission. It will be during these workshops/retreat where the Board may discuss multimodal opportunities, customer service requirements, the investment of toll dollars, etc.

Central Florida Expressway Authority Proposed Vision Statement

To provide the region with a world-class, integrated mobility network that drives economic prosperity and quality of life.

Proposed Mission Statement

To build a world-class mobility network through accountability, fiscally sound practices and a community focus.

Defining the Aspirations of the Central Florida Expressway Authority System

The words and phrases below were discussed during the workshop and agreed upon that they play an integral part of describing and defining the aspirations and values of the Central Florida Expressway Authority. After the workshop, the team grouped the words and certain themes surfaced as noted below. From there, a vision was defined and mission statement proposed, that is reflective of the public, employees and Board input.

World-Class

- Innovative
- Excellence
- Exceeds expectations
- Relevant in the community
- Invaluable
- Prestigious
- Progressive
- Safe
- Well-planned, fiscally sound

Mobility

- Multi-modal
- Flexible, convenient access
- Connectivity
- Integrated
- Interwoven
- Pathway to the community

Network

- Connectivity
- Flexible, convenient access
- Pathway to the community
- Interwoven
- Infrastructure

Accountability

- Collaboration
- Integrity
- Well-planned, fiscally sound
- Exceeds expectations
- Pathways to the community

Community-Centric Focus

- Collaboration
- Excellence
- Encourages commerce
- Pathways to community
- Invaluable infrastructure

Quality of Life

- Flexible, convenient access
- Mobility
- Community-centric focus
- Connectivity
- Interwoven
- Safe
- Well-planned, fiscally sound
- Exceeds expectations
- Accountable
- Encourages commerce
- Invaluable infrastructure

Economic Prosperity

- Well-planned fiscally sound
- Encourages commerce
- Invaluable infrastructure
- Excellence
- Innovative



CENTRAL
FLORIDA
EXPRESSWAY
AUTHORITY

CFX VISIONING
+ 2040
MASTER PLAN
September 10, 2015

Board Vision Workshop

August 13, 2015



CFX
visioning

+

2040
master plan

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EXPRESSWAY
AUTHORITY**

CFX
visioning

+

2040
master plan

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EXPRESSWAY
AUTHORITY

Board Vision Workshop

August 13, 2015



Board Vision Workshop

August 13, 2015



CFX Governing Board & Executive Director

CFX
visioning

+

2040
master plan

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CFX
visioning

+

2040
master plan

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Words & phrases that define CFX's aspirations:

World-Class

Innovative
Excellence
Exceeds expectations
Relevant in the community
Invaluable
Prestigious
Progressive
Safe
Well-planned, fiscally sound

Accountability

Collaboration
Integrity
Well-planned, fiscally sound
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Pathways to the community

Mobility

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CFX
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Community-Centric

Collaboration
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Pathways to community
Invaluable infrastructure

Economic Prosperity

Well-planned fiscally sound
Encourages commerce
Invaluable infrastructure
Excellence
Innovative

**Vision proposed that reflects the
aspirations + core purpose of CFX:**

CFX
visioning

+

2040
master plan

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Central Florida Expressway Authority

*To provide the region with a world-class,
integrated mobility network that drives
economic prosperity and quality of life.*

**Mission proposed that reflects CFX's
practices, capabilities & services:**

Central Florida Expressway Authority

*To build a mobility network through
accountability, fiscally sound practices
and a community focus.*

CFX
visioning

+

2040
master plan

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Recommended Motion:

*Board approval to adopt the
proposed CFX Vision
and Mission Statements*