



Public
Relations

Central Florida Partnership (CFP) / SunRail

On 3 Public Relations was hired by the Central Florida Partnership in 2009 to provide local and statewide grassroots support for Central Florida's commuter rail project, SunRail. The Central Florida Partnership is a collaborative of business and civic leaders committed to procuring a better tomorrow for Central Florida's seven counties - Brevard, Lake, Orange, Osceola, Polk, Seminole and Volusia. Working together, through four lines of business – Orlando Regional Chamber of Commerce (Regional Entrepreneurship), BusinessForce (Regional Public Policy Advocacy), myregion.org (Regional Research & Resolves) and Leadership Orlando (Regional Leadership) – the Central Florida Partnership is moving “Ideas to Results.”

On3PR developed CFP's website, www.RightTrackFlorida.org, and populated the site by securing news articles, editorials, resolutions of support, newsletters and grassroots advocacy to leadership and supporters. On3PR also organized media events and facilitated Legislative Days during the 2009 Legislative Session.

The Legislature did not pass the SunRail measure initially, however efforts during the December 2009 Special Session on High Speed Rail were successful. In addition, the federal government named Florida as one of several states to qualify, and has subsequently received, federal stimulus dollars for high speed rail.

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