

**PORT OF SEATTLE**  
**MEMORANDUM**

**COMMISSION AGENDA**  
**STAFF BRIEFING**

Item No. \_\_\_\_\_

Date of Meeting May 17, 2016

**DATE:** May 12, 2016  
**TO:** Ted Fick, Chief Executive Officer  
**FROM:** Dave Soike, Chief Operating Officer  
**SUBJECT:** Century Agenda Quarterly Update

**SYNOPSIS**

Port staff is proposing a scorecard to measure and report on progress toward achieving the Century Agenda Strategies and Objectives. The Scorecard would be presented to Commissioners each quarter in a public Commission meeting. Staff is seeking Commission feedback on the draft scorecard.

**BACKGROUND**

In December 2012 the Port of Seattle Commission adopted the Century Agenda, to achieve the Port's 25-year vision of adding 100,000 jobs through economic growth, for a total of 300,000 port-related jobs in the region, while reducing our environmental footprint.

The Agenda introduced a new Mission, Vision and Commitment. It also identified four new Strategies to pursue with business partners and stakeholders:

- Position the Puget Sound region as a premier international logistics hub;
- Advance this region as a leading tourism destination and business gateway;
- Use our influence as an institution to promote small business growth and workforce development; and
- Be the greenest, and most energy efficient port in North America.

In anticipation of the Port's Centennial, in 2010, the Commission formed a Century Agenda Committee to guide the Port's long-range vision. During 2011, the Commission convened monthly public roundtables to discuss strategic issues related to the Port's mission. In January 2012, the Commission adopted Preliminary Strategic Goals, which now are known as Strategies and Objectives, along with a proposed Mission and Commitment. Through extensive public outreach in 2012 that included over a thousand people and more than 60 events and engagements, the Port's partners affirmed this preliminary work. Each year since then, Port staff has identified action plans that have been incorporated in the Port business plans and budget, to advance progress towards achieving the Century Agenda Vision, Strategies, and Objectives.

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Ted Fick, Chief Executive Officer

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In June 2015, One-Port Long Range Planning (LRP) teams were established to operationalize the Century Agenda and drive it from being aspirational to operational in a rolling 5 year planning process. Four of the six LRP initiatives have been presented to the Commissioners with the final two to be presented on May 17.

The quarterly Scorecard (attachment) is designed to inform the Commission, the public, and our business partners and stakeholders about the Port's progress in achieving the Century Agenda.

## **ATTACHMENTS TO THIS BRIEFING**

- Draft Scorecard (Computer slide presentation)

## **PREVIOUS COMMISSION ACTIONS OR BRIEFINGS**

- Adoption of Century Agenda, 12/4/12