

Overarching Strategic Goal

25 Year Horizon

(Draft 6/27/11)

Add 100,000 new jobs to the existing 200,000 jobs in the region that are attributable to the economic activity created by the Port of Seattle.

Moving Cargo

Strategic Goals

- Position the Puget Sound region as a **premier international logistics hub.**
- **Grow seaport annual container volume** in a sustainable manner to more than 3.5 million TEUs.
- **Triple air cargo** volume to 750,000 metric tons.
- **Triple the value of our export** cargo to over \$50 billion.

Moving People

Strategic Goals

- Fully meet the region's air transportation needs for the next 25 years .
- Make Seattle-Tacoma International Airport the west coast Green Gateway of Choice for international travel .
- Double the number of international flights and destinations .
- Double the economic value of cruise traffic to Washington State .
- Be a catalyst for establishing this region as a premiere destination for tourists from Asia, Europe, and other targeted international areas.

Century Agenda: Proposed 2011 Calendar

	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec
Century Agenda Committee <i>(Second Tuesday of the month)</i>	Media Round-table	Fostering Economic Growth	Moving Cargo: logistics and growing exports	Moving People: airport, cruise & tourism	Attracting next generation industries	Achieving our environmental values	Achieving our community values	Putting real estate to work	Funding our strategic goals	Draft Century Agenda presented
Commission	Monthly Commission Updates: developing preliminary strategic goals									Review Draft Century Agenda
Public Outreach	Communication Plan, meetings streamed live and videos available on web, POS webpage and email box, live Twitter feeds, Social Media campaign <input type="checkbox"/> year-long <input type="checkbox"/>							Public outreach on draft plan continues into 2012		
Centennial Events	Kickoff, Port District Act Commemoration, Banners	Earth Day, Commemorative Book, Sea Air School, Annual Reports, Maritime Festival, Bike Rally, Seaport Breakfast			Port 101 Series, Fishermen's Fall Festival, AAPA National Convention			Chamber Event, Holiday Card		

Century Agenda Guiding Principles: Social Responsibility

-Commission Approved August 4, 2009

- The Port will collaborate with its employees, contractors, and business partners to assure exemplary health and safety protection, provide equitable compensation, foster social justice, and maximize the ability for people to achieve their full potential.
- The Port will remove barriers to participation by small and disadvantaged businesses in its contracting processes and requirements.
- The workforce of the Port should reflect the population diversity of King County so that economic opportunity generated by the Port can be accessed by all of its citizens.

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Century Agenda Guiding Principles: Social Responsibility

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(Continued)

- The Port will be accountable to its guiding principles by setting measurable objectives and reporting to the public in how it has addressed any workforce and contracting disparities.
- The Port should work with community partners to take a long-term strategic look at population and labor market trends to support the ongoing employment pathway needs and labor requirements of the Port's enterprises.

Port Roles in Social Responsibility



- Small business outreach and small business program(s)
- Workforce development: Port Jobs
- Environmental program involvement/support
- Human resources support: Veterans programs
- Community outreach
- Ongoing evaluation and improvement of Port staff social responsibility initiatives

“Engage stakeholders to inspire commitment and assure that all Port business actions are conducted within a framework of socially responsible values such as fairness, inclusion, openness and economic development for all.”

-Mission Statement, Office of Social Responsibility-

Key Questions



- How can the Port contribute to workforce development in the travel, trade and logistics sector?
- How can the Port remove barriers to participation for small and disadvantaged businesses through its contracting processes and requirements?
- How can the Port be a leader in seeking innovative and creative ways to increase diversity in Port-related employment and contracting?
- How can the Port conduct operations so they strengthen surrounding communities?
- What benchmarks should the Port use to measure its success in the area of Social Responsibility?