

PORT OF SEATTLE
MEMORANDUM

COMMISSION AGENDA

Item No. 5c

Date of Meeting March 8, 2011

DATE: March 3, 2011

TO: Tay Yoshitani, Chief Executive Officer

FROM: Tom Barnard, Research and Policy Analyst
Geri Poor, Regional Transportation Manager

SUBJECT: Century Agenda Committee Budget

Amount of This Request: Not to Exceed \$145,000

Source of Funds: Commission contingency funds

ACTION REQUESTED: Request Port Commission authorization for up to \$145,000 to meet the costs of the Century Agenda, including \$20,000 for a part-time intern to assist with organization and logistics, and \$30,000 to \$40,000 for audio-visual taping services.

SYNOPSIS:

Starting in 2008, the Port of Seattle began creating a “Century Agenda” — a comprehensive vision and strategic plan that focuses on the Port’s next quarter-century. The goal of the Century Agenda is to refresh the Port’s strategic plan, using a process that builds upon the accomplishments of the first century with a visionary look forward to the emerging challenges and opportunities of the 21st century.

The first stage of the Century Agenda’s work was completed on August 4, 2009, with the adoption by the Commission of the “*Century Agenda: Expert Panels’ Recommended Guiding Principles.*” Since that time, both the Commission and Port staff have engaged in iterative discussions to develop strategic goals to further work on the principles embodied in that report. The need for a formal process to finalize these goals prompted a proposal to form a temporary Port of Seattle Commission Committee, as provided for in the Commission’s Bylaws, to oversee the next steps in the Commission’s strategic planning process. On January 4, 2011, the Century Agenda Committee, chaired by Commissioner Albro, and joined by Commissioner Creighton, was approved by the Commission.

COMMISSION AGENDA

T. Yoshitani, Chief Executive Officer

March 3, 2011

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BUDGET:

This budget is being requested to carry out the remaining phase of the Century Agenda work. It includes both anticipated items and possible potential additions as the work of the Committee is further developed. The source of funds is the Commission contingency funds, which is set at \$400,000. The total estimated cost will not exceed \$145,000, with currently planned activities not to exceed \$85,000. Major cost items involve the hiring of a part-time intern at \$20,000, and the video recording of public meetings, at no more than \$40,000.

Item	Unit cost	Potential	Planned/Anticipated
Communications Gallery	\$10-15K		\$10-15K
Social Media Plan	\$5-10K		\$5-10K
Graduate Intern (15 hrs/wk) (Incls benefits estimate)	\$20K		\$20K
Handout / Brochure	\$5k	\$5k	
Graphics Support	\$5k	\$5k	
Advertising		\$20K	
• TV/Radio	\$15-20k		
• Print ads in local newspapers	\$1-2k		
• Viral marketing	Free		
Mtg video recording/ streaming	\$5k/mtg		\$30-40K
Off-site meetings (1-2)	\$2k/mtg	\$2-3k	
Refreshments	\$2k/mtg	\$2k	
Leadership Summit (see below)	\$10k	\$10k	
Emerging Issues research	\$10k	\$10k	
Strategic plan advisory expertise	\$10-20k		
Travel expenses	\$5K		
Total:		\$60k	\$65-85K