

PORT OF SEATTLE
MEMORANDUM

COMMISSION AGENDA

Item No. 7b

Date of Meeting March 8, 2011

DATE: March 2, 2011

TO: Tay Yoshitani, Chief Executive Officer

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

SUBJECT: Century Agenda Committee Monthly Briefing

SYNOPSIS:

The Century Agenda Committee has held eight internal meetings since its inception on January 4, 2011, planning around the following topics:

- Possible overarching strategic focus areas
- Panel topics and questions
- “Givens” that would form the parameters of the panel discussion
- Communications and Outreach planning, including a Media Panel on March 8, 2011
- Budget
- Panel logistics

Five meetings have been held by the Century Agenda Committee itself, and three additional meetings have been held with senior Port staff. The regular schedule starting on March 8 and continuing through September will have public panel discussions generally held on the second Tuesday of each month. Panels will be composed of members of the public who have particular expertise in each area under discussion. Some participation by Port staff and experts outside of our local area is anticipated.

Panel topics proposed so far include: 1) Creating Economic Opportunity, 2) Growing Seaport Trade and Tourism, 3) Increasing Air Travel and Cargo, 4) Stewarding our Real Estate Assets, 5) Enhancing Community Values, and 6) Aligning Revenues and Strategic Goals. There will probably be some fine tuning of these topics between now and the second panel on April 12.

A cycle is proposed following each focus area, whereby at the internal meetings held on the fourth Tuesdays of the month, the Century Agenda Committee and senior Port staff will review the panel’s discussion from the second Tuesday meeting. Out of those discussions will emerge a preliminary strategic goal, which will be presented to the Commission at monthly briefings. The Commission would use those occasions to approve the preliminary strategic goal, which can then be fleshed out by Port staff.

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By late September, a short list of strategic goals should be reviewed and approved by the Commission. Port staff will then work out five-year objectives to achieve those goals. Final approval of both the strategic goals and their objectives will be completed by December 2011.

BACKGROUND:

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.

BUDGET:

The Commission is also being asked to authorize a budget in a separate memo to carry out this phase of the Century Agenda work. It includes both anticipated items and possible potential additions as the work of the Century Agenda Committee is further developed. The source of funding is 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 will involve the hiring of a part-time intern at \$20,000, and the video recording of public meetings, at no more than \$40,000.

OTHER DOCUMENTS ASSOCIATED WITH THIS BRIEFING:

Century Agenda: Expert Panels’ Recommended Guiding Principles dated August 4, 2009