

PORT OF SEATTLE
MEMORANDUM

COMMISSION AGENDA

Item No. 6a

Date of Meeting June 7, 2011

DATE: June 2, 2011

TO: Tay Yoshitani, Chief Executive Officer

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

SUBJECT: Century Agenda Committee Approval of Goals and Monthly Briefing

ACTION REQUESTED:

Approval of Century Agenda Committee preliminary goals for “Moving Cargo.” Current recommendations include:

- 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 thousand metric tons.
- Increase the value of our export cargo from \$13.9 billion to \$55 billion.

Approval of refined Century Agenda goal for “Fostering Economic Growth.”

- Add 100,000 new Port-related jobs to the existing 200,000 jobs in the region that are attributable to the economic activity created by the Port of Seattle in the next 25 years.

SYNOPSIS:

The Century Agenda Planning Committee recommends that the Commission approve the preliminary cargo goals and the refined economic growth goal.

The Century Agenda Committee activities in May continued with both internal and external meetings, including the May 10 public panel discussion on “Moving Cargo: Logistics & Growing Exports.” Planning continues around refining future panel topics, participants and questions.

Panel topics include:

- 1) Fostering Economic Growth – April
- 2) Moving Cargo: Logistics & Growing Exports – May

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- 3) Moving People: Airport, Cruise Ships, & Tourism – June
- 4) Attracting Next Generation Industries – July
- 5) Achieving our Environmental and Community Values – August
- 6) Putting Real Estate to Work – September
- 7) Funding Our Strategic Goals – October

MOVING CARGO: LOGISTICS AND GROWING EXPORTS

At the May 24 internal meeting, the Century Agenda Planning Committee and senior Port staff reviewed first, the success of the Moving Cargo: Logistics & Growing Exports Roundtable, and second, the themes and questions for future panels, especially the July panel. Both participants and staff regarded the roundtable as a success, and discussion is still ongoing on strategic goals.

The recommended 25-year goals are:

- 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 thousand metric tons.
- Increase the value of our export cargo from \$13.9 billion to \$55 billion.

For the Moving Cargo: Logistics & Growing Exports, we continue to engage several partners in promoting the discussion via social media. These efforts will continue for future panels.

At this point, the Century Agenda Planning Committee recommends that the Commission approve preliminary cargo goals and the refined economic growth goal. We anticipate that future panels will continue to generate more specific goals complementary to these preliminary goals.

Once this goal is approved, Commission staff will report back on preliminary work they will engage in to meet this goal. This should take place at the next Century Agenda briefing, on July 12, 2011.

At the conclusion of all panels this fall, the Commission will review the preliminary goals and approve a final set of Century Agenda strategic goals.

NEXT PANEL: “MOVING PEOPLE: AIRPORT, CRUISE SHIPS, AND TOURISM”

The next panel discussion will be held on June 14, 2011, from 9:00 AM - 11:00 AM, and is entitled “Moving People: Airport, Cruise Ships, & Tourism.” Key questions to be considered will be:

- How can we grow Washington as a convention and tour destination?
- What new opportunities exist for growth in international and domestic travel?
- Will the current airfield capacity serve travel demand over the next 25 years?

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- How can the Port work with others to increase international tourism? Specifically from Asia?
- How can the Port leverage cruise operations and lengthen the stay of tourists visiting the region?

The panelists include private sector stakeholders from the airline, airport, cruise and tourism industries.

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 past century with a visionary look forward to the emerging challenges and opportunities of the 21st century.

The Commission completed the first stage of the Century Agenda’s work on August 4, 2009, by adopting 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 Commission approved the Century Agenda Committee, chaired by Commissioner Albro, and joined by Commissioner Creighton.

PREVIOUS COMMISSION ACTIONS AND BRIEFINGS:

- On January 4, 2011, the Port of Seattle Commission established a temporary Century Agenda Committee to further engage in a strategic planning process to develop quantifiable overarching strategic objectives for the Port of Seattle to pursue over the course of the next twenty-five years.
- On March 8, 2011, the Port of Seattle Commission authorized 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. The funds are being taken from the Commission’s contingency funds. The Commission also received a monthly update briefing.
- On April 5, 2011, the Century Agenda Committee presented its second monthly briefing.
- On May 10, 2011, the Port of Seattle Commission received its third monthly briefing and approved a preliminary strategic goal to “Add 100,000 Port-related jobs in the next 25 years.”