

PORT OF SEATTLE
MEMORANDUM

COMMISSION AGENDA

Item No. 5a

Date of Meeting October 4, 2011

DATE: September 27, 2011

TO: Tay Yoshitani, Chief Executive Officer

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

SUBJECT: Century Agenda Committee Scope and Budget Additions

Amount of This Request: \$80,000 for a program total of \$225,000

Source of Funds: Commission contingency funds in 2011 budget and Corporate budget for 2012 expenses

ACTION REQUESTED: Authorization to increase the budget by \$80,000 to meet the added costs of the Century Agenda work program, including additional outreach program, extended timeline into 2012, and added roundtables, from original program budget approved March 8, 2011. With this authorization, the revised program budget is \$225,000.

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. The need for a formal process to finalize these goals prompted formation of a temporary Port of Seattle Commission Committee to oversee the next steps in the Commission’s strategic planning process. On January 4, 2011, the Commission approved Commissioners Albro and Creighton as the Century Agenda Committee members.

On March 8, 2011, the Commission authorized up to \$145,000 to meet the costs of the Century Agenda, to complete by year end 2011. As the program has developed, the Committee recognizes the need for additional roundtables and broader outreach, which will carry the timeline into 2012.

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BUDGET:

As a result, the Century Agenda Committee identified additional costs totaling \$80,000. This budget increase is requested to carry out these added work items. The Century Agenda Committee recommends the addition of \$80,000 to the program budget, for a total of \$225,000. The source of funds in 2011 is the Commission contingency funds, but 2012 spending would be included as a one-time expense within the Corporate budget for Century Agenda, subject to Commission approval of the 2012 expense budget.

Program Approval (\$ in 000s)			
Item	Current Revised Budget	Added Scope	New Program Total
Updates to Outreach Plan		\$50	\$50
Social Media Plan	\$15	20	35
Meeting video recording/streaming	40		40
Graduate intern	40		40
Off-site meetings and kick-off event	10	10	20
Communications Gallery	10		10
Advertising / brochure / supplies	10		10
Roundtable travel expenses	5		5
Contingency 10%	15		15
Total:	\$145	\$80	\$225

PREVIOUS COMMISSION ACTIONS:

- 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 come from the Commission's contingency funds.
- The Port of Seattle Commission has received monthly briefings in 2011 on Century Agenda Committee progress on March 8, April 5, May 10, June 7, July 12, August 2 and September 12.