

PORT OF SEATTLE
MEMORANDUM

COMMISSION AGENDA

Item No. 6a

Date of Meeting October 25, 2011

DATE: October 18, 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 Community Values Goals

ACTION REQUESTED:

Request Port Commission approval for Century Agenda Committee preliminary goals arising from the “Achieving our Community Values” roundtable.

SYNOPSIS:

On October 4, 2011, Port staff reported on the roundtable discussion on “Achieving Our Community Values” that was held on Monday, September 12, 2011. Since then, the Century Agenda Committee and Port staff have met and discussed the issues that came up during that panel, and discussed possible Community Values goals.

At this time the Century Agenda Committee requests Commission approval for the following preliminary 25-year goals:

- Increase the proportion of funds spent by the Port with qualified small businesses firms on construction, goods and services to 25% of the eligible dollars spent.
- Increase workforce training, job and business opportunities for local communities in trade, travel and logistics.
- Reflect the worker diversity of our region in the Port workforce at all levels.
- Benefit the neighborhoods surrounding our facilities through community partnerships, economic opportunities and other environmental initiatives.

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Our next two Century Agenda presentations to the Commission will be:

- On November 1, 2011, to review five-year milestones for the amended preliminary strategic environmental goals the Commission approved on October 4, 2011.
- On November 22, 2011, to ask for approval of our preliminary goals arising from our October roundtable on “Putting Our Real Estate to Work,” and to review our Community Values five-year milestones. These will be two separate agenda items.

Planning continues on our final November roundtable on “Funding Our Strategic Goals,” to be held on November 8, 2011, from 9:00-11:00 AM.

SUMMARY OF CENTURY AGENDA PANELS:

Roundtables held in 2011 include:

- 1) Fostering Economic Growth – April
- 2) Moving Cargo: Logistics & Growing Exports – May
- 3) Moving People: Airport, Cruise Ships, & Tourism – June
- 4) Attracting Next Generation Industries – July
- 5) Achieving Our Environmental Goals – August
- 6) Achieving Our Community Values – September
- 7) Putting Our Real Estate to Work – October
- 8) Funding Our Strategic Goals – November

At the conclusion of all panels, the Commissioners will synthesize goals from each roundtable into a draft Century Agenda plan and present it to the public in early 2012. By mid-summer, the Commission plans to finalize the Century Agenda strategic plan.

OTHER DOCUMENTS ASSOCIATED WITH THIS REQUEST:

None.

PREVIOUS COMMISSION ACTIONS AND BRIEFINGS:

- On January 4, 2011, the Port Commission established a temporary Century Agenda Committee to further engage in a strategic planning process to develop quantifiable overarching strategic goals for the Port of Seattle to pursue over the course of the next twenty-five years.
- On March 8, 2011, the Port Commission authorized 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

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from the Commission's contingency funds. The Commission also received a monthly update briefing.

- On April 5, 2011, the Port Commission received its second monthly briefing.
- On May 10, 2011, the Port Commission approved a preliminary strategic goal to "Add 100,000 Port-related jobs in the next 25 years."
- On June 7, 2011, the Port Commission approved the preliminary goals for "Moving Cargo" and approved a refined Century Agenda goal for "Fostering Economic Growth" of "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."
- On July 12, 2011, the Port Commission approved the goals that arose from the "Moving People" panel. It also heard a briefing on five-year milestones arising from the "Moving Cargo" panel.
- On August 9, 2011, the Port Commission discussed possible goals that arose from the "Attracting Next Generation Industries" panel. It also heard a briefing on five-year milestones arising from the "Moving People" panel.
- On September 12, 2011, the Port Commission approved the preliminary goals that arose from the "Achieving Our Environmental Goals" panel.
- On October 4, 2011, the Port Commission amended the preliminary environmental goals, was briefed on the "Achieving Our Community Values" panel, and authorized a budget increase of \$80,000 to meet the added costs of the Century Agenda work extending into 2012 for a total budget of \$225,000.