

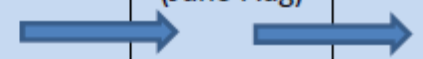
Preliminary Century Agenda Goals

Century Agenda: 2011 Calendar

	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	
Century Agenda Committee <i>(Second Tuesday of the month)</i>	Media Round-table	Fostering Economic Growth	Moving Cargo: logistics and growing exports	Moving People: airport, cruise & tourism	Attracting next generation industries	Achieving our environmental values	Achieving our community values	Putting real estate to work	Funding our strategic goals	Draft Century Agenda presented	
Commission	Monthly Commission Updates: developing preliminary strategic goals									Review Draft Century Agenda	
Public Outreach	Communication Plan, meetings streamed live and videos available on web, POS webpage and email box, live Twitter feeds, Social Media campaign □ year-long □							Public outreach on draft plan continues into 2012			
Centennial Events	Kickoff, Port District Act Commemoration, Banners	Earth Day, Commemorative Book, Sea Air School, Annual Reports, Maritime Festival, Bike Rally, Seaport Breakfast			Port 101 Series, Fishermen's Fall Festival, AAPA National Convention			Chamber Event, Holiday Card			

Century Agenda: 2012 Calendar

	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct
Port Commission	Adopt Preliminary Century Agenda Goals	Reach out to Port stakeholders & employees; Monthly updates at Commission meetings						Adopt Century Agenda Plan	Century Agenda Launch Kick-off event	
Century Agenda Committee	Preliminary Century Agenda Goals & Milestones	Review public & employee feedback		Review staff's strategic plan; iterative updates		Resolve any conflicts & finalize Century Agenda				
Public Outreach		Public engagement on Preliminary Century Agenda					Publish Century Agenda Plan			
Port Staff	Share Preliminary CA Goals with staff portwide	Employee outreach on Preliminary Century Agenda (brown bags: Feb/Jun, website)	Division staff develops strategic plan components, based on Century Agenda Goals & Milestones			Division Business Planning (June-Aug)	Begin 2013 Budget			



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Preliminary Century Agenda Mission and Commitment

Our Mission: The Port of Seattle is a public agency that creates jobs by advancing trade and commerce, promoting industrial growth, and stimulating economic development.

Our Commitment: We create economic opportunity for all, steward our environment responsibly, partner with surrounding communities, promote social responsibility, conduct ourselves transparently, and hold ourselves accountable. We will leave succeeding generations a stronger Port.

Over the next 25 years we will add 100,000 jobs through economic growth led by the Port of Seattle, for a total of 300,000 port-related jobs in the region, while reducing our environmental footprint.

In order to accomplish this we will:

- Position the Puget Sound region as a premier international logistics hub
- Advance this region as a leading tourism destination and business gateway
- Use our influence as an institution to promote small business growth and workforce development
- Be the greenest and most energy efficient port in North America

Position the Puget Sound region as a premier international logistics hub

- Grow seaport annual container volume to more than 3.5 million TEUs
- Structure our relationship with Washington ports to optimize infrastructure investments and financial returns
- Triple air cargo volume to 750,000 metric tons
- Triple the value of our outbound cargo to over \$50 billion
- Double the economic value of the fishing and maritime cluster

Advance this region as a leading tourism destination and business gateway

- Make Sea-Tac Airport the west coast “Gateway of Choice” for international travel
- Double the number of international flights and destinations
- Meet the region’s air transportation needs at Sea-Tac Airport for the next 25 years
- Double the economic value of cruise traffic to Washington state

Use our influence as an institution to promote small business growth and workforce development

- 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

Be the greenest and most energy efficient port in North America

- Meet all increased energy needs through conservation and renewable sources
- Meet or exceed agency requirements for storm water leaving Port owned or operated facilities
- Reduce air pollutants and carbon emissions, specifically:
 - Reduce air pollutant emissions by 50% from 2005 levels
 - Reduce carbon emissions from all Port operations by 50% from 2005 levels and reduce aircraft-related carbon emissions at Sea-Tac by 25%
- Anchor the Puget Sound urban-industrial land use to prevent sprawl in less developed areas
- Restore, create, and enhance 40 additional acres of habitat in the Green/Duwamish watershed and Elliott Bay

- *We will use the Port's real estate, capital assets and financial capabilities to accomplish our Century Agenda goals.*
- *We regard these as tools to thoughtfully steward, rather than areas well suited for specific 25-year goals.*

