

**PORT OF SEATTLE**  
**MEMORANDUM**

**COMMISSION AGENDA**  
**STAFF BRIEFING**

**Item No.** 9a  
**Date of Meeting** March 13, 2012

**DATE:** March 6, 2012  
**TO:** Tay Yoshitani, Chief Executive Officer  
**FROM:** Tom Barnard, Commission Policy Analyst  
Geri Poor, Regional Transportation Manager  
Holly Decker, Graduate Student Intern  
**SUBJECT:** Century Agenda: Briefing on Public Engagement and 2012 Plan Development

**SYNOPSIS:**

The Port Commission unanimously approved the “Century Agenda Preliminary Strategic Goals” at the January 10, 2012 Commission meeting. This action followed completion of the nine 2011 roundtables and the Century Agenda Committee’s year-end review and discussion of the year’s progress. Since adopting the goals, the Century Agenda Committee, in cooperation with port Public Affairs staff, has begun a public outreach effort in the first part of 2012. The intent is to share the Century Agenda goals with business, labor and community groups, as well as discuss them at Commission public meetings, and to hear from our stakeholders how we can partner with them to achieve these goals. In addition, the Commissioners have held four port employee outreach events at Pier 69 and Sea-Tac Airport to receive staff input for the Century Agenda. The combined feedback will serve to build support for the broad goals of the agenda, and to elicit engagement on accomplishing them. Port staff will then develop Action Plans, and the 5 year milestones to meet these 25 year goals. Finally, the Commission will formally adopt the Century Agenda Strategic Plan and begin activities needed for implementation. The 2013 Budget and Plan of Finance will reflect the programs and projects necessary to begin meeting these milestones.

**PUBLIC OUTREACH EFFORTS:**

**Tools:** Our main outreach tools have been our Century Agenda video, a full color folio, a comment card, our website and Century Agenda e-mail box. The Port Commissioners and staff devoted many hours to insuring both the video and folio showcased our goals and message in the clearest possible way. The comments and questions we have received have reinforced our strategy of engagement with the public. We have also designed a number of ways for the public to comment on the Century Agenda and we have already received 49 comments from both the public and Port staff.

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**Outreach Team:** We have assembled a joint team of Public Affairs and Century Agenda staff to facilitate the many appearances by Commissioners sharing Century Agenda goals with public groups. Each of the five Commissioners has signed up for a variety of stakeholder and general public events. The Century Agenda and Public Affairs staff are working hard to get the long list of audiences scheduled, and accepting new requests as well.

**Outreach events:** Most public outreach events will take place from February through May. There have been 10 outreach events so far, including 6 public events, and 4 employee brown bags, reaching 241 people.

February 9	Seattle Marine Business Coalition
February 14	Century Agenda Kickoff Breakfast
February 15	Bellevue Chamber of Commerce
February 15	Propeller Club Luncheon
February 16	Airport Employee Brownbag
February 21	Seattle Metropolitan Chamber of Commerce Policy Committee
February 21	Kent City Council
February 24	Employee Brownbag, Pier 69
February 29	Airport Employee Brownbag
March 5	Employee Brownbag, Pier 69
March 7	Economic Development District Board
March 8	Magnolia Community Council

Some highlights of those events include:

- The Century Agenda Kickoff: Our first major presentation of the Century Agenda was attended by over eighty stakeholders from both the private and public sectors. All five Commissioners attended, presented the material and answered questions. A preliminary version of the video was shown and each attendee received a copy of the folio, comment card and USB link to the Century Agenda website. Questions and comments from the audience covered many issues, including how the port was building partnerships with other private and public entities, workforce development, industrial land use, and recreational boating. We heard from several stakeholders then and later that they enjoyed the presentation and appreciated the opportunity to weigh in on the plan.
- The Propeller Club Luncheon: CEO Tay Yoshitani was the keynote speaker, and he discussed the Century Agenda, among other Port issues.
- Seattle Chamber of Commerce Policy Committee: Commissioners Creighton and Bryant presented to an attentive and thoughtful audience of about forty people. Discussion ranged from the importance of transportation and freight mobility, waterfront development to opportunities for workforce development in the maritime sector.

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Approximately 130 port staff has been reached through employee brown bags at Pier 69 and the airport. Employees attending the brown bags have contributed both in person and via the Century Agenda bulletin board, which is accessible via the port's intranet site, Compass. Employees asked thoughtful questions that include tradeoffs between competing goals, tactics for mobilizing partnership with other government entities, long term workforce development and investment priorities. Many employees have expressed appreciation for hearing the vision of the port's strategic agenda directly from commissioners. The Communications and Outreach team continues to engage employees in the Century Agenda process.

### **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 was to refresh the Port’s strategic plan, using a process that built upon the accomplishments of the past century with a visionary look forward to the emerging challenges and opportunities of the 21st century.

In late 2010, the need for a formal process to finalize Century Agenda strategic goals prompted a proposal to form a temporary Port of Seattle Commission Committee to oversee the next steps in the Commission’s strategic planning process. In January 2011, the Commission approved the formation of a Century Agenda Committee, made up of Commissioner Albro and Commissioner Creighton. They convened a series of roundtables, composed of members of the public who have particular expertise in each area. Following each roundtable the commission considered preliminary strategic goals at monthly briefings. The commission could use those occasions to deliberate and approve the preliminary strategic goals, which were then fleshed out by port staff into five year milestones.

### **CENTURY AGENDA GOALS:**

- 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.

### **OTHER DOCUMENTS ASSOCIATED WITH THIS BRIEFING:**

- Century Agenda video
- Century Agenda folio
- Century Agenda PowerPoint, including the 2012 Calendar