

PORT OF SEATTLE
MEMORANDUM

COMMISSION AGENDA
STAFF BRIEFING

Item No. 7a
Date of Meeting May 8, 2012

DATE: April 30, 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: Public Engagement Report

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 public roundtables in 2011, and the Century Agenda Committee’s year-end review and discussion of the year’s progress. Since adopting the goals, the Century Agenda Committee, with strong support from the Port’s 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, in order to hear from our stakeholders how we can partner 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. The combined feedback will build support for the broad goals of the agenda, and elicit engagement on how to accomplish them. In late August, the Commission will adopt the final version of the Century Agenda goals and the Port will begin activities to implement them.

PUBLIC OUTREACH EFFORTS:

Outreach Team: We have assembled a joint team of Public Affairs and Century Agenda staff, referred to as the Century Agenda Communications and Outreach Team (C&O Team) to facilitate the many Commissioner events sharing Century Agenda goals with public groups. Each of the five Commissioners has signed up for a variety of stakeholder and general public events, usually presenting as pairs of Commissioners. Century Agenda and Port staff are working to develop a launch event for late 2012, following the adoption of the final Century Agenda.

Tools: Our main public outreach tools have been our Century Agenda video, a 4-page folio, a comment card, our website and Century Agenda e-mail box. The Port Commissioners and staff worked to ensure both the video and folio showcased our goals

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and message. The video, which serves as the primary outreach tool at public events, is also hosted on the Port's YouTube site and been viewed 100 times since April 1. It is embedded as the first item on the Century Agenda website, and is shown on a permanent rotation on the video screen in the Pier 69 lobby.

In addition to the video, folio, website and comment card used at the outreach events, the C&O Team has enlisted a variety of alternative outreach tools which includes a port wide Century Agenda logo and signature, press releases, Facebook posts, Twitter listings, and Mail Chimp Alerts. As an extension of the commission-represented Century Agenda outreach efforts, the Century Agenda framed the discussion at the Spring 2012 CEO Employee Forums, and will be integrated into the upcoming Maritime Career Day, Working Waterfront tours, Port 101's, Fisherman's Fall Festival and more.

Outreach events: Most public outreach events will take place from February through May. There have been 36 outreach events so far, including 30 public events and 4 employee brown bags, reaching 1,000 people. In addition, approximately 500 employees were reached at the two CEO employee forums in March.

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| 1 | February 9 th | Seattle Marine Business Coalition |
| 2 | February 14 th | Century Agenda Kickoff |
| 3 | February 15 th | Bellevue Chamber of Commerce |
| 4 | February 15 th | Propeller Club Luncheon |
| 5 | February 16 th | Employee Brownbag, Airport |
| 6 | February 21 st | Seattle Metropolitan Chamber – Policy Committee |
| 7 | February 21 st | Kent City Council |
| 8 | February 24 th | Employee Brownbag, Pier 69 |
| 9 | February 29 th | Employee Brownbag, Airport |
| 10 | March 5 th | Employee Brownbag, Pier 69 |
| 11 | March 7 th | PSRC - Economic Development District Board |
| 12 | March 8 th | Magnolia Community Council |
| 13 | March 19 th | Seattle's Convention and Visitors Bureau |
| 14 | March 21 st | Greater Seattle Business Association |
| 15 | March 21 st | Downtown Seattle Association, Smart Growth Committee |
| 16 | March 23 rd | Valley Cities Association |
| 17 | March 27 th | North Seattle Industrial Association |
| 18 | March 27 th | Seattle King County Building & Construction Trades Council |
| 19 | March 28 th | Employee Forum, Pier 69 |
| 20 | March 29 th | Employee Forum, Airport |
| 21 | April 2 nd | Renton City Council |
| 22 | April 5 th | Washington Tourism Alliance |
| 23 | April 5 th | League of Women Voters |
| 24 | April 6 th | PSRC - Freight Mobility Roundtable |
| 25 | April 10 th | SeaTac City Council |

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| 26 | April 10 th | Greater Seattle Chamber of Commerce - Executive Board |
| 27 | April 18 th | Cruise All Agency Meeting |
| 28 | April 23 rd | Bellevue City Council |
| 29 | April 24 th | Manufacturing Industrial Council of Seattle (MIC) |
| 30 | April 25 th | US Mexico Chamber of Commerce & Hispanic Chamber of Commerce |
| 31 | April 25 th | Go Green Conference |
| 32 | April 26 th | Center for Advanced Manufacturing of Puget Sound (CAMPS) |
| 33 | April 30 th | Southwest King County Chamber |
| 34 | May 2 nd | South County Area Transportation Board (SCATBd) |
| 35 | May 8 th | Port Labor/Management Spring Meeting |
| 36 | May 8 th | Greater Kirkland Chamber of Commerce |

EVENT HIGHLIGHTS:

Commissioners have introduced the Century Agenda to a wide variety of stakeholders including the government, public/community and business sectors. Highlights from presentations to a sampling of groups are listed below:

Century Agenda Kickoff Event: The Kickoff Event 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.

Century Agenda Employee Brown Bags: Approximately 130 port staff was 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.

Magnolia Community Club: Commissioners Albro and Creighton spoke to attentive community members regarding the importance of the Century Agenda to its fence line communities. Commissioners focused the presentation on doubling the economic value of the cruise industry to Washington State and reinforced the critical role of fisherman's terminal to the region's cultural, workforce and economic makeup. Commissioners

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thanked attendees for maintaining positive Port relations through involvement in their Neighborhood Advisory Committee and encouraged them to continue to be engaged in Port activities. Following this presentation, an article written by Jeff Bond appeared in the Queen Anne News entitled, "Cruising for Economic Growth; Doubling the Financial Impact of the Cruise Industry."

Valley Cities Association: Energized members of the Valley Cities Association were given a presentation on the Century Agenda by Commissioner Tarleton. Following her presentation she primed the Association for a fruitful discussion asking, "What do you think the Century Agenda looks like for your cities?" Conversation took place about the importance of China in the future economy, the economic value of tourism to the state, and regional partnerships that recognize the value of the Valley Cities to Port livelihood.

Employee Forums: Over 500 employees were reached at the March Employee Forums held at Pier 69 and Sea-Tac Airport. The Employee Forums were hosted by CEO Tay Yoshitani and provided an opportunity for Mr. Yoshitani and division leaders to show the Century Agenda video, give updates about current and future projects and how they align with the Century Agenda efforts.

Highline Forum: Commissioners Creighton and Tarleton were provided an opportunity to discuss Century Agenda with an enlivened and supportive Highline Forum. Questions circulated on how to encourage tourists to explore outside of Seattle and experience the attractions of surrounding cities and boost economic development. The appearance and presentation by Commissioners was well received and the Port might anticipate continued conversation on partnership and economic development opportunities with Highline Forum leadership.

Manufacturing Industrial Council of Seattle (MIC): A lively, passionate, and supportive conversation took place amongst members of the Manufacturing Industrial Council and Commissioners Albro and Bryant. Opportunities to maintain and create family wage jobs in the industrial sector revolved around leadership and partnerships across sectors, and coordinated infrastructure investments. Following the presentation the Century Agenda video was sent to each member in attendance.

Go Green Conference: Approximately 300 Go Green Conference attendees listened to Commissioner Albro relate the importance of protecting and anchoring urban-industrial lands as a means for reducing our environmental impact and preventing urban sprawl. Audiences also appreciated the Port's goal to restore, create and enhance 40 acres in the Green River/Duwamish River watershed. The Go Green Conference is a nationwide conference event aimed at educating, motivating and inspiring businesses owners and leaders to pursue sustainable business practices and reduce their environmental footprint.

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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.

OTHER DOCUMENTS ASSOCIATED WITH THIS BRIEFING:

- Century Agenda video
- Century Agenda PowerPoint.