

Item No. 7a Supp.

Meeting 5/8/12.

Century Agenda Outreach

as of May 8, 2012

Century Agenda 2012 Timeline

	Jan	Feb	Mar	Apr	May	Jun	July	Aug
Port Commission	Adopt Preliminary Goals and Milestones	Reach out to Port stakeholders and employees. Updates at Commission meetings.						Adopt the CA Plan
Century Agenda Committee	Preliminary Goals and Milestones	Review public and employee feedback						
						Review draft plan report		
Public Outreach		Public engagement on Preliminary Century Agenda Plan						Publish the CA Plan
Port Staff	Share Preliminary CA Goals with staff Port-wide	Employee outreach re: CA Goals and Milestones input						Begin 2013 budget
		Division Business Planning based on CA Goals						

Century Agenda Launch Event

2012 Flow of Activities

December 2011 – Synthesize preliminary Century Agenda



January 2012 – Commission adopts Century Agenda
Preliminary Strategic Goals



February 2012 – Century Agenda Kickoff Breakfast



Feb. – June 2012 – Century Agenda Outreach events



June - July 2012 – Draft Strategic Plan Report



August 2012 – Adopt Century Agenda Strategic Plan

Century Agenda Outreach

Outreach Team

- Commissioners
- Century Agenda Staff
- Public Affairs
- Human Resources

Tools

- Century Agenda Website
- Video
- Full Color Folio
- Comment Card
- E-comment form
- E-Mailbox

Outreach Events to Date

External Outreach

- **Century Agenda Kickoff Breakfast**
- **Business Sector** – 16 different audiences
- **Public/Community** – 6 different groups
- **Government** – 6 different bodies



Commissioner Albro and Commissioner Holland at Renton City Council

Outreach Events to Date

Internal Outreach

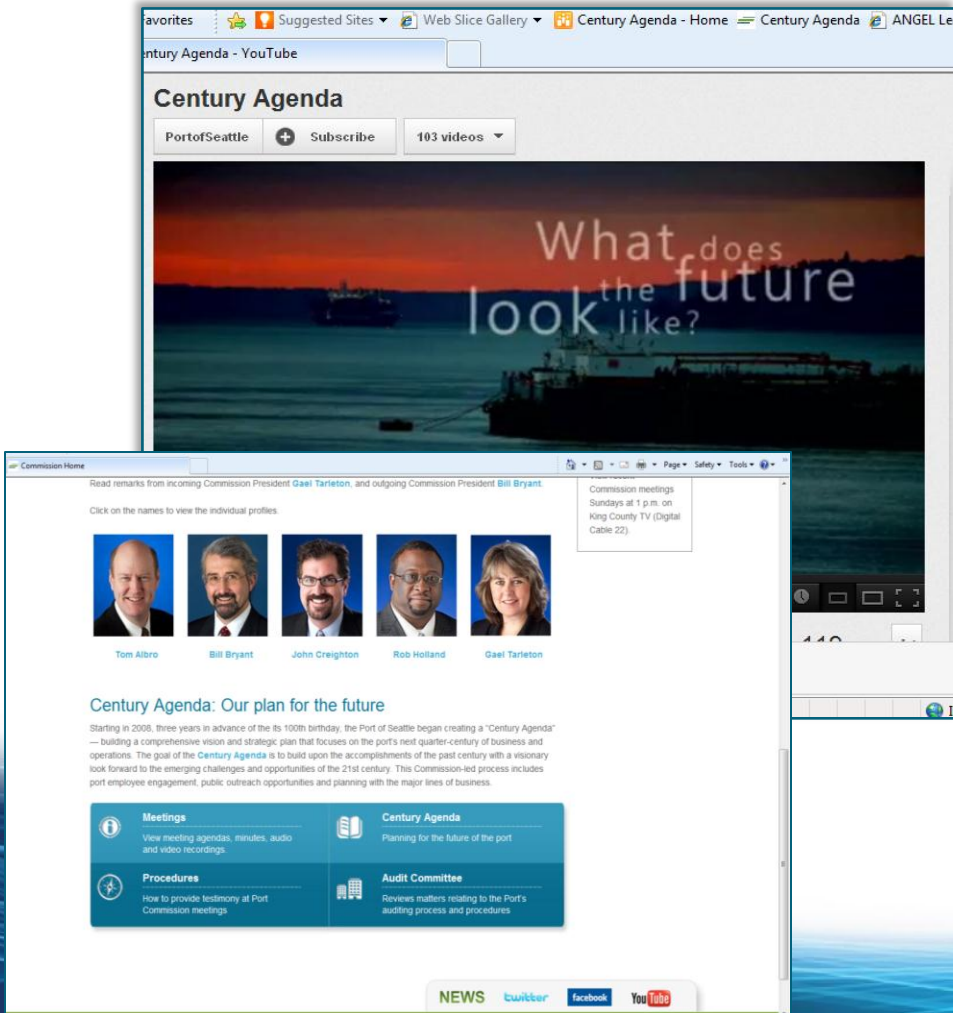
- **Employee Brown Bags** – 4, commission hosted
- **Century Agenda Focused Employee Forums** – 2, CEO hosted
- **Century Agenda Employee Bulletin Board**



CEO Tay Yoshitani at the Spring Employee Forums



Media and Communication



- Century Agenda website
- Century Agenda has a strong presence on the Commission page
- YouTube video viewed 3+ times a day since the final version was uploaded in late March.
- Recent electronic community newsletter with information about Century Agenda was viewed by customers and partners locally, around the U.S., in Canada, the United Kingdom, Germany, France, India, Djibouti, Ghana, Japan, and China.

Media and Communication Cont'd.

Century Agenda Stories:

- **Seattle Times Sunday Business Section**, front page column on the Century Agenda: **“The Port of Seattle Prepares for Stormy Sailing”**, January 15, 2012
- **Seattle Times** editorial column: **“Take advantage of rising exports at Port of Seattle”** (driven by CA presentation), February 3, 2102
- **Queen Anne Magnolia News: “Cruising for economic growth”**, March 20, 2012
- **Highline Times**, April 12, 2012
- **PSBJ: “Port of Seattle plans to grow jobs 50% by 2037”**, April 18, 2012

The Seattle Times

Winner of a 2012 Pulitzer Prize

Columnists

Originally published January 14, 2012 at 8:00 PM | Page modified January 20, 2012 at 7:42 PM

Corrected version

Port of Seattle prepares for stormy sailing in 25-year plan

Port of Seattle adopts blueprint that calls for adding 100,000 related jobs, increasing air traffic in next 25 years.



Jon Talton

Special to The Seattle Times

After four years of discussions with experts, citizens, businesses, unions and environmentalists, commissioners of the Port of Seattle this past week approved the final draft of the Century Agenda.

As the Port marks its hundredth year, this represents a blueprint for the next 25 years for both the airport and seaport. Ambitious, yes. Realistic and measurable, too. Among the goals:

- Add 100,000 Port-related jobs for a total of 300,000.
- Increase container volume to more than 3.5 million TEUs (twenty-foot equivalent units, the common industry measure).
- Triple air cargo to more than 750,000 metric tons.
- Double the value of the fishing and maritime cluster.
- Double the number of international flights and destinations.
- Be the greenest and most energy-efficient port in North America.

One might be tempted to say some of the goals are not ambitious enough. After all, we're talking about 25 years.

But I give the commission credit for realizing the discontinuity that is upon us: The next 25 years won't be a repeat of the past quarter-century.

The seaport faces new competition from Canada, Mexico and a wider Panama Canal. Higher

Public Outreach Comments

- Does the Port anticipate the Panama Canal will affect its ability to become an international logistics hub?
- What is the Port doing to open the door to reach new markets?
- Neighboring cities are pleased to see the Port recognizing the value of tourism beyond Seattle.
- How will the Port work with other governments to ensure we achieve maximum benefit for the region?



Commissioners John Creighton and Gael Tarleton at SeaTac City Council

Public Outreach Comments

- How does the Port ensure the 100,000 new jobs are family, living wage jobs?
- What role does the Port play in workforce training?
- How do we reduce our environmental impacts without sacrificing our competitiveness in business?



Commissioner Tom Albro speaks to Bellevue City Council

Planned Outreach (May-Sept)



Commissioners Tom Albro and Bill Bryant at Seattle's Manufacturing Industrial Council

- 12 remaining presentations
- Final report distribution
- Fall launch event
- Century Agenda portfolio video