

PORT OF SEATTLE
MEMORANDUM

COMMISSION AGENDA

Item No. 5b

ACTION ITEM

Date of Meeting November 13, 2012

DATE: November 6, 2012

TO: Tay Yoshitani, Chief Executive Officer

FROM: Geri Poor, Regional Transportation Manager
Tom Barnard, Research and Policy Analyst
Holly Decker, Century Agenda Liaison

SUBJECT: Century Agenda Committee Scope and Budget Additions for 2012

Amount of This Request: \$85,000 for a program total of \$310,000

Source of Funds: Corporate budget and the Port's contingency funds for 2012

ACTION REQUESTED:

Request Commission authorization to increase the Century Agenda program budget by \$85,000, from budget approved October 4, 2011, to meet the added costs of the Century Agenda program, including the extension of the Century Agenda completion from June 2012 to December 2012, additional outreach programs, and the development of Regional Initiatives. With this authorization, the revised program budget is \$310,000.

SYNOPSIS:

Starting in 2008, the Port of Seattle began creating a "Century Agenda" — a comprehensive vision that focuses on the Port's next quarter-century. The goal of the Century Agenda is to refresh the Port's strategic plan, using a process that builds upon the accomplishments of the first century with a visionary look forward to the emerging challenges and opportunities of the 21st century.

The first stage of the Century Agenda's work was completed on August 4, 2009, with the adoption by the Commission of the "*Century Agenda: Expert Panels' Recommended Guiding Principles.*" Since that time, both the Commission and Port staff have engaged in iterative discussions to develop strategic goals. The need for a formal process to finalize these goals prompted formation of a Century Agenda temporary committee (the Committee) to oversee the next steps in the Commission's strategic planning process. The Committee was approved at the January 4, 2011 Commission meeting and Commissioner Albro and Commissioner Creighton were named as the two members of the Committee for 2011; they were reaffirmed at the beginning of 2012.

On March 8, 2011, the Commission authorized up to \$145,000 to meet the costs of the Century Agenda, through year end 2011. As the program developed, the Committee recognized the need for

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additional roundtables and broader outreach, which carried the timeline through summer 2012, with a project budget of \$225,000. During the 2012 implementation, the Century Agenda Committee discussed the evolving plans at Commission meetings and retreats, and held a sustained public outreach program reaching over 1,000 people in 60 different forums, developed Regional Initiatives to work in partnership with business and the community and highlighted the Regional Initiatives as a “presenting sponsor” of the annual 2012 Chamber Leadership Conference.

BUDGET:

As a result of the work described above, the Century Agenda Committee identified additional program scope resulting in the need for additional funding totaling \$85,000. This budget increase is requested to complete these added work items in 2012. The Century Agenda Committee recommends the addition of \$85,000 to the program budget, for a total of \$310,000. The main cost increases cover the preparation for and participation in the Chamber Leadership Conference, extended staff costs, and development of a final report. The source of funds would be both the Corporate budget and the Port’s contingency funds.

Program Approval (\$ in 000s)			
Item	Current Budget	Added Scope	New Program Total
Updates to Outreach Plan and Report	105	70	175
Meeting video recording/streaming	40	0	40
Salary and benefits	40	30	70
Off-site meetings and kick-off event	20	0	20
Expenses	5	0	5
Contingency	15	-15	0
Total:	\$225	\$85	\$310

OTHER DOCUMENTS ASSOCIATED WITH THIS REQUEST:

- None.

PREVIOUS COMMISSION ACTIONS OR BRIEFINGS:

- On March 8, 2011, the Port of Seattle Commission authorized for 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 from the Commission’s contingency funds.
- The Port of Seattle Commission received monthly briefings in 2011 on Century Agenda Committee progress on March 8, April 5, May 10, June 7, July 12, August 2, September 12, October 12, October 25, November 1, and November 22.
- On October 4, 2011, the Port of Seattle Commission 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

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\$225,000, amended the preliminary environmental goals, and was briefed on the “Achieving Our Community Values” panel.

- On January 10, 2012, the Commission discussed and approved the Century Agenda Preliminary Strategic Goals.
- On February 14, 2012, the Commission introduced the Century Agenda at a Business and Community Leaders Breakfast, initiating the public engagement opportunities to gather feedback on the strategic goals.
- On March 13, 2012, the Commission received the Century Agenda: Briefing on Public Engagement and 2012 Plan Development.
- On May 8, 2012, the Commission was briefed on the Century Agenda: Public Engagement Report.
- On August 14, 2012, the Commission was briefed on the Century Agenda Milestones and 2013 Business and Capital Plans.
- The Commission discussed the Century Agenda in public retreats on November 22, 2011, and on June 4, July 31, August 14, and September 20, 2012.