

SEATTLE PORT COMMISSION MOTION  
APPROVING THE

**CENTURY AGENDA**

December 4, 2012

**Statement in Support of the Motion**

For more than 100 years, the Port of Seattle has generated jobs and growth for King County by advancing trade and commerce, promoting industrial growth and stimulating economic development. As we turn from the past and look to next century, the Port of Seattle Commission created a “Century Agenda” —a comprehensive vision that focuses on the Port’s next quarter-century. The Century Agenda refreshes the Port’s strategies and objectives in a way that builds upon the accomplishments of the Port’s first century and provides a visionary look at the emerging challenges and opportunities of the 21st century.

Throughout King County history, residents took risks to create a brighter future. Many of the economic drivers of today would not be here if these predecessors had not envisioned a more vibrant economy and created the capacity and opportunities to realize their dreams. The Century Agenda takes risk again, with a bold but achievable **Mission, Vision, and Commitment** and defines **Strategies, Objectives** and **Regional Initiatives** for us to pursue with business partners and stakeholders.

Beginning in 2008, Commissioners engaged the broader community through Expert Panels that helped to define how the Port can serve the public interest in the next 25 years. That first stage of the Century Agenda’s work was completed in August 2009, with the publication of the report “Century Agenda: Expert Panels’ Recommended Guiding Principles.” After conferring with Port staff extensively in 2010, the Commission formed a Century Agenda Committee to guide the Port’s long-range vision. During 2011, the Commission convened monthly public roundtables to discuss strategic issues related to the Port’s mission. In January 2012, the Commission adopted Preliminary Strategic Goals, which now are known as Strategies and Objectives, along with a proposed Mission and Commitment. Through extensive public outreach in 2012 that included over a thousand people and more than 60 events and engagements, the Port’s partners affirmed this preliminary work. Port staff identified action plans that are incorporated in the 2013 business plans and budget, and advance progress towards achieving the Century Agenda Vision, Strategies, Objectives, and Regional Initiatives.

Through Regional Initiatives, near-term opportunities for broad coalitions to leverage the collective power of a shared agenda are identified. The Regional Initiatives provide community leaders an opportunity to contribute to economic development by

collectively identifying strategies that build demand in support of a stronger economy. The Port, along with others, provides facilities and capacity that will enable industry success, but creating demand requires investments that must be nurtured and grown by the whole region. The Century Agenda Regional Initiatives harness the power of a shared vision to further our evolution as an economically thriving, job generating, and globally connected metropolitan area.

### **Motion**

THE PORT OF SEATTLE COMMISSION hereby approves the **Century Agenda**, which introduces the following:

- A new Port of Seattle Mission, Vision, and Commitment
- Century Agenda Strategies and Objectives
- Century Agenda Regional Initiatives

### **Mission, Vision, 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 Vision:** 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.

**Our Commitment:** The Port of Seattle creates economic opportunity for all, stewards our environment responsibly, partners with surrounding communities, promotes social responsibility, conducts ourselves transparently, and holds ourselves accountable. We will leave succeeding generations a stronger Port.

### **Century Agenda Strategies and Objectives:**

#### **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 Seattle-Tacoma International 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 Seattle-Tacoma International Airport for the next 25 years and encourage the cost-effective expansion of domestic and international passenger and cargo service.
- 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 business firms on construction, goods and services to 40 percent of the eligible dollars spent.
- Increase workforce training, job and business opportunities for local communities in maritime, 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 percent from 2005 levels.
  - Reduce carbon emissions from all Port operations by 50 percent from 2005 levels and reduce aircraft-related carbon emissions at Seattle-Tacoma International Airport by 25 percent.
- 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.

The Port of Seattle will use its real estate, capital assets and financial capabilities to accomplish the Century Agenda. These are tools to thoughtfully steward, rather than areas well-suited for specific 25-year goals.

**Century Agenda Regional Initiatives:**

- Strengthen access to global markets and supply chains for Northwest businesses.
- Make Washington a preferred destination for international travelers from countries with which we have direct flights.
- Establish an educational consortium to serve the needs of the maritime industry for workforce development, applied research, and business growth.
- Foster a coordinated effort among Puget Sound ports in support of Washington state's pursuit of a healthier Puget Sound.