

ITEM NO: 6a supp1 Revised

DATE OF MEETING: December 4, 2012

Revised on December 3, 2012

Century Agenda

Request the Port Commission adopt a motion
approving the Century Agenda

A history of Innovation & Entrepreneurship

- Port of Seattle has generated jobs and economic activity for more than 100 years.
- As we turned from the past, and looked to the next Century, the Commission created a Century Agenda Committee to develop a comprehensive vision for the next 100 years.
- Century Agenda builds on the accomplishments of the first century, with a visionary look forward to emerging challenges and opportunities of the next 100 years.



Bold, and Achievable

- Century Agenda introduces a new:
 - Mission
 - Vision
 - Commitment

- Century Agenda identifies new:
 - Strategies
 - Objectivesto pursue with business partners and stakeholders

- Century Agenda Introduces:
 - Regional Initiativesto leverage the collective power of a regional agenda

Century Agenda 2012 Recap

- January – Adopted Preliminary Century Agenda
- February – Began ongoing community engagement
- August – Port Management Leadership Retreat
- October – Seattle Metropolitan Chamber Regional Leadership Conference
- December – Commission to approve Century Agenda

Port of Seattle Strategic Framework

Mission

Mission: The Port of Seattle is a public agency that creates jobs by advancing trade and commerce, promoting industrial growth, and stimulating economic development.

Vision & Commitment

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.

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.

Strategies

Strategies and Objectives:

- Premier international logistics hub
- Leading tourism destination and business gateway
- Promote small business growth and workforce development
- Greenest and most energy efficient port in North America

Objectives

Actions

Actions:

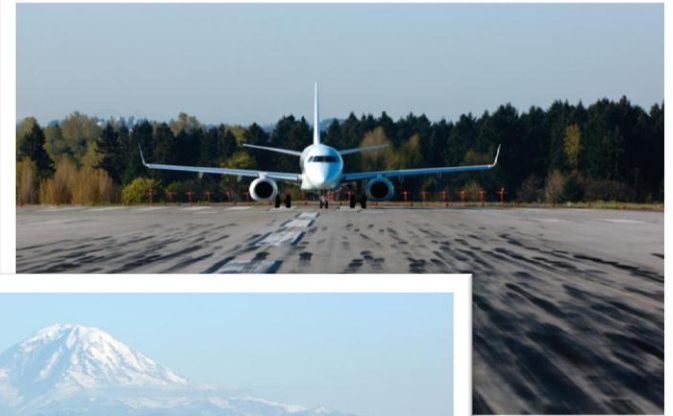
Presented in business plans and budgets.

Century Agenda Strategies

- These Strategies are supported by both internal and external efforts.
 - Internally, for each Strategy there is a set of Objectives and Actions.
 - Actions outline the steps for the Port's individual business lines to contribute strategy and resources to the Century Agenda, as they perform the Port's core business.
- 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

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.



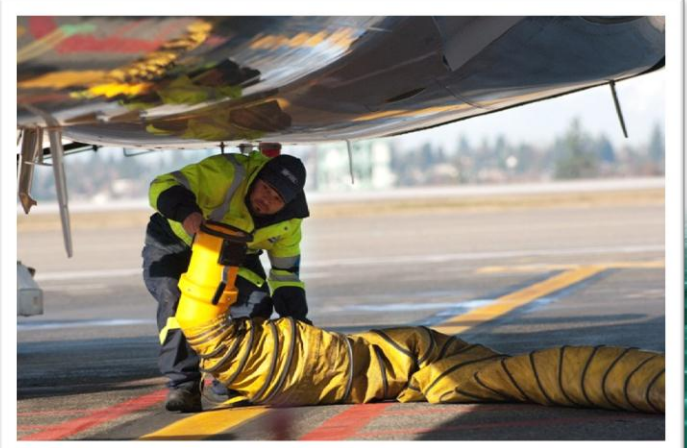
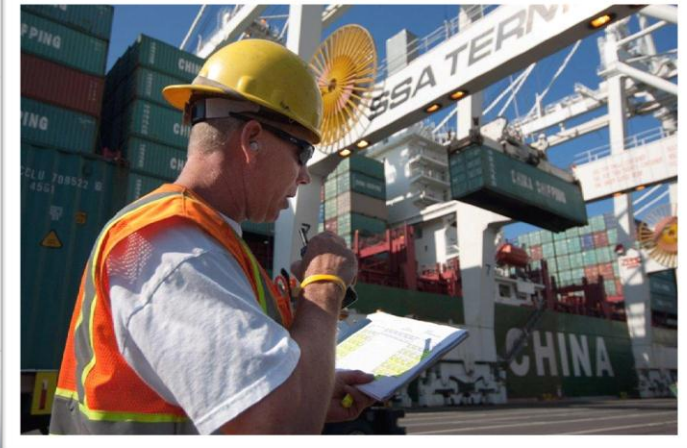
Advance this region as a leading tourism destination and business gateway

- Make Sea-Tac 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 Sea-Tac 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.



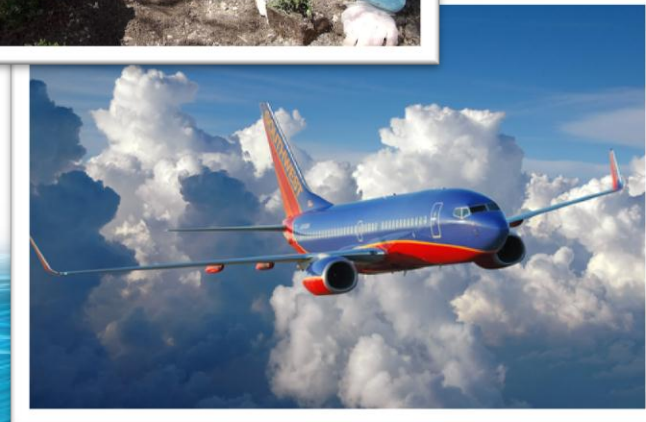
Use our influence as an institution to promote small business growth and workforce development

- Increase the proportion of funds spent by the Port with qualified small businesses firms on construction, goods and services to 40% of the eligible dollars spent. **(Revised 12/3/12).**
- Increase work force training, job and business opportunities for local communities in maritime, trade, travel and logistics.



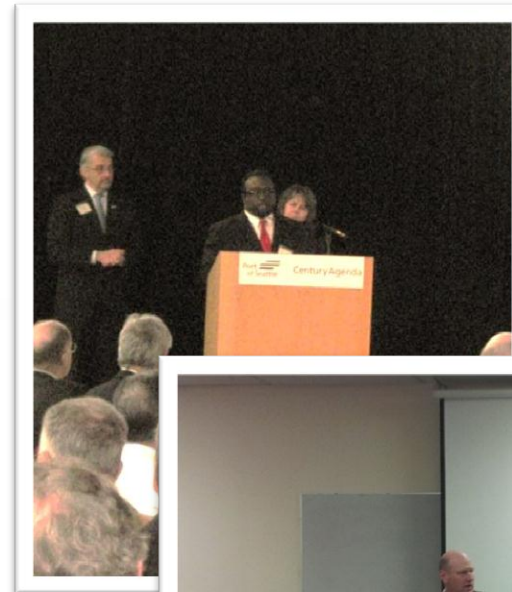
Be the greenest and most energy efficient port in North America

- 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% from 2005 levels
 - Reduce carbon emissions from all Port operations by 50% from 2005 levels and reduce aircraft-related carbon emissions at Sea-Tac by 25%
- 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.



Extensive Outreach by Commissioners

- Bellevue Chamber
- Bellevue City Council
- Burien City Council
- CAMPS
- Century Agenda Kickoff
- Chinese Chamber of Commerce
- Cruise All Agency
- Des Moines City Council
- DSA – Smart Growth Committee
- Duwamish 101
- Economic Development District Board
- Employee Brownbag
- Employee Brownbag, AOB
- Employee Brownbag, P69
- Employee Brownbag, STIA
- enterpriseSeattle
- Federal Way City Council
- FMSIB
- Freight Mobility Roundtable
- Go Green Conference
- Greater Kirkland Chamber of Commerce
- Greater Seattle Business Association
- Kent City Council
- Kent Public Works Committee
- King County Building Construction Trades Council
- Labor/Management Spring Meeting
- League of Women Voters
- Magnolia Community Council
- Manufacturing Industrial Council
- NAC
- North Seattle Industrial Association
- Propeller Club Luncheon
- Prosperity Partnership
- PSRC Executive Board
- Queen Anne Chamber
- Rainier Valley Business Coalition
- Renton City Council
- SCATBd
- SCVB
- Seafarer's Mission Cruise Luncheon
- SeaTac City Council
- Seattle Chamber Board
- Seattle Marine Business Coalition
- Seattle Metropolitan Chamber – Policy Committee
- Seattle Municipal League
- Suburban Cities Association; Public Interest Committee
- SW King County Chamber
- Tabor 100
- Trade Development Alliance
- US Mexico Chamber and Hispanic Chamber
- Valley Cities Association
- WA Tourism Alliance
- Women's Transportation Seminar
- WTC Seattle Member Reception



Century Agenda Initiatives

- Initiatives are the external effort through which the community achieves the Century Agenda Objectives.
 - Initiatives involve both political support (with other agencies and governments) and interconnected effort between the private and public sectors.
 - Through Initiatives, we engage with our regional partners in collective efforts that provide motivation, participation and buy-in for the Century Agenda, delivering the promised regional economic benefits.
- Strengthen access to global market 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.

Strengthen access to global market and supply chains for Northwest businesses.

Desired Outcomes

- Growth of Northwest businesses that produce goods for global markets.
- Strengthen the Northwest's position as a premier logistics hub.
- Stronger Puget Sound ports through sustained increases in non-discretionary cargo.
- Improved economic relationships with foreign markets and leaders within those markets.



Make Washington a preferred destination for international travelers from countries with which we have direct flights.



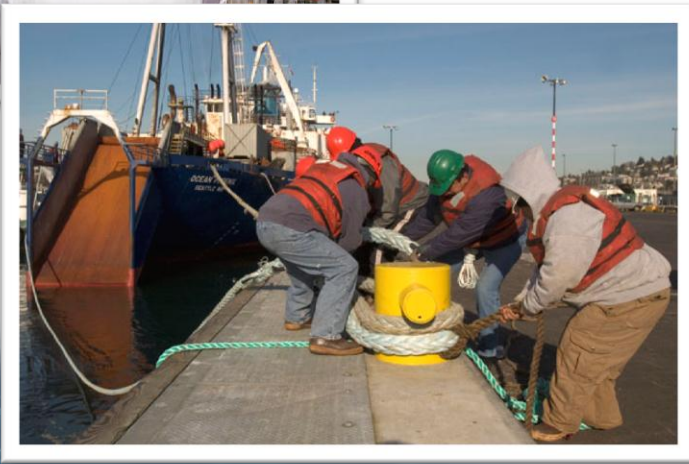
Desired Outcomes

- More international travelers drawn to our region resulting in greater regional economic prosperity and job growth.
- Improved relationships with foreign markets and leaders within those markets, which produces synergies growing the Northwest's manufacturing, agricultural, and food processing industries.
- Washington State established as a primary nexus of the US-China economic relationship.

Establish an educational consortium to serve the needs of the maritime industry for workforce development, applied research, and business growth.

Desired Outcomes

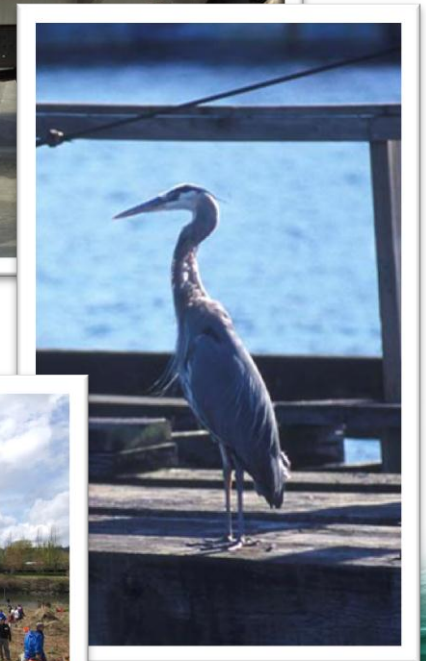
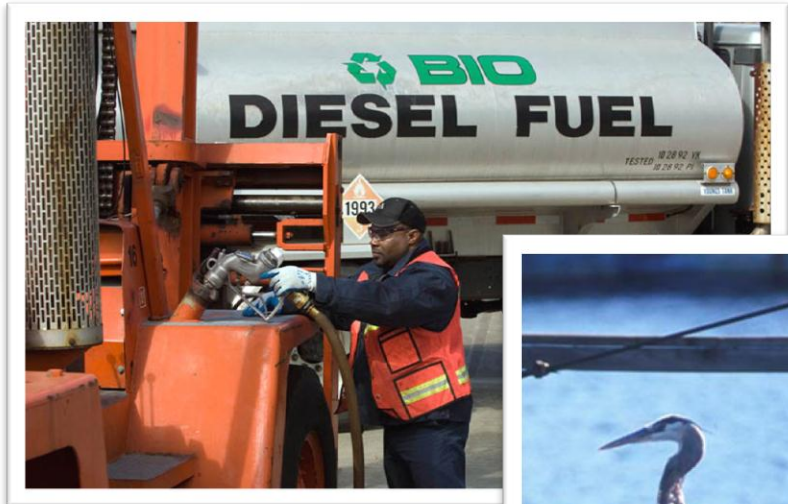
- A pipeline of trained workers to fill employers' current & future needs in the maritime industrial sector.
- A recognizable career pathway for employment in those sectors.
- An R & D incubator and technology transfer point for industries in fishing, shipbuilding, and other maritime related businesses. (e.g. UW Med Ctr.)
- A magnet institution that attracts students & businesses to the Pacific Northwest.



Foster a coordinated effort among Puget Sound ports in support of Washington State's pursuit of a healthier Puget Sound.

Desired Outcomes

- Aquatic and estuary habitat increased in and around Puget Sound.
- Manufacturing and industrial districts are protected and enhanced, to prevent sprawl to outlying undeveloped sites.
- “No Discharge Zones” established as determined by Department of Ecology and Puget Sound
- Partnership through data-driven research and in collaboration with Puget Sound ports.
- Operational practices adopted which help achieve the Puget Sound Partnership dissolved oxygen water quality goals.



Century Agenda at Seattle Metropolitan Chamber Regional Leadership Conference

October 17th-19th, 2012

- Commissioner Albro gave welcome remarks at Wednesday opening dinner
- *Regional Cooperation* speech given by Tay Yoshitani
- Commissioner Creighton gave closing remarks at the plenary session late Friday morning



Next Steps

- Finalize the Century Agenda Report
- Embark on Regional Initiatives
- Execute division business plan actions in support of Century Agenda