



**COMMISSION
AGENDA MEMORANDUM**

Item No. 6i

ACTION ITEM

Date of Meeting June 9, 2020

DATE: May 29, 2020

TO: Stephen P. Metruck, Executive Director

FROM: Veronica Valdez, Commission Specialist, Commission Office
Marin Burnett, Strategic Planning Program Manager, Office of Strategic Initiatives
Aaron Pritchard, Senior Policy Manager, Commission Office

SUBJECT: Century Agenda Policy Directive

ACTION REQUESTED

Request adoption of Resolution No. 3775: A resolution of the Port of Seattle Commission establishing the Century Agenda Policy Directive to codify goals that will guide the strategic planning, budget, and resource allocation throughout the Port of Seattle.

EXECUTIVE SUMMARY

On May 26, 2020, the Port Commission received a briefing on the Century Agenda Policy Directive and staff introduced Resolution No. 3775 to the Port Commission.

On December 9, 2019, the Port Commission was briefed on the Century Agenda during a Commission Retreat and discussed the need to update the Century Agenda goals to ensure they are aligned with current policies and strategies and responsive to the changing landscape. The Office of Strategic Initiatives has been tasked to conduct outreach to divisions and Centers of Excellences (COEs) and received feedback on the Century Agenda and affirmed the need to refresh the Century Agenda and the associated processes.

BACKGROUND

On December 4, 2012, the Port of Seattle Commission adopted a motion to approve the Century Agenda, to achieve the Port's 25-year vision of adding 100,000 jobs through economic growth, for a total of 300,000 port-related jobs in the region, while reducing our environmental footprint.

The 2012 Century Agenda introduced a new Mission, Vision and Commitment. It also identified four new Strategies to pursue with business partners and stakeholders:

- (1) Position the Puget Sound region as a premier international logistics hub;
- (2) Advance this region as a leading tourism destination and business gateway;
- (3) Use our influence as an institution to promote small business growth and workforce development; and

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- (4) Be the greenest, and most energy efficient port in North America.

Each year, Port staff develop action plans that are incorporated in Port business plans and budget, to advance progress towards achieving the Century Agenda Vision, Strategies, and Objectives.

However, the Puget Sound region has changed since the Century Agenda was adopted in 2012 with Seattle’s population growing 18 percent from 611,000 in 2012 to 725,000 in 2019. In addition, international passengers at Seattle-Tacoma International Airport has grown from 3.2 million in 2012 to 5.7 million in 2019. And regional unemployment rate was 8 percent in 2012 and at 4 percent in 2019.

In addition, Port strategies and policies have also changed since 2012. Therefore, the Century Agenda has been amended three times to reflect the changing landscape:

- (1) In April 2017, the Port of Seattle Commission adopted a motion to amend the Century Agenda to include carbon-emission reduction goals for Scope 1 and Scope 3 emissions;
- (2) In December 2017, the Port Commission amended the Century Agenda to include carbon-emission reduction goals for Scope 2 emissions; and
- (3) In December 2017, the Port Commission amended the Century Agenda to include new goals to increase participation by minority and women owned and controlled businesses in Port contracting.

The Century Agenda needs to be agile and adaptable to the changing landscape of the region. It must also align with current Port of Seattle policies and strategies. In addition, reporting on progress needs to be streamlined with metrics that are meaningful, accountable, and easily collected with the goal of reducing duplication of efforts in planning and reporting.

DETAILS

The 2020 Century Agenda Policy Directive establishes the following Century Agenda goals:

- (1) Position the Puget Sound Region as a Premier International Logistics Hub;
- (2) Advance this Region as a Leading Tourism Destination and Business Gateway;
- (3) Responsibly Invest in the Economic Growth of the Region and all its Communities;
- (4) Be the Greenest, and Most Energy Efficient Port in North America;
- (5) Become a Model for Equity, Diversity and Inclusion; and
- (6) Be a Highly Effective Public Agency

Changes to the 2012 Century Agenda include the following:

- (1) Goal 3: Responsibly Invest in the Economic Growth of the Region and all its Communities – This is an updated version of the previous 2012 goal of: “Use our influence as an institution to promote small business growth and workforce development.”

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Through this goal the Port of Seattle will ensure that we are creating opportunities for all of our communities. Supporting, sustaining and advancing port-related industries and industrial lands is essential to the region’s continued growth and prosperity. The Port will consider the cultural, economic, and community impacts of that growth as responsible stewards of the public trust.

(2) Goal 5: Become a Model for Equity, Diversity and Inclusion – This is a new goal.

In 2019, the Port of Seattle established a new Office of Equity, Diversity and Inclusion to address institutional racism and increase equity, diversity, and inclusion in Port policies, programs, and processes.

Through this goal the Port of Seattle will ensure that equity is at the core of all our work and the principles the Port embodies. Regional workforce development, use of and partnership with women and minority owned businesses, and small businesses will remain a focus of our community investment and engagement. Internal and external programs, structures, and practices will always be viewed and reviewed through an equity lens.

(3) Goal 6: Be a Highly Effective Public Agency – This is a new goal.

Through this goal the Port of Seattle will ensure that its function as a public agency is marked by accountability, transparency, safety, innovation, and responsible financial stewardship. The Port of Seattle will always strive to be a good community partner and use our influence to ensure that all the communities we serve are healthy and safe.

ATTACHMENTS TO THIS REQUEST

- (1) Draft Resolution No. 3775
- (2) Draft Resolution No. 3775 Exhibit A: Century Agenda Policy Directive

PREVIOUS COMMISSION ACTIONS OR BRIEFINGS

- May 26, 2020 – Briefing and Introduction of Resolution No. 3775 Century Agenda Policy Directive
- February 3, 2020 – Commission briefed on Century Agenda review at Commission Retreat
- December 9, 2019 – Commission briefed on Century Agenda at Commission Retreat
- December 19, 2017 – Commission adopted a motion to amend the Century Agenda to include carbon-emissions-reduction goals for scope 2 emissions
- December 19, 2017 – Commission adopted a motion to amend the Century Agenda to include goals for contracting with women- and minority-owned business enterprises (WMBEs) was also adopted
- April 11, 2017- Commission adopted a motion to amend the Century Agenda to include carbon-emissions-reduction goals for scope 1 and 3 emissions

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December 4, 2012 – Commission adopted a motion to approve the Century Agenda

January 10, 2012, the Commission discussed and approved the Century Agenda Preliminary Strategic Goals

January 4, 2011 – Commission adopted a motion to establish a Century Agenda Committee to further the work of the Century Agenda