



“Century Agenda” Strategic Planning Update

Port of Seattle Commission Briefing
June 12, 2008

Today's Discussion

- Definition of the “Century Agenda”
- Role of Commissioners – how the process fits together
- Role, composition and timing of expert panels
- Proposed questions to focus the panels
- Overlap of Century Agenda and 2009 Budget process

Background

- Current strategic plan is five years old
- New Commission, CEO, and restructured organization
- Focus is on sustainability
 - Economy
 - Environment
 - Equity
 - Employee Engagement
- 100 year anniversary of Port is in 2011

Vision for moving forward

- Engage key stakeholders in discussions about guiding principles for strategically charting our course ahead
- Build a comprehensive vision and master plan for the Port's next quarter-century (in time for the 2011 "Century Celebration")
- Align with division business plans and initiatives

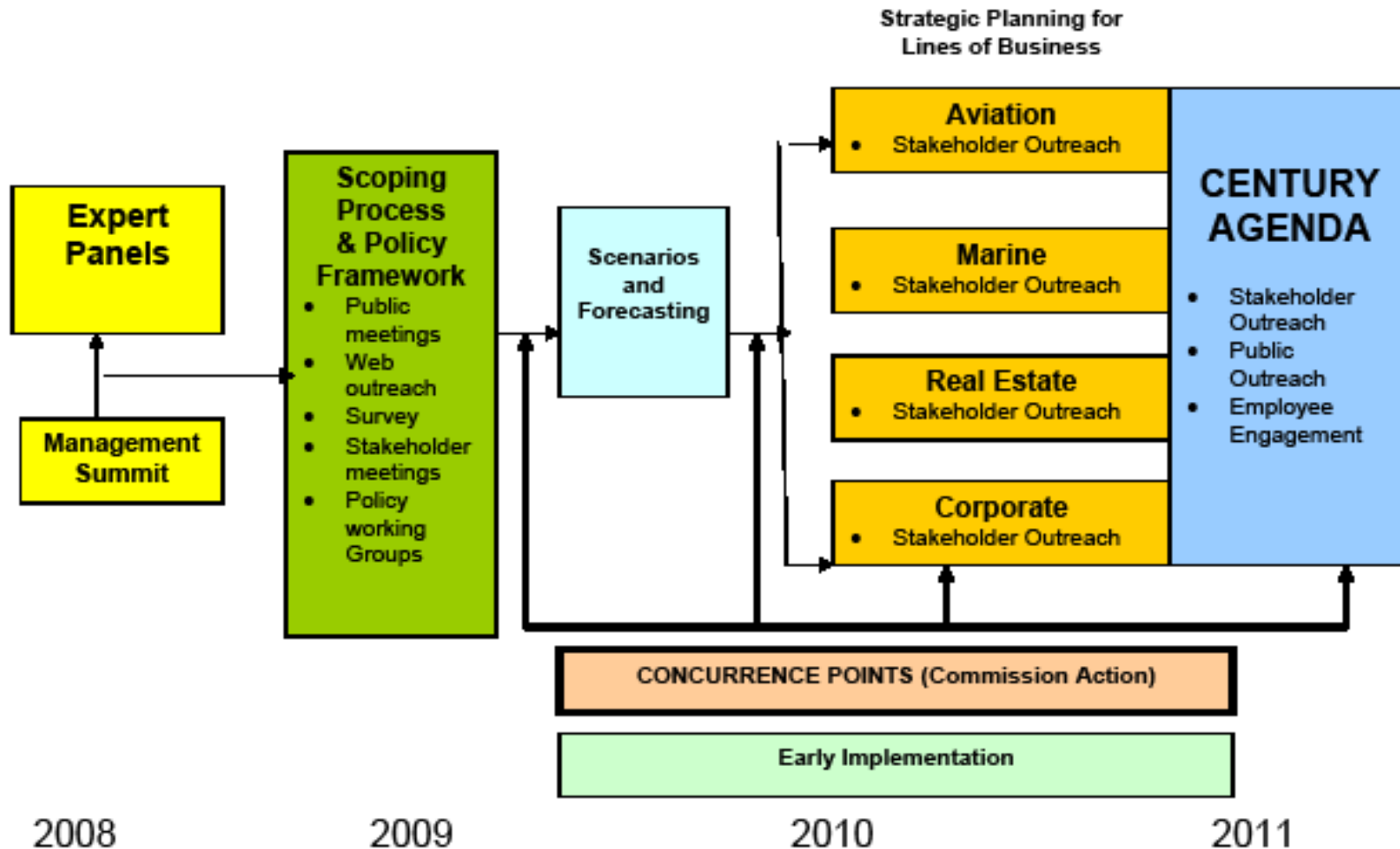
Century Agenda Defined:

- What are the Port of Seattle's goals over the next 25 years?
- How will we achieve those goals?
- How will we measure our success?

Century Agenda Elements

- Commission Input
- Expert Panel Input
- Management Input
- Scoping Process
- Policy Framework
- Update of POS Mission Statement
- Scenarios and Forecasting
- Business Line Strategic Plans
- Century Agenda

Potential Scenario for Century Agenda Process



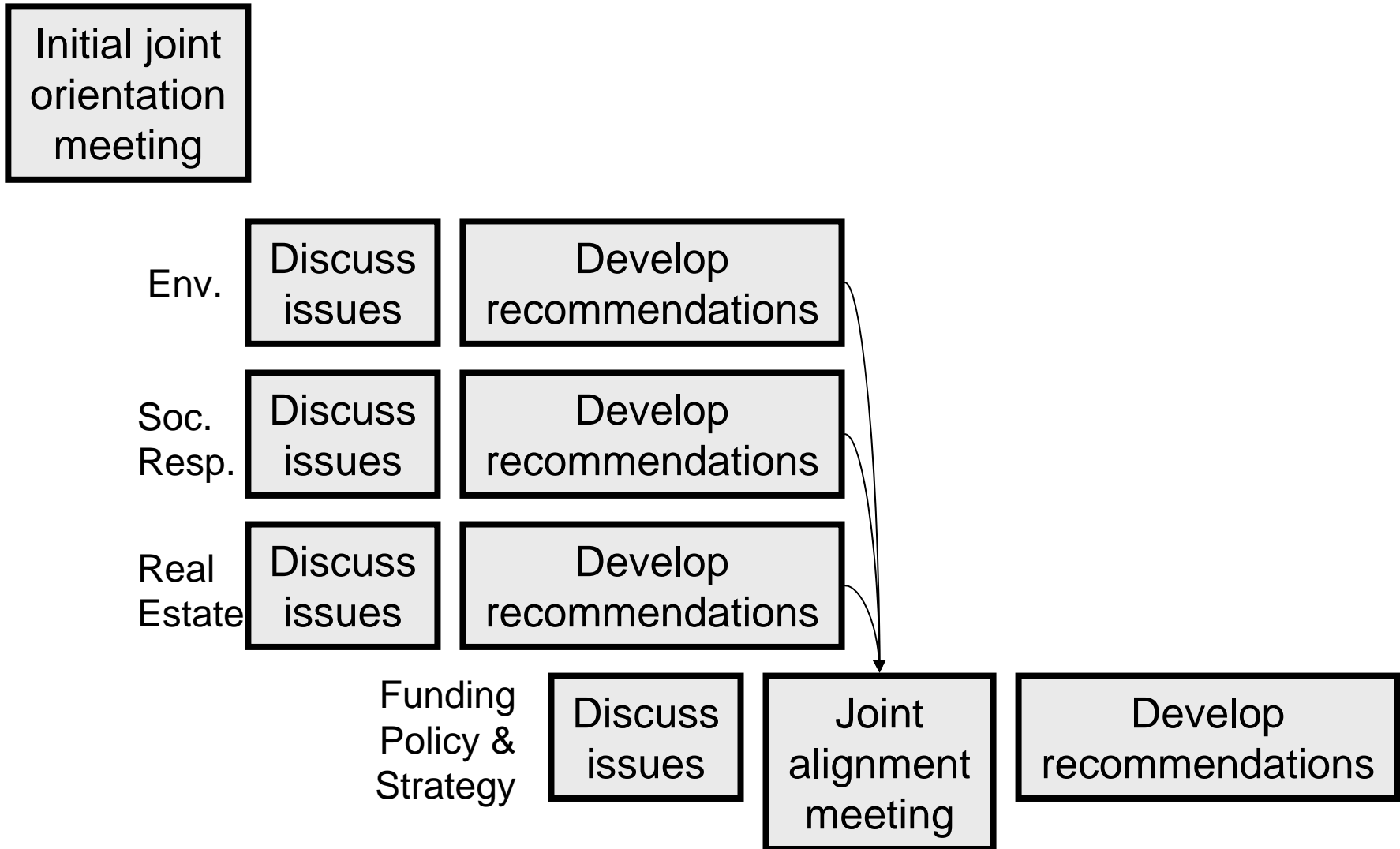
Phase 1: Expert Panels

- Create Stakeholder Expert Panels on:
 - Becoming the “Greenest Port”
 - Social Responsibility
 - Real Estate/Land Use
 - Funding Policy & Strategy
- Recommend the best ideas about:
 - Balancing competing interests
 - New roles for the Port, and enhancing old roles
 - Smart ways to get there

Expert Panel Leadership

Panel Title	Green Port Strategy	Social Responsibility	Real Estate / Land Use	Funding Policy & Strategy
Commission Member	Bill Bryant	Lloyd Hara	Pat Davis	Gael Tarleton, John Creighton
Key staff	Linda Strout, Stephanie Jones, Elizabeth Leavitt	Charlie Sheldon, Elaine Ko	Joe McWilliams, Mike Merritt	Dan Thomas, Kurt Beckett

Expert Panel Meeting Flow:



Green Port Strategy Questions

- What does “being the cleanest, greenest, most energy efficient Port in the country” mean to you?
- What is the Port's role in environmental stewardship – internationally, regionally and locally? Should we strive to be a leader, or focus on our own operations and properties?
- How should the Port’s stakeholders be engaged in the Port’s environmental stewardship programs?

Social Responsibility Questions

- How can the Port be a leader in seeking innovative and creative ways to increase contracting to local small businesses, including minority, women, veterans and disabled business enterprises ?
- How can the Port work more effectively with regional partners to identify ways to assist workers in developing career and skill development?
- What benchmarks should the Port use to measure its success in the area of Social Responsibility ?

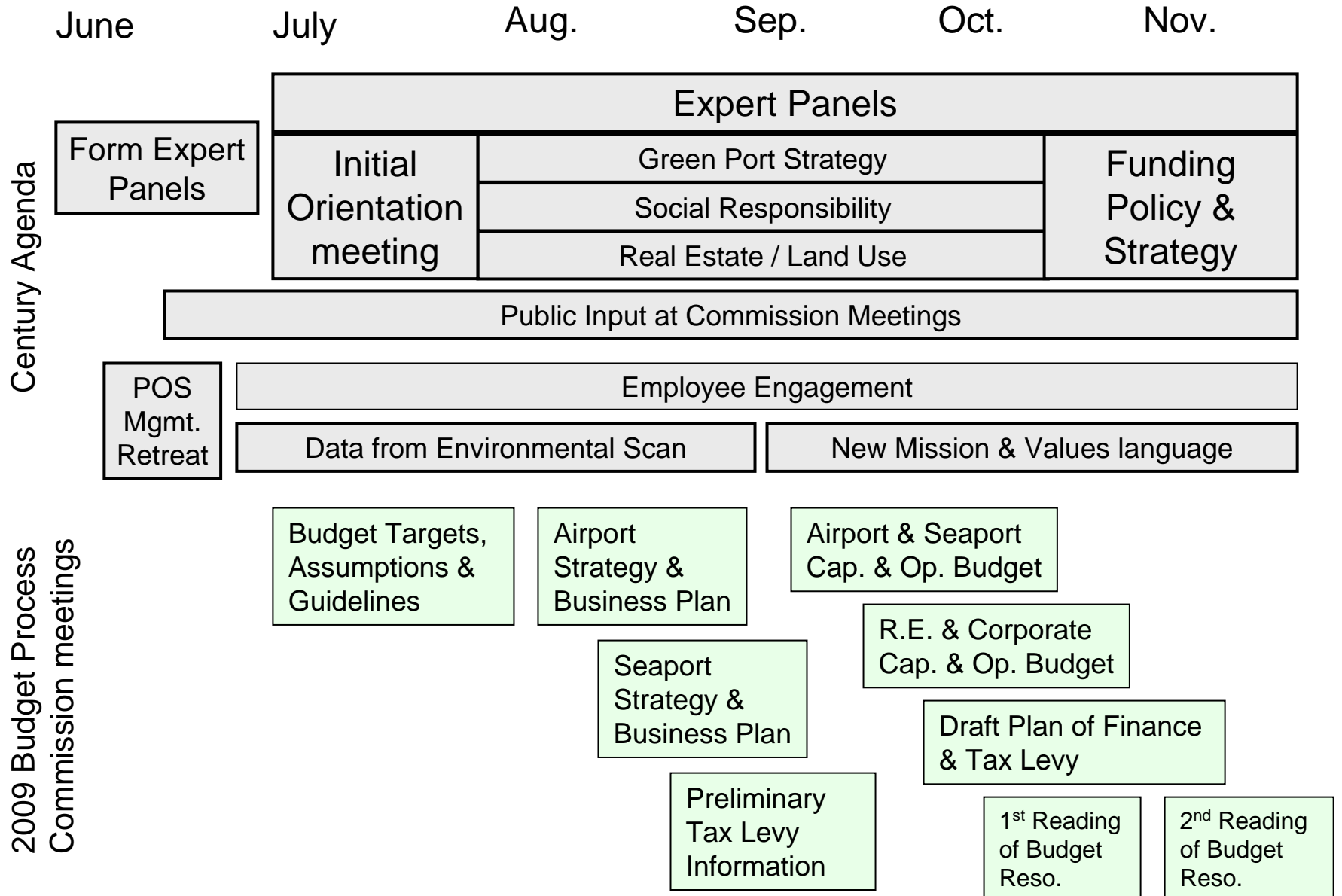
Real Estate/Land Use Questions

- What criteria should the Port use for making decisions about what rates to charge for such diverse facilities as container terminals, fisherman's terminal, marinas, and industrial properties?
- What role should the Port play in public and private real estate development, and what criteria are needed to guide these activities?
- What role should the port play in advocating for the continuing availability of industrial lands, before the cities, King Co., regional governments, or the State?

Funding Policy & Strategy Questions

- What is the best long term funding strategy for supporting all of the port's activities?
- What guidance would you give the Port on future tax levy policy?
- How can the port provide greater public transparency and accountability regarding the levy, how it is used, and the benefits it provides the region?

Overlap of Century Agenda and 2009 Budget



Next Steps

- Form the four stakeholder panels and have a round of initial meetings
- Build a work program for developing the “Century Agenda”
- Plan the June management summit
- Coordinate with division business planning

Port of Seattle 2008-11 “Century Agenda” Long Term Schedule (Draft)

