STRATEGIC PLAN

RESOLUTION 2017-03

MARCH 13, 2017

MIKE REID

SENIOR MANAGER

BUSINESS DEVELOPMENT

PORT of OLYMPIA
Strategic Plan – Commission discussions

- 2016: February 1, April 7, September 15, October 27, November 21

- January 19, 2017 – Commission provided direction on major elements of the strategic plan.
  - Structure, Mission, Vision, Values, Focus Areas

- February 27, 2017 – Advisory

- March 13, 2017 – Presenting Resolution 2017-03 for adoption
Resolution 2017-03 Strategic Plan Elements

- Creates commitment to a Strategic plan that provides longstanding clarity but can be adaptable to change

- Identifies our role, vision, and focus to our Staff, Customers, Stakeholders, and Community

- Recognizes that there are still additional necessary steps to be completed but memorializes agreement on key elements
  - Structure, Mission, Vision, Values, Focus Areas

- Contains Exhibit A that provides greater detail on key elements.
<table>
<thead>
<tr>
<th>Name of Product</th>
<th>Strategic Plan</th>
<th>Addendum 1: Commission Priorities</th>
<th>Addendum 2: Action Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content</td>
<td>Mission</td>
<td>Commission Goals associated with focus areas and/or values.</td>
<td>Staff’s annual plan to bring action to the Commission Priorities</td>
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<td></td>
<td>Vision</td>
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<td>Values</td>
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<td>Focus Areas</td>
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<td>Pyramid</td>
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<td>Shelf Life</td>
<td>10-20 Years</td>
<td>2-4 years Reconfirm after Elections</td>
<td>Annually – Prepared in conjunction with budget</td>
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</tbody>
</table>
Mission Statement

*Create economic opportunities by connecting Thurston County to the world by air, land, and sea.*
Vision Statement:

Our vision is to be

A Port that contributes to a more resilient community
The role of the Port is to create a positive impact in Thurston County by:

- **Creating Economic Opportunities**
- **Acting as an Environmental Steward**
- **Creating and maintaining Community Assets**
Create Economic Opportunities:

The Port is committed to utilizing its assets and authorities to enhance the quality of life throughout Thurston County by creating, retaining, and growing economic and employment opportunities while providing a competitive value to our customers.
Act as an environmental steward:

The Port is committed to sustainably managing the natural resources impacted by our activities by complying with environmental regulations and implementing innovative environmental management initiatives.
Create and Maintain Community Assets:

The Port is committed to providing a benefit to the citizens of Thurston County by creating and maintaining public amenities and infrastructure to support recreational and community use, tourism, and emergency management.
Port decision making and priority setting is made with while maintaining the following values:

- **Accountable**
- **Balanced**
- **Engaged**
- **Innovative**
- **Sustainable**
## Values

**Accountable:**
- Openness
- Integrity
- Responsive

**Sustainable:**
- Financially Sound
- Environmental Responsible
- Socially Engaged and Informed

**Innovative**
- Leadership
- Risk-taker
- Entrepreneurial
- Creative
- Dynamic

**Balanced**
- Diverse values and ideas
- Our Future and Our Heritage
- Geographically Representation
- Success and impact in the three focus areas

**Engaged:**
- Collaborative
- Active and visible in the community
- Connected to our partners and stakeholders
- Foster Two-way communication
- Committed to developing successful staff
PORT OF OLYMPIA PLANNING AND GOVERNANCE

1st
Long Range Planning

2nd
MISSION, VISION, VALUES & FOCUS AREAS
- Commission
- Community
- Stakeholders
- Staff

3rd
COMMISSION PRIORITIES
- Port of Olympia Citizens Advisory Committee
- Executive Director
- Department Directors
- Individual Staff

ANNUAL BUDGET
- Department Budgets
- Department Goals
- Marine Terminal
- Real Estate
- Marina
- Airport
- Executive
- Finance
- Engineering
- Environmental
- Management Plans
- Procedures

PORT STAFF
- Job Descriptions
- Individual Annual Goals

The foundation of the pyramid rests on the authorities and powers of RCW and other regulating factors.
Sample Motion

- Move the Port of Olympia Commission does hereby adopt Resolution 2017-03