

# Strategic Plan

2022-2025

## Mission

**Build shared prosperity for the region through travel, trade, economic development**

## Vision

**A prosperous region, where quality jobs, multi-generational wealth, and access to markets are equitable and shared**

## Guiding Principles

**Environmental Leadership**

**Equity**

**Financial Responsibility**

**Safety**

## Values

**Leadership**

**Inclusion**

**Service**

## Strategies

## Objectives

### Deliver an exceptional experience to everyone who travels and works at PDX

- Recover from the COVID-19 pandemic by improving customer service and rebuilding air service.
- Build an airport for the future that reflects our regional character and cultural diversity – welcoming, universally accessible, friendly to all.
- Improve resilience, efficiency, and environmental performance.

### Advance movement of goods and services to markets and deploy our assets for maximum impact

- Ensure efficient market access for regional shippers by growing T-6 and PDX as primary cargo gateways.
- Expand equitable access by connecting Oregon businesses and people to domestic and international markets.
- Refine asset portfolio to best deliver prosperity in our region.

### Build quality jobs, generational wealth, and access to capital through equitable and inclusive economic development

- Leverage our business to expand quality jobs.
- Fuel business formation and growth for makers, manufacturers and developers through innovative partnerships.
- Increase access to capital in equitable real estate development.
- Increase access to contracts for small businesses.

### Be an equitable and inclusive culture

- Increase gender and racial diversity at all levels of our workforce.
- Ensure our decision-making processes, tools, systems are designed with an equity lens.
- Ensure inclusive and equitable experience and opportunity in employment-related programs, policies, and practices.
- Accelerate our learning culture through education, pilot programming, and sharing.