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
<table>
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<tr>
<th>Strategies</th>
<th>Objectives</th>
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| 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. |