

Work Plan: Governance Committee

Committee: Governance (Todd Biesold, Angi Davis, Michael Scruggs, Sally del Fierro, Kima Yandell)

Purpose: Facilitate the financial, operational and decisional priorities of the SODO BIA to facilitate the effectiveness of the Ratepayer Advisory Board and support the success of the Executive Director

Overall Outcome: BIA resources are deployed effectively and ratepayers benefit from the investment of their assets.

Success Indicators: Annual survey of ratepayers and successful renewal of the BIA

Total Budget Allocation: \$169,100 (salary & benefits, business expenses, legal & professional, insurance)

Project Description	Objective	GC/Board Resp.*	Task Deadline	Key Milestones	Budget
---------------------	-----------	-----------------	---------------	----------------	--------

Operations

Oversee Operations					\$144,100
Manage Ratepayer Advisory Board Meetings, Decisional Processes and Agendas	Ensure streamlined, transparent and efficient Ratepayer Advisory Board meetings.	TBD	Ongoing	Agenda and materials distributed one week in advance of Ratepayer Board Meetings	
Maintain Operational Finance and Administrative Systems	Evaluate and recommend improvements to current systems and processes to improve efficiency.	Treasurer	4th Quarter	2Q ED Presents proposal to evaluate current systems. 3Q Presents recommendations for streamlined processes. 3Q Board review and decision.	
Facilitate the development of the 2018 work plan and budget	Support committees to ensure smooth review and approval of work plans to set financial. Operational and decisional priorities for 2018.	TBD	4th Quarter	3Q Committees propose 2018 changes. 4Q Board provides guidance to committees. Annual Meeting- Board approves 2018 program	

Governance

Organizational Development					
Facilitate the recruitment of new Board Members	To recruit 4 new Board members for 2018. (Includes 1 MIC member)	TBD	4th Quarter	2Q Recruiting Task force and lead responsibility identified. 3Q Board Candidates Identified and Committed. 4Q Candidates approved at Annual Meeting.	
Evaluate Governance Documents	Ensure Financial and Personnel Policy documents comply with D & O insurance standards.	TBD	3rd Quarter	1Q Identify Employment Attorney to review and advise. 2Q Presentation of recommendations to GC for review. 3Q Final Board Review and	
BIA Recertification	Determine 2018 activities associated with renewal of the SODO BIA	TBD	Ongoing	Committee works with Recertification Steering Committee and BDS Planning to facilitate the process	\$25,000

Evaluation

Executive Director	Provide direction, support and performance goals for Executive Director	TBD	4th Quarter	January 2017: GC finalizes 2017 performance plan. June: Conduct mid-year check in. October: GC gets feedback from Board, ratepayers and key stakeholders. December: GC & ED complete performance assessment and identify 2018 priorities.	
BIA Program	Determine Ratepayer knowledge and approval of BIA activities and goals.	TBD	3rd Quarter	August: Survey format and target. September: Release ratepayer survey. October: Analyze performance metrics and ratepayer feedback. November: Incorporate performance guidance into 2018 workplan.	

Work Plan: Clean and Safe Committee					
Committee: Clean & Safe, (Angi Davis, Kima Yandell, Darrell Sanders, Effie Gleason)					
Purpose: Dedicate resources to preventing crime and reducing blight associated with trash and graffiti					
Overall Outcome: Lower crime rates, provide a cleaner less vandalised built environment, address and satisfy ratepayer concerns, improve the reputation and business climate					
Success Indicators: Hours of security presence, positive change in reported crimes, tons of garbage collected, improved perception of SODO by ratepayers					
Total Budget Allocation: \$525,500					
Project Description	Objective	People Responsible	Task Deadline	Key Milestones	Budget
Safe					
Maintain SPD Patrols	As allowed by current City policies, enforce the 72 hour parking rule related to vehicle parking, proactively sign up businesses for the city trespass program, create a visible police presence in SODO.	Executive Director - primary Clean & Safe Committee Chair - executive level	Ongoing	Days/hours of Patrol, Noticable or measurable difference in crime, quantity of 72 hour notices, trespass signups, personal contacts, ratepayer approval. Include SeaSTAT info when available.	\$300,000
Universal Security	Provide visual deterrent and enhanced security presence. SODO BIA branding.	Executive Director	Ongoing	Reporting to include routes, patrol hours, incident reports and graffiti tracking.	\$75,000
Safety Topic Issue Meeting	Provide two to four issue oriented meetings throughout the year for Ratepayers to dialog with the City and public safety professionals on issues in SODO.	E.D. with C & S and C & O Committees	Qtrly	Increased communication with Ratepayers and the City.	\$2,500
Advocacy	Engage CBE Strategic to drive advocacy efforts in relation to the RV/Urban Camping.	C & S Committee	Ongoing	Increased communication engagement with the Mayor's office, City departments and the State. Advocate for and influence policies that positively benefit Ratepayers/SODO.	45,000
Clean					
Street Sweeping	To maintain clean streets- remove debris, leaves and garbage on a regular basis.	Executive Director	Ongoing	Dump tonnage reports and visual inspections. Increased ratepayer perception of cleanliness.	\$23,000
Litter Clean Up	Continue scheduled clean ups for addressing litter and garbage in SODO.	Executive Director	Minimum twice a year	Before and after photographs, dump reports and visual inspection. Ratepayer support of the program. Increased ratepayer perception of cleanliness.	40,000
Tailgating Stations	Proactively address the effect of large numbers of event tailgaters by providing trash dumpsters and porta potties to address left behind refuse.	Executive Director	3rd & 4th Quarters	Decreased refuse left on streets after events, photgraphic reports from Waste Management, visual inspection and ratepayer satisfaction and decreased complaints.	\$24,000
Mural Program	Proactively address graffiti and tagging through beautifcation of surfaces prone to such.	Executive Director		Successful implementation and subsequent completion of the projects listed below:	

<p><i>4 Culture</i></p>	<p>Support the SODO Art Corridor Project along the E3 Busway.</p>		<p>Ongoing</p>	<p>Successful outreach to property and business owners regarding project. Funding for maintenance account. Funding for Wall prep will be split over three years, once project has reached implementation phase.</p>	<p>\$11,000</p>
<p><i>Urban Artworks</i></p>	<p>Increase the number of murals in SODO.</p>		<p>4th Quarter</p>	<p>Create a written policy regarding the allocation of mural locations. Successful installation of five murals within the SODO BIA in 2016.</p>	<p>\$5,000</p>

Work Plan: Transportation Committee

Committee: Transportation (David Huchthausen, Todd Biesold, Alex Cooley, Carl Fischer, Rick Beaubelle)

Purpose: Leverage influence and investments to improve the transportation infrastructure necessary for commerce to thrive in SODO, including an emphasis on road conditions, signage, freight mobility and parking.

Overall Outcome: Businesses benefit from lower costs and increased employee and customer satisfaction due to improved mobility, safety and wayfinding in SODO.

Success Indicators: City adopts SODO position on key transportation issues in SODO and positive feedback from ratepayers on completed street projects

Total Budget Allocation: \$206,000

Project Description	Objective	People Responsible	Task Deadline	Key Milestones	Budget
---------------------	-----------	--------------------	---------------	----------------	--------

Advocacy

Promote TMA & SODO BIA Consensus Agenda Items	Advocate for the items identified in the Consensus Agenda document	SODO BIA Executive Director & MIC Executive Director	Ongoing	Street Paving, Increase Transit Service, Improved Traffic Flow, Lander St Overpass,	\$20,000
<i>Street Conditions</i>	Continue to advocate for the City to maintain and repair streets in SODO			1Q- Present SDOT with ratepayer identified list of possible projects for feasibility determination.	
<i>Transit Service</i>	Advocate for restoring 1st Ave Bus service and other Transit Improvements in SODO.			3Q Follow Up meeting with KCDOT.	
<i>Improve Traffic Flow</i>	Engage City on their approach to Bike lanes, and traffic enforcement.			3Q Meeting with SDOT to discuss the planned bike lane improvements on 6th Ave	
<i>Lander Street Overpass</i>	Advocate for Ratepayer input on Lander Street Overpass project			Continue to inform and advocate for ratepayer input in Lander Street design process.	
<i>Parking Improvements</i>	Engage City in common sense overhaul of parking in SODO			Work with SDOT parking planner to develop overall plan for parking in SODO. .	
One Center City	Advocate for SODO transportation improvement as part of the Center City mobility plan.	Executive Director	Ongoing through 2017	SODO priorities are included in overall plan.	
Wayfinding Signage	Improve SODO navigation with new wayfinding signage	Executive Director		Purchase and install signage as identified in the updated Wayfinding Plan.	\$25,000
Ratepayer Transportation Meeting	Provide opportunity for Ratepayers to engage in the planning for 2018 BIA transportation projects.	Executive Director with Transportation and C&O Committees	3rd Quarter	Increased transparency and Engagement with Ratepayers.	\$1,000

Projects

Street Paving 2017	Improve road conditions by partnering with SDOT to pave street sections identified by Transportation Committee and prioritized by the Ratepayer Transportation Meeting.	Executive Director	3rd Quarter	Completion of 2-4 paving projects in SODO in conjunction with SDOT	\$160,000-\$320,000
Street Paving 2018	Identify 2018 projects through engagement with Ratepayers and recommend 2018 priorities to the Board	Executive Director	4th Quarter	Transportation Priorities for 2018 approved by the Board.	

Work Plan: Communications & Outreach Committee

Committee Members: Board - Andre Lucero, Sally del Fierro, Bert Cehovet; Non-Board: Chad Zinda, Marlo Holloway

Purpose: Increase communication and interaction within SODO so that the BIA most effectively represents the interests and executes the priorities of its ratepayers

Overall Outcome: Greater connectedness among the people who operate and work for SODO businesses with greater influence over the actions of government

Success Indicators: Increased ratepayer participation in events/meetings. Increased time spent on direct outreach. Analytics for Social Media, Website and Newsletter.

Total Budget Allocation: \$36,500

Project Description	Objective	People Responsible	Task Deadline	Key Milestones	Current Budget
---------------------	-----------	--------------------	---------------	----------------	----------------

Ratepayer Outreach

Direct Business Outreach	Increase ratepayer awareness of BIA and services provided. Develop ongoing working relationships between Ratepayers and the BIA.	Executive Director and Board	Ongoing	ED will spend approximately 20% of the work week dedicated to proactive ratepayer connections; targeting 300 business contacts in the year. Costs include business cards and updated BIA intro piece.	\$2,000
ZOHO Database & Property Research	Maintain up to date database of all businesses and property owners in SODO. Obtain contact information for all SODO stakeholders.	Executive Director and Program Coordinator	Ongoing	Monthly outreach reports included in Executive Report. Regular database updates keep listings current and engagement is tracked. Costs include customization of current database for better usability and Program Coordinator training.	\$1,500

Communications: Internal

Executive Report	To inform the Board on work plan progress for the preceding time period	Executive Director	Ongoing	Submitted monthly and reviewed by board.	
Outreach Report	To inform the Board on outreach progress for the preceding time period	Executive Director	Ongoing	Submitted monthly and reviewed by board.	
Support C&O for other committee plans	Integrate work plan items from other committees into C & O plan, as needed or as appropriate.	Executive Director & C&O committee	1st Quarter	Develop C & O plans to support BIA committee efforts.	

Communications: External

Monthly Newsletter	To inform and engage ratepayers in the activities of the SODO BIA	Executive Director and Program Coordinator	Monthly	Reformatted email to align with website graphics. Increase distribution throughout SODO (@ 625 now including 544 ratepayers). Consider Robely as alternative - better tracking system. Cost is for subscription.	\$500
Website	Create the go-to website for SODO that informs ratepayers about SODO BIA activities and events as well as other SODO happenings	Executive Director and Program Coordinator	Ongoing	Website to launch in November 2016. Ongoing maintenance and updates to calendar, news, content, directory by staff.	\$6,000
Social Media	Engage new followers with up to date SODO related posts and drive traffic to the website for more engagement.	Executive Director and Program Coordinator	Ongoing	Increased engagement from within SODO business community using Hootsuite and FB Promotion.	\$500

Marketing Opportunities	Drive traffic to the website	Executive Director and C&O Committee	Quarterly	BIA/Business Marketing ad campaign to promote website and issue/topic messages. Plan to be developed in Q1.	\$10,000
Advocacy	Support organization's advocacy work.	Executive Director	Ongoing	Issue Statements developed as needed.	

Events

Networking Events	Develop community and greater sense of connectedness for SODO Businesses	Executive Director & Host Business	4 quarterly	Scheduled quarterly with host organizations. BIA promotes and financially supports catering and event costs. Program includes BIA update/status report and host business commercial. \$2,000 per event (includes promotional mailing, catering/event costs).	\$8,000
Topical Events	Coordinate topic-oriented events that support healthy, sustainable business practices for Ratepayers	Executive Director & C&O committee	2 annually	Examples: Growing Green & Sustainable Businesses, Emergency Preparedness. Work with ECOSS and others on developing programs; schedule during less busy months. Costs include promotion, rentals, AV, catering and organization stipend	\$4,000
Partner Events	Opportunity events with community hosts	Executive Director & Host Organization		Partner with other organizations to provide opportunities for Ratepayers to meet and mingle with other organizations. Examples: SODO Track. POS Boat Tour	
Annual Meeting	Presentation of 2018 Work Plan and budget for Ratepayer Approval. Confirmation of new Board members	Executive Director, Governance and C&O Committee	4th Quarter	Increased ratepayer participation and attendance at this annual event. Costs include promotion, rentals, AV, catering, parking.	\$4,000