



## Watt Avenue Property & Business Improvement District(PBID)

### 2017 Business Plan

October 2016

---

The Watt Avenue Partnership (WAP) Board of Directors aims to create an annual business plan in order to provide policy direction, create measurement tools by which actions and outcomes can be analyzed each year and to further enhance the mission to ensure for accountability and transparency.

Property owners along the Watt Avenue corridor created a Property and Business Improvement District (PBID) in 2015 to be proactive in determining the future of the Watt Avenue corridor, create a clean and safe environment for businesses and patrons, to attract new business and investment throughout the District and to create a unified voice for the area.

The undertaking of the WAP as outlined above has given way to three distinct areas of focus, including 1) Maintenance and Security, 2) Land Use and Advocacy and 3) Events/Marketing and Communication. In order to further the Board's goals, a plan has been outlined with specific objectives in the specified areas of interest.

#### **Clean and Safe**

Upon creation of the District in 2016 an enhanced maintenance program, building upon existing public services, was launched. The enhanced maintenance program includes graffiti removal, regular litter pickup, street sweeping and bulky item clean-up. These services are provided and paid for exclusively by property owners within the District.

The WAP has an established Clean and Safe Committee comprised of Seth Astle (Chair), Jim MacLaughlin, Vanessa Olmstead, Amit Prakash, and Sunita Nagin. In its inaugural year, the Committee focused on cleaning up areas of the District that had been neglected for years. This included working with the California Highway Patrol, Cal Trans, Senator Nielsen's Office and the County to gain access and cooperation. Additionally, security was a prime component of the Clean and Safe Committee. The WAP contracted with the Sacramento County Sheriff's Department as well as a private security agency to provide around the clock security measures. The Committee works diligently to manage the work product of the assigned contractors and to ensure all services are being handled according to the Agreements. With much work completed in 2016, the Committee, has identified the following objectives for 2017.

#### 2017 Objectives:

- Obtain more detailed monthly reports from the maintenance crew and provide in the Board package and post on the website (Monthly)
- Take inventory of work completed by the contractors (Quarterly)
- Create a policy relative to the amount of times property/business owners can contact the private security agency (1<sup>st</sup> Quarter, 2017)
- Create a one-page sheet outlining services available, including contact information of the contractors and WAP to be distributed to all property owners and posted on the website (1<sup>st</sup> Quarter, 2017)

- Identify additional security needs and select a vendor for enhanced services (late 2016/early 2017)
- Coordinate with the Sheriff's Dept. on programs to help curb theft/prostitution/drug use in the District (Monthly)
- Coordinate with Sacramento Steps Forward and Sacramento Regional Transit District to identify opportunities to work together (early 2017)
- Work with the District Attorney's Office on programs aimed to prevent human trafficking
- Explore the opportunity/budget to purchase POD's (1<sup>st</sup> Quarter, 2017)
  - \$2600 per unit or \$11,400 with License Plate Reader
- Request business/property owners have a signed Notice of Agency on file (1<sup>st</sup>/ 2<sup>nd</sup> Quarter, 2017)
- Develop a database of frequent trespass offenders (Monthly)
  - Create as part of new security contract
- Schedule a meeting with neighboring community associations to discuss how to partner on issues such as homelessness and crime (2<sup>nd</sup> Quarter, 2017)
- Disseminate safety tips to owners through mailings/electronic communication (Monthly)
  - Crime prevention through environmental design
  - When to call 311
  - What information to give security patrols

### **Land Use and Advocacy**

The WAP would like to facilitate a strong and organized voice to represent the property and business owners in the District.

The Land Use and Advocacy currently falls under the Marketing Committee. The Committee (along with the Board of Directors) outlined the following objectives for 2017:

WAP staff vital to the well-being of the District, as well as works to expedite development projects beneficial to the District.

#### 2017 Objectives:

- Represent the District in front of public bodies, advocate for additional funding for the area, advocate for additional police presence and other services (Monthly)
- Monitor state and local policies/ bills (Monthly)
- Establish a legislative advocacy policy (1<sup>st</sup> Quarter, 2017)
- Work with a broker to identify vacant for sale/rent properties (1<sup>st</sup> and 2<sup>nd</sup> Quarter, 2017)
  - Create an opportunity to post these properties on the WAP website (2<sup>nd</sup> Quarter, 2017)
  - Disseminate electronically (newsletter/ social media)
- Generate interest in properties by placing articles in local media outlets (Monthly)

## **Events/Marketing/Communications**

A focus for the Marketing Committee in 2017 will be to ensure a cohesive and consistent brand for the District. This will include frequent communication (social media, electronic, etc.) with owners, media placement and active community engagement.

### 2017 Objectives:

- Work with a firm to develop a brand which will include a logo, tagline and business system for the WAP
- Create an opportunity for special events, including partnering with other organizations to promote the WAP
- Create a monthly schedule for the electronic newsletter
- Create a database of business and property owner email listing
- Plan and host quarterly networking opportunities
- Continue sending out electronic and mail communication
- Explore opportunities to work with other community events that would promote the District
- Position the brand of the District through new signage
- Create a purpose statement to align the Board, businesses and property owners
- Ensure brand consistency
- Install banners
- Explore funding availability to have a more user friendly website created (3<sup>rd</sup> Quarter)
- Monthly website updates (agendas, news articles, vacancies, etc.)
- Generate interest in properties by placing articles in local media outlets (work with Land Use and Advocacy Cmte.)

In working with the WAP Board of Directors, it is the objective to create a metrics scale by which these goals and subsequent outcomes will be measured. WAP staff will track throughout the year and provide a bi-annual summary and status.