



2018 Business Plan *February 2018*

The Watt Avenue Partnership (80Watt) 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 80Watt 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 80Watt has an established Clean and Safe Committee. 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, and the County to gain access and cooperation. Additionally, security was a prime component of the Clean and Safe Committee. The 80Watt 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 the great progress made in 2017, the Committee has identified the following objectives for 2018.

2018 Objectives:

- Monitor 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 and report to the Board for any corrective action(Quarterly)
- Create a policy relative that defines the parameters of a security service call for property/business owners (in particular Motel/Hotel properties)(1st Quarter, 2018)
- Update the previously prepared reference card outlining services available, including contact information, to be distributed to all property owners and posted on the website (1st Quarter, 2018)
- Implement and use the Sheriff's Work Program (2nd Quarter, 2018)

- Continue to coordinate with the Sheriff's Dept. on programs to help curb theft/prostitution/drug use in the District (Monthly)
- Work with the District Attorney's Office on programs aimed to prevent human trafficking
- Finalize the installation of PODs in the District (2nd Quarter, 2018)
- Monitor and request business/property owners have a signed Notice of Agency on file (Monthly)
- Create and maintain a database of chronic nuisance offenders (Monthly)
- Identify and prioritize outreach to neighboring community associations to discuss how to partner on issues such as homelessness and crime (2nd Quarter, 2018)
- Implement Shine Grant to install lighting within the district to deter after hours criminal behavior (2nd Quarter, 2018)
- Finalize and implement the Adopt-a-Highway program (2nd Quarter, 2018)
- 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 80Watt 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 2018:

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 (1st Quarter, 2018)
- Reach out and work with brokers to identify vacant for sale/rent properties (1st and 2nd Quarter, 2018)
 - Create an opportunity to post these properties on the 80Watt website (2nd Quarter, 2018)
 - Disseminate electronically (newsletter/ social media) (Monthly)
- Generate interest in properties by placing articles in local media outlets (Monthly)
- Develop and action plan and possible sources of funding for beautification of entrances to the District (3rd Quarter, 2018)

Events/Marketing/Communications

A focus for the Marketing Committee in 2018 will be to create a strong presence and awareness of the District's successes. This will include frequent communication (social media, electronic, etc.) with owners, media placement and active community engagement.

2018 Objectives:

- Finalize and go live with new Website (1st Quarter, 2018)

- Create opportunities for special events, including partnering with other organizations to promote the 80Watt
- Implement monthly electronic newsletters (1st Quarter, 2018)
- Create a database of business and property owner email listings (3rd Quarter, 2018)
- Plan and host quarterly Lunch and Learns (2nd Quarter, 2018)
- Explore opportunities to work with other community events that would promote the District (Monthly)
- Ensure brand consistency (Monthly)
- Install banners (3rd Quarter, 2018)
- Monthly website and social media updates (agendas, news articles, vacancies, etc.)
- Generate interest in properties by placing articles in local media outlets

In working with the 80Watt Board of Directors, it is the objective to create a metrics scale by which these goals and subsequent outcomes will be measured. 80Watt staff will track throughout the year and provide a monthly update and status to the Committees and Board.