

Goldes & Hart

Facilitation

December 13, 2021

Julie Christensen, Executive Director
Dogpatch & NW Potrero Hill Green Benefit District
1459 18th St.
San Francisco CA 94107

Thanks for the opportunity to support the Dogpatch & NW Potrero Hill Green Benefit District Board with Vision / Mission Development and Strategic Planning. We will provide the following:

Component I: Vision and Mission Development

The vision and mission are both foundational principles and *raison d'être* – the underlying reason – for an organization. They are the “North Star,” ensuring that the group is aligned around a common direction and looking through the same lens for decision-making, planning, budgeting, and other key choices.

Objective: Develop and agree on Vision and Mission for the Benefit District.

Elements of Vision and Mission development:

- Review existing Vision and Mission
- Working with the Board, develop a draft Vision and Mission statements that can guide the Benefit District’s strategic direction into the future
- Come to consensus on Vision and Mission statements

Timeframe: One 3-hour session with 90-minute follow up with a smaller group to refine.

Available dates: We are currently holding the dates below for you.

- 2/10 12 - 5
- 2/11 9 - 3
- 2/22 9 - 12
- 2/25 10 - 1
- Release 1/5/22

Our policy is to hold dates for 2 weeks. As we are heading into the holiday season, we will hold these dates for you until 1/5/22. At the time we will release them.

We are currently very close to capacity for the 1st quarter and recommend moving quickly to both confirm this agreement and dates.

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Component II: Strategic Planning

Objective: Agree on key areas for the Board, committees, volunteers, and contract staff to focus on in the ensuing two years.

Elements of this module:

Pre-retreat

- **Assessment**

Gathering data from multiple audiences with different viewpoints regarding the organization is important for providing balanced input to inform the strategic plan outcome. This assessment process includes:

- Reviewing existing assessments or surveys
- Administering customized surveys to leadership, staff, and key stakeholders based on client input
- Compiling data from surveys, and analysis bringing forth key themes

Virtual Sessions

- **Planning Session**

- Discussion of top priorities, and strengths, weaknesses, opportunities, and threats (SWOTs) gathered during the assessment phase.
- Development of two to three prioritized Focus Areas for the organization for the coming three years. Keeping this list to two or three areas helps manage expectations while allowing capacity for volunteers and contract staff's regular workflow.
- Development of 3 – 5 strategies for each focus area, giving direction to committees and contract staff to develop tactics.

Post-Session

- **Plan Refinement and Goals Work Session**

This is a virtual meeting with select leadership to refine the outcome of the Strategic Planning Retreat to shape the final draft plan. The purpose is to confirm that there is consensus around the language and flow for the Strategic Plan draft. In addition we work with the team to develop at least one metric for each focus area by which progress will be measured.

Timeframe:

- **Virtual:** Two 3-hour online sessions plus one 90-minute follow-up session

Available dates: We are currently holding the dates below for you. Please choose two for the virtual planning sessions.

- 3/31 12 - 3
- 4/1 9 - 12
- 4/5 9 - 12
- 4/6 12 - 3
- 4/19 9 - 12 refinement

Our policy is to hold dates for 2 weeks. As we are heading into the holiday season, we will hold these dates for you until 1/12/22. At the time we will release them.

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Component III: Strategic Planning Implementation Consulting and Coaching (Option and recommended)

Objective: Successful implementation of the strategic plan.

One of the most important elements of strategic planning is execution of the plan and regular evaluation of progress. We will provide quarterly Plan review sessions with leadership to evaluate progress and assist with recalibration where appropriate.

Elements of this module:

- Quarterly plan analysis and evaluation of the strategic plan by consultants
- Four quarterly 2-hour virtual meetings

Proposal Pricing

Services	Fee
Component I: Vision / Mission Development	\$4,500
Component II: Strategic Planning - Two 3-hour sessions with 90-minute follow up	\$6,500
Component III: Strategic Planning Implementation Consulting and Coaching	\$2,500
Total	\$13,500

For our services, A retainer in the amount of 50% of the total professional fee is required in order to hold dates. Balance is due and payable after each component is delivered.

To accept this proposal, please sign and return one copy. Upon receipt, an invoice and W9 will be provided for the deposit.

Thank you very much for the opportunity. We look forward to working with you and your leadership.

AHart Associates Incorporated

Dogpatch & NW Potrero Hill Green Benefit District



Name _____

Alison Hart, Principal

Title _____

Date: 12.14.21

Date: _____