

Goldes & Hart

Facilitation

March 25, 2022

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 Training and Strategic Planning. Here is our understanding of your organization's needs based on our conversations.

Component I: Leadership/Board Training

Board Training is designed to illuminate the Board's role as a governing body; the fiduciary duties of a Board; and the different roles played by the Board, committees, and staff.

Objective: Strengthen governance by bringing awareness to the roles, responsibilities, and fiduciary duties of the Board

Elements of Leadership/Board Training

- 2-hour in-person training on the responsibility of the Board of Directors as a strategic body

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

Board Training: Saturday, May 14 time to be determined

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.

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- o 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.
- o 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:

- **Choose One**
 - o **Virtual:** Two 3-hour online sessions plus one 90-minute follow-up session
 - o **In-peron:** Five hour sessions plus one 90-minute follow-up session

Dates to be determined.

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
- Three quarterly 90-minute virtual meetings

Proposal Pricing

Services	Fee
Component I: Leadership/Board Training	\$2,500
Component II: Strategic Planning - Two 3-hour sessions with 90-minute follow up Note: Travel expenses will be charged at cost in addition to the Strategic Planning session.	\$6,500
Component III: Strategic Planning Implementation Consulting and Coaching	\$2,500
Total	\$11,500

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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
(DBA Goldes & Hart Facilitation)



Alison Hart, Principal

Date: 3.25.22

Dogpatch & NW Potrero Hill Green Benefit District

Name: _____

Title: _____

Date: _____