

Two-year San Anselmo Economic Development Action Plan

September 2015

GOAL 1: Attract, retain and nurture local businesses.

| Objective 1a: Utilize data as a tool for analysis | Timeline | Responsibilities | Status |
|--|---------------------|------------------------------|--------------------------------------|
| <i>Action Step 1a.i:</i> Town to hire consultant to perform a Business Retention (Leakage) Study. | Summer 2015 | Town staff | Consultant hired, report in progress |
| <i>Action Step 1a.ii:</i> Develop and conduct surveys of businesses and consumers to determine current sentiments on relevant topics. | Fall/Winter 2015-16 | Brian, Marc | |
| <i>Action Step 1a.iii:</i> Develop a spreadsheet of Town/Chamber/Commercial Real Estate or other data to use as baseline information that could be updated in regular intervals to show commercial trends. | Winter 2016 | Committee | |
| Objective 1b: Develop a plan that addresses beautification, messaging and signage in commercial areas | | | |
| <i>Action Step 1b.i:</i> Identify areas to be considered for signage and messaging plan. Create scope of work for identifying wayfinding signage. | Fall/Winter 2015-16 | Rich, Kim, Deborah and Marc | In progress |
| <i>Action Step 1b.ii:</i> Determine expected cost for plan consultation and bring item to Town Council for consideration including funding request. | Winter 2016 | | |
| <i>Action Step 1b.iii:</i> Conduct an RFP process. Hire Consultant. Create Plan. | Summer 2016 | | |
| <i>Action Step 1b.iv:</i> Identify opportunities for beautification town-wide. | Fall 2015 | Nancy with committee support | |
| Objective 1c: Address parking issues in commercial areas | | | |
| <i>Action Step 1c.i:</i> Work with the Town and CMPA to educate merchants and their employees about issues related to employee parking in the downtown area. | Fall 2015 | Town staff, CMPA staff | In progress |
| <i>Action Step 1c.ii:</i> Create packet including an introductory letter from the CMPA, an enhanced, user friendly Merchant Parking Permit application, a letter introducing the EDC, and a map showing the various parking areas in and around the downtown area. Packet to be hand delivered by CMPA to downtown businesses. | Fall 2015 | Town staff, CMPA staff | Completed |

| Objective 1c (cont): Address parking issues in commercial areas | Timeline | Responsibilities | Status |
|---|---------------------|---------------------------|---------------|
| <i>Action Step 1c.iii:</i> Explore opportunities for partnerships with landowners to utilize existing parking lots for visitors and/or employees in the downtown parking. | Spring 2016 | Planning Department staff | |
| <i>Action Step 1c.iv:</i> Explore opportunities to enhance bike parking in commercial areas. | Fall/Winter 2015-16 | | |
| Objective 1d: Explore developing a retail area on lower San Anselmo | | | |
| <i>Action Step 1d.i:</i> Develop a subcommittee of the EDC to explore ideas on how to capitalize on historic features in town such as Star Wars Walk or Train Car shops. | Spring 2016 | Magan, Connie | |
| Objective 1e: Support and enhance the Chamber of Commerce's efforts to market San Anselmo as a destination | | | |
| <i>Action Step 1e.i:</i> Provide support through the EDC towards existing Chamber efforts or partner on new efforts. | Ongoing | Kim, Connie | In progress |

GOAL 2: Facilitate the development and targeting of new businesses and the revitalization of existing businesses through education and communication about best practices in navigating the entire process, including permitting.

| Objective 2a: Produce a customer-friendly guide outlining information and processes related to opening or improving a business in San Anselmo | Timeline | Responsibilities | Status |
|--|---------------------|--|---------------|
| <i>Action Step 2a.i:</i> Town to create a draft of guide. Bring to EDC for review and comment. | Fall 2015 | Elise, DeeDee and Connie, Rich to assist with graphics | In progress |
| <i>Action Step 2a.ii:</i> Finalize guide and print. | Fall/Winter 2015-16 | Elise | |
| <i>Action Step 2a.iii:</i> Create an online version that is dynamic and easy to navigate. | Fall/Winter 2015-16 | Elise | |

| Objective 2b: Develop strategies aimed at educating existing or potential business owners as to the best practices in opening or remodeling a business, or attempting to change the use of an existing business. | Timeline | Responsibilities | Status |
|---|-----------------|---------------------------|---------------|
| <i>Action Step 2b.i:</i> Continue practice of partnering with the Chamber of Commerce to produce an annual mixer where Town officials provide guidance on best practices for navigating the permit process. | Ongoing | DeeDee, Connie and Doug | In progress |
| <i>Action Step 2b.ii:</i> Create a system for friendly, quick, “one stop shop” for Q&A regarding questions related to opening or remodeling a business, or attesting to change the use of an existing business. | Winter 2016 | Planning Department Staff | |