



SCA 2011 Work Plan

Goals	Action	Responsibility	Planned Date of Completion	% Complete	Staff
Regional Organization and Governance	1. Leadership Development	1a. Identify opportunities for development of coalitions	1a. Board of Directors and Executive Director	4/20/11	Karen
		1b. Continue to recruit new members for task forces and work groups as a prelude to service on regional committees	1b. President and Karen	Ongoing	Karen
		1c. Maintain consistent SCA message in every forum (Leadership meetings, regional committees, etc)	1c. Board of Directors	Ongoing	Michael and Karen
	2. Membership retention	2a. Board members will stay in touch with the cities in their SCA Caucus with regular updates at Board meetings	2a. Board members will be assigned specific cities in their Caucus	Bi-monthly	Karen
		2b. Stay connected with the CMs/CAs	2b. Tony and Karen	Ongoing	Michael and Karen
		2c. Provide regular updates to members regarding the activities of SCA	2c. Karen	Ongoing	Michael and Karen
	3. Increase SCA budget by 20% Associate Membership revenues	3a. Enhance recruitment brochure for Associate Members	3a. Finance Committee	4/20/11	Kristy and Karen
		3b. Launch recruitment campaign	3b. Board of Directors, Finance Committee, Education Committee	4/20/11	Kristy and Karen

Goals	Action	Responsibility	Planned Date of Completion	% Complete	Staff
4. Maintain relationships with Other Cities and Towns in Pierce, Snohomish, and Kitsap Counties	4a. Invite "other cities and towns" to meet with SCA-PSRC policy board caucuses	4a. SCA –GMPB and TPB Caucuses	3/31/11		Michael and Karen
	4b. Maintain presence at Pierce County and South Snohomish County Cities and Towns meetings	4b. Karen	Ongoing		Karen
5. Explore additional revenue producing value-added membership services	5a. Research the possibility of a group purchasing organization	5a. Finance Committee	6/15/11		Karen
	5b. Research a coalition of jurisdictions for collaborative service delivery	5b. Finance Committee	7/20/11		Kristy and Karen
Education					
1. Provide opportunities for member cities to gain new information through networking and education	1a. Identify speakers for the SCA Networking Dinners and Annual Meeting	1a. Education Committee	10/1/11		Karen
	1b. Identify opportunities for collaboration to provide education for electeds on regional issues	1b. Education Committee and staff	Ongoing		Karen
	1c. Convene at least four SCA CEO Networking Luncheons	1c. City Managers	Quarterly		Kristy
	1d. Host study sessions prior to the PIC when appropriate	1d. Staff	As needed		Michael and Karen
	1e. Research potential for SCA electronic forum and submit proposal to Board	1e. Kristy	2/23/11		Kristy

Goals	Action	Responsibility	Planned Date of Completion	% Complete	Staff
<p>Public Policy Leadership</p> <p>1. Identify and pursue windows of opportunity for specific policy positions especially relative to AWC policy positions, Transit, Police, King County budget, unfunded mandates, additional King County levies, etc.</p>	<p>1a. Work with the King County Executive and the Chair of the MKCC Budget and Fiscal Committee to identify opportunities for collaboration</p> <p>1b. Identify services that KC can contract with the cities to perform</p> <p>1c. Develop a general position relative to the 2011 and other King County budget shortfall in respect to the role of the cities.</p>	<p>1a. SCA Leadership and Karen</p> <p>1b. SCA Budget Group</p> <p>1c. SCA Budget Group</p>	<p>10/31/11</p> <p>9/1/11</p> <p>9/1/11</p>		<p>Karen</p> <p>Karen</p> <p>Karen</p>
<p>Public Benefit</p> <p>1. Develop and implement a strategy for SCA to educate the public on issues that affect their quality of life including initiatives</p>	<p>1a. Analyze affect of initiatives and recommend SCA position</p> <p>1b. Develop action plan to respond to initiatives</p> <p>1d. Produce media releases when appropriate</p>	<p>1a. Staff</p> <p>1b. Staff</p> <p>1c. Staff</p>			<p>Karen</p> <p>Karen</p> <p>Karen</p>