

# DC Smarter Business Challenge - FY 2015

## 1. Work Plan

The Smarter DC Challenge will be used to create a new normal for the District by embedding a culture of sustainability into the fabric of the community through transforming five hundred DC businesses, organizations and institutions into sustainability stewards and champions by 2020. We envision a place where DC workplace leaders discover and leverage untapped sustainability opportunities resulting in enduring financial and strategic success.

We aim to achieve this in the next five years through<sup>1</sup>:

- **Leadership**
  - Identifying and engaging sector market leaders early to serve as key influencers and role models for their industries
  - Incubating next year's industry sector target in each previous year to develop early adopter leaders and champions and secure critical feedback from industry leaders to begin each year with a head start
- **Partnerships**
  - Forming critical partnerships with key stakeholders and media
  - Creating an Advisory Council to provide input into the direction and content of the program
  - Engaging major donors and sponsors in program content and offering them the opportunity to develop meaningful relationships with program participants
- **Compelling Engagement**
  - Making the Challenge fun and rewarding through gamification
  - Employing a robust marketing and communications plan
  - Developing a program of highly valued recognition and rewards
  - Approaching communications and messaging with a quarterly or monthly sustainability theme
- **Strategic Impact**
  - Targeting select industry sectors by year: Year 1 - office-based businesses and nonprofit organizations (26% of the DC market), property managers and owners; Year 2 - hospitality and retail; Year 3 - schools; Year 4 - hospitals and healthcare; Year 5 - TBD
  - Using a tiered approach to maintain participation and advance outcomes over multiple years

We learned through the stakeholder sessions that it is important to be inclusive of businesses, organizations, and institutions in the District in all aspects of the program. Therefore, we propose changing the name of the Challenge to the more inclusive 'Smarter DC Challenge', with a descriptive tag line (to be determined) that makes the focus of the Challenge clear and specific to sustainability.

---

<sup>1</sup> Note: Some of these deliverables will depend on obtaining additional sponsorship dollars. The deliverables outlined in the next section represent the items that can be completed with the \$115,000 budget.

## 2. Estimated Yearly Budget and Deliverables

Below is the budget and deliverables based on the FY 2015 DDOE funding of \$115,000.

<b>FY2015 Estimated Funding Requirements</b>	
	Scope According to RFP Funding Level
<b>Budget Category</b>	<b>Requested Funds</b>
<b>Personnel</b>	
Worker 1	\$27,600
Benefits (24.1 %)	\$6,900
<b>Total Personnel Costs</b>	<b>\$34,500</b>
<b>Non-Personnel Costs</b>	
Contract Labor*	\$70,895
Accounting Services	\$6,000
Facility Fees	\$0
Printing and Reproduction	\$1,000
Travel and Lodging	\$400
Supplies/Equipment	\$905
Insurance	\$1,300
<b>Total Non-Personnel</b>	<b>\$80,500</b>
<b>Total</b>	<b>\$115,000</b>

\* Contract labor includes Green PSF fees and the full budget includes time for the Challenge team to work with them. This is budgeted at a total of \$15k. This budget also assumes that DDOE will provide a resource at 35 - 50% time to support program goals at the \$100k level.

Activity	Task(s)	Deliverables - RFP Funding Only
<b>1. Develop Program Content</b>	Office-based sector content development	Online checklist and content for office-based businesses at the 'beginner' and 'intermediate' level
	Website content maintenance	Monthly updates to the website (up to 12)
	Sustainability Leadership materials and support program development	Develop sustainability leader class content (4 classes)
	<b>Total</b>	
<b>2. Secure Resources</b>	Outreach to sponsors	Create sponsorship package and identify key potential sponsors
	Raise sponsor funds	Raise additional funds for incubating next year's industry sector target, marketing

		the Challenge, and other activities.
	Identify partners	Partner with up to 3 Associations; Coordinate with up to 3 BIDs/other partners
	Establish media partners	Establish 1 strong local media partner
	<b>Total</b>	
<b>3. Recruit Participants</b>	Re-engage pilot participants in v 2.0	Reengage 50% of participants who completed pilot
	Develop Sustainability Sector Leaders Initiative	Engage 10-15 leaders in program
	Expand participation within the existing sectors via sustainability cohorts	Assume goal of 100 participants per year. Facilitate 4 sessions per year
	<b>Total</b>	
<b>4. Design and Implement Program Infrastructure</b>	Beta test Green PSF software tool	High-level testing of tool
		Quarterly webinars (4)
		Knowledge sharing and education sessions (4-5)
		Quarterly networking events (4)
		Periodic Electronic Communications (1/mo starting Jan; up to 9 total)
		Monthly Newsletter (PDF format)
	Convene Advisory Council	Semi-annual meetings
	Establish Sustainability Challenge User Group with other city's organizers	Quarterly call for one hour
	Create and coordinate Recognition and Awards Ceremony	Piggy-back on Sustainable DC awards; do not develop a separate event
	<b>Total</b>	
<b>5. Project Management</b>	Develop a project plan	Develop and manage plan
	Provide progress updates to DDOE	6 emails and 6 meetings
	Draft annual report	Draft & finalize annual report
	<b>Total</b>	