

#MVTPROGRESS

MVT CID 2020

STRATEGIC PLAN UPDATE



MOUNT
VERNON

TRIANGLE DC

IT'S ALL HERE



Table of Contents

Planning Approach

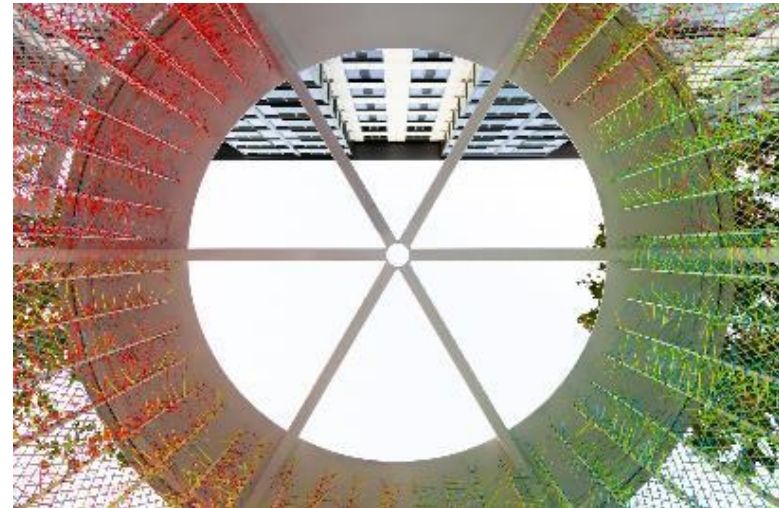
- Process
- Timeline
- Methodology

Information Gathering

- Stakeholder Survey
- Focus Groups
- Interviews

Strategic Plan Update

- Updated Mission Statement
- Updated Goals & Objectives



PLANNING APPROACH: PROCESS, TIMELINE & METHODOLOGY

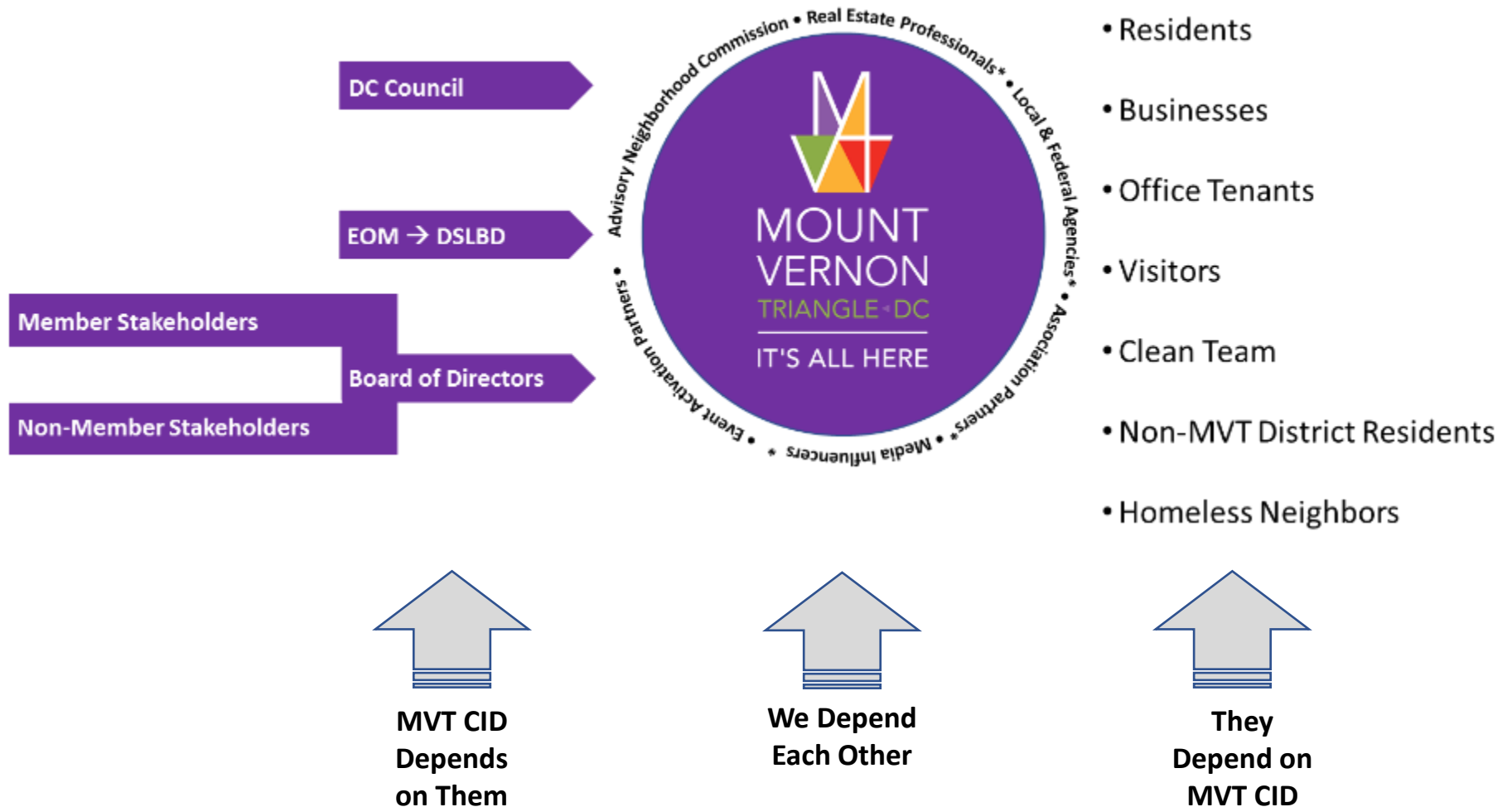
Planning Process

- In September 2020, the Mount Vernon Triangle Community Improvement District embarked on a comprehensive process to update our strategic plan – with specific emphasis on creating a plan that represents and benefits the full spectrum of interests and organizations that exist within our diverse community.
- The goal of this process was to create a roadmap for managing through both near-term challenges and needs, and to define our civic, infrastructure, social service and internal management requirements as Mount Vernon Triangle continues to grow and mature as a community.
- Process included feedback and input collected via the following methods:
 - **Stakeholder Survey:** Including residents, employees, visitors, business owners, etc.
 - **Focus Groups:** Including business owners, residents, multi-family residential property owners and managers, and commercial office users
 - **Interviews:** District government officials and MVT faith-based community
- Prepared and planned by MVT CID staff, the effort included participation by members of the MVT CID Board of Directors as well as guidance from a third-party expert with proven experience in leading similar projects for other noteworthy local nonprofit organizations.

Planning Timeline

- **Project Kickoff** – July 2020
- **Launch Community Survey** – Late August 2020
- **Stakeholder Focus Groups & Interviews** – Early September 2020
- **Close Community Survey** – Mid September 2020
- **Strategic Planning Retreat** – Late September 2020
- **Update Mission Statement & Strategic Plan** – October / November 2020
- **Board of Directors Ratification** – December 2020
- **Operationalize Updated Strategic Plan** – January 2021
- **Public Release** – March 2021

Planning Methodology



INFORMATION GATHERING

Stakeholder Survey

- Used to gather widespread stakeholder feedback regarding demographics, perceptions, concerns and future visions
- Launched August 27, 2020 using SurveyMonkey online software
- 409 responses received
 - Approximately 80% from self-identified “residents”
 - Nearly even split between owners and renters
- Outreach:
 - Publicized in MVT CID online newsletter and across social media platforms
 - Pushed as targeted message to email addresses tagged “Residents” and “Workers” in MVT CID database
 - Partnered with residential property managers to increase resident participation
 - Distributed flyers containing survey QR codes at MVT retail businesses

Focus Groups

Business Owners

- A Baked Joint
- Alta Strada
- Club Pilates
- Dryy Garment Care
- La Betty
- Nama Sushi

Residential Property Managers

- 450K Apartments
- Golden Rule Senior Apartments
- Lydian + Lyric Apartments
- Meridian Mount Vernon Triangle Apartments
- Plaza West Apartments

Residents

- 555 Mass Ave Condominiums
- 425 Mass Ave Apartments
- K at City Vista Condominiums
- Madrigal Lofts Condominiums
- Meridian at Mount Vernon Triangle Apartments
- Plaza West Grandfamilies Apartments
- Sonata Condominiums

Office Users

- 425 I Street
- 455 Mass Ave
- AIPAC
- Douglas Development

Stakeholder Interviews

District Government

- Charles Allen, *Ward 6 Councilmember*
- Kenyan McDuffie, *Chairman, DC Council Committee on Business & Economic Development*
- Kristi Whitfield, *Director, District Department of Small and Local Business Development*



MVT Faith-Based Community

- Bible Way Church
- Mount Carmel Baptist Church
- Second Baptist Church



UPDATED MISSION STATEMENT

The background image shows a lively urban scene at dusk. On the left, a large, abstract yellow sculpture with curved, overlapping bands stands on a paved plaza. Several people are walking or sitting nearby. In the center and right, a wide pedestrian walkway is filled with people in motion, some blurred to suggest activity. In the background, modern multi-story buildings with lit windows and streetlights create a warm, urban atmosphere.

OUR MISSION:

Mount Vernon Triangle Community Improvement District is a champion of the historic Mount Vernon Triangle neighborhood's continued evolution as a dynamic, inclusive and attractive place to live, work and visit in the centrally located East End of Washington, DC.

We fulfill our mission by fostering an engaged and connected community while continually maintaining clean, safe and welcoming public spaces.

STRATEGIC PLAN GOALS & OBJECTIVES

STRATEGIC PLAN GOAL 1: SOLIDIFY MOUNT VERNON TRIANGLE'S BRAND IDENTITY & STANDING AS A PROMINENT DC DESTINATION



GOAL 1

OBJECTIVES:

- A. Curate a **unique, vibrant and visually-distinct public realm** with gateways and unique neighborhood identifiers for those traveling to and through our community.
- B. Enliven and enrich Mount Vernon Triangle's overall **sense of community** through attractive and well-managed parks, public art and other place-enhancing features.
- C. Develop, produce and execute **programs and events** that promote the destination appeal of #LifeInMVT while increasing visit frequency and dwell time.



STRATEGIC PLAN GOAL 2: FOSTER A PROSPEROUS MOUNT VERNON TRIANGLE THROUGH ENHANCED BUSINESS ATTRACTION & RETENTION EFFORTS



GOAL 2

OBJECTIVES:

- A. Forge partnerships to **attract and retain businesses** to Mount Vernon Triangle.
- B. Support the **ongoing viability** of our commercial and retail businesses.
- C. Develop and implement tools that **support small and minority-owned businesses** to ensure Mount Vernon Triangle remains accessible and economically viable to diverse businesses.



STRATEGIC PLAN GOAL 3: ELEVATE BASELINE SERVICE & OPERATIONAL CAPABILITIES FOR ENHANCED AGILITY IN RESOLVING MVT'S COMPLEX & EVER-CHANGING PUBLIC SPACE CONDITIONS



GOAL 3

OBJECTIVES:

- A. Expand organizational capabilities with an **enhanced focus on value-added public safety, transportation mobility and quality of life services** *in addition to the already strong baseline cleaning and maintenance services.*
- B. Devise **measurable, data-driven maintenance and beautification standards** to improve the overall appearance of Mount Vernon Triangle's physical environment
- C. Partner to **create approaches, devise solutions and provide meaningful assistance to neighbors who are experiencing homelessness.**



STRATEGIC PLAN GOAL 4: ENHANCE ORGANIZATIONAL CONTINUITY, RESILIENCE & GOVERNANCE



GOAL 4

OBJECTIVES:

- A. Demonstrate **superior organizational performance, operational effectiveness and thought leadership.**
- B. Maintain **seamless ongoing operations while minimizing disruption risk** through proper continuity and resilience planning.
- C. Ensure **healthy fiduciary oversight** through effective Board governance.





MOUNT
VERNON
TRIANGLE • DC

IT'S ALL
HERE.

info@mvtcid.org
mountvernontriangle.org
@mvtcid

