

**Mission and Strategies(1)**

*Rio Del Mar Improvement Association’s mission is to serve the homeowners and residents of the Rio Del Mar by:*

**Enhancing the quality of life of residents of Rio Del Mar  
Representing community key interest to the County government  
Foster neighborhood community and increase the level of  
neighborhood cooperation and participation**

*In fulfilling this mission, on an ongoing basis, we:*

- negotiate and initiate** improvement projects, benefits and services that improve RDM residents’ quality of life
- foster** a sense of neighborhood community and pride of RDM residents
- educate** homeowners and renters so they can more easily make informed choices
- advocate and represent** key interests and needs of homeowners to government leaders
- protect** community property values and natural resources from overuse, pollution, ill-advised development and neglect
- broadcast** useful home-related data to our community

**(1) As set forth in the RDMIA Website**

**2010  
RDMIA  
WORK PLAN**

This work plan is comprised of five columns: Project Category, Objective to be realized within that category and a Project Description, column 2 indicates the lead Board member to whom the project is assigned, Column 3 is an estimated completion date, column 4 provides an estimate of hours and/or dollar costs and column 5 is for additional project comments. *Virtually all projects are subject to final Board approval.*

<b>Project Category, Objective and Description for each Project</b>	<b>Assigned to (show Lead with (L) and members assisting</b>	<b>Estimated Completion Date</b>	<b>Est. of Hours Or Cost Estimate</b>	<b>Additional Comments</b>
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<p><b><u>Beautification</u></b></p> <p><i>Objective: To improve quality and maintenance of landscaping and signs, plantings, trees and artwork in RDM area</i></p>				
<p>1. Improve signs to entrances to RDM including new lettering on the ARCO wall</p>	<p>Kelley (ARCO wall) Phelps</p>	<p>Decide on approach 4/10</p>	<p>Cost estimate to be provided</p>	<p>This project involves changing the ARCO wall lettering and other signs which will require determining best location and funding source</p>
<p>2. Contact County on how to control shrubs blocking roadway views</p>	<p>Levinson</p>	<p>3/10</p>	<p>4 hours</p>	<p>This will provide information for the proposed <i>directory</i> to residents</p>
<p>3. Plan approach on how to proceed with beautification of entry islands</p>	<p>Vanderwoude</p>	<p>6/10 scope/plan</p>		<p>Scope and cost to be determined</p>
<p>4. Plan for upgrading Esplanade trees and landscaping</p>	<p>White (L) Kelley, Sanchez, Prillinger</p>	<p>Plan by 4/10</p>		<p>Scope and cost to be determined</p>
<p>5. Determine with County if artwork can be placed on utility boxes</p>	<p>Vanderwoude</p>	<p>4/10</p>		<p>If clearance by agencies then artwork could be planned</p>
<p>6. Solicit sponsors for defined landscape projects, e.g., Esplanade and Deluxe islands* (also listed under fundraising)</p>	<p>Vanderwoude (L) White</p>	<p>Project Driven</p>	<p>Based on cost of project</p>	<p>Need to discuss how to approach potential sponsors</p>
<p>7. Move sculpture</p>	<p>Phelps</p>	<p>5/10</p>	<p>Need cost estimate</p>	<p>Review sites, costs, funding sources, approval of County</p>
<p><b><u>Membership</u></b></p> <p><i>Objective: To retain and promote RDMIA</i></p>				

<i>membership through various activities</i>				
1. Promote RDMIA meetings and membership in following ways:	Levinson (L)	Throughout the year		Overall coordination to increase membership
a. Attend local PTA's	Phelps	3/10		
b. Participate in Aptos Parade	Pistole (L) Kelley	3/10		Make contact with parade sponsors
c. Setup and staff tables at various locations to sign up new members	Levinson (L) Board members	Throughout year	Printing of forms	Determine locations and times
d. Identify types and locations of social events including bingo fundraiser	Levinson (L) Hoyt, White, Kelley	Develop plan by 4/10	Develop cost estimates	Explore possible sponsors to help defray costs
e. Draft article about RDMIA for Aptos Times	White –draft Levinson/Comfort -review	3/10	8 hours	
f. Contact realtors re. purchasing RDMIA memberships for clients	Vanderwoude	4/10	16 hours	Possible advertising space for sponsorships that exceed certain \$ amount as quid pro quo for xx # of new members
g. Use signs in various locations to promote RDMIA	Comfort	4/10	Cost of signs and hours to place and remove	Coordinate with 1 (c.)
h. Draft policy for allowing homeowner's associations to join RDMIA (see end of work plan list of possible projects for contacting homeowner's associations and other groups)	Comfort	3/10	10 hours plus Board review	Policy to determine criteria, fees, services to homeowner's groups
<b>Fundraising</b>				

<i>Objective: Develop additional funding sources for projects</i>				
1. Draft advertising policy with fee schedule	Phelps	Draft done – review at 2/10 Board meeting		Comments back to Phelps before Board meeting in February
2. Increase Revenue from advertising	Pistole (L) Phelps	Throughout year	20 hours	Contact businesses to place ads
3. Investigate tile program in Capitola	Levinson	5/10		Explore how the program works and report back to the Board
4. Solicit contributions from Deer Park businesses for landscape project*	Vanderwoude (L) White	3/10		*Cross reference this project to #6 under Beautification
<b><u>Communications</u></b>				
<i>Objective: Communicate effectively with members and RDM residents and businesses to better educate, inform and advocate community issues</i>				
1. Improve posting of projects and other information on the website	Galas (L) Phelps	Throughout the year	40 hours	Explore new ideas
2. Newsletter improvements— update mailing list, try to reduce hard copy mailings	Comfort	6/10	Update database - 20 hours once a year and newsletter preparation -20 hours a quarter	May require volunteer or paid assistance to update database
3. Develop new outreach approaches to organizations to improve dissemination of	Phelps (L) Comfort	4/10 for Board discussion		Identify organizations that would benefit from working with RDMIA

information and attract new members				
4. Identify local issues of interest and contacts for inclusion into a <i>directory</i> of services to post on the website and include in the newsletter, e.g., tree trimming, traffic issues, graffiti, junked cars, checking on street light outages, etc.	Comfort (L) and Board members	4/10	40 hours	Discuss at Board meeting and coordinate some of the projects in this work plan with The Chair to help develop (see projects that reference <i>directory</i> )
<b><u>Graffiti/Blight Removal</u></b>  <i>Objective: Ensure the timely removal and reporting of graffiti and other forms of blight on public and private properties</i>				
1. Remove graffiti and report incidences	Hoyt	Throughout the year		Continue to secure donations of paints and supplies and encourage enforcement and prosecution of violators
2. Develop for proposed <i>directory</i> with list of contacts and phone numbers for reporting abandoned/junked cars, temporary storage pods, trash cans that are left out to appropriate government offices. And do a article for the Newsletter promoting best practices for residents	Hoyt/ other Board members	4/10		Coordinate with <b><u>Communications</u></b> project #4

<b><u>Public Works and Utilities</u></b>				
<i>Objective: Improve the quality of infrastructure and traffic issues</i>				
1. Reduction of power outages	Comfort	3/10		Primarily working with PG&E
2. Discuss with Board tree trimming and removals	Comfort	2/10		
3. Investigate traffic devices that slow traffic	Comfort	7/10		
4. Clarify ownership and document maintenance responsibilities for the Esplanade	White	3/10		Awaiting County response for meeting with RDMIA, County and State Parks
5. Advocate for improved level of maintenance for RDM including walkway along Rio Highlands development	White (L) Comfort	5/10		Identify high priority areas of maintenance and discuss with County

**Possible Projects**

1. Assess the possibility of contacting homeowner’s associations and businesses about the value of the RDMIA and becoming members (Mel Phelps and Board members)