Tysons
Community Alliance

TCA Work Program for Executive Committee Direction and Board Monitoring: Research and Business Services Department

Key EC Question: Which activities are priorities, and which should be deprioritized? Which activities are missing?

1. Tysons DataHub with Development Pipeline and Key Indicator Dashboard
2. 4-5 Standardized Tysons Market Data Reports and Collateral Events / Materials
3. Up to 3 Stakeholder-Driven Strategic Studies or Convenings
4. Interdepartmental Data Services*

*For Executive Committee Input: Products offered by our research interdepartmental data services AND Communications brand services program should also have applications for stakeholders and staff will disseminate and publish relevant tools and content. To what extent should the TCA offer custom research and branding products for stakeholders? I.e., What is the TCA's approach to request for research and branding products that advance Tysons-wide goals (e.g., a CRE brokerage brochure; a data report on curbside circulation for FCDOT) but are not otherwise part of our core work program?

Strategic Plan Link	Program Function	Necessary Programmatic Infrastructure	Activities and KPIs	Impact Indicator(s)

Themes: 1.1 1.2	Produce market data and reports, highlight key indicators and trends on economic and live/work health	Build Core Databases:
		
		• Establish industry standard metrics, consistent mythologies, and coordinated foundational resources
		• Source information through public and private providers:
		  ○ Coordinate with public stakeholder partners at FC gov and FCEDA
		  ○ License and launch private data subscription services, and run initial analysis
		• Build user-facing online resources:
		  ○ Establish resource framework and project scope
		  ○ Engage web developer to build tools
		  ○ Test and refine with TCA staff and external stakeholders
			Launch a "Tysons DataHub", including an interactive Development Pipeline and Key Indicator Dashboard, targeting key stakeholders, media, and target publics
			
			• Launch Data Dashboard on tysonsva.org
			• Launch Development Pipeline on tysonsva.org
			
			Est. Capacity: 40-30% (frontloaded capacity demands, expected to stabilize over time)
				# of earned media stories that cite data from the Tysons DataHub
				
				# of user sessions on the Tysons DataHub
				
				in future years: % growth in these indicators

Themes 1.2, 5.1, 5.2	Champion innovative initiatives and thought leadership *And* Produce market data and reports	Build publication/reporting ecosystem and strategy: • Coordinate with public and private stakeholder partners to assess and determine content needs and priorities • Establish editorial process and timelines • Leverage databases to identify core metrics and emerging trends for reporting purposes	**Publish 4-5 standardized Tysons Market Data reports, including quarterly and annual reports with collateral resources / events** • Four (4) Quarterly publications (including quarterly and annual reports) in a standardized format to increase reliability and consistency of research products	% of major Tysons CRE stakeholders downloading and/or submitting print requests for quarterly report(s)

		• Work with Comms Dept. to design graphic interfaces, content and distribution strategy	• Tent: Four (4) "Lunch and Learn" webinars accompanying release of reports Est. capacity: 20-30% (escalating capacity need)	

Themes: 5.1, 5.2, 5.3, 5.4, 5.5	Assist with economic growth and inclusive development, support robust market development *and* Champion innovative initiatives and thought leadership	Facilitation of engagement opportunities with key stakeholders supporting strategies and initiatives identified in the strategic plan. • Establish working groups with the appropriate mix of stakeholders per key initiative. • Determine appropriate research goals and objectives. • Assess and allocate staff resources and determine additional needs. Project manage analysis processes. • Outline project scopes. • Develop/manage RFP, select vendor, onboard consultants. • Provide initial data resources. • Oversee and manage analysis and reporting deadlines. • Present findings and finalize reports.	**Support and execute up to 3 stakeholder-driven strategic studies or convenings.** Provide data and research support for TCA stakeholders in service of key strategic goals, specifically: • Up to three (3) supplemental research reports and/or convenings • Facilitate up to five (5) stakeholder meetings per initiative. Proposed near-term initiatives (based on the *Connecting Tysons* strategic plan) include: housing demand study; Tysons convening center visioning and study; future of work convening Est. capacity: 20%	$ matched in partnerships and sponsorships for reports and convenings* *Measure is a proxy for main goal (catalyzing action); may substitute different indicators, e.g. "$ committed for a P3;" "# or scale of policy changes advanced"*

All themes	Champion innovative initiatives and thought leadership through leveraging	Provide ongoing data and research support to the Transportation, Placemaking and Communications departments	**Provide Interdepartmental Services, specifically producing:**	# of specific work program AND stakeholder activities

	organizational platforms	• Leverage and build upon databases to provide the most up-to-date and helpful resources possible. • Maintain consistent communication with department directors and staff to assess needs and provide support. • Support TCA priority projects by conducting requested research and analysis while providing information and data products to staff and consultants	• Key indicator data tracking to help inform materials and guide decision making • GIS and mapping support • Case studies and planning/market analyses • Data support for department-led studies Est. capacity: 20%	citing and/or drawing on TCA research products and data.