

Topic related to capacity management....2021 notes by Hilary

Topics for managing capacity/growth/strategy:

1. Board uses strategic plan and capacity information to set event parameters.
2. Using real numbers of inventory sales for revenue projections.
3. Treat overall number of people on site as a managed number, and assess capacity to deal with the population, considering safety, services, quality of experiences.
4. Develop metrics to assess capacity: for example: what is the square footage of the public areas? Paths? Stage/audience space? Open areas? Are metrics related to how long it takes for people to get onsite and parked and to event area helpful? Amount of parking space staff uses? How much water, per person, do we use? Amount of garbage per person? Do any elders go home each night and have no tent on site? Of the comp and day passes, how many are not used? Are ticket buyers able to get into shows they want to see?

Develop guiding ideas for making change:

1. Prioritize programs in collaboration with goals and plans: for example: emphasis on Diversity Goals
2. Reassess existing programs, priorities, crews and practices periodically, rather than continuing because we have always done it that way.

Brainstorm approaches to create tools to manage capacity and growth:

1. Develop campground (at outer limits?) that is OCF managed, permitted like neighbor campgrounds, and provides overflow for friends and family who attend event with day passes (by creating a new way for participation, this can take the pressure off crews/booths to grow in order to accommodate more people)
2. Increase the qualifying age for an elder camping pass to 60. Start by changing age to 57 in 2022—adjusting so that the folks who qualified in 2020, will still be the graduating class of elders in 2022—but not having 3 groups of birthyear graduates all qualify in 2022 (that could be close to 600 people). Use a phased in period to reach 60 (it will take 6 years to go up another 3 years in phases).
3. Continue to make teen passes for purchase available for family members of crew and booth folks—but do not make teen guest passes available. The purchased teen population has ranged from about 8 to 12% of the camping population—a portion of those come as guests.
4. Limit free day passes given to neighbors to 2 per household, and reduce the qualifying households. Currently, 350 comp passes are available to neighbors. Alternative gifts can be: stickers, poster, \$10 off merch. We can also explore ways to strengthen those ties such as a picnic for the neighbors, a raffle for a weekend at the coast and polling them for priorities for our community giving.
5. Many of the passes that are run through the “trade” system could be purchased passes.
6. The Board should set policy on how many free passes are available to former employees. The policy used to be 6 free camping passes for former GMs, in perpetuity. The policy was updated after some non-GM, but long serving, employees left employment. Not all former employees have been offered free passes. Make program fair, and less expansive.
7. Put a maximum number on the goldenrods available each year.

8. Do not automatically assign free “business” trade passes to BUMS. Make business passes available through a vetted process, outside of BUM process.
9. Will be turned into the ED for vetting before going to the budget committee; those budgets should include the trade passes, teams, etc.
10. No crew or team should get free SOs and over the 75% allocation of SOs that is in the budget handbook
11. Consider a decrease of 5% of the SO allocation—that would be a decrease of about 170 passes/year.
12. Do not sell/release SO passes late.
13. Consider if amount of passes allocated for various functions are adequate and fair for what is currently being asked of them.
14. Be fair and consistent in allocating full price, half price and no cost passes—this will take review of crew/team/trade/booth/entertainer/cv/ep.

Aug 30 note:

some of these ideas were discussed in 2022, some acted on, others not explored or rejected.