



Goal Six

Enhance Culver City's Reputation as a City of Kindness

Create a coalition of individuals, organizations, and City officials to work together to inspire kindness in Culver City.

Objective 1: Define what it means to be a City of Kindness

Initiatives:

- Establish kindness guidelines and principles, utilizing input from staff, community stakeholders, and relevant websites.
- Use the Mayor and City Council Members as a platform to discuss kindness with community groups and City staff.
- Use media and social media to promote the idea of kindness through articles and publishing acts of kindness.
- Consider the Moral Courage Project and existing Culver City Unified School District programs as resources.

Objective 2: Implement a Kindness Strategy within City government

Initiatives:

- Conduct regular meetings with Department Heads and employees.
- Review City policies and procedures for ways to incorporate kindness principles.
- Establish a baseline measurement for kindness within the City organization.

Objective 3: Conduct Outreach to Schools, Organizations, and Businesses about Kindness

Initiatives:

- a. Identify stakeholders, businesses, schools, and organizations to meet with to promote kindness principles.
- b. Establish a Citizen Task Force to receive and promote acts of kindness.
- c. Identify potential funding sources and solicit support and donations.
- d. Obtain letters of agreement from participating entities.

Objective 4: Become a City of Kindness

Initiatives:

- a. Join <http://cityofkindness.org/> to officially become a City of Kindness.
- b. Continue to promote, practice, and measure acts of kindness.
- c. Recognize acts of kindness through regular articles, social media posts, and an annual event.

Goal Indicators

- Number of social media posts related to kindness.
- Establishing a sign-up on the City's website.
- Number of meetings held with citizens to opt in and participate in the program.
- Number stakeholders who participate.
- Number of kindness opportunities (such as activities, events, programs and projects).
- Procedures created to incorporate kindness.
- Measurement of citizen satisfaction.
- Citywide kindness guidelines and practices developed.
- Measurement of residents' attitude.
- Annual recognition for participants.

Task Force

Community Meetings

Lead City Council Member and Lead Department

Mayor Jim B. Clarke
City Manager's Office