



MEMORANDUM

DATE: March 27, 2018

TO: MEMBERS OF THE ECONOMIC DEVELOPMENT SUBCOMMITTEE

THROUGH: JOHN NACHBAR, CITY MANAGER

FROM: SOL BLUMENFELD, COMMUNITY DEVELOPMENT DIRECTOR
TODD TIPTON, ECONOMIC DEVELOPEMNT MANAGER
ELAINE GERETY WARNER, ECONOMIC DEVELOPMENT PROJECT
MANAGER

SUBJECT: ECONOMIC DEVELOPMENT STRATEGY

On March 19, 2018, Community Development staff met with Vice Mayor Thomas Small and Councilmember Goran Eriksson to discuss advancing the Economic Development Element in the General Plan Update (GPU) by creating an Economic Development Strategy to be implemented over the next six months.

Staff noted that a General Plan Economic Development Element is an important component that should be fully integrated throughout the GPU relative to mobility, land use, sustainability, and other components, and should not be removed from the document to maintaining internal consistency. The GPU process will take several years to complete and will be focused on high-level goals and milestones for the City's long term success, but a separate Economic Development Strategy (EDS) can be developed now to address both short and long term strategies and be updated frequently (every five years) to respond to Culver City's dynamic and changing economic environment. Similar to the TOD Visioning study, it could inform the economic development element of the GPU Update.

It was discussed that the EDS could be developed utilizing various experts and practitioners in economic development via a special Council meeting in June or July. Discussion parameters could include: "How does the economic life of a city work today? What should an economic development strategy include? What services should the EDS RFP request?"

A proposed schedule of this process is highlighted below:

March 28, 2018 Present revised EDS process to Economic Development Subcommittee.

April 23, 2018 Provide update on EDS concept to City Council and request approval to issue GPU RFP.

June/July 2018 Convene a special meeting of the City Council to discuss Economic Development innovations and practices with a presentation from academic and/or practitioner in the field. Focused discussion on goals and objectives for EDS and RFP scope of work.

August 2018 Issue EDS RFP.

October 2018 Select consultant.

April 2019 EDS complete and approved by Council. Implementation initiated.

Attachments:

1. Economic Development Strategy meeting notes – 3/19/18
2. Potential Economic Development Speakers



Economic Development Strategy
Monday, March 19, 2018 Meeting Notes
10:00 AM – Hardy Room, City Hall

Attendees:

Vice Mayor Thomas Small (via conference)
Councilmember Göran Eriksson
Sol Blumenfeld, Community Development Director
Ashley Hefner, Advance Planning Manager
Brent Oltz, Advance Planning Associate Planner
Todd Tipton, Economic Development Manager
Elaine Warner, Economic Development Project Manager
Lis Pangelinan, Senior Management Analyst

General Plan Update (GPU) versus Economic Development Strategy (EDS)

- Discussed the importance of developing a plan that addresses both short and long term strategies and practices to respond to Culver City's dynamic economic environment.
- Advance Planning (AP) noted that a general plan economic development element is an important component that should be fully integrated throughout the GPU relative to mobility, land use, sustainability, and other components. An Economic Development Element includes broad based policies, goals and objectives that could span a 20-year period.
- Economic development goals, policies, programs and actions must be updated frequently in order to respond to economic trends and market shifts, and ensure a sustainable business environment. A separate EDS could be updated every five years.
- Removing the economic development element from the RFP and incorporating it later in the GPU could create difficulty in regard to maintaining internal consistency.
- The EDS could be done in the relatively near future and similar to the TOD Visioning Study, could eventually inform the economic development element.
- It was recommended that AP staff maintain their course with GPU RFP and include the economic development element and associated technical analyses scope of work as previously presented to Council. AP Staff will present this concept to the Economic Development subcommittee on March 28th and per approval, will provide an update, and request to issue, the GPU RFP at the April 23rd City Council meeting.

Development of an EDS

- It was recommended that the City consider inviting an expert in economic development to speak to the Council/community during a special meeting to present ideas, innovations and programmatic concepts that should be included in future the EDS.
- Vice Mayor Small provided speaker recommendations to include Bruce Katz, Michael Storper and Manuel Pastor. ED and AP staff will reach out to determine interest and will research other potential speakers. Additional options could include Aaron Renn, Carol Coletta, Ed Glaeser, and Egon Terplan.
- The special meeting will take place in June or July in the Council Chambers and would be open to the community in a retreat format. Discussion parameters could include: "How does the economic life of a city work today? What should an economic development strategy include? What services should the EDS RFP request?"
- The objective of the meeting is to hear from the leaders in the field, optimally from both academic and practitioner points of view, on what economic development goals and outcomes should be considered to inform the EDS RFP scope of work. The RFP could be released as soon as August 2018, depending on meeting date/Council direction.

Proposed Schedule:

March 28, 2018	Present revised EDS process to Economic Development subcommittee.
April 23, 2018	Provide update on EDS concept to City Council and request approval to issue GPU RFP.
June/July 2018	Convene a special meeting of the City Council to discuss Economic Development innovations and practices with a presentation from academic and/or practitioner in the field. Focused discussion on goals and objectives for EDS and RFP scope of work.
August 2018	Issue EDS RFP.
October 2018	Select consultant.
April 2019	EDS complete and approved by Council. Implementation initiated.

Attachment 2

Potential Economic Development Experts/Speakers for EDS Special Meeting

Below, please find a partial list of potential speakers that the City may want to consider engaging based on their current study of Economic Development. Staff is currently researching other local practitioners and will present a full list to the Economic Development Subcommittee at a future date.

Aaron Renn is also an economic development columnist for *Governing Magazine*, and has contributed to the *Guardian*, *Forbes.com* and other publications. His perspectives on urban issues are regularly cited in global media outlets which have included the *New York Times*, the *Washington Post*, *Time*, the *Economist*, and the *London Daily Telegraph*.

Carol Coletta is a senior fellow with The Kresge Foundation's American Cities Practice. She is leading a proposed \$40 million collaboration of foundations, nonprofits and governments to demonstrate the ways in which a connected set of civic assets – a civic commons – can yield increased and more widely shared prosperity for cities and neighborhoods. She also served as executive director of the Mayors' Institute on City Design, a partnership of the National Endowment for the Arts, U.S. Conference of Mayors and American Architectural Foundation.

Egon Terplan is a specialist in economic development, land use, transportation, government reform and regional policy. He has authored or co-authored dozens of reports and policy studies, including the first-ever report on the Northern California megaregion, a report on land use planning and high speed rail, a strategy for improving economic opportunity and upward mobility in the Bay Area, and strategies for the future of downtown Oakland, San Jose and San Francisco. Egon is a frequent speaker and lecturer and also teaches in the Urban Affairs graduate program at the University of San Francisco.

Prior to joining SPUR, Egon spent more than five years with ICF International advising cities and regions throughout the world on economic development and competitiveness.

Edward Glaeser is a senior fellow at the Manhattan Institute, a contributing editor of *City Journal*, and the Fred and Eleanor Glump Professor of Economics at Harvard University, where he has taught since 1992. He regularly teaches microeconomic theory and, occasionally, urban and public economics. Glaeser's research focuses on the determinants of city growth and the role of cities as centers of idea transmission. He has published dozens of papers on cities, economic growth, and law and economics.

Dr. Manuel Pastor is Professor of Sociology and American Studies & Ethnicity at the University of Southern California. He currently directs the Program for Environmental and Regional Equity (PERE) at USC and USC's Center for the Study of Immigrant Integration (CSII). Pastor holds an economics Ph.D. from the University of Massachusetts, Amherst, and is the inaugural holder of the Turpanjian Chair in Civil Society and Social Change at USC.

Pastor's research has generally focused on issues of the economic, environmental and social conditions facing low-income urban communities – and the social movements seeking to change those realities. His current research culminates in the release of his forthcoming book, *State of Resistance: What California's Dizzying Descent and Remarkable Resurgence Means for America's Future*, in April 2018.