

Yolanda J. Gorman, Ph.D.

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Shelly Wolfberg
Assistant to the City Manager
City of Culver City
9770 Culver Boulevard
Culver City, CA 90232

Dear Shelly,

It was a pleasure speaking with you and Thomas this week to better understand the objectives for the strategic planning retreat for members of the City Council of Culver City. It was important for me to hear your vision, objectives and to clarify issues you'd like to address during the retreat. The purpose of this letter is to summarize my understanding of your needs, and to provide a Scope of Work (SOW) to facilitate the City Council's strategic planning process.

Based on my conversations with you and Thomas, I understand that you would like a facilitator to assist the City Council with:

- Creating an environment for open, honest dialogue
- Brainstorming a vision for the City's future
- Assessing the City's readiness for addressing identified issues

The strategic planning process requires bold and innovative thinking to respond to environmental and organizational shifts that will affect Culver City in the future. Specifically, the planning process will engage City Councilmembers in identifying critical issues that require immediate attention, learning from best practices in shaping city priorities, and considering creative approaches to aligning the vision for the city's future with maintaining its integrity and uniqueness.

The strategic planning process will be designed to engage the Councilmembers in:

- Considering a variety of issues currently impacting Culver City and openly brainstorm critical questions to be answered that will help guide solutions
- Reviewing progress of the current strategic plan
- Identifying strategic priorities that provide a foundation for, or align with priorities to be identified in the general plan
- Developing specific strategies and action steps for addressing strategic priorities

To accomplish the planning objectives above, the following actions with related costs are proposed:

Item	Detail	Total
Review organizational background information	Review background materials including but not limited to: Culver City Strategic Plan 2016-2020; Work plan and related materials 4 hours x \$250/hr.	1,000.00
Prepare agenda/materials for Board Retreat	Identify key objectives for Strategic business planning retreat 2 hours x \$250/hr.	500.00
Planning meeting	Facilitate a two-day strategic planning retreat for City Councilmembers: 12 hours (6 hours/day) x \$250/hr.	3,000.00
Summary reports/Strategic Plan	Prepare a summary report of the retreat outcomes and draft strategic plan, review and prepare final plan 10 hours x \$250/hr.	2,500.00
PROJECT COST		7,000.00

For over 30 years I have worked as an organizational development consultant specializing in strategic planning, research and evaluation, organizational development and board training and development. I bring to my work a passion for building strong communities, and see myself as a team member of the groups with which I work.

I bring to the planning process an ability to facilitate complex and difficult discussions, and a grounding in organization and group process. For example, I have been responsible for facilitating the strategic planning process for UCLA that involved engaging university stakeholders about discussions about the university's future. I have included with this letter a copy of my resume for your review, and will provide additional information should you require.

Please let me know if you have any additional questions. I look forward to the opportunity to work with you.

Warmly,

Yolanda J. Gorman

Yolanda J. Gorman, MBA, Ph.D.
Consultant
By electronic mail

Cc: Thomas Small