

City of Culver City General Plan Update
Work Plan

Culver City General Plan Update Tasks	Lead	Support	Key Work Elements	Deliverable / Outcome	Due Date	City Action	Status	2019														2020				2021				2022											
								August					September				October					Nov		Dec		Q1				Q2				Q3				Q4			
								W1	W2	W3	W4	W5	W1	W2	W3	W4	W1	W2	W3	W4	W5			Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4						
Task 1: Project Initiation																																									
1.1 Kick-off Meeting	R+A	P+W, HR&A, NIN, ESA, SDE, US, VTA, CPG	Prepare for and attend kick-off meeting with City team, topic specific meetings, City tour	Kick-off meeting agenda and notes	Kick off meeting September 3-5	Organize City tour, schedule meetings	Scheduled for September 3-5, 2019																																		
1.2 Data Collection + Map Book	R+A	P+W, HR&A, NIN, ESA, SDE, US, VTA, CPG	Review City-provided planning documents, technical reports and data and prepare a supplemental data request list	Data and document request memo	Request by August W2	September W2	City provided initial data dump; team reviewing																																		
	R+A		Create a map book that compiles all GIS mapping provided by the City	Map Book	Draft by September W2	Review by September W3																																			
1.3 Project Work Plan	R+A		Prepare work plan. Revise work plan quarterly.	Work plan detailing schedule and deliverables through 2022	Updated quarterly throughout project.		Draft submitted 8/9/2019																																		
Task 2: Community Engagement																																									
2.1 Community Engagement Plan	R+A		Develop engagement plan. Revise engagement plan quarterly.	Draft and final community engagement plan	Draft by September W2	City comments by September W4																																			
2.2 Branding + Strategic Communications	R+A		Prepare unique branding materials, including logo, color palette, document layouts, and templates	Draft and final logo and branding package	Draft bySeptember W3	City comments by September W4																																			
2.3 Email Distribution Database	R+A		Prepare email database and update as needed	Email distribution database		Provide email addresses for database by August W5																																			
2.4 Project Information Material	R+A		Develop project information brochure	Draft and final brochure	Draft by September W3	Review by September W4																																			
2.5 Project Website	R+A		Prepare wireframes, design, layout. Launch website. Update periodically with new information.	Interactive project website	Beta site by W3 of October. Site launch W4 of October	Review draft website by October W4																																			
2.6 Stakeholder Interviews	R+A		Prepare interview protocol.	Interview protocol.	Interviews 2nd and 3rd day of kickoff meeting	Identify stakeholders.	Draft submitted 8/9/2019																																		
	R+A	P+W, CPG	Conduct stakeholder interviews. Prepare summary memorandum	Conduct up to 45 stakeholder interviews. Memorandum		Schedule interviews.																																			
2.7 GPAC meetings	City		Identify task force members. Create bi-laws. Schedule meetings.	GPAC members		Identify GPAC members. Schedule meetings. Create meeting bylaws.	Complete																																		
	City; R+A	P+W, HR&A, NIN, ESA, SDE, VTA, CPG	Prepare meeting agendas and presentation content to obtain feedback on project issues.	Materials and summary for up to 12 GPAC meetings. Summary meeting notes.		Logistics support, communications with GPAC. Primary facilitator.	Kickoff open house September 4, 2019. Visioning meeting in October, date TBD																																		
2.8 Technical Advisory Committee (TAC) meetings	City; R+A		Identify TAC members and schedule meetings	TAC members		Develop TAC member list. Schedule meetings. Logistics support.																																			
	City; R+A	P+W, HR&A, NIN, CPG	Prepare meeting agendas and presentation content to obtain feedback on topic-specific issues.	Agenda and summary for up to 15 meetings (2-3 per TAC for up to 5 TACs).		Logistics support, communications with TAC.																																			
2.9 Pop-Up Workshops + Community Events	R+A	US	Prepare materials for and attend pop-up events	Materials and summary for up to 3 pop-up workshops and community events		Logistics support	Pop-up events to be held in November/December 2019																																		
2.10 Online Engagement + Surveys	R+A	CPG	Develop online surveys	Online surveys (3) to parallel pop-up workshops		Distribute survey link	First survey open November/December 2019																																		
2.11 Engagement Toolkits + Project Ambassador	R+A		Prepare toolkits Project Ambassadors can use to engage with community members	Engagement toolkits (3) to parallel pop-up workshops		Identify Project Ambassadors, use toolkit in community events and meetings	First toolkit created November/December 2019																																		
2.12 Community Workshops + Festivals	R+A	P+W, NIN, ESA, VTA	Prepare workshop content and facilitate workshops to obtain feedback on project issues.	Materials and summary for up to 7 community workshops and festivals. Walking tour maps and questionnaire as part of one of the alternatives workshops		Logistics support, schedule workshops	Visioning workshop January 2020																																		
2.13 Tactical Urbanism Demonstration Project	R+A; City	CPG	Prepare tactical urbanism demonstration project	Tactical urbanism project demonstration and summary		Logistics support																																			
2.14 In-House Staff Meetings	R+A	P+W, HR&A, NIN, ESA, CPG	Prepare for and attend in-house staff meetings.	Agenda and summary for 2 staff meetings		Logistics support																																			

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Task 6: Citywide Policy Frameworks + Technical Analysis																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
Task 6.1 - 6.15 All Framewor	All		Develop policy framework	Draft and final memorandum outlining a policy framework for this topic	Draft by August W3 2020	City comments by September W3 2020																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			

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Task 11: Project Management and Team Coordination																																					
11.1 Team Working Meetings	R+A	P+W, HR&A, NIN, ESA, SDE	Schedule in-person meetings with staff to discuss the status of the project and coordinate on project activities	Agendas, materials, and notes for 4 team working meetings	January 2020, May 2020, September 2020 (two days)		Not started																														
11.2 Status/Management Meetings	R+A	P+W, NIN	Schedule monthly or bi-monthly in-person meetings with staff to discuss the status of the project and coordinate on project activities	Monthly status reports	Ongoing		Schedule meeting	Ongoing																													
11.3 Bi-Weekly Check-in Calls	R+A	P+W, HR&A, NIN, ESA, CPG	Coordinate regularly with City staff and team	Bi-weekly check-in call	Ongoing		Establish regular day/time	Ongoing																													
Project Team Work Period																																					
City Staff Review Period																																					
Meeting or Workshop																																					