Attachment 2 – Proposed Scope of Service – Modified Tasks Only

Task 2.7: GPAC Meetings

R+A will work with City staff to hold and facilitate with the GPAC comprised of 21 members fifteen (15) ~~twelve (12)~~ times during the process. The GPAC is strictly advisory and non-voting. R+A recommends that it meet about every other month during the planning process to provide high-level feedback on the project issues, including: the vision and guiding principles; land use and transportation alternatives; and health, economic development, and other key policy topics. The GPAC would also serve as a sounding board for content for public workshops. Potential topics for the GPAC meetings are:

- Orientation including time for GPAC members to get to know one another
- Issues and opportunities
- Draft Community Engagement Plan review
- Vision and guiding principles; plan targets and outcomes
- Land use/design alternatives
- Sustainability, health, and equity
- Mobility and transportation
- Parks and open space
- Infrastructure and smart city
- Economic development
- Housing
- Community safety and equity
- Draft General Plan review

Task 2.8: TAC Meetings

R+A will organize and facilitate a series of topic-specific TACs to explore innovative General Plan topics beyond what the GPAC can cover. Each TAC would be comprised of about ±5 members, potentially including GPAC members and other volunteers from the community who have expertise in the specific topic or have expressed a deep interest. R+A will organize ~~five~~ six (~~5~~ 6) TACs (listed below), each of which will meet two or three times during the process, for up to ~~fifteen~~ twenty (~~15~~ 20) TAC meetings total. The TACs will be an opportunity for a more informal exchange of ideas between participants. The TAC meetings will be informal, and each will require minimal preparation time, using existing materials prepared for other tasks. City staff will be responsible for forming the TACs and all meeting logistics. Potential topics include:

1. Transportation and mobility (N\N lead)
2. Quality of life: sustainability, health, parks (R+A lead)
3. Culture and arts (CPG lead)
4. Economic development (HR&A lead)
5. Community safety (R+A lead)
6. Housing (VTA lead)
   ~~Urban space and design (P+W lead)~~

The community safety TAC is a new addition. R+A will work with the City to establish an additional TAC related to community safety. This community-led policy-making process will help to reimagine safety. A core, diverse advisory team will lead this process to help define research questions and develop solutions based on community-identified issues, opportunities, and priorities. The community safety TAC will build on the community engagement and recommendations as part of separate efforts being conducted through the City Manager's Office, including the Police Chief's Advisory Panel. In tandem, these two efforts will inform a more robust discussion about community safety in the Safety Element of the General Plan Update. This TAC will meet up to five (5) times during the process. R+A will work with the community safety TAC to develop agendas; collect and summarize research and technical analysis; help facilitate community safety TAC meetings; and link work to the General Plan update.

Unlike other TACs, the community safety TAC is assumed to include additional data collection and analysis to inform policy development. This includes qualitative and quantitative understandings of how we define community safety, how we measure safety, and where and what resources might be reinvested to address structural inequities. This data analysis, along with TAC discussion and data collection and recommendations from the Police Chief's Advisory Panel, will facilitate development of an enhanced policy framework for reimaging public safety in the General Plan Update, including development of GPU policy, actions, and metrics.

City staff will be responsible for forming the TACs and all meeting logistics.

Task 2.11: Engagement Toolkits + Project Ambassador ~~At key points during the process, the Consultant Team will prepare a toolkit to engage community members outside of defined General Plan meetings and pop-up workshops. The toolkits will be delivered by identified "Project Ambassadors." Ambassadors could include GPAC members, TAC members, and other interested citizens or constituents. The toolkits could include a project overview, project fact sheet(s) or PPTs with background information, surveys, and/or discussion questions. R+A's expectation is that individuals and groups can use the toolkit to lead conversations with community members, summarize the information, and return the results to the Consultant Team. City staff can also use the toolkit to attend community events and meetings to collect additional information. Toolkits will be developed in parallel with the pop-up materials.~~

Task 2.11: Topic-Specific Videos/Surveys
Coordinate, develop, and release topic-specific existing conditions videos and surveys to build community knowledge and understanding. Due to the COVID-19 pandemic, the engagement toolkits/ambassador functions are no longer possible due to social distancing and stay at home orders.

Task 2.15: Culver City Storybank
R+A will work with City staff to develop a Culver City Storybank that features photos and stories from residents and businesses. R+A will develop up to three (3) rounds of digital communications to solicit stories and photos, including email blasts, website language, and social media posts. R+A will collect and review the stories and photos and incorporate

them into the PictureCulverCity.com website, using them throughout the process including in community presentations and the General Plan.

Task 2.16: Volunteer Communications Network
R+A will work with the City to establish a Volunteer Communications Network to support the City's communications efforts to increase engagement of all residents and businesses in the GPU process. R+A will develop digital communications to establish the volunteer network, including email blasts, website language, and social media posts. In addition, R+A will make targeted phone calls to community-based organizations to develop the volunteer network. R+A will consolidate contact information for the list of volunteers into an Excel spreadsheet.

R+A will convene the Volunteer Communications Network on a monthly basis for up to six (6) months. After six months, City staff will become the primary point of contact for the network. It is assumed the first meeting will focus on orientation, including a review of the project, roles and responsibilities, and communications framework.

R+A will prepare materials for volunteers and will be developed in parallel with other outreach materials, including Existing Conditions Videos and Surveys and the Vision Survey. These materials will include project overview materials, surveys (or links to the surveys), email distribution language, and/or call scripts.

Task 2 Deliverables will be modified as follows:
2.7 GPAC meetings (~~12~~ 15) materials and summary
2.8 TAC meetings (up to ~~15~~ 20; 2-3 per TAC for up to ~~5~~ 6 TACs) agenda and summary; additional technical analysis for community safety
2.11 ~~Engagement toolkits (3) to parallel the pop-up workshops~~ Topic-specific video series and surveys
2.15 Storybank outreach materials (3 rounds); database of photos and stories
2.16 Volunteer Communications Network spreadsheet, outreach materials

Task 12: Economic Recovery Strategy and Resiliency

Task 12.1: Assess Key Needs for Recovery
HR&A will facilitate a series of remote discussions with the City's Economic Recovery Task Force and other City representatives as needed to gain insights on the known impacts of COVID-19 on the City's economy, in regards to the creative economy and housing.

Key activities will include the following:
- Convene members of the Economic Recovery Task Force, key City economic development leadership, and business and community leaders to discuss how COVID-19 has impacted the above focus areas.
- Refine key aspects of focus areas as needed in coordination with above group.
- Consolidate and review existing diagnostic data from the City.

Task 12.2: Identify Best Practices for Recovery

HR&A will analyze readily available economic and demographic diagnostic data to assess real-time trends for the focus areas in Task 12.1. This includes:

- Identifying available stimulus funding relevant to the above focus areas.
- Identifying best practices past and present, including how similar cities have responded in past economic downturns and disasters, as well as innovative approaches being recommended, planned, or implemented across the country today (recognizing that the crisis remains relatively new and responses are changing daily). These may include but are not limited to the following: highlighting tactical local land use interventions, identifying key relationships and partnerships for recovery, and preventative tactics for future planning.

Task 12.3: Recovery Strategy and Economic Resiliency Recommendations

HR&A will outline key short-term (1-5 years) actions towards recovery, for the focus areas articulated in Task 1.

Task 12 Deliverables

12.2 Best Practices Summary Memo

12.3 Summary of recommended policies and actions, to be integrated into the GPU directly, or provided as a memo

Assumptions

- **Task 2.11:** City staff will be responsible for training Project Ambassadors and coordinating the distribution of materials. The Consultant Team will prepare materials for this training and will train City staff in advance.

Meeting Matrix

The following is a summary for the firms that will be attending each meeting by type. The scope and budget assume that more than one meeting will occur during single trips to Culver City. For example, in-house staff meetings will likely occur on days when there are workshops or GPAC/TAC meetings already scheduled.

Task #: Meeting Type	R+A	P+W	ESA	HR&A	N\N	VTA	CPG	SDE	US
1.1: Project kick-off meeting (1)	1	1	1	1	1	1	1	1	1
2.6: Stakeholder interviews (up to 30)	20	10					15		
2.7: GPAC meetings (~~12~~ 15)	~~12~~ 15	3	2	2	2	1	1		
2.8: TAC meetings (up to ~~12~~ 20)	~~3~~ 8	~~3~~ 0		3	3	3	3	1	
2.9: Pop-up workshops + community events (3)	3								
2.12: Community workshops + festivals (7)	7	2	1		1	2			
2.14: In-house staff meetings (2)	2	2	1	1	1				
5.3: Team working meeting (1) *1 day **2 days	1	1	1*	1*	1**			1*	
8.2: Public scoping meeting (1)			1						
9.2: City Council, Planning Commission, + other study sessions (±20)	10	1	1	2	1	1	2		
9.5: Hearings (4)	4	2	4			2			
11.1: Team working meetings (4)	4	2	2	2	2			1	