



City of Culver City

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Staff Report

File #: 18-01019, **Version:** 1

Item #: A-1.

CC - (1) Approval to Proceed with Economic Development Strategy (EDS); (2) Approval to issue General Plan Update (GPU) Request for Proposals (RFP) with Minor Modifications; (3) Approval of Update to General Plan Advisory Committee (GPAC) Operating Guidelines; and (4) Direction to the City Manager as Deemed Appropriate.

Meeting Date: April 23, 2018

Contact Person/Dept: Ashley Hefner/CDD

Phone Number: (310) 253-5744

Fiscal Impact: Yes ☐ No ☒

General Fund: Yes ☐ No ☒

Public Hearing: ☐ **Action Item:** ☒ **Attachments:** ☒

Commission Action Required: Yes ☐ No ☒ **Date:**

Public Notification: (E-Mail) Meetings and Agendas - City Council (04/18/18)

Department Approval: Sol Blumenfeld, Community Development Director (04/10/18)

RECOMMENDATION

Staff recommends the City Council (1) approve proceeding with soliciting economic development expert opinion on the contents of an Economic Development Strategy (EDS) for eventual preparation of an EDS Request for Proposals (RFP); (2) approve issuance of General Plan Update (GPU) RFP with minor modifications; (3) approve updating the General Plan Advisory Committee (GPAC) Operating Guidelines; and (4) direct the City Manager as deemed appropriate

BACKGROUND

On February 26, 2018, City Council agreed that due to the GPAC being a singular type of commitment, appointees should not serve on other committees. On March 12, 2018, City Council appointed members to the GPAC, noting resignations from existing committees. City Council also directed staff to return with recommendations on the EDS and revised GPU RFP with minor changes.

DISCUSSION

1. Approval for proceeding with the EDS

On March 19, 2018, Vice Mayor Small and Councilmember Eriksson met with staff and determined it was advantageous to: 1.) Proceed now with an EDS; and 2.) Maintain the GPU RFP Economic Development element work scope as previously presented to City Council. On March 28, 2018, the Economic Development Subcommittee agreed to this approach (see Attachment 1).

The intent of the EDS will be to develop a short term strategy (3-5 years) to address more immediate economic development issues in Culver City. It will be analogous to the recently completed TOD Visioning Study, help inform the General Plan and will be updated regularly. The General Plan Update which includes an Economic Development element will be prepared over 2 to 3 years and address long-term City economic development needs.

EDS Next Steps:

- Outreach to economic development experts and practitioners and hold a special meeting of the City Council in June or July to discuss the project.
- Explore questions such as: "How does the economic life of a city work today? What should an economic development strategy include? What services should the EDS RFP request?"

2. Approve issuance of the GPU RFP with minor modifications

The following minor edits were made to the GPU RFP (see Attachment 2):

- The cover letter has been added to the RFP with the following City Council additions:
"How do we instigate, explore the possible end of life uses for, and plan the transformation of the Inglewood Oil Field."
"How can our non-profits, businesses, schools, and public agencies enhance our quality of life and promote our city as a city of kindness?"
- Page 6: Added text to Mobility Analysis on VMT
- Page 7: Added text to Market and Fiscal Analysis on EDS
- Page 15: Added new "Task J" on GPAC Facilitation

3. Approve update to GPAC Operating Guidelines

The City Council agreed at their February 26th meeting that GPAC members would step down from other committees and reaffirmed this decision during the March 12th appointment of GPAC members. The City Attorney's Office has confirmed that, in general, there is no legal conflict in serving on both the GPAC and another City committee at the same time. However, staff is seeking confirmation of the City Council's prior policy direction in this regard, and recommend updating the GPAC Operational Guidelines to clarify such direction that "A GPAC member may not serve on another City committee while serving on the GPAC." The affected GPAC members are:

- Jeanne Min, Fiesta La Ballona Committee, 2nd term: 11/1/14 to 10/31/18
- Fred Puza, Committee on Homelessness, 2nd term: 7/1/17 to 6/30/20
- Kristen Torres Pawling, BPAC, 1st term: 7/1/16 to 7/30/18
- Diana Hernandez, BPAC, 1st term: 2/12/18 to 6/30/19

- Patricia Bijvoet, BPAC, 1st term: 7/1/16 to 7/30/19

NEXT STEPS

GPU RFP

- Thursday, April 26, 2018: Issue RFP
- Thursday, May 24, 2018: Deadline for questions
- Thursday, May 31, 2018: Non-mandatory pre-proposal conference
- Thursday, June 7, 2018: Response to questions
- Thursday, June 21, 2018: Proposals due
- Week of July 23, 2018: Interview list selection
- August 13 - 24, 2018: Interviews
- September 2018: Selection

EDS

- June/July 2018: Special meeting of City Council with economic development expert to discuss innovations and practices in the field
- August 2018: Issue EDS RFP
- October 2018: Select EDS consultant
- April 2019: Complete and approve EDS and initiate implementation

FISCAL ANALYSIS

There is no fiscal impact associated with these discussion items.

ATTACHMENTS

1. Economic Development Subcommittee Memo
2. Final GPU RFP

MOTION

That the City Council:

1. Approve proceeding with the next steps of the EDS;
2. Approve issuance of GPU RFP with minor modifications;
3. Approve update to GPAC Operating Guidelines; and
4. Direct the City Manager as deemed appropriate.