



# City of Culver City

Mike Balkman  
Council Chambers  
9770 Culver Blvd.  
Culver City, CA 90232  
(310) 253-5851

## Staff Report

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**File #:** 18-01141, **Version:** 1

**Item #:** A-4.

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**CC - (1) Selection of a City Council Strategic Plan Facilitator; (2) Selection of Dates for the City Council Strategic Plan Retreat; and (2) Direction to the City Manager as Deemed Appropriate.**

**Meeting Date:** April 23, 2018

**Contact Person/Dept:** Shelly Wolfberg/City Manager's Office

**Phone Number:** (310) 253-6000

**Fiscal Impact:** Yes ☐ No ☒

**General Fund:** Yes ☒ No ☐

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

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

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

**Department Approval:** John M. Nachbar (04/17/18)

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### **RECOMMENDATION**

Staff recommends the City Council (1) discuss the selection of a City Council Strategic Planning Retreat Consultant; (2) select dates for the City Council Strategic Planning Retreat; and (3) provide direction to the City Manager as deemed appropriate.

### **BACKGROUND**

In spring 2016, the City Council Subcommittee of then Mayor Clarke and then Council Member Small selected the Center for Non Profit Management (CNM) to facilitate a City Council Strategic Planning Retreat (Retreat), which was held on August 29, 2016. A follow up Strategic Planning Session was held with the City Council and CNM on October 10, 2016.

The outcome of the Retreat was the creation of the City Council Strategic Plan: 2016-2021, which identifies the following goals:

1. Increase Civic Engagement
2. Enhance the Restoration and Utilization of Ballona Creek

3. Improve Transportation Circulation and Reduce Traffic Congestion
4. Promote Workforce Diversity and Development
5. Identify New Revenue Sources to Maintain Financial Stability
6. Enhance Culver City's Reputation as a City of Kindness

Since the City Council's adoption of the Strategic Plan on November 14, 2016, City staff have been working on the Strategic Plan initiatives in conjunction with City Council Members. Staff has been providing updates to the City Council through the departmental Work Programs.

## **DISCUSSION**

Recently, Vice Mayor Small met with the City Manager to discuss conducting another City Council Strategic Planning session on May 18 and 19, 2018. Vice Mayor Small also indicated that he had met Yolanda Gorman, Senior Advisor to the Chancellor for Strategic Initiatives, at the University of California, Los Angeles (UCLA). Ms. Gorman has a background in university-level education and organizational consulting. Most recently, Ms. Gorman has been responsible for facilitating the strategic planning process for UCLA which pertains to the university's future. Ms. Gorman's résumé is included as Attachment 1.

Ms. Gorman has submitted a proposal (Attachment 2) to conduct a City Council Strategic Planning Retreat in May. As part of her proposal, she would complete the following tasks:

1. Review background materials including, but not limited to, the Culver City Strategic Plan 2016-2021; the City Council adopted Work Plan and related materials;
2. Prepare agenda/materials for Board Retreat;
3. Identify key objectives for Strategic business planning retreat;
4. Facilitate a two-day strategic planning retreat for City Council Members;
5. Prepare a summary report of the retreat outcomes and draft strategic plan, review and prepare final plan.

Ms. Gorman proposes a cost of \$7,000 for her services.

If the City Council selects Ms. Gorman as the facilitator, staff would work with Ms. Gorman throughout this process, which would include returning to the City Council with updates and the outcome of the Retreat.

## **FISCAL ANALYSIS**

The cost of the services is \$7,000 and there are sufficient funds in the Fiscal Year 2018-19 Budget for this expense. Additionally, it is possible that any new future programs and projects proposed as a result of the Retreat will have an additional fiscal impact.

## **ATTACHMENTS**

1. Yolanda Gorman's Résumé
2. Yolanda Gorman's Proposal

## **MOTION**

That the City Council:

1. Select the City Council Strategic Planning Retreat facilitator;
2. Select May 18 and 19, 2018 as the dates for the Retreat; and
3. Provide direction to the City Manager as deemed appropriate.