Culver City Council & Staff

Strategic Planning 2017-2020

Jim Clarke, Council Member
Thomas Aujero Small, Vice Mayor
John Nachbar, City Manager

Consultants:
Regina Birdsell, CEO & President
Leslie Robin, Senior Strategist
Session Outline

- Intro • Who is Culver City?
- Context • Why engage in Strategic Planning?
- Review • What was the process and results?
- Impact • What has been done to implement the results?

Who is Culver City?
City Council

Jeffrey Cooper
Thomas Augero Small
Jim B. Clarke
Göran Eriksson
Meghan Sahli-Wells

Why Plan?
**Conditions**

- Council interest in setting and leading priorities
- Discuss issues cross departments
- Opportunity for staff to “think outside the box”
- Partnership with City Manager & staff

**Motivations**

- Council set community priorities
- Mayor transition
- Council consensus
- Focus staff on community priorities
- Stronger, cohesive relationship
Why an outside Consultant

Risks

- Ongoing work
- Disagreement
- Laundry list
- Community Outrage
- Staff resistance
Priorities & Opportunities

What is your Strategic Vision? (Activity)
Overall Process

Council members shared priorities and perspectives

City Council Strategic Planning Retreat with City Staff

Council members and staff refined the priorities and initiatives

Staff integrated the priorities into Work Plans

The Planning Process

Celebrate Achievements

Priority Identification

Review of Current Environment

Setting Goals for 3-5 years

Develop Criteria for Decision Making

Ownership
Participants

- City Council
- CNM
- City Manager
- Department Heads

Decision-Making Criteria

- City-wide impact
- Enhance the quality of life in Culver City
- Involve broad community participation
- Cost effective or revenue generating
- Enhance the Culver City brand
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
Activity

Impact and Integration

Dept heads & council meet
Develop initiatives for each goal
Integrated into the budget
Developed document & on website
Part of workplan
Looking ahead

Impact
Thank you!