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**TO:**                      Honorable Mayor Burton and Members of the City Council  
**FROM:**                      Nadine Nader, Assistant City Manager  
**SUBJECT:**                      Strategic Planning Process  
**DATE:**                      August 27, 2015

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## **INFORMATION MEMO**

The purpose of this informational memo is to provide a status update on the Strategic Planning Process.

The City requested proposals to assist in the development of a long-term (5-7 year) strategic plan. The Strategic Plan will establish long term goals and strategies while re-affirming the City's mission, vision and values, which were developed during the last strategic planning process. We expect a public engagement process involving the community, City Council, appointed officials and city staff.

### **History:**

The City's previous strategic planning efforts started in 2012 with Marilyn Snider of Snider and Associates. Updates were performed every six months with the most recent update in July 2013. Since that time, the City has undertaken several additional initiatives that further advance strategic planning for the City. These efforts include: the new and enhanced community-based budget process, which incorporated a community survey and the City Council Retreat. Furthermore, the City solicited the assistance of the Urban Land Institute (ULI) to facilitate a downtown visioning process.

The current Strategic Planning Process requires the facilitator to incorporate all of these efforts into the overall strategic planning process, as these guiding documents will serve as the foundation for the SWOT analysis.

### **Process:**

To this end, a Request for Proposal was issued with a focus on strong organizational strategic planning experience.

The City received seven proposals. Because this is a professional services contract, selection is based on various factors, including knowledge and experience with similar projects, approach and understanding of the scope of services, references, staff expertise and cost. The firms that submitted proposals were: Placeworks, Management Partners, The Novak Consulting Group, Tyler St. Clair, Flint Strategies, Tanner LLC and Coraggio. Of those consultants, Placeworks, Management Partners and The Novak Consulting Group were

selected for interviews based on their qualifications and experience.

Based on the interviews, and subsequent reference checks, The Novak Consulting Group was selected (TNCG). This recommendation was based on their comprehensive response to the Request for Proposal, their understanding of the required scope of services, qualified project team, strong experience and presentation interview. The group's broad scope of experience and emphasis on efficiency and community engagement make them a strong fit for the needs of the City.

### **Facilitator Background:**

After receiving a Masters of Public Administration from the University of Kansas, Julia Novak, of Novak Consulting Group, began her career working in local government in 1987. Julia spent 16 years working for several municipalities before venturing into consulting full-time in 2003. She established The Novak Consulting Group in 2009.

Today, she and her team work with municipalities all over the country on issues ranging from public safety to performance measurement to strategic planning. TNCG has assisted cities in California, including Palo Alto and Hayward, in facilitating their strategic planning processes. A number of other cities, such as Fort Collins, CO, Ann Arbor, MI, and Cincinnati, OH, have benefitted from the extensive knowledge and dedication of The Novak Consulting Group. For more information about the firm, visit their website at <http://thenovakconsultinggroup.com/>

### **Schedule / Next Steps:**

TNCG will begin the strategic planning process in September 2015. Using the guiding documents noted above, they will facilitate meetings with the Council, the community and employees, which will inform the development of the strategic plan.

Below is a tentative schedule for the strategic planning process:

- 1.) **Mid-September 2015**
  - a. Strategic planning kick-off meeting with staff
  - b. Individual interviews with Council Members
- 2.) **Mid-October 2015**
  - a. Host two community outreach meetings
  - b. Host employee input meetings
- 3.) **End October 2015 / Beginning November 2015**
  - a. Facilitate strategic planning workshop where Council will use community and departmental input to develop goals and objectives within the plan
- 4.) **December 2015**
  - a. Create a draft of Manhattan Beach Strategic Plan and communication materials
  - b. Revise draft as necessary with Council and community input
  - c. Meet with staff to create action plan for implementation approximately 2 weeks after Council's Strategic Planning workshops
- 5.) **January/February 2016**
  - a. Present results to the Council and Community

### **Community Outreach**

As dates are established, the City will provide notice via its website, social media outlets, and printed media, as well as outreach to various community groups. It will provide the community with up to date information through email alerts and other outreach methods. Comments will

be gathered at community input meetings, to be held through the course of the Strategic Planning Process. For residents and other invested persons who are unable to attend these events, the City will post a Strategic Planning Survey on its Open City Hall forum that can be filled out electronically and will be incorporated into the planning process. This survey will also be made available in paper form at a variety of other events, such as the weekly Farmer's Market, for citizens unable to access it electronically. As more information is available, interested parties can find more detailed information about the Strategic Plan and how to participate on the City's website, [www.citymb.info](http://www.citymb.info).