



## Staff Report

### March 12, 2019

---

**TO:** Honorable Mayor and Members of the Town Council  
**FROM:** Sean Rabé, Town Manager  
**DATE:** March 2, 2019  
**RE:** Strategic Planning Proposal and Contract

---

#### **Recommendation**

Staff recommends the Council authorize the Town Manager to enter into a contract with Team Gaebler for a two-day strategic planning session to be held in mid-May.

#### **Issue Statement and Discussion**

Strategic Planning is a critical process for local governments to provide a framework that ensures priorities set by the Town Council are clear to all employees, goals are laid out that respond to priorities, objectives are achieved that meet the goals, and that Town government is accountable to meeting community needs.

The goals are broad statements of what we are striving for in delivering services to our community and should be both quantitative and qualitative in nature. The plan should identify strategies and initiatives to support the core goals.

The first step in this process is to hold a two-day Town staff and Council retreat that will provide a framework for the Strategic Plan itself. The goal of the retreat isn't to prepare the actual strategic plan itself – rather, the goal is to ensure all parties involved are on the same page as to priorities and goals for Town Staff for the next three years. Action steps for the implementation of those goals will be developed, and will be folded into the actual Strategic Plan document at a later date.

Staff has engaged one of the preeminent thought leaders in municipal government for this project. Ted Gaebler has agreed to conduct the initial retreat. His biography is attached at the end of his proposal. Gaebler has significant experience in leading local governments, spread over several decades. He is an internationally-recognized expert on approaching change in governments.

Staff strongly recommends the Town Council authorize the Town Manager to enter into a contract with Team Gaebler for strategic planning services.

#### **CEQA Requirements**

There are no CEQA requirements associated with the recommended action.

#### **Financial and/or Policy Implications**

Gaebler's direct contract amount is \$17,100 (see attached proposal).

#### **Attachments**

- A. Team Gaebler Proposal



Fee for Proposed Town of Loomis  
Town Council & Management Team Session

Two-day session      8:30 a.m. to 8:30 p.m. day one & 8:30 to 3:30 day two      \$16,000

Contractor will also receive \$1,100 for expenses (no receipts required) for travel costs and training materials

- Includes three-to-four days of prep time
- Assumes two days for interviews with all session participants
- Includes services of Team Gaebler Associate Donna Hall
- Includes brief summary notes produced from the session
- Includes hand-outs, if any

- It assumes the Town will provide the retreat facility and all site costs
- This fee assumes the Town will make reservations and be directly billed for two hotel rooms for four nights (two for the interviews, and two for the retreat)
- It assumes that on-site meals will be provided by the Town
- It does not include the cost for the DiSC or similar instrument (approximately \$800)  
This cost will be directly billed to the Town from a third-party vendor
- It does not include any business license cost from Town of Loomis (if one is necessary)
- It assumes the Town will supply the usual training materials, including flip charts, pads, markers, masking tape, note pads, 3x5 cards, etc.
- It assumes the Town will provide a screen, projector and computer for visual display

Team Gaebler  
Ted A. Gaebler  
1010 B St, #205  
San Rafael, CA 94901  
415 295 7790 (b)  
916 837 1140 (m)

Donna L. Hall, Associate  
559 901 7079 (m)

**BIO**  
**TED A. GAEBLER**

Ted Gaebler is an internationally recognized authority on new approaches to government issues and is a leader in setting the stage for change...he has been changing governments for more than 40 years.

Making governments better—not “just managing”—has consistently motivated Mr. Gaebler. Through his roles as County Executive Officer, City Manager, teacher, and mentor, he has been acknowledged as a revolutionary “reinventor” and “public entrepreneur,” changing governments peacefully from the inside out. Ted has received many awards for his life-long work in training and mentoring young professionals entering the local government field. He received the highest honor from ICMA for his life-long work with young professionals, as well as training and mentoring professionals within the local government field.

Currently he has his own business, Team Gaebler, where he is available for speaking and coaching communities that want to improve their governance. He is widely sought after to educate and inspire government officials to reinvigorate local governments.

Mr. Gaebler is the co-author of the book “Reinventing Government,” which became an international best seller about transforming governments from outdated, bureaucratic organizations, to flexible, customer-focused organizations. His book has been used throughout the world in helping local, state, and national governments rethink their means of providing governmental services and economic growth.

In February 2014, after ten years, Ted retired as the first City Manager of Rancho Cordova. Under his innovative leadership, the City accomplished much, most significantly achieving a robustly positive financial picture. He led the new City of Rancho Cordova to become an All-America City in 2010, and to become No.12 in Fortune magazine’s 2011 and 2012 Great Place to Work list (the first city government to ever make the list).

He was the CEO of Nevada County, and the former City Manager of Visalia, San Rafael, and East Palo Alto, California. His first City Manager position was in Vandalia, Ohio in 1972.

Mr. Gaebler graduated from Miami University in Ohio before earning his Master’s Degree in Government Administration from the University of Pennsylvania’s Wharton Graduate School of Business (Fels Institute of Government).

He was elected to be one of 600 Fellows of the prestigious National Academy of Public Administration more than 20 years ago.

In the fall of 2016 Ted received the highest honor his profession bestows on its members, the ICMA Distinguished Service Award, for a lifetime of innovation in governments.

He and his wife, Bonne, reside in Marin County, CA