



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: June 3, 2010
To: Honorable Mayor & City Council
From: Gisele Grable, Community Services Administrator
 Community Services Department
Subject: 2010 Team Beverly Hills – Resident Educational Program
Attachment: Team Beverly Hills Application

INTRODUCTION

The recruitment process for the 15th year of the City’s Team Beverly Hills education program for residents is currently underway. The following details for the 2010-11 season are proposed as follows:

Application Process

- ◆ The Team BH membership will consist of 32 resident participants. As in previous years, two Beverly Hills High School Students will also be included and selected by the Beverly Hills Unified School District (BHUSD).
- ◆ Team BH members will be selected through an application process; the only requirement for an applicant is that he/she is a resident.
- ◆ Applications have been delivered to:
 - Individuals who have called or emailed to request an application over the last year
 - All previous applicants to the program
 - All Team BH alumni (395 members)
 - City Commissioners; and
 - Available at public counters: Library foyer, City Hall Ranger Station, City Clerk’s Office, etc.)

Dates for the program include 10 sessions from September 2010 through February 2011. Staff will finalize session dates over the next couple of months.

Application Timeline

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|---|--------------------|
| ◆ Public announcement at City Council meeting | Thursday, June 3 |
| ◆ Advertisements (also on City’s Cable Channel & website) | May-June |
| ◆ Deadline for submittal of applications | Wednesday, June 30 |
| ◆ Lottery selection of first 15 participants | Thursday, July 1 |
| ◆ Application review & selection of TBH members by City Council | July 2-16 |
| ◆ Announcement of Team BH members at City Council Meeting | July 20 |

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FISCAL IMPACT

During 2009, the City had 101 Team BH alumni members volunteer on a wide variety of City Commissions, committees (Friends of Library, Friends of Greystone, etc.), for city programs (Senior Nutrition, Library Literacy, CERT, etc.), events (Garden & Design, Affaire in the Gardens Art Show, etc.), and even for City Departments such as the Police Department. Team BH Alumni Members have provided approximately 3,985 volunteer hours. With a conservative estimate of \$12 an hour, they have provided approximately \$47,820 of services to the City with their volunteer hours.

The budget for the Team Beverly Hills program has been included in the Community Services Department budget for Fiscal Year 2010-2011 (approximately \$57,000 in direct costs). The participation fee has been increased by the CPI increase (\$51). Although two participants in last year's program expressed potential difficulty with the cost with one individual potentially dropping out, staff was able to make payment plan arrangements, and in both cases, payments were made in full.

RECOMMENDATIONS

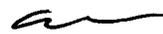
As in previous years, fifteen members will be selected by the City Council (3 per Councilmember), 15 candidates selected through a lottery process (assistance provided by the City Clerk) and the remaining 2 students will be selected by the BHUSD. Staff will also continue to indicate the exact number of times each applicant has applied if they have applied on more than one occasion, in case the City Council wishes to provide consideration to those who have applied repeatedly.

Unless the City Council has any questions or concerns, staff will continue with the finalization of the application and recruitment process and will provide all copies of applications received by the June 30 deadline date.

Gisele Grable



Steve Miller



Approved By

Attachment



Team Beverly Hills is an interactive and educational program developed for residents that informs citizens of their local government representatives, departments and programs; community associations; and current community issues. The Team Beverly Hills (BH) program is designed to create an environment that nurtures and encourages leadership, participation and responsibility by the City's citizenry. The vision of Team BH is to develop and maintain an informed, energetic and diversified resource for community involvement and leadership roles.

Through an application process, 32 residents (30 selected by the City Council/lottery and 2 selected by the Beverly Hills Unified School District) are selected for the Team. Over a period of 6 months (September-February), Team BH members meet on 10 occasions (evenings and weekends) and actively participate in a variety of tours, presentations and demonstrations. Highlights from previous programs include:

- ◆ Lectures by City officials and representatives (Mayor and City Councilmembers, City Treasurer, City Attorney, City Manager, City Department Heads from Building & Safety, Engineering, Emergency Services, Finance, Information Technology, Library, Planning, Public Works, Recreation & Parks, and Transportation Departments, including Police Chief and Fire Chief); as well as community, and local business leaders
- ◆ Open dialogue with City officials, City representatives and community/business leaders in order to enable and offer participants an understanding of issues, opportunities and challenges facing the City
- ◆ Presentations and interactive demonstrations
- ◆ Walking and driving tours of City facilities and public/private sites
- ◆ Leadership and team-building training exercises
- ◆ Informal gatherings (for networking between Team members, City officials and representatives, and community/business leaders)
- ◆ Recognition and graduation program for current Team members and all Alumni members

Objectives

- ◆ To build a resource of involved citizens for future commissions, committees, programs and projects for the benefit of the Beverly Hills community.
- ◆ To develop, nurture and utilize leadership potential within the community.
- ◆ To familiarize residents with all aspects of government, business, and service industries.
- ◆ To involve residents in community activities, projects and endeavors.

Developed in 1996, the Team Beverly Hills program currently has 390 Alumni members. As more residents are educated through the Team Beverly Hills program, the positive results will benefit the entire community as Alumni continue to seek out opportunities to participate and assist existing civic and community organizations and agencies. The long-term benefits will include an ever-expanding network and resource of community leaders, as well as assist in building a stronger bridge of mutual trust and respect between the community and its government.



CONFIDENTIAL INFORMATION

~~WED. JUNE 30 DEADLINE DATE~~

City of Beverly Hills
Team Beverly Hills - The Leadership Program
2010 APPLICATION

Name _____

Home Address _____

BEVERLY HILLS, CA Zip Code _____

Email Address _____

Phone Day () _____ Evening () _____

Fax Day() _____ Evening () _____

How long have you been a resident of Beverly Hills? _____

How did you find out about Team BH? _____

Occupation _____

Employer _____

Work Address _____ Zip Code _____

List community service within the City of Beverly Hills over the last five years:

Why would you like to participate in Team Beverly Hills?

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