CITY OF BEVERLY HILLS

HUMAN SERVICES DIVISION

MEMORANDUM

TO:	Human Relations Commission
FROM:	James R. Latta, L.C.S.W., Human Services Administrator
DATE:	September 20, 2012
SUBJECT:	Promotion Plan for 2013 Embrace Civility Award
ATTACHMENT:	1. 2013 Embrace Civility Award Promotional Plan (Draft)

The following item is provided to the Commission for consideration.

Introduction

At the July 19, 2012 meeting the Commission approved keeping the award independent from the bullying prevention efforts and decided to continue the Embrace Civility Award and process without significant changes. Following a brief discussion of the strengths and weaknesses of the first award, the Commission determined the nomination process, the selection process and even the recognition process were successful. The only room for improvement was possibly the promotion of the award.

To help the Commission plan for the 2013 Embrace Civility Award, staff drafted a schedule for the promotion based on the second embrace civility award scheduled for presentation in June of 2013. Attachment 1 provides a list important dates and a list of community services opportunities in which the embrace civility award could be promoted. In addition, the professional services of the City's communication staff and Community Services professional publicist have been confirmed.

ATTACHMENT I

2013 EMBRACE CIVILITY AWARD PROMOTION PLAN (draft)

Dates: for use in scheduling

Election filing closes: December 7, 2012

Campaign kick-offs: mid- January

Election: March 5, 2013

CC Reorganization: March 26, 2013

Election Civility power point presentation was March 2 in 2010

CC meetings for award presentation in June 2013: (first and third Tuesdays)

June 4, 2013

June 18, 2013

HRC meetings in 2013:

January 17

February 21

March 21

April 18

May 16

June 20

Outreach to Community

In collaboration with City's professional Communications and Community Services staff:

- Link to City website, email blasts and social networking via Community Services database; Community Services spring brochure (mails in March)
- Hard copy and electronic copies
- Coverage by the Beverly Hills Weekly, Beverly Hills Courier, and Beverly Hills PATCH.
- 2013 Embrace Civility nomination forms all City venues (e.g.): City Hall, library, parks, police station; Farmers' Market; etc.
- City of Beverly Hills commissioners;
- Team Beverly Hills alumni;
- Faith-based community partners;
- Homeowner association leadership;
- Business community;
- Youth sports

DRAFT