



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: December 20, 2012
To: Human Relations Commission
From: James R. Latta, L.C.S.W., Human Services Administrator *J.R.L.*
Subject: Introduction of Civility Statement at All City Meetings
Attachments:

1. City Council Staff Report: March 2, 2010 *Election Civility Statement for the Community*
2. HRC Memorandum: November 15, 2012, *Promotion Plan for 2013 Embrace Civility Award.*

INTRODUCTION

The following information is provided for the Commission in consideration of a motion made regarding a future work plan item:

MOTION by Ginsburg, SECONDED by Nazarian: Move that this Commission actively pursue the possibility of requesting that all chairs of commissions, committees or groups that gather under the aegis of the City including in their opening statements a review of the civility policy that has been adopted by the city. (5/0)

DISCUSSION

The following is a chronology of the Commission's work to promote civility:

The Human Relations Commission civility initiative started in December 2007 when an ad hoc committee began to explore ways to foster civility in our community. Working with the City Attorney, it became apparent that *promoting* civility would be challenging due to First Amendment rights. At that time, the Commission set aside the issue and pursued other work plan priorities.

In November 2009, the Commission revisited the concept and drafted an election civility statement to be sent to the community asking for their support in creating a model of positive civic behavior and teaching children by example. On November 30, 2009 an ad hoc committee met with the Human Relations Commission liaisons to consider the statement which was subsequently presented to the City Council on March 2, 2010 (Attachment 1). The statement was well-received by the Council and approved for dissemination during elections.

Meeting Date: December 20, 2012

On November 16, 2010, the Commission attended the City Council meeting in celebration of the 10th anniversary of the Human Relations Commission and the creation of the Election Civility statement. During the meeting, councilmembers advocated that the statement be modified to be used year-round, not just every two years when there was an election. In addition, a councilmember suggested creating something with the statement to put at the doors to Council Chambers.

On April 5, 2011, a model of the civility plaque with the year-round statement was presented to the City Council.

At the November 15, 2012 Human Relations Commission meeting, the Commission confirmed the roll-out of the Election Civility statement with the City Clerk (Attachment 2).

FISCAL IMPACT

There is no fiscal impact

RECOMMENDATION

It is recommended that the Human Relations Commission advise that there is a poster with the Civility/Election Civility statements provided for use by the commissions and/or all meetings held in room 280-A at their sole direction.

ATTACHMENT I

City Council Staff Report:

March 2, 2010

Election Civility Statement for the Community



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: March 2, 2010
To: Honorable Mayor & City Council
From: James R. Latta, L.C.S.W., Human Services Administrator, *[Signature]*
 Julie Kahn, M.S.W., Human Services Outreach Manager
Subject: Human Relations Commission Election Civility Statement for the Community

Attachment: 1. Code of Fair Campaign Practices (Division 20, Chapter 5, Elections Code.)

INTRODUCTION

Chair Yousem, Vice Chair Nazarian and Commissioner Ginsburg met with the Human Relations Commission (HRC) liaisons Mayor Krasne and Vice Mayor Delshad on November 30, 2009 to consider an *Election Civility Statement* drafted for the Beverly Hills community.

DISCUSSION

The HRC's current civility initiative started in December, 2007, when the HRC appointed an ad hoc committee to explore ways to foster civility in our community. Working with the City Attorney, it became apparent that *promoting* civility would be challenging due to First Amendment rights. In addition, the municipal election candidates were already required to sign a similar statement, the Code of Fair Campaign Practices, included in the Candidate Information Handbook (see attachment I) prepared by the Office of the City Clerk. The Commission set the issue aside and focused their work on reorganizing priorities and developing a work plan.

More recently, the Commission revisited this concept and approved a civility statement to be sent to the community asking for their support in creating a model of positive civic behavior and teaching our children by example:

The Human Relations Commission of the City of Beverly Hills strives to promote positive human relations in all aspects of community life. We believe that the examination of diverse candidates and challenging issues can be conducted with great civility. While our schools may provide civics education in the classroom, we citizens are obligated to provide our young people with a real life model of positive civic behavior that we teach

by example. We hope that every member of this community will join us as we take a stand in support of an environment where respect and responsible actions prevail in all elections and in every aspect of our community life.

Next, the Commission presented recommendations for dissemination of the Election Civility Statement:

- recommend the statement before City Council for endorsement
- provide copy of statement for all municipal election candidates and their campaign managers to sign in addition to the statement currently in the City Clerk packet that requires their signatures.
- include statement in candidate's packet and/or include in candidate's orientation presentation.
- use of pictures, posters, email and other vehicles to underscore the message of promoting an environment where respect and responsible actions prevail in all aspects of community life
- disseminate statement through a press release to local media and prior to future elections

FISCAL IMPACT

The advertising option for both the Beverly Hills Courier and the Beverly Hills Weekly, depending on the size of the advertisement, is estimated between \$858.00 for a quarter page, \$1,666.50 for a half page, and \$2,966.70 for a full page advertisement. These are costs per election for running just one advertisement in each local newspaper. Running the add two weeks before the election and again just prior to the election would be twice the cost. The City Clerk's Office can add this expense to the election budget for FY 10/11 if it is the Council's desire.

RECOMMENDATION

It is the recommendation of the Human Relations Commission that City Council approve the *Election Civility Statement* and the elements of distribution.

Steve Miller 
Approved By

CODE OF FAIR CAMPAIGN PRACTICES

(Division 20, Chapter 5, Elections Code.)

Chapter 5. Fair Campaign Practices

Article 1. General Intent

20400. The Legislature hereby declares that the purpose of this chapter is to encourage every candidate for public office in this state to subscribe to the Code of Fair Campaign Practices.

It is the ultimate intent of the Legislature that every candidate for public office in this state who subscribes to the Code of Fair Campaign Practices will follow the basic principles of decency, honesty, and fair play in order that, after vigorously contested, but fairly conducted campaigns, the citizens of this state may exercise their constitutional right to vote, free from dishonest and unethical practices which tend to prevent the full and free expression of the will of the voters.

The purpose in creating the Code of Fair Campaign Practices is to give voters guidelines in determining fair play and to encourage candidates to discuss issues instead of untruths or distortions.

Article 2. Definitions

20420. As used in this Chapter, "Code" means the Code of Fair Campaign Practices.

Article 3. Code of Fair Campaign Practices

20440. At the time an individual is issued his or her declaration of candidacy, nomination papers, or any other paper evidencing an intention to be a candidate for public office, the Elections Official, shall give the individual a blank form of the Code of Fair Campaign Practices and a copy of this chapter. The Elections Official shall inform each candidate for public office that subscription to the code is voluntary.

In the case of a committee making an independent expenditure within the meaning of Section 82031 of the Government Code, the Secretary of State shall provide a blank form and a copy of this chapter to the individual filing, in accordance with Title 9 (commencing with § 81000) of the Government Code, an initial campaign statement on behalf of the committee.

The text of the Code shall read, as follows: (See "CODE OF FAIR CAMPAIGN PRACTICES" on reverse side).

20442. The Elections Official shall accept, at all times prior to the election, all completed forms which are properly subscribed to by a candidate for public office and shall retain them for public inspection until 30 days after the election.

20443. Every code subscribed to by a candidate for public office pursuant to this chapter is a public record open for public inspection.

20444. In no event shall a candidate for public office be required to subscribe to or endorse the code.

City Council and Session 03/02/2010

CODE OF FAIR CAMPAIGN PRACTICES

There are basic principles of decency, honesty, and fair play which every candidate for public office in the State of California has a moral obligation to observe and uphold, in order that, after vigorously contested, but fairly conducted campaigns, our citizens may exercise their constitutional right to a free and untrammelled choice and the will of the people may be fully and clearly expressed on the issues.

THEREFORE:

(1) **I SHALL CONDUCT** my campaign openly and publicly, discussing the issues as I see them, presenting my record and policies with sincerity and frankness, and criticizing without fear or favor the record and policies of my opponents or political parties which merit such criticism.

(2) **I SHALL NOT USE OR PERMIT** the use of character defamation, whispering campaigns, libel, slander, or scurrilous attacks on any candidate or his or her personal or family life.

(3) **I SHALL NOT USE OR PERMIT** any appeal to negative prejudice based on race, sex, religion, national origin, physical health status, or age.

(4) **I SHALL NOT USE OR PERMIT** any dishonest or unethical practice which tends to corrupt or undermine our American system of free elections, or which hampers or prevents the full and free expression of the will of the voters including acts intended to hinder or prevent any eligible person from registering to vote, enrolling to vote, or voting.

(5) **I SHALL NOT** coerce election help or campaign contributions for myself or for any other candidate from my employees.

(6) **I SHALL IMMEDIATELY AND PUBLICLY REPUDIATE** support deriving from any individual or group which resorts, on behalf of my candidacy or in opposition to that of my opponent, to the methods and tactics which I condemn. I shall accept responsibility to take firm action against any subordinate who violates any provision of this code or the laws governing elections.

(7) **I SHALL DEFEND AND UPHOLD** the right of every qualified American voter to full and equal participation in the electoral process.

I, the undersigned, candidate for election to public office in the State of California or treasurer or chairperson of a committee making any independent expenditures, hereby voluntarily endorse, subscribe to, and solemnly pledge myself to conduct my campaign in accordance with the above principles and practices.

Signature

Date

Printed Name

Date of Election

ATTACHMENT 2

HRC Memorandum:

November 15, 2012

Promotion Plan for 2012 Embrace Civility Award



CITY OF BEVERLY HILLS
HUMAN SERVICES DIVISION

MEMORANDUM

TO: Human Relations Commission
FROM: James R. Latta, L.C.S.W., Human Services Administrator *J.R.L.*
DATE: November 15, 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 additional 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 (Sunday March 3, 2013); etc.
- City of Beverly Hills commissioners;
- Team Beverly Hills alumni;
- Faith-based community partners;
- Homeowner association leadership;
- Business community;
- Youth sports