



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** February 17, 2009  
**To:** Honorable Mayor & City Council  
**From:** Cheryl Friedling, Deputy City Manager for Public Affairs *ef*  
**Subject:** Community Outreach/Communications Initiative  
**Attachments:** None

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### INTRODUCTION

This item provides information on a new initiative designed to effectively communicate with the Beverly Hills residential and business communities regarding topical City issues and events.

### BACKGROUND

In a recent survey conducted for the City of Beverly Hills, 79% of residents reported their satisfaction with the City's efforts to communicate with residents through newsletters, the Internet, or other means. This includes the City's website ([www.beverlyhills.org](http://www.beverlyhills.org)) which receives 107,000 visits per month, and the City's newsletter, *Beverly Hills In Focus* which is delivered to 19,000 homes and 5,000 businesses.

To enhance the City's efforts in continually developing enhanced methods of reaching the community, a new initiative will be launched using the city's two local community newspapers, *The Beverly Hills Courier* and *The Beverly Hills Weekly*. These efforts will capture the attention of a large portion of the community, as both newspapers are widely relied upon by residents as information sources for City news and information.

The City has contracted with both newspapers for a prime position to publicize legal and other notices. With the approval of the City Council, staff will work with the local newspapers going forward (and through the annual contract renewal process) to relocate the legal notices to another location when necessary, reserving the prime positions for full-page announcements of key issues and events.

This initiative will complement the City's website and newsletter as effective tools to conduct community outreach and communicate with residents/businesses in ways preferred by the community.

FISCAL IMPACT

No additional budgetary impact is anticipated. Staff will utilize existing budget resources and the existing contracts with both local newspapers to minimize the fiscal impact of this new initiative, and will negotiate favorable terms when these contracts are renewed in July, 2009.

RECOMMENDATION

Staff recommends that the City Council authorize staff to continue to develop this initiative and report back to the City Council.

Cheryl Friedling

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Approved By