



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** May 13, 2009

**To:** Honorable Mayor & City Council

**From:** Gisele Grable, Community Services Administrator  
Community Services Department

**Subject:** 2009 Team Beverly Hills – Resident Educational Program

**Attachment:** Team BH Application

### INTRODUCTION

The City's Leadership Program was originally developed as a City Council initiative, and has been designed to educate and inform residents of their local government representatives, departments and programs; community associations; and current community issues. Team Beverly Hills has proven to become a basic training ground for commissioners and other City volunteers, and the City currently has 39 Team BH alumni members who are serving on commissions or are elected officials, and a total of 138 members who have also served on various City committees, as volunteers for a wide variety of City programs and events, and even occasionally volunteering to assist City departments.

Plans for the 14<sup>th</sup> year of the City's Team Beverly Hills education program are currently being developed, and normally, the recruitment process occurs during the month of May. As there will be some changes to the program for the 2009-10 program, staff is seeking City Council direction on one of the elements prior to recruitment in case there are direct impacts on the new participants.

The following details for the 2009-10 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.
- ♦ Applications will be mailed 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 (361 members)
  - All City Commissioners
  - And will be available at public counters: Library foyer, City Hall Ranger Station, City Clerk's Office, etc.)
- ♦ Dates for the program include 10 sessions from September 2009 through February 2010. Staff will finalize session dates over the next couple months.

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Application Timeline

- ♦ Public announcement at City Council meeting Wednesday, May 27
- ♦ Advertisements (also on City's Cable Channel & website) Beginning in May
- ♦ Deadline for submittal of applications Thursday, June 25
- ♦ Application review & selection of TBH members by City Council June 29-July10
- ♦ Announcement of Team BH members at City Council Meeting July 21

Selection Process

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.

FISCAL IMPACT

The budget for the Team Beverly Hills program has been included in the Community Services Department budget for Fiscal Year 2009-10, but due to the proposed budget reductions, the direct costs of the program are being reduced by approximately 48% (from \$29,068 to \$15,000 which includes reductions in the graduation program/reception, reduction of food costs overall, decrease in consultant services, reduction in commemorative items, etc.).

As a means to offset some of the programs costs, it has been proposed to initiate a registration fee for participation in the program. Fee amounts that have been discussed for consideration include:

Fee per Participant For 30 Members*	Revenue Total	Net Cost of Program with Offset
\$50	\$1,500	\$13,500
\$100	\$3,000	\$12,000
\$200	\$6,000	\$9,000
\$500	\$15,000	\$0

\* suggest excluding/exempting the 2 BHHS student participants from paying fee

The pros and cons for initiating a fee for a program that has been free to residents include the following:

The benefits include restoring any elements that are currently being removed for example at the \$200 rate (\$6,000), a full graduation ceremony and reception that would include an invitation to all 360 alumni, City Commissioners and City staff could be restored. As currently proposed with the current budget reductions, the graduation will include a ceremony for the Team BH graduates and their families only and a simple dessert reception. In addition, there would also be funds to restore the Team BH "class" shirts, whereas for next year, only Team BH hats will be provided to the members.

The potential difficulties include initiating a fee for a program that has previously been free to residents-only for over 13 years. On a couple of occasions over the years, a registration fee for Team BH applicants has been proposed. Although it has been considered, it has been thought that the demographics of the Team could change if certain groups of the community were unable to participate due to financial considerations. The diversity of the Team membership over the years has been one of the program's strengths. Residents from the entire community have participated: renters, homeowners, all ages, from all areas throughout the City.

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In addition, concerns have been voiced that a fee could also change the dynamics of the program, and even potentially reduce the number of desirable candidates.

Over the last year, the City has had 138 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. For Fiscal Year 2008-09, Team BH Alumni Members have provided a total of 4,244 volunteer hours. The alumni members have gained a basic understanding of the City, which is valuable in whatever capacity in which they are assisting the City. Even with a conservative estimate of \$12 an hour, the services for the 4,244 hours for this last fiscal year is \$50,728.

Other cities that provide similar types of leadership programs primarily provide their programs free to their residents. *(Staff will provide the City Council with other cities' Leadership Program details at the May 13 study session.)* To date, only 2 cities (Kettering, Ohio; and Mesa, Arizona) have been found to charge fees of \$500 per participant, and in both cases, the programs include a series of day-long classes and/or retreats similar to more formal programs and college courses.

#### RECOMMENDATIONS

Even with the current budget reductions as proposed, staff believes that the core of the program of educating participants on the City's departments and operations and informing residents of their local government representatives, programs; community associations; and current community issues will continue to remain intact. Due to the fact that the program has been provided at no cost to residents for 13 years, and many new members are potentially friends neighbors, and family of alumni members, it is recommended that if the City Council wishes to begin charging a registration fee, that it initially begin at a lower rate (\$50 for example), to determine what impact if any, a fee might have on the number of applications received.

Staff respectfully requests City Council direction regarding whether to include a registration fee for the upcoming year of the Team Beverly Hills program, and if approved, at what amount.

\_\_\_\_\_  
Gisele Grable  
Approved By





Team Beverly Hills was originally developed to educate and inform residents of their local government representatives, departments and programs; community associations; and current community issues. The Program was designed to create an environment that would nurture and encourage leadership, participation and responsibility by the City's citizenry. The vision of Team Beverly Hills is to develop and maintain an informed, energetic and diversified resource for community leadership.

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 Beverly Hills (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 360 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 embody 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**  
**Team Beverly Hills - The Leadership Program**  
**2009 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? \_\_\_\_\_

Occupation \_\_\_\_\_

Employer \_\_\_\_\_

Work Address \_\_\_\_\_ Zip Code \_\_\_\_\_

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

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please indicate dates/vacations/etc. you are planning, and will **NOT** be available to attend:  
(from September 2008-February 2009)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Why would you like to participate in Team Beverly Hills?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*continued on back*

