



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: November 16, 2010

To: Honorable Mayor & City Council

From: James R. Latta, L.C.S.W., Human Relations Commission Staff Liaison *JRL*

Subject: Human Relations Commission Election Civility Statement for the Community

Attachment: Human Relations Commission Celebrates Tenth Anniversary Through Introduction of Election Civility Statement

INTRODUCTION

The Human Relations Commission wishes to address City Council regarding the Commission's tenth anniversary and the introduction of the election civility statement to the community. November 1, 2010 marks the tenth anniversary of the Human Relations Commission. Ten years ago, City Council voted unanimously "to establish a Human Relations Commission to foster positive human relations within the Beverly Hills community." The Commission comes before Council this afternoon to celebrate the work of those before them by introducing a new Election Civility Statement to the Community. The Commission's message is twofold. First, promoting civil discourse and conduct via the Election Civility Statement materials and second, offering the Human Relations Commission meeting as a public forum for the community to express their concerns about civility issues during the election.

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. The Commission's work on promoting civility evolved into a civility statement for the community. At the March 2, 2010 City Council meeting, Council gave unanimous support for the election civility statement. City Council directed the timing of the roll-out of the statement be tied to a sequence of events that occur during the election cycle. These included the statement be given to the candidates early in the filing period such as when they obtain election materials from the Office of the City Clerk and prior to the orientation meeting for candidates who have filed with intention to run for office. Staff worked with the Office of City Clerk to implement the dissemination of the statement per the direction of the City Council. As items in the roll out plan were

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produced, the Commission approved all materials (e.g. fliers, postcard, poster-boards) prior to release.

The Municipal election presents an ideal opportunity for the Commission to promote civil discourse and conduct in the Beverly Hills community. Unlike previous election cycles, this year the Commission will take a proactive role in promoting civil discourse and conduct in the community. Staff is managing the media outreach efforts, while the Commission is taking the more influential role of being ambassador to community. Equipped with the Election Civility Statement as a tangible expectation of behavior for the community during an election, Commissioners are scheduled to present the message to a number of City related venues (e.g. City commission meetings) during the entire election period from November 15, 2010 through March 8, 2011 municipal election.

FISCAL IMPACT

Items in the roll-out plan that use City resources such as the website, cable scroll and graphic artist services will be managed by staff. The primary out-of-pocket expense for the roll-out plan is for advertising in the local papers. As noted in the March 2, 2010 report to City Council, the City Clerk's Office was able to include this expense in their election budget for FY 2010/11. The cost to include both the Beverly Hills Courier and the Beverly Hills Weekly for running just one advertisement in each local newspaper was estimated between \$858.00 for a quarter-page, \$1,666.50 for a half-page, and \$2,966.70 for a full-page advertisement. Running the ad two weeks before the election and again just prior to the election would be twice the cost.

CONCLUSION

During this year's municipal election, the Human Relations Commission embraced the civility statement as an invitation for the community to teach by example and provide young people with real life models of positive civic behavior. Equipped with the new *Embrace Civility Logo* the Commission plans to continue promoting civility beyond the municipal election. Please join the Human Relations Commission as we take a stand in support of an environment where respect and responsible actions prevail in all aspects of our community life.


Nancy Hunt-Coffey



COMMUNITY SERVICES

HUMAN RELATIONS COMMISSION TENTH ANNIVERSARY

Sharona Nazarian, Chairperson

Barbara Linder, Vice Chairperson

Yar Meshkaty, Cheri Yousem

Ilona Sherman, Rochelle Ginsburg, Tom Pease



Mission Statement

- The primary objective of the Human Relations Commission is to actively work to establish our city as a model of just and equitable society. The Commission recognizes the benefits inherent in a diverse community, fosters understanding and acceptance of all its citizens, and promotes civil discourse and conduct.*

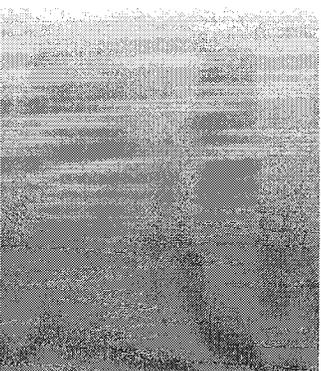


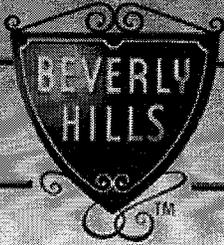
**The Human Relations Commission
of the City of Beverly Hills strives to promote
positive human relations in all aspects of community life.**

**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.**





Promotion

- Candidates and campaign managers receive the statement in their packets,
- Introduce the statement at municipal election related events
- The Civility statement will be used as a tool to promote discussions about civility



Invitation to Community

- demonstrate respect for others whether or not you agree with them
- take a stand against incivility
- model positive civic behavior during this campaign and election



Summary



Please join us as we take a stand in support of maintaining a respectful environment.

