



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: April 21, 2011
To: Honorable Mayor & City Council
From: Gisele Grable, Community Services Administrator
Community Services Department
Subject: 2011 Team Beverly Hills – Resident Educational Program
Attachment: Team Beverly Hills Application

INTRODUCTION

The recruitment process for the 16th year of the City's Team Beverly Hills education program will be underway next month. The following details for the 2011-12 season are proposed as follows:

Application Process

- ◆ The Team BH membership currently includes 32 resident participants. As in previous years, two Beverly Hills High School Students are also included and selected by the Beverly Hills Unified School District (BHUSD).
- ◆ Team BH members are selected through an application process. The only requirement for an applicant is that he or she is a resident.
- ◆ Applications are sent to:
 - Individuals who have called or emailed to request an application
 - All previous applicants to the program
 - All Team BH alumni (427 members)
 - City Commissioners; and
 - Available at public counters: Library foyer, City Hall Ranger Station, City Clerk's Office, etc.)

Dates for the program include 10 sessions from September 2011 through February 2012. Staff will finalize session dates over the next couple of months and place on the City Council's calendar.

Application Timeline

- ◆ Public announcement at City Council meeting Tuesday, May 3
- ◆ Advertisements (also on City's Cable Channel & website) May-June
- ◆ Deadline for submittal of applications Friday, June 10
- ◆ Lottery selection of first 15 participants Monday, June 13
- ◆ Application review & selection of TBH members by City Council June 17-30
- ◆ Announcement of Team BH members at City Council Meeting Thursday, July 7

FISCAL IMPACT

The budget for the Team Beverly Hills program has been included in the Community Services Department budget for Fiscal Year 2011-12 (\$13,800 for direct costs including consultant's fee).

Staff has received inquiries about the possibility of adding five more individuals to the upcoming class, and still protecting the integrity and intimacy of the program. It is believed that it would be manageable to increase the number to 37 under the current budget. Expanding any greater would require additional funding in order to provide for expanded services (shuttles for example), materials, etc.

As a means to further offset some of the program's direct costs, it has been proposed to increase the current \$50 registration fee for participation in the program. Fee amounts that have been discussed for consideration include:

Fee per Participant for <u>30</u> Members*	Revenue Total	Direct Costs of Program with Offset	Direct Costs for Program with Offset & <u>35</u> Members *
\$50-current rate	\$1,500	\$12,300	\$12,050
\$75	\$2,250	\$11,550	\$11,175
\$100	\$3,000	\$10,800	\$10,300
\$200	\$6,000	\$7,800	\$6,800

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

The current rate of \$50 per participant has been in effect over the last two years; previously, the program was free for 13 years. Although two participants in the last couple of years expressed potential difficulty with the cost, staff was able to make payment plan arrangements, and in both cases, payments were made in full.

One area to consider when proposing an increase to the current rate, is that the demographics of the Team could possibly change if certain groups of the community are 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 entire City.

There are also indirect benefits to the City to also consider. For example, in 2010, the City had roughly 100 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 (Affaire in the Gardens Art Show, and other City special events), and even for City Departments such as the Police Department. In 2010, Team BH Alumni Members provided approximately 4,000 volunteer hours. With a conservative estimate of \$12 an hour, they have provided approximately \$48,000 of services to the City with their volunteer hours.

Other cities that provide similar types of leadership programs primarily provide their programs free to their residents. Cities that provide similar type of programs at much higher costs to the participants, normally include programs that provide day-long classes and/or retreats similar to more formal programs and college courses and/or have direct affiliations with local universities or colleges.

RECOMMENDATIONS

City Council direction is respectfully requested regarding the number of participants and whether or not to increase the cost of the registration fee. *(If an increase is to be considered at this time, staff would recommend increasing no greater than \$75, which would be a 50% increase over the current rate.)*

If kept at the current number, fifteen members will be selected by the City Council (3 per Councilmember, *or 4 if the number is increased*); with 15 candidates also selected through a lottery process (assistance provided by the City Clerk); and the remaining 2 students will be selected by the BHUSD. (In addition, 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 previously.)

Gisele Grable



Steve Zoet
Approved By



Attachment 1



Team Beverly Hills is an interactive and educational program developed for residents that informs citizens of their local government representatives, departments and programs; community associations; and current community issues. The Team Beverly Hills (BH) program is designed to create an environment that nurtures and encourages leadership, participation and responsibility by the City's citizenry. The vision of Team BH is to develop and maintain an informed, energetic and diversified resource for community involvement and leadership roles.

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 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 427 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 include 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

FRIDAY, JUNE 10 DEADLINE DATE

City of Beverly Hills
Team Beverly Hills - The Leadership Program
2011 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? _____

How did you find out about Team BH? _____

Occupation _____

Employer _____

Work Address _____ Zip Code _____

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

Why would you like to participate in Team Beverly Hills?

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