



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** November 15, 2011  
**To:** Honorable Mayor & City Council  
**From:** James Latta, L.C.S.W., Human Services Administrator  
**Subject:** Creation of Human Relations Commission Embrace Civility Award  
**Attachments:** 1. Embrace Civility Award Nomination Form

---

### **INTRODUCTION**

The Human Relations Commission (HRC) has created an Embrace Civility Award to recognize people in the Beverly Hills community who contribute to civility as a way of life throughout the city. The Embrace Civility Award builds on the Commission's well-received Embrace Civility campaign and civility statement that invited the community to join them in supporting an environment where civility, respect and responsible actions prevail. The award is an extension of the civility campaign and now asks community members to nominate people who further these goals for recognition by the City Council and community.

### **DISCUSSION**

The Embrace Civility Award recognizes people who exemplify any or all of the following:

- Act as a role model of positive civic behavior
- Take a stand in support of respect and responsible actions
- Promote positive neighbor to neighbor relations

The recipient may be of any age and must be one of the following:

- A resident of Beverly Hills
- City staff member
- Associated with a current business or organization that has operated in Beverly Hills for a minimum of one year

Nomination forms are available from the City's website at [www.beverlyhills.org/embracecivilityaward](http://www.beverlyhills.org/embracecivilityaward), at City Hall, the Beverly Hills Public Library, at Roxbury and La Cienega parks, and by phone: 310-285-1006.

Meeting Date: November 15, 2011

Nominations may be submitted by any individual or group. There is no specific deadline. The Commission will consider all nominations throughout the year and announce recipient(s) annually at a City Council meeting on a date to be determined. There was a conscious effort to encourage all nominations to see whether civility could be as "contagious" as incivility.

The outreach campaign will be kicked off by an announcement on the first page of the Community Services Winter Catalog. On November 22, 2011, it will be mailed to 19,331 households and approximately 2,000-3,000 will be picked up at various City venues. In addition, commissioners and staff will be in the community on an ongoing basis to help spread the word to public and private schools, homeowner associations, youth sports groups, faith-based organizations, the Chamber of Commerce and business associations, the Farmers' Market and all other opportunities.

### **FISCAL IMPACT**

There is no direct fiscal impact. All aspects of this award are tied to existing programs and within the scope of existing staff responsibilities.

### **RECOMMENDATION**

The recommendation is that the City *celebrate civility* and encourage positive human relations in all aspects of community life in Beverly Hills.

Steve Zoet  
Approved By



# **Attachment 1**



City of Beverly Hills  
Human Relations Commission



## NOMINATION FORM

### WHAT IS THE EMBRACE CIVILITY AWARD?

The Human Relations Commission promotes positive human relations in all aspects of community life. We invite every member of this community to support an environment where civility, respect and responsible actions prevail. The Embrace Civility Award was created to recognize people in our community who exemplify any or all of the following attributes:

- Acts as a role model of positive civic behavior
- Takes a stand in support of respect and responsible actions
- Promotes positive neighbor to neighbor relations

### WHO IS ELIGIBLE TO RECEIVE AN EMBRACE CIVILITY AWARD?

The recipient may be of any age and must be a resident of Beverly Hills, or City employee, or associated with a current business or organization that has operated in Beverly Hills for a minimum of one year.

### NOMINATION INFORMATION

Nominee's Name: \_\_\_\_\_

Nominee's Address: \_\_\_\_\_

Nominee's Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Submitted by: \_\_\_\_\_

Your Address: \_\_\_\_\_

Your Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

