



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** April 17, 2012  
**To:** Honorable Mayor & City Council  
**From:** Gisele Grable, Community Services Administrator  
Community Services Department  
**Subject:** 2012 Team Beverly Hills – Resident Educational Program  
**Attachment:** Team Beverly Hills Application

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### INTRODUCTION

The recruitment process for the 17<sup>th</sup> year of the City's Team Beverly Hills education program will be underway later this month. The following report provides details for the 2012-13 season as follows:

### Application Process

- ◆ The Team BH membership currently includes 37 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
  - City Commissioners; and
  - Available on the City's website, and at public counters: Library foyer, City Hall Ranger Station, City Clerk's Office, etc.)

Dates for the program include 10 sessions from September 2012 through February 2013. 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, April 17
- ◆ Advertisements (also on City's Cable Channel & website) April-June
- ◆ Deadline for submittal of applications Thursday, June 7
- ◆ Lottery selection of first 15 participants Monday, June 11
- ◆ Application review & selection of TBH members by City Council June 15-29
- ◆ Announcement of Team BH members at City Council Meeting Tuesday, July 3

FISCAL IMPACT

During 2011, the City had over 100 Team BH alumni members volunteer on a variety of City Commissions (*68% of current commissioners are alumni members*), committees (Friends of Library, Friends of Greystone, etc.), for city programs (Senior Nutrition, Library Literacy, CERT, etc.), events (Beverly Hills Art Show, Designer Show House at Greystone, and other City special events), and even for City Departments such as the Police Department. In 2011, Team BH Alumni Members provided over 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.

The budget for the Team Beverly Hills program has been included in the Community Services Department proposed budget for Fiscal Year 2012-13 (\$19,000 for direct costs including consultant's fee). The current participation fee is \$50, and would offset City's expenses by \$1,850.

RECOMMENDATIONS

Similar to last year, 20 members will be selected by the City Council (4 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 in previous years.

Unless the City Council has any questions or concerns, staff will continue with the finalization of the application and recruitment process and will provide copies of all applications that are received by the June 7 deadline date.

\_\_\_\_\_  
Gisele Grable  
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, 37 residents (35 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 Community Services (Library/Recreation & Parks), Community Development (Building & Safety/Planning), Engineering, Emergency Services, Finance, Information Technology, and Public Works/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 462 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

**THURSDAY, June 7 DEADLINE DATE**

**City of Beverly Hills  
Team Beverly Hills - The Leadership Program  
2012 APPLICATION**

Name \_\_\_\_\_

Home Address \_\_\_\_\_

(REQUIRED) 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:

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Why would you like to participate in Team Beverly Hills?

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