



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: July 16, 2013
To: Honorable Mayor & City Council
From: Pamela Mottice Muller, Office of Emergency Management
Subject: National Night Out
Attachments: 1. Flyer

INTRODUCTION

The City of Beverly Hills third annual National Night Out Celebration is scheduled for Tuesday, August 6, 2013 from 6:00 p.m. to 9:00 pm. The event will be held on Rexford Drive in front of the Library and Fire Department. The Rexford Drive entrance of the parking garage will remain open. Community Relations Sgt. Max Subin will attend the City Council meeting to provide further information and answer questions.

DISCUSSION

National Night Out is a nationwide event held every August to promote various crime prevention programs and the development of safer communities.

National Night Out, "America's Night Out Against Crime", began in 1984 as an effort to promote involvement in crime prevention activities, police-community partnerships, neighborhood camaraderie and send a message to criminals letting them know that neighborhoods are organized and fighting back. The National Night Out program culminates annually on the first Tuesday of August. The traditional "lights on" campaign and symbolic front porch vigils turned into a celebration across America with various events and activities including, but not limited to: block parties, cookouts, parades, visits from emergency personnel, rallies and marches, exhibits, youth events, safety demonstrations and seminars, all in effort to heighten awareness and enhance community relations.

Three years ago the Police Department Crime Prevention Unit started National Night Out in the City of Beverly Hills. The first year a neighborhood block hosted the event. Last year the event was moved to Rexford Drive, in front of the Fire Department.

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The Health and Safety Commission has been instrumental in the conception and the continuation of the event. Although planned and coordinated by the Police Department, multiple departments participate. The following stakeholders and departments will participate in the following activities:

- equipment displays (Police and Fire Departments),
- information on health and safety (Health and Safety Commission),
- information on emergency preparedness (Office of Emergency Management),
- health screenings (Cedars Sinai Medical Center),
- storytelling and campfire activities (Community Services),
- citizen sign up tent for social media (Communications),
- crime prevention (Police),
- ride the Safe-T-proof "Quake Cottage",
- sign-ups for CPR and CERT classes (BH CPR),
- preparedness puppet show (American Red Cross) and
- school crossing and pedestrian safety (the Cross Guard Company).

Attendees can purchase food from three food trucks. Parking is available in the Rexford parking garage. Rexford Drive will be closed from the crosswalk in front of the Fire Department to Burton Way. The Rexford parking garage entrance will remain open.

FISCAL IMPACT

All expenses are funded through approved departmental budgets.

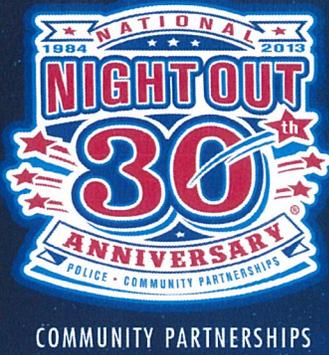
RECOMMENDATION

The City Council is asked to encourage the Community to attend the event. Staff invites the City Council to attend, perhaps between the closed session and the formal meeting.

Pamela Mottice Muller

Approved By

Attachment 1



BEVERLY HILLS NATIONAL NIGHT OUT CELEBRATION

Tuesday, August 6th 2013, 6:00 PM - 9:00 PM

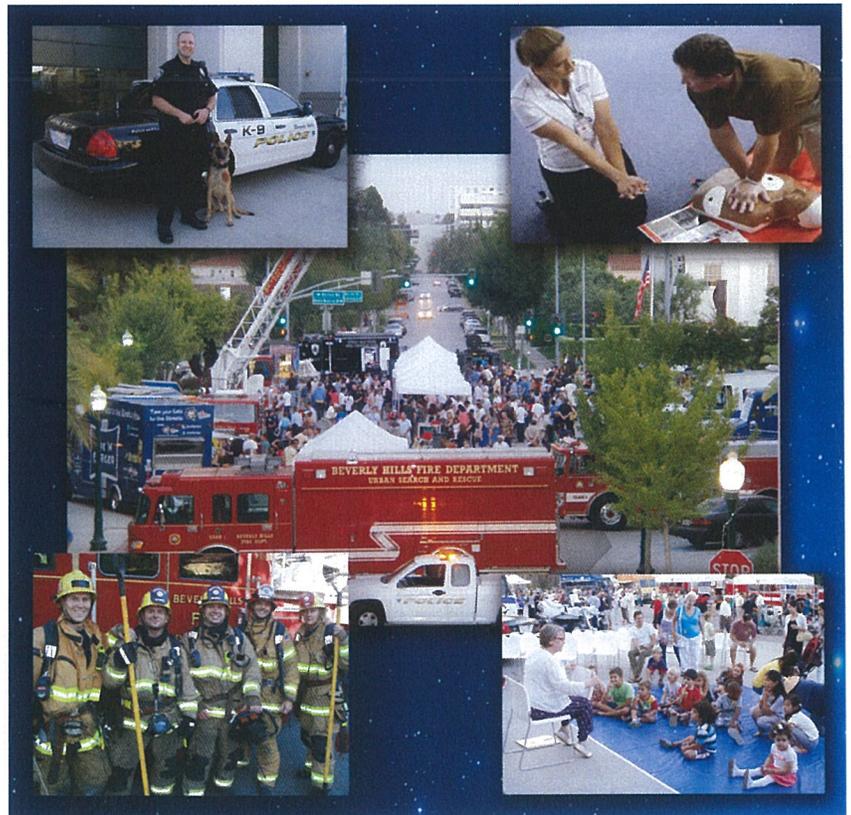
Rexford Drive (the street will be closed to traffic, in front of the Fire Department and Library)

Join our Police Department, Fire Department, Library and Community Services, and Office of Emergency Management, to celebrate **“National Night Out”** – for a more prepared and safe community.

Event Highlights:

- ◆ Police Department SWAT & K-9 displays
- ◆ Fire Department display
- ◆ Campfire Songs & Storytelling with Library & Community Services staff
- ◆ Crime Prevention Information
- ◆ CPR display - Beverly Hills CPR
- ◆ Health Screening
- ◆ Disaster, Health & Safety information
- ◆ Safe-T-Proof Quake Cottage
- ◆ Food Trucks & More

For more information please contact bhpdinfo@beverlyhills.org



P Free Parking

in the Rexford
& Crescent
Public Parking
Structures

