



## AGENDA REPORT

**Meeting Date:** November 19, 2013  
**Item Number:** F-1  
**To:** Honorable Mayor & City Council  
**From:** James R. Latta, Human Services Administrator  
**Subject:** BEVERLY HILLS CIVIL CITY PROGRAM

**Attachments:**

1. Civil City Flyer
2. Civil City Shield with brown background
3. Civil City Banner

---

### **INTRODUCTION**

The proposed Beverly Hills Civil City program expands the umbrella of the embrace civility theme from City Hall to City streets and City sidewalks. The traffic, tourism and every day business suggests a need for increased safety, more patience and additional good will toward others. This program seeks to expand upon the civility statement and promote a new sensibility as to our streets and how they are used and shared by pedestrians, bicyclists, and motor vehicles.

### **DISCUSSION**

In 2010, staff researched the Pace Car program and pledge on the Commission's behalf. The initiative did not become a work plan priority until February 2013. The Pace program originated in Boise, Idaho and was replicated in a number of cities including Atlanta, Greensboro, Santa Cruz, Honolulu, Salt Lake City and on to other cities and towns. The concept involves residents downloading a pledge to drive safely, courteously, and within the speed limit on city streets and mailing it in to receive an official sticker to display on their vehicles.

The idea was raised as whether an extension of the Commission's focus on *verbal* civility might be extended to the crowded streets and traffic to include cars, foot and bike traffic. In the context of streets as places of shared responsibility, the Commission could expand the civility effort literally to our streets and raise awareness and consideration of

mutual responsibility. Examples of how this related to civility were people on cell phones walking into traffic, bike riders on sidewalks and drivers honking unnecessarily. The Commission consensus was that they wished to move forward and consider ways in which they could proceed.

To design a local program under the Embrace Civility banner, considerations included: the creation of a logo/shield design; funds from the City/sponsor to purchase magnetic or static cling-on Civil City shields, publicity and outreach to the community. After several attempts, the Commission developed the following flier (see attachment 1) to promote the Civil City program. Anyone willing to accept the Civil City pledge would receive either a static cling-on or magnetic shield to display on or in their car. Displaying the shield would be a reminder for them and others to stay alert, obey the traffic regulations and share the streets and community pathways safely.

The effort, in particular, is to encourage residents to extend acts of civility to others while commuting, engaged in pedestrian activity and related circumstances. Similar to programs implemented by other communities, the campaign promotes awareness as to our streets and sidewalks and how they are used and shared by others. Our daily routine offers numerous opportunities for every resident to promote positive human relations. For those of us who momentarily forget this, the Civil City program offers a gentle reminder.

The Commission presented the Civil City proposal to the Health & Safety, the Recreation & Parks and the Traffic & Parking Commissions to gain feedback on this developing program before scheduling a liaison meeting. Each commission was supportive of the program with the following suggestions:

- No pledge signing, just include on the flyer
- Partner with the school district to send out the Civil City flyer for the first day of school and when returning from spring and winter breaks
- Utilize existing programs to disseminate program information (e.g.,)
  - Farmers' Market
  - Neighborhood Watch
- Encourage commissioners to place a decal/magnet/sticker on their vehicles
- Provide decals/magnets for city vehicles
- Partner with local car dealerships

On September 16, 2013 Chair Sherman and Vice Chair Ginsburg met with Human Relations Commission Liaisons Council members Brien and Krasne. The Liaison Committee supported the Civil City program, but made the following suggestions:

- Remove *Beverly Hills* from the proposed shield
- Change the background shield color from gold to brown
- Consider using a modified City Seal instead of the proposed Civility Shield
- Add banners to the Civil City campaign
- Consider the pros and cons of offering a magnetic shield verses a decal shield

At the September 19, 2013 Human Relations meeting the Commission discussed the HRC Liaison's support of the Civil City program and feedback regarding the shield logo.

The Commission supported the Liaison's recommendation to remove *Beverly Hills* from the proposed shield and change the background shield color from gold to brown (attachment 2). The HRC Liaisons also suggested the option of altering the City Seal to use as the Civil City brand. Initially the Commission was excited about this option, but after a lengthy discussion decided the City Seal was too busy and detailed to function as an effective brand for the program. In addition to supporting funding for the Civil City outreach materials, the Liaisons encouraged the use of banners for promoting the program. Staff identified several locations at Civic Center available for banners. These specialized banners can be produced by the City's Graphic Arts and Print Services Division (attachment 3).

**FISCAL IMPACT**

Funding for the new Civil City program was not budgeted in the Community Services Department 2013-14 budget. Additional costs for the program would include the purchase of decals/magnets and any other means the Commission chooses to market the program. Staff received quotes for a 6.0" H X 3.5" W brown shield decal with a smaller Beverly Hills shield above on a white background (attachment 4). The estimate for the decal is:

- Option 1 of 1,000                      \$0.69 each                      \$690.00
- Option 2 of 1,500                      \$0.50 each                      \$750.00
- Option 3 of 2,000                      \$0.41 each                      \$820.00

The estimate for the magnetic version of the shield is:

- Option 4 of 1,000                      \$1.40 each                      \$1,400.00
- Option 5 of 1,500                      \$1.19 each                      \$1,785.00
- Option 6 of 2,000                      \$1.10 each                      \$2,200.00

**RECOMMENDATION**

The City Council is asked to review the Civil City program proposal, provide feedback and if supportive of proposal, allocate funding to promote a pilot project during the City's Centennial celebration. The planned roll out date for the Civil City program is January 28, 2014.

\_\_\_\_\_  
Steve Zoet, CS Director  
Approved By 

**ATTACHMENT I**

**Civil City Flyer**



# BEVERLY HILLS

CIVIL STREETS, CIVIL SIDEWALKS



## CIVILITY MOVES from CITY HALL to CITY STREETS

As a driver, a pedestrian or bicyclist, I will stay alert, obey all traffic regulations and share the streets/pathways safely.

- I will treat users of our City streets with the same civility that I expect from others.
- I will remember that good will and patience are antidotes to stress and frustration.
- I will display my Civil City sticker and encourage others to take the pledge.

**TAKE THE PLEDGE → DISPLAY THE STICKER → LIVE CIVIL**



## **ATTACHMENT 2**

**Civil City Shield with brown background**



**CIVIL STREETS, CIVIL SIDEWALKS**



**Dimension of shield: 3.5''w x 6''h**

**ATTACHMENT 3**  
**Civil City Banner**

EMBRACE CIVILITY



CIVIL CITY  
CIVIL SIDEWALKS  
CIVIL STREETS

*Centennial*



*Centennial*

CIVIL STREETS  
CIVIL SIDEWALKS  
CIVIL CITY



EMBRACE CIVILITY