



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: December 5, 2013

To: Honorable Mayor & City Council

From: Sandra Olivencia, Assistant Director of Administrative Services/HR

Subject: Request from Mayor John Mirisch to discuss a "Hire Local Program"

Attachments: Mayor's Request

INTRODUCTION

Mayor John Mirisch is requesting the City Council consider establishing a "Hiring Local Program" in order to encourage and target outreach to residents of the City of Beverly Hills. Please see attachment from Mayor Mirisch providing more details on the request.

DISCUSSION

The City of Beverly Hills Human Resources Division conducted a preliminary survey of cities in California and found that the majority indicated that they do not have a specific program targeting local hiring. The City of Pasadena established the First Source Hiring Ordinance in October, 2004, however, it was focused on developers conducting work in the City and who received public financial assistance. Municipalities are typically vested with the power to create employment positions and fill them, subject to restrictions in their individual codes, statewide mandates, civil service laws, and the Federal and State statutes.

Beverly Hills is an equal opportunity employer. All appointments, promotions, and personnel transactions within the classified civil service of the City shall be based upon merit. Hiring and promoting on merit occurs after a competitive examination

process and creation of a list of eligible candidates. All those interested to join the City's workforce are always welcome; and for reference in the past three years, the City has processed 15,979 entry level applications for generalist positions such as:

- Administrative Clerk II
- Assistant Planner
- Communications Dispatcher
- Customer Service Representative
- Entry Level Police Officer
- Executive Assistant
- Library Clerk II
- Parking Enforcement
- Recreation Coordinator
- Urban Forest Inspector.

Out of the 15,979 entry level positions advertised, 269 local residents have applied and one has successfully completed the process and is now a full-time employee. Out of approximately 660 full-time employees, 26 are local residents and out of approximately 300 part-time employees, 28 are local residents.

In surveying cities in the Los Angeles area, the following represents a sampling of resident employment. Please note that those cities that have responded are not demographically comparable but provide a sampling of resident employment. Also, the total number of employees does not indicate if the employees are full-time, part-time, hourly, or temporary.

City	# of Residents working in the City	Total Number of Full -Time Employees	Percentage of Residents and Employees
City of Beverly Hills	26	660	4%
City of Calabasas	10	91	11%
City of Monterey Park	30	149	20%
City of Ontario	262	1000	26%
City of Pasadena	463	2000	23%
City of West Hollywood	52	249	21%

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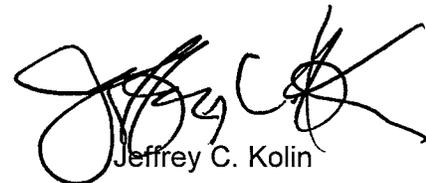
Beverly Hills city job opportunities are advertised on the City's website which has an employee video sharing all the amazing professional opportunities one can have by working for the City. In addition, job opportunities are posted on the City's cable channel, professional organization websites, and professional magazines and when the positions being recruited are not industry specific, the City may advertise in newspapers. The City promotes interest in public service, by attending job fairs and professional days at local high schools. The City also has an amazing and highly successful Internship program that provides high school, undergraduate and graduate students valuable work experience in public policy and management. The City has partnered with the Beverly Hills Unified School District to provide their high school students with summer internship opportunities designed to complement their career planning courses. In addition, the City has three to four residents annually participating in the undergraduate and graduate City Internship Program.

FISCAL IMPACT

There is no fiscal impact associated with this report.

RECOMMENDATION

This report is provided at the request of the Mayor. Staff seeks direction from the City Council on any additional measures to be implemented to attract residents to job opening opportunities.



Jeffrey C. Kolin

Approved By

Attachment 1

Many Beverly Hills residents have never even considered working for the City of Beverly Hills. Currently, only approximately 4% of City our full-time employees are Beverly Hills residents.

This is very low compared with neighbor West Hollywood, where 21% of City staff are WeHo residents, in addition to other Southern California cities. In fact, only 1.7% of recent entry level job applications were submitted by BH residents and of those only one individual actually got a job working for the City.

We are blessed with a very diverse group of residents in Beverly Hills, featuring many talented, scholarly and resourceful individuals. Many residents may simply not know how rewarding a job in public service working for the City can be. Local residents are a fantastic resource which the City should do a better job taking advantage of – not just in volunteer positions.

The “Hire Local” proposal features two separate elements: measurable goals and action points to achieve these goals.

- 1) The City should make an effort to raise the percentage of residents who are City employees with specific goals and metrics. Within 3 years, the City should raise the number of FTEs from 4% to 9% and within 6 years the goal should be that 15% of the City’s full-time employees are also Beverly Hills residents.
- 2) To achieve these goals, the City should focus on both outreach to residents, as well as offer training programs.
- 3) Public outreach about available jobs within Beverly Hills should become a focus, in addition to current BHHS internship programs. Information should be provided in City mailings, brochures, on-line, emails, bills, etc.

- 4) The City should offer training programs to allow the recruitment goals to be reached, including allowing residents with private sector experience to transition to the public sector.

Aside from taking advantage of our extremely talented pool of residents, hiring local has several distinct advantages:

- 1) Better integration of City Hall with the residents, with employees who are fully invested in the Community they work in.
- 2) Energy savings through shorter commutes to work.
- 3) Proximity of staff in the event of emergency situations.

In short, we shouldn't simply encourage our residents to "shop local" and patronize our local businesses and restaurants. We should also work towards allowing Beverly Hills residents to take advantage of all the wonderful job opportunities afforded by public service in Beverly Hills, as well as avail City Hall of the talents of our fantastic residents. "Hiring local" – with concrete goals and measures to achieve these goals – is the ultimate Win-Win situation between City Hall and the residents of Beverly Hills.