



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: May 6, 2014
To: Honorable Mayor & City Council
From: Gisele Grable, Community Services Administrator
Community Services Department
Subject: 2014 Team Beverly Hills – Resident Educational Program
Attachment: Team Beverly Hills Application

INTRODUCTION

The recruitment process for the 19th year of the City's Team Beverly Hills is currently underway. The following report provides details for the 2014-15 season of the City's resident educational program.

This report is provided for information only. Unless otherwise directed by the City Council, staff intends to proceed with the coordination of the plans as described in this report.

Application Process

- ◆ The Team BH membership currently includes 42 resident participants. *As in previous years, two Beverly Hills High School Students are also included and selected directly 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 Beverly Hills resident.
- ◆ Applications are sent to:
 - Individuals who have called or emailed to request an application
 - All previous applicants to the program
 - All Team Beverly Hills alumni members
 - City Commissioners; and
 - Are 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 2014 through March 2015. Staff will finalize the 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, May 6
- ◆ Advertisements (also on City's Cable Channel & website) May-June
- ◆ Deadline for submittal of applications Thursday, June 12
- ◆ Lottery selection of first 20 participants Friday, June 13
- ◆ Application review & selection (20) of TBH members by City Council June 14-27
- ◆ Announcement of Team BH members at City Council Meeting Tuesday, July 1

FISCAL IMPACT

The budget for the Team Beverly Hills program has been included in the Community Services Department proposed budget for Fiscal Year 2014-15 (\$15,300 for direct expenses including the consultant's fee). The current participation fee is \$50 per person and with a total of 42 participants, the revenue offset is \$2,100.

Please Note: During 2013, the City had over 112 Team BH alumni members volunteer on a variety of City Commissions (68% of current elected officials/commissioners are alumni members), committees (Centennial Committees, Friends of Library, Friends of Greystone, etc.), for city programs (Senior Nutrition, Library Literacy, CERT, etc.), events (Beverly Hills Art Show, Greystone Concours Car Show, and other City special events), including volunteering for City Departments such as the Police and Fire Departments. In 2013, Team BH Alumni Members provided over 6,761 volunteer hours. Using the "National Value of Volunteer Time for 2013" at \$22.55 per hour, they have provided roughly \$152,461 worth of services to the City through their volunteer hours.

RECOMMENDATIONS

Similar to last year, 20 members will be selected by the City Council (4 per Councilmember). In addition, 20 candidates will be 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 to the City Council, the exact number of times each candidate has submitted an application, in case the City Council wishes to provide consideration to those who have previously applied.

This report is provided for information only. Unless the City Council has any questions or concerns, staff will move forward with the Team Beverly Hills recruitment process and will provide copies to the City Council of all applications that are received by the June 12 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, 42 residents (40 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 7 months (September-March), 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 536 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 12, 2014 DEADLINE DATE

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

Name _____

BH REQUIRED Resident Home Address _____

(NO- BH Post Office or PO Box Address Allowed) 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:

Why would you like to participate in Team Beverly Hills?

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