



STAFF REPORT

Meeting Date: December 2, 2014
To: Honorable Mayor & City Council
From: Steven Zoet, Director of Community Services
Subject: Public Outreach Plan for LaCienega Community Center and Park
Attachments: 1. Public Outreach Plan

INTRODUCTION

City Council approved funds in the current fiscal year to initiate a community engagement process to solicit input regarding desired improvements to or replacement of the current LaCienega Community Center and park elements.

Attached is the proposed public outreach plan which staff will initiate to solicit and secure public input to help provide guidance to City Council and staff in this matter.

DISCUSSION

Based on the tremendous success and utilization of the newly constructed Roxbury Park Community Center and subsequent park improvements City Council and staff has expressed the desire to evaluate current conditions and assess public interests regarding the LaCienega Community Center and Park.

The existing Community Center was completed and opened for public use in 1980. Due to heavy utilization and expensive recurring repair and maintenance costs it is an appropriate time to assess the community's use of and interests in a renovation or replacement of this amenity to meet changing community needs. To produce usable and beneficial results, a broad and complete public outreach campaign needs to be initiated to help assure a successful public response and provide City Council with pertinent information as it assesses how it wishes to proceed.

Staff proposes initiating the outreach process with a public meeting on December 10 followed by subsequent meetings and other opinion gathering methods thereafter.

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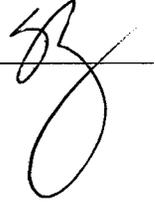
FISCAL IMPACT

Implementation of the proposed plan will incur minor direct costs such as light refreshments and related expenses in support of the public meetings and other identified outreach efforts. All incurred costs will be covered by the department's operating budget.

RECOMMENDATION

This report is for City Council information only.

Steven Zoet
Approved By

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Attachment 1



BEVERLY HILLS COMMUNITY SERVICES DEPARTMENT 2014-2015 PUBLIC OUTREACH PLAN LA CIENEGA COMMUNITY CENTER & PARK

Prepared with care by: Heather Sumagaysay, Publicist, Community Services Department

OVERVIEW

The Beverly Hills City Council identified in the FY 2014-2015 list of priorities an expressed interest in making improvements to the La Cienega Community Center.

Phase I of public outreach efforts will kick off on Wednesday, December 10, with a community workshop hosted at the La Cienega Community Center from 7 p.m. to 9 p.m. Additional information about this meeting is included below. Public outreach efforts for Phase II will begin mid-2015 and include a summary of input gathered from the community thus far as well as potential next steps.

GOAL

Our goal is to conduct community outreach to review previously approved Community Center concepts to assure that they remain consistent with current community wants and needs. We want to inspire as many community members as possible across Beverly Hills to provide feedback and input on changes or upgrades they would like to see at the La Cienega Community Center.

Within that broad scope, we need to achieve the following goals through our efforts:

- Design and implement a community outreach campaign that gathers public feedback in a variety of ways to ensure that everyone has an equal opportunity in participating
- Elevate awareness for the public outreach phase

TIMELINE

PHASE I:

- Present La Cienega community outreach plan to the Recreation and Parks Commission and City Council: November and December 2014
- (Four) month public outreach process: December 2014 – March 2015
 - Data summary presented to Council and Commission: April 2015

- Public outreach meetings and community updates:
 - Rec & Parks Commission meetings:
 - Initial announcement on November 24, 2014
 - Additional updates to follow in 2015
 - City Council meetings:
 - Initial announcement on December 2, 2014
 - Additional updates to follow in 2015
 - Liaison meetings (Dates to be determined)
 - Town hall meetings with desired target audiences (La Cienega user groups and community stakeholders):
 - First meeting: Hosted at La Cienega Community Center on December 10, 2014 from 7 p.m. to 9p.m.
 - Additional meetings to follow in 2015
 - Online and print survey available to the community: January – March 2015

TARGET AUDIENCE:

Existing LA Cienega User Groups:

- Current recreation, parks and community services patrons
- Preschool parents
- Local Beverly Hills residents and adjacent Los Angeles residents within close proximity to the park (approximately 1,350 addresses)
- Facility rental groups

Community Stakeholders:

- Beverly Hills City Council and Recreation and Parks Commission
- Beverly Hills Unified School District (BHUSD) and PTA groups
- Beverly Hills residents
- Southeast Task Force
- Nearby religious groups
- Local business community
- Email database of 5,000+ patrons registered through CLASS (online registration database for Community Services classes and programs)
- Beverly Hills Chamber of Commerce and Beverly Hills Conference & Visitors Bureau (CVB)
- TEAM Beverly Hills
- Teen Advisory Committee (TAC members)
- Beverly Hills Active Adult Club (BHAAC)
- Youth sports organizations
- Homeowners Associations in surrounding areas

PUBLIC OUTREACH STRATEGIES:

The City's Community Services Department will educate and inform the community about the public outreach phase for the La Cienega Community Center by utilizing a variety of proven communication tools and tactics including:

- **Public outreach meetings** conducted with various target audiences, including La Cienega user groups, community stakeholders and press. This includes town hall meetings, focus groups, meetings, etc.
- **A webpage** with information about how to submit ideas and feedback for future enhancements to the La Cienega Community Center. The webpage will also highlight its location, current programs and services, hours of operation and contact information.
- **Online and mail survey** with questions on what changes or upgrades the public would like to see at this site.
- Announcements at **City Council and Recreation and Commission meetings** of ways the public can provide feedback and ideas.
- **Mailers** sent to local Beverly Hills residents and adjacent Los Angeles residents within close proximity to the La Cienega Community Center. Each mailer will notify residents about upcoming town hall meetings and let them know how to participate in the public outreach phase (mailed to approximately 1350 addresses).
- **Print advertisements** in *The Weekly* and *The Courier*.
- **Community Services Department's printed brochure** (spring and summer 2015)- inclusions of advertisements letting residents know how to participate in the public outreach phase (brochure mailed to approximately 20,000 homes).
- **Press releases from the Community Services Department** in local media and homeowner association.
- **Online tile ads** placed in key areas on webpages, including the *City's website, Chamber of Commerce, BHUSD, and social media.*
- **Flyers** displayed at all City facilities for upcoming meetings, including the Library, City Hall, various park sites, stakeholder facilities, coffee shops, etc. Additionally, staff will pass out flyers when appropriate at reoccurring City events, such as the Farmers' Market and Monday morning's "Walk with the Mayor."
- **Stakeholder marketing outreach**—blurbs about the public outreach process and upcoming meetings will be provided to all stakeholders for inclusion in their publications. This includes outreach materials provided to BHUSD, TEAM Beverly Hills, TAC, HOAs, PTA groups, faith based organizations, etc.
- Staff to work with **Beverly Hills Television** to feature announcements about upcoming meetings as well as ways for the public to participate in the planning process for inclusion on public access TV and the City's YouTube channel.
- **Bridge banners and signage** to be displayed around town with the message. Signs will be created and posted at strategic locations so that residents know how to get involved, including at La Cienega, City Hall and Roxbury Park.

- **Targeted e-mail blasts** sent to all relevant City and Department e-notify subscriber lists, including: sports and recreation groups, CLASS registrants, preschool parents, BHUSD school newsletters, PTA groups, VIPs and dignitaries, TEAM Beverly Hills, Teen Advisory Committee.
- **Social Media**-including the City and Department's *Twitter and Facebook* accounts will be utilized to help promote public outreach efforts.

MESSAGE TO COMMUNITY MEMBERS AND STAKEHOLDERS:

We Want to Hear from You!

The Community Services Department is asking residents to provide feedback and input on changes or upgrades they would like to see at the La Cienega Community Center. Your input is a valuable part of the planning process and we want to hear from you!

Look for upcoming public meetings in early 2015.

Share your ideas and feedback by visiting www.BeverlyHills.org/LaCienega or calling 310-285-2537.

MEASUREMENT

We measure the success of the public outreach phase every step of the way to determine what the most beneficial tactics are that we can implement for this campaign. Throughout this six month campaign, Community Services Department will present progress reports to both the Beverly Hills City Council and Recreation and Parks Commission, including:

- Regular updates on community ideas and feedback, progress, and observations.
- Total number of people who participated in public meetings
- Total number of people who participated in public surveys
- Mail and email marketing impressions and engagement
- Social media engagement, such as: examples of posts with photos, online impressions/click-through ratings and page opens
- List of community groups contacted by staff
- High resolutions PDF's of any press clippings