



## STAFF REPORT

**Meeting Date:** May 5, 2015  
**To:** Honorable Mayor & City Council  
**From:** Gisele Grable, Community Services Administrator  
Community Services Department  
**Subject:** Recruitment Process for the 2015 Team Beverly Hills –  
Resident Educational Program  
**Attachment:** Team Beverly Hills Application

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### INTRODUCTION

The recruitment process for the 20<sup>th</sup> year of the City's Team Beverly Hills is currently underway. The following report provides details for the 2015-16 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.

### Recruitment 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.)

A new feature this year will also include the assistance from Team BH alumni members. Team BH is working with the Farmers' Market and will have a booth on 4 Sundays that will have alumni volunteering and assisting with recruitment. The volunteers will hand out applications, answer questions, encourage residents to apply, as well as share their own experiences with the program.

Dates for the program include 10 sessions from September 2015 through March 2016. Staff will finalize the session dates over the next couple of months and place on the City Council's calendar.

Honorable Mayor and City Council  
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Application Timeline

- ◆ Public announcement at City Council meeting Tuesday, May 5
- ◆ Advertisements (also on City's Cable Channel & website) May-June
- ◆ Deadline for submittal of applications **Thursday, June 11**
- ◆ Lottery selection of first 20 participants Friday, June 12
- ◆ Application review & selection (20) of TBH members by City Council June 15-26
- ◆ Announcement of Team BH members at City Council Meeting Tuesday, June 30

FISCAL IMPACT

The budget for the Team Beverly Hills program has been included in the Community Services Department proposed budget for Fiscal Year 2015-16 (\$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 2014, the City had over 116 Team BH alumni members volunteer on a variety of City Commissions (69% 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 programs), including volunteering for City Departments such as the Police and Fire Departments. In 2014, Team BH Alumni Members provided over 6,258 volunteer hours. Using the "National Value of Volunteer Time for 2014" at an estimated value of \$23.07 per hour, they have provided roughly \$144,372 worth of services to the City through their volunteer time. [The estimated value of \$23.07 per hour is according to "Independent Sector," a coalition of charities, foundations, corporations, and individuals that publishes research utilized by the nonprofit sector.]*

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 selected by the Beverly Hills Unified School District. Staff will also continue to provide 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 but were not selected.

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 11 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 guests

#### 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 578 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 11, 2015 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:

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\_\_\_\_\_  
\_\_\_\_\_

Why would you like to participate in Team Beverly Hills?

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