



STAFF REPORT

Meeting Date: May 17, 2016
To: Honorable Mayor & City Council
From: Cheryl Friedling, Deputy City Manager for Public Affairs
Subject: National Gun Violence Awareness Day on June 2, 2016
Attachments: 1. "Wear Orange" materials
2. Letter request – Everytown for Gun Safety
3. Press Release – January 9, 2013
4. Filming and Special Events Draft Cost Summary

INTRODUCTION

June 2, 2016 has been designated as "National Gun Violence Awareness Day" by the Everytown for Gun Safety movement to honor those lives cut short by gun violence. This event is part of a campaign originally created by Chicago youth to take action against gun violence. This movement was created in 2013, when Hadiya Pendleton, a 15-year old student from Chicago was senselessly shot and killed. Just one week earlier, Hadiya marched in President Obama's Inaugural Parade.

The Everytown for Gun Safety sponsors have requested that on June 2, 2016, the City of Beverly Hills light City Hall in orange lights to raise awareness for gun safety.

The Wear Orange sponsors are in conversation with other sites to uplift their monument/building in orange lights on June 2. Currently, the following regional sites have agreed to orange lighting:

- Paramount Water Tower in Hollywood (private building)
- Bad Robot Tower in Santa Monica (private building)

Additional national sites and corporate sponsor commitments are highlighted in the attached letter from Mr. Jason Rzepka.

DISCUSSION

Three issues are relevant to this request:

1. **The City Council has taken a strong position on gun violence.** The current City Council, as well as past Councils, have vigorously taken positions on gun safety and in opposition to the tragic deaths that result from gun violence. These include:

- a) Moments of Silence for:
- Charleston and Chattanooga shootings
 - Charlie Hebdo attacks
 - Nov. 2015 Paris attacks
 - Sandy Hook school shootings
 - Oregon College shootings
- b) City Council vote of January, 2013 to support gun reforms locally and nationally (see attached press release).

The City Council Legislative Committee (then Mayor Brien and Vice Mayor Mirisch) reviewed and recommended legislative support to address the tragic school shooting on December 14, 2012.

2. **No City policy exists regarding lighting of City buildings for a political cause.** Increasingly, certain international tragedies or events have resulted in the lighting of landmarks in honor of an individual, community or event. This type of commemoration follows a pattern of public mourning, and has also been seen in spontaneous displays of flowers or candles in front of significant buildings.

Examples include the 9/11 terrorism sites, the bombings in Paris and Brussels, and the deaths of celebrities or musicians such as Prince and Whitney Houston, among others.

Currently there exists no criteria for evaluating requests to use City buildings to honor or showcase a political cause, and it is likely that Council approval of this request could set a precedent.

3. **There is potential for confusion:** Public outreach and awareness would be critical to the success of this program as it relates to uplighting Beverly Hills City Hall in orange.

While the City's communications channels (social media, press releases, neighborhood outreach, etc.) can educate many segments of the community as to this initiative, it is highly likely that many residents and businesses would be confused as to why City Hall is uplit in orange for the day. As such, residents and businesses would be expected to contact City Hall to inquire.

FISCAL IMPACT

Staff has calculated the draft costs to uplight City Hall in orange for one day to be approximately \$1,500. These costs include Public Works and Park Ranger costs to install the lights, as well as a Special Event Permit fee of \$727.

RECOMMENDATION

It is recommended that the City Council provide direction regarding the request by "Wear Orange Everytown for Gun Safety" to light City Hall in orange lights on June 2, 2016.

It is also recommended that the Legislative Committee consider the development of a City policy regarding the lighting or decorating of City facilities for a political cause.

Cheryl Friedling
Approved By



Attachment 1

Wear Orange



About #WearOrange 2016

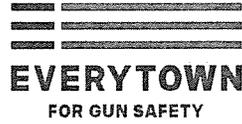
On January 21st, 2013, Hadiya Pendleton, a 15-year-old high school student from the south side of Chicago, marched in President Obama's 2nd inaugural parade. One week later, Hadiya was shot and killed.

Orange is the color a group of Hadiya's friends chose to wear to remember her life. They chose orange because that's what hunters wear in the woods to protect themselves and others.

What started in a south side high school to celebrate Hadiya has turned into a nationwide movement to honor all lives cut short by gun violence. Wear Orange is also a celebration of life – and a call to action to help save lives from gunfire. June 2 is National Gun Violence Awareness Day, and 2016 is going to be the biggest year yet.

Wear Orange was created to make it easier for people to show their support for common sense solutions that will save lives. If you believe there's more we can do to help end gun violence, wear orange on June 2nd. But don't stop there. Explore events and ways to get your community involved in the movement. Gather with friends and family at a landmark and share an orange selfie. Get involved with and support our partners, which do the hard work of saving lives from gun violence 365 days a year. Be creative. Be loud. **Wear Orange.**

Attachment 2



Honorable Mayor John Mirisch and City Council
City of Beverly Hills
455 North Rexford Drive
Beverly Hills, CA 90210

May 4, 2016

Dear Mayor Mirisch and City Council,

On behalf of Everytown for Gun Safety and the more than 80 non-profit partners already participating in the Wear Orange coalition, we're so grateful that you are considering lighting up the Beverly Hills City Hall building orange during the evening of June 2nd. It's incredible to think that a simple gesture to honor a friend taken by gun violence on the south side of Chicago has grown to touch people and communities all across the country.

As you may already know, the Wear Orange campaign traces its beginnings to a promising life cut short and a ripple of hope in response to a tragedy. In 2013, a group of Chicago teens asked classmates at King College Prep to wear orange in honor of their friend, Hadiya Pendleton – who was fatally shot just a week after performing in President Obama's second inaugural parade. They chose the color orange because hunters wear it in the woods to protect themselves and others.

Everytown for Gun Safety chose the date of June 2 to be National Gun Violence Awareness Day because it's Hadiya's birthday. And this coming June 2nd - what would have been Hadiya's 19th birthday - we would be thrilled to have the city of Beverly Hills join Everytown in this landmark lighting awareness building campaign.

In its second year, Everytown has already become a broad-based, national movement. Last June 2nd, President Obama and cultural ambassadors like Julianne Moore shared the #WearOrange message widely, and our non-partisan, non-political message about safety and honoring the victims of gun violence reached over 220 Million people online. Hundreds of corporate supporters including the New York Mets baseball team wore orange jerseys. The Chicago Theatre, the Mobile, Alabama skyline, and the RI statehouse lit up orange, too. This year will build upon last year's inaugural success with an even bigger impact.

A few highlights of the 2016 campaign already include:

- **Viacom** will be lending extensive support to the Wear Orange campaign, with half a dozen units of the global media company tailoring efforts to their unique audiences in the run up to National Gun Violence Awareness Day. MTV, BET, VH1 and EPIX will all change their on-air logos orange June 2. Viacom is donating PSA inventory across its channels during the month of May, as well as its giant screens in Times Square on June 2. Paramount will also light the iconic water tower on its Hollywood lot orange June 2nd.

- Five national women's magazines—**Vogue, Cosmopolitan, Essence, Marie Claire** and **Women's Health** have all signed on to take part in Wear Orange 2016.
- **Bad Robot**, a production company formed by filmmaker J.J. Abrams, will light the Bad Robot Tower above their Santa Monica headquarters orange on June 2nd in honor of the 2nd annual National Gun Violence Awareness Day.
- Wear Orange has been accepted as an official lighting partner by the **Building Owners and Managers Association of Chicago** and this year key buildings and landmarks will turn orange on June 2 in cities across the country, including The Durst Organization's One Bryant Park and 4 Times Square in **New York City**, the Zakim Memorial Bridge in **Boston**, Coit Tower in **SF**, the Civil Courts Building in **St. Louis**, One Lyon Place in **White Plains**, State Capitols in **Harrisburg** and **Providence** as well as City Halls in **Brockton, Buffalo, Dayton, Hoboken, Kansas City, San Francisco** and **Santa Fe**.
- Other brands that have joined the campaign, which haven't been announced yet, include Univision, Tumblr, Crowdrise, Glamour, Fusion and the **NBA**.

The Wear Orange campaign is built on a simple, apolitical call to action: If you think there's more we can do to save American lives from gun violence, then Wear Orange on June 2nd, National Gun Violence Awareness Day. Our 80+ non-profit partners all have very different approaches to reducing gun violence. Our dozens of for-profit and real estate partners have no interest in taking political stances or advocating on behalf of any particular legislation. So we built Wear Orange to be broad-based and welcoming for anyone who wants to show their support for an America free from gun violence.

Thanks again for your consideration -- we'd love to see the Beverly Hills City Hall lit orange the evening of June 2nd. If you have any other questions or concerns, I'd be happy to address them.

Respectfully submitted,

Jason Rzepka
 Director of Cultural Engagement
 Everytown for Gun Safety

cc: Jason Rosen

Attachment 3



Office of Communications
City of Beverly Hills
455 N. Rexford Dr.
Beverly Hills, CA 90210-4817
www.beverlyhills.org

For immediate Release
Date: January 9, 2013
Contact: Therese Kosterman
(310) 285-2456

City Council Unanimously Supports Gun Reforms Locally and Nationally

Beverly Hills, CA – The Beverly Hills City Council has unanimously agreed to support local, state and national efforts to reduce gun violence and keep Beverly Hills schools and the community safe. In response to the tragic shooting in Newtown, CT last month, the five councilmembers resolved to do everything within the Council's power to help reduce both the number of firearms and access to firearms in Beverly Hills and the nation.

"We can't have these kinds of crimes occurring on our streets and in our schools," said Mayor William W. Brien, at the Jan. 8 Study Session. "We must have the strictest ordinances and laws possible to make our community safe."

Measures discussed include strong advocacy efforts in support of gun control legislation in Sacramento and Washington, DC. Although California state laws supersede many local gun restriction options, the Council also directed staff to find ways to strengthen current firearms ordinances and further reduce access to firearms and ammunition in Beverly Hills. Mayor Brien will carry this message to the US Conference of Mayors next week in Washington D.C.

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Attachment 4



CITY OF BEVERLY HILLS FILMING AND SPECIAL EVENT COST SUMMARY

DRAFT COST SUMMARY

5/2/2016

Organization:	Every Town for Gun Safety	Event Address:	City Hall
Event:	Wear Orange - City Hall Lighting	Hours:	
Date:	6/2/2016	Telephone:	
Contact Person:	Jason Rosen	Email:	

REQUIRED LABOR COSTS (4 HR. Min.)

	HOURS	UNIT COST		ESTIMATED TOTAL	FINAL TOTAL
Police:		\$107.00	per hour	\$0.00	
Fire:		\$146.00	per hour	\$0.00	
TCOs		\$52.00	per hour	\$0.00	
Public Works personnel (2)	8	\$58.00	per hour	\$464.00	
Park Ranger	4	\$58.00	per hour	\$232.00	

ENGINEERING/PUBLIC WORKS COSTS

	UNIT	UNIT COST		ESTIMATED TOTAL	FINAL TOTAL
Lighting Gel	5	\$18.50	each	\$92.50	

PERMIT COSTS

	UNIT	UNIT COST		ESTIMATED TOTAL	FINAL TOTAL
Special Event Permit	1	\$727.00		\$727.00	

** DEPOSIT

ESTIMATED GRAND TOTAL:

\$1,515.50

\$ 1,500.00 **

A total of 1 check(s) made payable to the **CITY OF BEVERLY HILLS** are required as follows prior to issuance of special event/film permit and any other necessary permits.

CHECK #1 \$ 1,515.50 - Special event permit/Facilities staff/Gel

****CHECK #2 Deposit CHECK - is kept on hold and NOT deposited.**

PLEASE NOTE: Fees and costs are subject to change based upon any revisions or modifications to elements of event or filming.

COMMENTS:
