



STAFF REPORT

Meeting Date: August 30, 2016
To: Honorable Mayor & City Council
From: Cheryl Friedling, Deputy City Manager for Public Affairs
Subject: Public Education Program for the Hilton Condominium Tower Initiative
Attachments: None

INTRODUCTION

A Beverly Hills initiative entitled 'The Hilton Condominium Tower Initiative' has been placed on the local city ballot for November 8, 2016. The ballot measure seeks approval from Beverly Hills voters on this development project.

The purpose of this report is to seek the City Council's direction on options for the public education and outreach process associated with this initiative.

DISCUSSION

At the August 16, 2016 City Council meeting, Former Mayor Robert K. Tanenbaum requested from the City Council permission for the North Beverly Hills Homeowners Association to host a town hall meeting on the Hilton Condominium Tower initiative in City Council Chambers.

The Beverly Hills City Council directed staff to bring the item to a study session meeting to discuss a possible public education program that would help educate residents about the initiative.

Currently, the City's webpage www.beverlyhills.org/hiltoninitiative includes the following information:

- Campaign financial statements, which is a list of financial donors
- Public notices announcing the initiative and the deadline for submitting pro and con arguments
- An impartial analysis of the initiative
- Argument in favor of the initiative
- Argument against the initiative
- Rebuttal to argument in favor of the initiative
- Rebuttal to argument against the initiative

Meeting Date: August 30, 2016

- City Council adopted resolutions calling for the initiative to be placed on the Nov. 8, 2016 ballot

The City Attorney's office has advised that staff is able to devote resources to a public outreach effort as long as the information provided is objective and does not indicate a position on the initiative.

Other outreach efforts that would provide objective information could include:

- City led educational town hall meeting(s)
- Other town hall meetings or forums led by an objective and impartial moderator where both proponent and opposed to initiative can debate the matter
- Printing and distribution of materials available on the website

FISCAL IMPACT

It is anticipated that a City-wide mailer to promote a town hall event, if desired, would cost \$10,000. Ads in the local newspapers would cost \$2,000. An objective, third-party moderator (such as a local facilitator or retired broadcast journalist) could range from \$5,000 upwards. Costs for Cable TV and the Park Ranger would be \$800.

RECOMMENDATION

Staff recommends that the City Council provide direction on a City-hosted public education program on the Hilton Condominium Tower Initiative.

Cheryl Friedling
Approved By

