



BEVERLY HILLS

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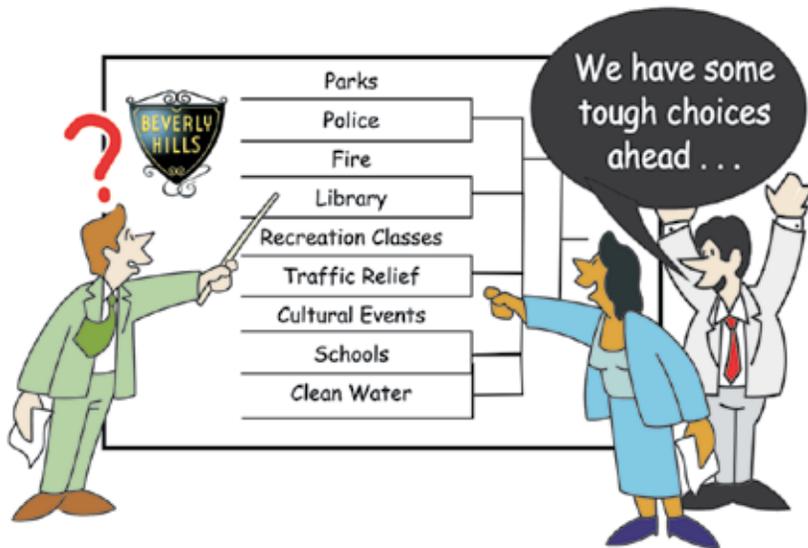




▶▶▶▶▶▶▶▶▶▶ BEVERLY HILLS - IS FOCUSED

Beverly Hills is Planning for the Future

In Beverly Hills, there's no doubt about the quality of municipal services. Residents are safe here; our Police and Fire Departments rank among the top in the nation. When people call City Hall, they get answers and action – the kind of service that creates lasting value. Beverly Hills citizens are accustomed to this high standard – and the City is committed to providing those unmatched services.



Everything Has a Price

Quality, of course, always comes with a cost. And here's the reality of the City budget: In the near future, expenditures will likely outpace revenues. Everything from gas prices to infrastructure costs are on the rise. Now, if new sources of income are not generated – services enjoyed by residents and businesses may be trimmed.

What Are Our Options?

Three distinct options are available to address the financial challenge that will occur when expenditures overtake revenues:

▶ The City can pare services to the community; significant City restructuring plans, along with an array of cost-cutting efficiencies were implemented over the past few years.

World-Class City Services

- The City's highly-trained Police Department has a response time of less than 2.6 minutes, making Beverly Hills one of the safest small cities in America.
- For a population of 35,000, the City of Beverly Hills responds to the same number of requests for city code enforcement services as the City of San Francisco, which serves a population of 750,000.
- Over 500,000 patrons walk through the main Library's doors each year. This library is open seven days a week, which is a service unmatched by many communities.
- The Beverly Hills Fire Department has the only city-sponsored CPR training center in the Western region. The Fire Department has trained over 85,000 people in CPR – a milestone reached in March 2008.
- Over the years, the City has provided financial support to Beverly Hills schools through a Joint Powers Agreement (JPA). The funding has increased tenfold – from \$850,000 in 1978 to \$8.4 million last year. No other city provides this level of funding to its schools.
- The City's underlying credit worthiness, acknowledged with an AAA rating from national credit agencies guarantees that Beverly Hills will receive the lowest interest rates available when issuing debt, thereby saving millions on the City's total debt portfolio.



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Beverly Hills is Planning for the Future *(continued)*

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▶ Revenues can be raised through voter-approved taxes to maintain and enhance first-rate municipal services such as police and fire services, libraries, recreation and cultural events and support for schools.

▶ Ongoing City services can be maintained by allowing smart development as a critical generator of tax base growth.

In considering these options, financial considerations should be placed on an equal footing with quality-of-life issues – because without new sources of revenue, the current level of resident service is a luxury that Beverly Hills might be no longer able to afford. For more information please visit www.beverlyhills.org.



▶▶▶▶▶▶▶▶▶▶ BEVERLY HILLS - IS UPGRADING

Park Improvements on the Agenda

Neighborhood parks are like jewels scattered throughout a community. So, it's no wonder Beverly Hills residents want their glittering green spaces maintained and preserved like the treasures they are.

The City's Park Master Plan spotlights two of Beverly Hills' largest parks – La Cienega and Roxbury – and presents clear ideas on how each can be signifi-

cantly renovated and improved. The plans, which incorporate nearly two years of community meetings, focus groups and survey responses, blend resident input with the City's vision of providing world-class facilities that

meet existing and evolving recreational needs.

In early May, the Parks Master Plan will be presented to the City Council. Residents will have opportunities to weigh in on the next phase – the development of schematic designs, involving



Beverly Hills Little League



Playground at Roxbury Park

location of the Roxbury building, its square footage, exterior, blueprints, etc.

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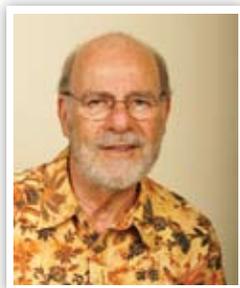


BEVERLY HILLS - IS EXCEPTIONAL

Beverly Hills Receives Kudos!

The City government regularly receives compliments from local residents and businesses. A few are listed below:

Dr. Richard O. Steinberg (*Resident*)



Recently Dr. Steinberg called upon City services to assist with a sewage line break on a weekend. Beverly Hills Public Works staff attended within 28 minutes of the call – and resolved the matter expeditiously. Dr. Steinberg stated, *“Name any city that offers the excellence of the Police Department, Fire Department, Public Works, City Management and City Council with all the amenities, such as schools and public facilities, with the ambiance of our community – and I say the scales are heavily tilted on the balance, that having lived here for more than 40 years - if given another lease on life, for 40 more, I couldn’t find a better environment than the city in which I am privileged to enjoy.”*

Ann Labe-Givon (*Resident*)



Ms. Labe-Givon recently shared her comments on using La Cienega Park’s Tennis Courts. Ann stated, *“I really enjoy playing tennis, and always appreciate the terrific staff who go out of their way to assist me when I show up. They help me make reservations, and really try to accommodate my schedule – especially when I’m sometimes running late. I’ve lived here for 25 years and love my community.”*

Moe Mostashari (*Resident*)



Mr. Mostashari contacted the City’s Fire Department regarding a family emergency. He later wrote, *“The City of Beverly Hills offers a very unique service unlike any other community. Although your staff may think that their training and actions are routine and consider what they do as a part of their “daily work,” my family and I believe differently. Our hearts are filled with the warmest appreciation for their highly professional conduct and their prompt response resulting in saving the life of a loved one. When we called for emergency assistance, I just knew everything was going to be okay. And sure enough, I was right. In less than two minutes, we had the Fire Department at our front door. When dealing with a life and death situation every second counts.”*





▶ BEVERLY HILLS - IS SERVICE ORIENTED

Employee Spotlight - Police Officer Doug Trerise

City staff members take pride in the work they do for Beverly Hills. Meet a police officer well-suited towards promoting communication and bringing people together.

The job:

With public safety on their minds, Doug's Neighborhood Watch team works on assisting crime victims, presenting educational and safety programs and keeping criminals off our streets. Neighborhood Watch staff perform security checks, attend homeowner association meetings, visit apartment dwellers and chat with schoolchildren. Doug's been on the job for 20 years.

Face of Neighborhood Watch:

The City's active Neighborhood Watch program, under the Police Department's top-rated Crime Prevention Bureau, works with block captains to give residents up-to-date safety information and coordinate meetings in Beverly Hills' 21 different Neighborhood Watch zones.

All in a day's work:

Cutting-edge technology, such as the Automated License Plate Recognition (ALPR) program keeps Beverly Hills a leader in modern law enforcement. The community is safer as a result of the ALPR units, which are able to "read" license plates at speeds of more than 100 miles per hour, while running each plate through criminal databases in a fraction of a second.



Officer Doug Trerise



Neighborhood Block Captains discuss safety issues

Police Department's Goal:

Combined with hands-on, personal service, the result is one of the safest small cities in America, headed by a world-renowned team of dedicated police professionals who pride themselves on having a response time that's less than three minutes. At the end of the day, they know what counts most - "Being there for our residents and businesses."

Message to community:

"Be prepared for anything - natural disasters, scams, man-made emergencies - and remember, the police department is here to help; it's not only a job for us, it's a mission."



BEVERLY HILLS - IS UPGRADING

Park Improvements on the Agenda

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Renovations at the two popular parks will be staggered so as not to impact youth sports league programs or impact both community centers at once. A few of the improvements, such as a multipurpose room that can serve as a gymnasium, came from discussions about a proposed Community Recreation Center. Other elements from those talks were eliminated as being too intense for the park sites. The Master Plan also addresses neighborhood concerns about parking, lighting and access. For more information please visit www.beverlyhills.org.



Youth soccer game, Roxbury Park

On the cover are members of the Beverly Hills Little League. Pictured are (left to right): Reid Womack, Josh Nierob, Lauren Jones and Olivia Berris.

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