



City of Beverly Hills

**Health and Safety Commission
Special Meeting**

**May 19, 2008
4:00 pm
City Hall Room 180-A**

Enhancing the Health and Safety of Our Community



**BEVERLY HILLS HEALTH AND SAFETY COMMISSION
SPECIAL MEETING**

**345 FOOTHILL ROAD
May 19, 2008
4:00 PM**

I, Sandra Aronberg, Chairperson of the Health and Safety Commission, hereby call a Special Meeting of the Health and Safety Commission at the time and place noted above to discuss the matters listed in the attached agenda.

SPECIAL MEETING AGENDA

A. ROLL CALL

B. PLEDGE OF ALLEGIANCE

**C. Department Presentation and Tour: Public Works – Shana Epstein,
Environmental Utilities Manager**

Following the presentation and tour, the meeting will adjourn to and reconvene to the regular meeting room, at City Hall, 455 North Rexford Drive, Room 180-A.

D. COMMISSION MINUTES

- Consideration of minutes of April 28, 2008

E. ORAL COMMUNICATIONS FROM THE AUDIENCE

At this time, members of the public may address the Commission regarding any items not on the Agenda that are within the subject matter jurisdiction of the Commission. By State law, the Commission may not discuss or vote on items not on the Agenda.

F. REPORT FROM THE CHAIRPERSON

- Mayor's Cabinet Meeting – May 14, 2008.

G. DIRECTOR'S REPORT

- Report from Myra Lurie, Beverly Hills School District Board Member
 - a) Invitation to Every 15 Minutes Event
- Information Only:
 - a) Article: "CDC Issues Pandemic Systems Plan"
 - b) BH Courier Article: "Beverly Hills Health, Fitness and Beauty Expo Gets Clean Bill of Health"
 - c) Senior Driving Program
 - d) LA County West Vector Control District Report

H. NEW BUSINESS

1. Presentation on Public Outreach Campaign Plan - Robin Chancellor,
Director of Communications

2. Development of Health and Safety Commission Strategic Work Plan –
Pamela Mottice Muller

Supporting Documentation:

- Background Information
- Meeting Information
- Health and Safety Observances
- City Council Initiatives and the City's Vision Statement
- City Vision
- Miscellaneous Information

J. ADJOURNMENT

Pamela Mottice Muller, Director Office of Emergency Management

Posted: May 16, 2008 10:00 AM



In accordance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please call the City Manager's Office at 310-285-1014. Please notify the City Manager's Office at least twenty-four hours prior to the meeting so that reasonable arrangements can be made to ensure accessibility. Room 180-A is equipped with audio equipment for the hearing impaired, and is wheelchair accessible.



MINUTES
CITY OF BEVERLY HILLS
City Hall Room 180-A
HEALTH AND SAFETY COMMISSION REGULAR MEETING
Monday, April 28, 2008
4:00 p.m.

The meeting was called to order at 4:05 p.m.

A. ROLL CALL

Present: Setian, Millan, Landau, Kopeikin, Seidel, Aronberg

Absent: Judelson

Commissioner Judelson arrived at 4:15 p.m.

Guests: Mayor Barry Brucker, Myra Lurie, Cheryl Plotkin, Gayle Gilbert-Hamerling, Byron Nate, Deborah Weintraub, Mike Hakim

Staff: Mottice Muller, Ryan, Friedling, Chancellor, Captain Lessing

B. PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Commissioner Seidel

C. COMMISSION MINUTES

MOVED by Millan, SECONDED by Kopeikin to approve the minutes of the meeting on March 24, 2008 (6/0)

Ayes: Setian, Millan, Landau, Kopeikin, Judelson, Seidel, Aronberg

Noes: None

Absent: Judelson

CARRIED.

D. ORAL COMMUNICATIONS FROM THE AUDIENCE

Mike Hakim addressed the Commission about his idea of "Think Green" which he hopes to implement. Mr. Hakim suggested development of "green zones" throughout the City. He also suggested that these locations could serve as meeting locations for families in the event of a disaster. Mr. Hakim's idea also consists of having "Think Green Bulbs" placed around the City to remind residents about green initiatives. These bulbs would illuminate at night. Mr. Hakim also noted that he has presented this idea to many of Beverly Hills' other Commissions on this item and hopes to receive support from all City Commissions. Chair Aronberg thanked Mr. Hakim for presenting his idea.

E. REPORT FROM THE CHAIRPERSON

MAYOR'S CABINET MEETING – April 9, 2008

Chair Aronberg shared with this Commission the following items which were reported by other Commissions at the Mayor's Cabinet Meeting:



- Traffic and Parking Commission – The City has a problem with abuse of handicap parking placards. The Traffic and Parking Commission hopes to find a way to solve this problem.
- Traffic and Parking Commission – The Health and Safety Commission was asked to offer suggestions to increase safety in parking lots and to study and support bi-directional amplifiers in parking structures.
- Mayor Brucker expressed concern about evacuation plans for residents. The Health and Safety Commission will consider this as a strategic item during the May 19th meeting.
- There is a new driver's education program being offered at Roxbury Park for people over 55. The Commission asked for additional information on this program.

Other items of interest.

None.

**F. DIRECTOR'S REPORT
INFORMATION ONLY:**

- a) Rudy Cole's article in March 6-12, 2008 Beverly Hills Weekly: No discussion.
- b) Time Magazine article titled "Citizen Soldiers. The Golden State Enlists its Most Reliable Emergency Responders Ever": No discussion.
- c) LA Times Article titled "California Forecast: Large Quake in Next 30 Years"
- d) Video: So-Cal News piece "BH Health & Safety"
- e) Uniform California Earthquake Rupture Forecast
 - Director Mottice Muller reported on a meeting she attended where information from an earthquake study was given to a variety of stakeholders and some members of the press. This information will be made public in a press conference scheduled to take place on May 6th.
 - Southern California is overdue for a significant earthquake. One of the major problems that is anticipated to result from this is lack of water transportation as pipes will be damaged. This Commission may wish to consider recommending that residents keep a supply of potable water for 7 days.
 - A drop, cover and hold drill will take place city-wide including stakeholders on November 13, 2008. More information will follow.
 - Use of a horn/siren notification system was discussed.
- f) Duck and Cover: It's the New Survivalism: No discussion.

G. NEW BUSINESS

A PRESENTATION BY BYRON NATE OF THE AMERICAN CANCER SOCIETY

Mr. Nate began by thanking the City for supporting many of the American Cancer Society's causes and for allowing today's presentation. The following are issues the American Cancer Society suggests that the Commission support:

- Nutrition and Physical Activity – Obesity is a result of poor diet and inactivity, and causes numerous health risks. There are about 30,000 deaths related to obesity annually. Obesity is also a prevalent problem in youths and teens.



- Tobacco and Secondhand Smoke – Smoking results in 440,000 deaths each year, and causes one third of cancers. About 40,000 of these smoking-related deaths are Californians. Houka smoking is an increasing problem. The American Cancer Society offers various smoking cessation and prevention classes for teens and adults.
- Cancer Prevention and Screening – The most prevalent types of cancers are breast, gynecological, colorectal and skin. The American Cancer Society encourages everyone to have regular medical check ups, and to know your risks including family history.
- HPV Vaccine and Cervical Cancer Prevention – The human papilloma virus (HPV) is a common sexually transmitted disease. Women are encouraged to receive regular pap tests for prevention and early treatment.

The American Cancer Society offers programs, services, and materials for each of these major cancer-related issues.

Mr. Nate asked for the Commission's as well as the City's continued support in increasing cancer awareness and to help decrease instances of cancer.

PRESENTATION BY SCHOOL DISTRICT: MYRA LURIE, SCHOOL BOARD MEMBER, AND CHERYL PLOTKIN, ASSISTANT SUPERINTENDENT FOR BUSINESS SERVICES

Myra Lurie began the presentation by thanking the City for maintaining an open relationship with the School District.

The health and safety of students and staff is the number one priority of the Beverly Hills Unified School District. Many of the proactive ways in which the school works to ensure the health and safety of students and staff were described as follows:

- BHUSD has a "wellness policy" which is a nutritional code that strictly regulates what type of food is served for lunches.
- The school district actively encourages students to make safe and appropriate choices in all aspects of their lives.
- School Resource Officers, or SRO's, are active at each school. SRO's are uniformed Beverly Hills police officers who offer a presence of police authority at the schools as well as aid in developing relationships between students and the Police Department.
- Red Ribbon Week focuses on tobacco prevention.
- "Drug Dogs" make unannounced visits to the schools about four times per year to do random drug searches within buildings.
- In the event that a student is found possessing drugs, the student will go through a 12-step program that includes counseling, parent involvement, and random drug testing.
- The High School employs an "intervention counselor" for students to work with on academic or personal matters.
- BHUSD also works with The Maple Counseling Center.
- A health class is a mandatory part of the High School's curriculum.
- BHUSD schools have strong athletic programs with high levels of student involvement.
- AED machines can be found throughout all campuses.



- All BHUSD staff members are DART trained at the beginning of each school year.
- All staff members are trained in CPR. The school district hopes to reinstate CPR training for 8th graders.
- There are community emergency preparedness containers on school campuses.
- The High School gym has been designated by Los Angeles County as a distribution center to be utilized in the event of a pandemic.
- The "Every 15 Minutes" program is being introduced to the High School this year, and will take place every other year. This program is designed to teach students the consequences of drunk driving.
- A sun safety policy will soon be implemented.
- The school district is monitoring the environmental concerns of the 9900 Wilshire and Beverly Hilton projects as to how they will affect the adjacent school community. BHUSD is working with the City on mitigation. A third-party environmental monitor will be hired to serve as an interface between the school district and developer. Noise, security, dust, noxious gasses, and air quality will all be monitored closely. The level of mitigation for this project will be above the standard.

PRESENTATION BY CHERYL FRIEDLING, DEPUTY CITY MANAGER AND ROBIN CHANCELLOR, DIRECTOR OF COMMUNICATIONS: "MEDIA POLICY"

Ms. Friedling introduced the Commission to Robin Chancellor, who will serve as communication liaison to the Health and Safety Commission. The Communications Office will work with this Commission to maximize outreach and media opportunities to "showcase" the work of this Commission, and to provide messages to residents through local newspapers, regional newspapers, local television stations, blogs, the new City website, the new community newsletter, mailed postcards, and "Showcase Beverly Hills" at Council meetings.

Ms. Friedling noted that the Commission Chair, in general, speaks to the media on behalf of the Commission. If the media contacts a Commissioner directly, Commissioners are asked to contact Director Mottice Muller, and City staff will work with Commissioners to develop a message.

Mayor Brucker briefly addressed the Commission, stating that he was pleased to see this Commission in action.

REPORT FROM CAPTAIN BRUCE LESSING OF THE FIRE DEPARTMENT: CERT CLASS, BRUSH CLEARANCE MAILER, AND FIRE SAFETY DAY

Captain Lessing reported the milestone of 85,000 people being trained through Beverly Hills' CPR program. Classes will continue to be offered every month, and Commissioners were asked to encourage others to sign up for the classes.

Information on brush clearance was mailed to residents who live north of Sunset Boulevard. Brush inspections of this area have begun. Captain Lessing reported that the response to the mailing is less than last year, since 2007 was an "educational year" when new brush clearance requirements were introduced to residents.

The most recent CERT class had 29 members. More classes and refresher classes are being offered. A new trailer to be used for CERT training was recently purchased by the City.



Fire Service Day will take place at Fire Department Headquarters on May 10th. Commissioners as well as others are encouraged to attend this event.

DEPARTMENT PRESENTATION: PUBLIC WORKS, SHANA EPSTEIN,
ENVIRONMENTAL UTILITIES MANAGER

This item will be postponed to May 19th's agenda.

NEXT MEETING: HEALTHY PEOPLE IN HEALTHY COMMUNITIES: GUIDE TO HEALTHY COMMUNITIES

Director Mottice Muller briefly discussed some upcoming items that will be discussed at the May 19th meeting:

- Development of a Mission Statement and Vision Statement
- Brainstorm and prioritize items of interest
- Identify short- and long-term items of interest
- Identify what will make this Commission meaningful to Commissioners and to the community?

H. COMMENTS FROM COMMISSIONERS

Commissioner Judelson apologized for arriving to the meeting late. She also pointed out her satisfaction with the NIMS, SEMS, and ICS training that Health and Safety Commissioners attended in April.

I. COMMISSIONERS' INSTRUCTIONS TO STAFF

Staff and Commissioners should think of ways to allow for input from the public as to what strategic issues should be explored by this Commission. It was agreed upon that no outreach would be done to solicit items from the public at this time.

J. ADJOURNMENT

There being no further business, Chair Aronberg, with the consent of the Commission, adjourned the meeting at 6:03 pm to May 19th to the Public Works Building, located at 345 Foothill Road.

PASSED, Approved and Adopted

This _____ day of _____, 2008

Sandra Aronberg, Chair

Dear Pamela,

On behalf of the Every 15 Minutes committee, it's my pleasure to extend this invitation to the Health and Safety Commissioners --- I would appreciate your forwarding it to them. Our committee, which was led by Commissioners Gail Millan and Karen Setian, has worked for months to present this program and I think you and the Commission will find it very interesting and dynamic. Let's hope our work helps kids to make safe and intelligent choices. Thank you for all you do for our city, schools and kids!

best always,
Myra



BEVERLY HILLS HIGH SCHOOL

May 9, 2008

Dear Ms. Mottice-Muller and Health and Safety Commissioners,

We invite you to join us for an important community event. On Wednesday, May 21 and Thursday May 22, Beverly Hills High School will host *Every 15 Minutes*, a series of bold dramatizations intended to motivate students to make the right decisions about drinking and driving.

Every 15 Minutes is a collaborative effort of a BHHS parent committee, the school's PTSA, administration, counseling staff, and other concerned community members. Major event sponsors include the Vahagh Setian Foundation, The Beverly Hills Rotary, the City of Beverly Hills (including Police and Fire Departments), Cedars-Sinai Medical Center, Maple Counseling Center, and The Beverly Hilton Hotel.

As an involved and important member of our city, we hope you will join us as we inaugurate this very educational and community-building program at one or more of the following times and places:

- Observation of the crash site -- Wednesday at 9:30 am -- please ask Security to direct you to Parking Lot 'C' and meet at Principal Guidetti's office
- Student assembly -- Thursday at 8 am -- please ask Security for parking instructions, and meet in the foyer of the Peters Auditorium
- Lunch reception -- Thursday at noon on the patio of the Science and Technology Center.

To confirm your attendance, please call Ms. Pam Kraushaar, Administrative School Secretary at (310) 551-5100, Ext. 8300. Thank you and we hope you will join us.

Topline



CDC ISSUES PANDEMIC SYSTEMS PLAN

THE POSSIBILITY OF A FLU PANDEMIC IS SO SERIOUS THAT UNCLE SAM IS SETTING UP A HOST OF SYSTEMS TO SUPPORT A NATIONWIDE RESPONSE SHOULD AN OUTBREAK OCCUR.

BY DOUG BARTHOLOMEW
AND CHRIS GONSALVES

ARE THE NATION'S SYSTEMS READY to support an all-out fight against an influenza pandemic?

The just-released Influenza Pandemic Plan from the Centers for Disease Control and Prevention (CDC) lists 13 different systems for identifying, alerting, responding to and tracking a potential pandemic flu outbreak. Most of these systems—some are completed and others are under development—are designed to perform specific tasks, but the CDC struggles with its centerpiece, the fledgling \$100 million BioSense network.

For instance, if avian flu were to suddenly make the biological leap to a form that could be transmitted among humans, U.S. hospitals and physicians' offices would be overwhelmed. An esti-

imated 18 million patients would need immediate care, 300,000 to 800,000 of them would require hospitalization and 90,000 to 200,000 people could die.

And the avian flu, known as H₅N₁, isn't the only potential virus that could develop into a pandemic. During the 20th century, there were three flu pandemics.

The possibility of a flu pandemic is so serious that Uncle Sam is setting up a host of systems to detect the warning signs and support a nationwide response should an outbreak occur. Since 2002, the CDC has spent more than \$5 billion to improve public health preparedness and response.

The CDC's primary nationwide hospital network-based defensive system, the BioSense network (see *Baseline*, March 2006), was designed to provide

early warning of an avian flu or other massive influenza outbreak. Conceived as a nationwide alarm system that would enlist thousands of hospitals on a network that would automatically “sniff out” every flu-like diagnosis, BioSense was to provide CDC with what would have been, in effect, a stethoscope capable of gauging the nation’s health. Urban, statewide, regional and national outbreaks of any illness with flu-like symptoms would have been detected very early, enabling local, state and federal health agencies to respond quickly.

BioSense was designed to sit atop participating hospitals’ existing systems, gathering and analyzing their data in real time. It was intended to provide a constantly refreshed flow—updated every 15 minutes—of patient information from the field. Using this information, CDC epidemiologists could detect the early signs of an outbreak of any flu-like disease, helping the CDC focus its resources on controlling an outbreak.

Unfortunately, in 2006 and 2007, BioSense encountered resistance from physicians and hospital administrators around the country. “Our approach turned out to be much more difficult than anticipated,” says Dr. Leslie Lenert, director of the CDC’s National Center for Public Health Informatics, who is responsible for managing the application of IT in all health care settings. “We got a lot of pushback on BioSense.”

Part of the problem was that BioSense required health care facilities to recode patient and medical records so the CDC’s custom-built software could monitor the hospitals’ networks and identify relevant data about patients. Many hospitals were unwilling to take on such a complicated technology project.

In addition, many physicians and state health department epidemiologists expressed concern over the federal government’s move to usurp what they saw as their role in protecting the public’s health. Part of the problem, according to Dr. Lenert, resulted from the federal government ignoring state, regional and local health care agencies. Plus, some hospital

GOOGLE, MICROSOFT TAKE HEALTH CARE IT PULSE BY CHRIS GONSALVES

ALTHOUGH ATTACKING FROM DIFFERENT angles, both Google and Microsoft are pushing deeper into health care IT, convinced the tepid sector is due to heat up.

Google took what little wrapping was left off the poorly kept secret of its Google Health. Blogged about for weeks before CEO Eric Schmidt officially unveiled it at a health care conference in February, Google Health will allow individuals to maintain an online repository of personal health records linked to hospital, doctor and pharmaceutical records, as well as general health information.

At the same conference, Microsoft rolled out new patient-monitoring and medical-records processing tools, and offered \$3 million in development funds for solution providers that improve online health tools.

The announcements, both made during the Healthcare Information and Management Systems Society (HIMSS) 2008 Conference & Exhibition in Orlando, Fla., come during a period of weak financial performance in the industry. Cisco Systems and Modern Healthcare issued separate surveys at the event showing IT spending in the sector remains mostly flat.

But Microsoft officials say the complex health care industry—with its slim margins, tight budgets and lofty administrative costs—is ripe for the efficiencies technology can offer. Google and Microsoft stress that their technologies are aimed not only at the business of health care, but also at the real-world issues of illness and disease at the patient level.

Google Health uses the proprietary GData protocol, along with standards-based medical-record formats such as the Continuity of Care Record (CCR), to give users a way to access, store and com-

municate health information. Google said the service would remain free, with no advertising or data mining and with access limited to those expressly invited by the patient to view the records.

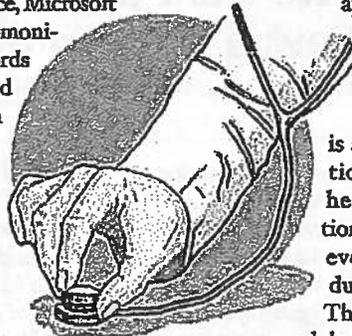
“The technology used here is extremely simple; that’s why this will move so quickly and why we’re so excited,” said Google’s Schmidt. “We’re going to find out in the coming weeks just how big a difference this makes in the lives of real patients. If doctors have ideas that can change the face of medicine, we want them to build their applications on top of this platform.”

Microsoft’s new Patient Safety Screening Tool (PSST) is a software-based solution designed to help health care organizations identify the adverse events that can occur during hospitalization. The first available PSST

module keeps watch over hospital in-patients to guard against sepsis, the often deadly infection that strikes some 750,000 patients in the United States annually. The PSST for Sepsis tool is built on Windows Server 2008, SQL Server 2005, Office SharePoint Server 2007, .Net Framework 3.5 and the Office 2007 version of InfoPath.

“Reducing mortality due to severe sepsis requires an organized process that guarantees the early recognition of the infection, along with the uniform and consistent application of the best evidence-based practices,” said Chris Sullivan, industry solutions director for Microsoft’s Health and Life Sciences Group.

Microsoft claims the tool can not only save lives, but also can significantly reduce the \$16.7 billion U.S. hospitals spend each year battling sepsis.



Topline

administrators were wary of transmitting local health care data electronically to the federal government.

"BioSense was very controversial, and there was a question about its usefulness," says Dr. Erica Pan, director of the Bioterrorism and Infectious Disease Emergencies Unit at the San Francisco Department of Public Health. The medical community believes it's their responsibility, along with community and state health department officials, to identify and act on a disease outbreak. "You need people on the local level to ask the right epidemiological questions," Pan says.

CHANGE IN PLANS

Because BioSense failed to catch on (only 441 of the nation's more than 5,600 hospitals are currently partici-

providing grants to state and regional health care agencies to develop systems that enable patient data sharing and pattern analysis. Dr. Lenert notes that Indiana and North Carolina have already agreed to participate, adding, "They are forwarding to us anonymized individual-level case data."

The jury is still out on exactly how the new initiative will work. "We are piloting different strategies in order to fund the best approach," Dr. Lenert says. "We'll provide five years of grants, with \$8.5 million in funding to start for this year."

The CDC also is focusing efforts on other systems that could be deployed during an early outbreak of a flu pandemic. It enlisted CIBER, a systems integrator, to build an alerting system to electronically notify state and regional

public health agencies in New York and Minnesota are in the latter stages of adoption, says Chapman. CDC officials expect to have the majority of states on board within two years, he adds.

MIXED BAG

Because BioSense is used only on a limited basis around the country, the CDC relies on a mixed bag of systems to uncover a major pandemic in the making. Chief among these is the Influenza Sentinel Provider Surveillance System, which depends on some 2,200 volunteer physicians to collect information from patients who exhibit flu-like symptoms. The CDC also uses the World Health Organization's FluNet system, a database that epidemiologists and other researchers can query to learn about flu-



"We want to get surveillance without the states having to move their data into a national repository."

Dr. Leslie Lenert, Director of the CDC's National Center for Public Health Informatics

pating), its effectiveness as a nationwide flu-detection system was limited. But instead of giving up on BioSense, the CDC has adopted a new approach: It decided last year to continue using BioSense in its limited geographic form, while also pursuing other initiatives to gather early pandemic data.

The new approach is designed to foster a cooperative, information-sharing initiative with state health departments. "We want to get surveillance without the states having to move their data into a national repository," the CDC's Dr. Lenert explains. The states that participate in the new initiative would keep their patients' data, but would share the aggregate analysis.

"We would like to federate existing state databases so we can share the analysis of that data," he adds. "But it involves more than just sharing the results: We have to be able to look across state borders to recognize patterns."

The CDC has begun enlisting state health departments to send their data into BioSense in an effort to create such a national system. It will soon begin

public health care officials and agencies when and where an outbreak is occurring. Previously, the CDC had to contact state health officials by e-mail or phone.

The CDC Alerting Service (CDCAS) is part of a four-year effort to develop the Public Health Information Network (PHIN), a set of functional and technical standards that lay out minimum IT capabilities and interoperability requirements for local and state health agencies.

"Working with CIBER, we've developed alerting and directory services on which we can build our programs and specific applications in order to get all the benefits of a service-oriented architecture," says Robb Chapman, the CDC IT program director who oversees the CIBER implementation.

Officials from five states helped craft the CDCAS' cascade reporting protocol, so the CDC can use the PHIN to rapidly alert officials across jurisdictional boundaries without stepping on any toes, says Richard Draut, account manager for CIBER's federal health practice.

The PHIN system is currently running in Michigan and Indiana, and

related activity in other countries.

Laboratory data can provide yet another indicator of unusual flu activity. "We are looking to recognize cases early on by using laboratory data and to report that data automatically to public health authorities and the CDC at the same time," the CDC's Dr. Lenert says. The CDC depends on the Laboratory Response Network, which connects it with state health department laboratories and other laboratories that have special training to perform influenza research.

Pandemics are monitored using a system called the Health Alert Network. "We use this system to communicate to physicians and health departments about how to report cases, what to look for and other information about specific cases," says Dr. Steve Redd, a CDC epidemiologist. Another system, FluFinder, allows health officials to locate vaccine supplies.

With all these systems—and others—in the works, the CDC must consolidate its information systems to provide more timely data to its own staff and to health care professionals in the field.

Beverly Hills Health, Fitness And Beauty Expo Gets Clean Bill Of Health

Drawing more than 4,000 visitors, the Beverly Hills Chamber of Commerce's annual Health, Fitness & Beauty Expo is held on June 1 along Civic Center Drive.

Dozens of local member businesses collaborate in a joint effort to promote wellbeing and health, which has proven to be a popular and anticipated annual event, according to a chamber official.

"Health concerns are universal and the Expo is a unique and fun way for everyone to explore a bounty of wellness solutions," a chamber spokesman said. "The chamber is proud to bring the best of the Beverly Hills business community to residents and visitors."

The annual event fills Civic Center Drive, adjacent to the Farmers' Market, with more than 50 booths and attractions from lo-

cal and national vendors and providers. Exhibitors provide services ranging from massages at the Elite Personal Physician Services Inc. booth to Cedars-Sinai's UV Polaroid, which detects skin damage from the sun, to beauty makeovers from Bella Beverly Hills.

Businesses like Whole Foods and Il Cono will be giving out healthy food and beauty samples. Attendees will be able to enjoy live music from *The Bruce Garnitz Music & Entertainment Company* while exploring the exhibitors' products and services.

Chamber Vice President Jennifer Corbo said: "We are pleased to have so many member

(see 'CHAMBER,' page 33)

CHAMBER

(Continued from page 1)

businesses serve areas of wellness in the community. The chamber is honored to support these vital industries by hosting the Beverly Hills Health, Fitness and Beauty Expo."

This year's sponsors include: *The Courier*, Cedars-Sinai Medical Group, Mercedes-Benz of Beverly Hills, Olympia Medical Center, Wells Fargo, 1260 KGH, The Bruce Garnitz Music & Entertainment Co. and FIJI Water.



CITY OF BEVERLY HILLS

Policy and Management

MEMORANDUM

TO: Health and Safety Commissioners
FROM: Kathy Ryan, Commission Secretary
DATE: May 19, 2008
SUBJECT: Senior Driving Program

In response to the Commissions inquiry on the Senior Driving Program, Bill Banks, Recreation Services Manager, provides the following information:

Unfortunately, it's a little early to publicize our next scheduled Senior Drivers Ed Program.

We will be putting out a Flier to emphasize the following: Under Senior Adult Classes.

AARP SAFETY DRIVER PROGRAM

The AARP Mature Driving regular class will be held on Sunday, 8/10 and 8/17 from 1:00pm.-5:00pm.

Renewal Class Sunday, 9/14 from 1:00pm. - 5:00pm.

The primary focus of the class will be to discuss how aging can effect your driving. There will be a review of basic rules, new laws and improved driving tips. I can provide a flier when it is created later this summer as a follow-up.

COPY

Los Angeles County West Vector Control District

6750 Centinela Avenue, Culver City, California 90230

(310) 915-7370 ext. 223 FAX (310) 915-9148

BOARD OF TRUSTEES

May 1, 2008

ROBERT SAVISKAS
Executive Director

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Honorable Barry Brucker
Mayor, City of Beverly Hills
455 N. Rexford Drive
Beverly Hills, CA 90210

Vice President
BARBARA BARSOCCCHINI
Malibu

Secretary
SANDRA JACOBS
El Segundo

BILL AILOR
Palos Verdes Estates

Dear Mayor Brucker,

RON COOPER
Manhattan Beach

This letter is to bring you up to date with the activities of the Los Angeles County West Vector Control District.

LOREN DeROY
Rolling Hills

The Los Angeles County West Vector Control District (District) was formed in 1944, services over 4,100,000 people, and contains 23 cities and unincorporated territories in the County of Los Angeles. The District is the second largest vector control district in the state of California.

S.W. DiSALVO
Beverly Hills

KEN BLACKWOOD
Lomita

HAROLD HOFMANN
Lawndale

The District includes the cities of Agoura Hills, Beverly Hills, Calabasas, Culver City, El Segundo, Hawthorne, Hermosa Beach, Hidden Hills, Inglewood, Lawndale, Lomita, the westerly portion of Los Angeles City, Malibu, Manhattan Beach, Palos Verdes Estates, Rancho Palos Verdes, Redondo Beach, Rolling Hills, Rolling Hills Estates, Santa Monica, Torrance, West Hollywood, Westlake Village, and unincorporated territories in the County of Los Angeles.

LUPE MERCADO
Culver City

GUYON McCORMACK
West Hollywood

DOUGLAS W. STERN
Rancho Palos Verdes

HOPE WITKOWSKY
Torrance

California Health & Safety Code has defined a "vector" as any animal or insect capable of transmitting the causative agent of human disease or capable of producing human discomfort or injury.

JOAN YACOVONE
Agoura Hills

STEVE ZUCKERMAN
Rolling Hills Estates

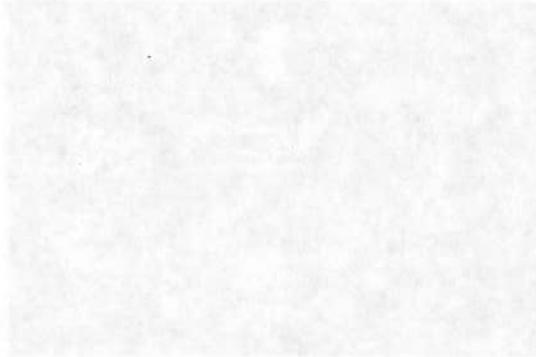
The District maintains an aggressive control and surveillance program to suppress and monitor existing mosquito-borne illnesses such as the West Nile virus, St. Louis Encephalitis, Western Equine Encephalitis, Lyme disease (ticks), Africanized honeybees, Red Imported Fire ants, biting blackflies, and midges.

Surveillance includes intensive field monitoring, laboratory testing, and research studies. Control methods include a wide variety of procedures. Among them are public education, the elimination of standing water, and the use of a variety of environmentally safe insecticides and biological controls, including mosquito fish.

Please let me know if there are any items you or the city council wish to be acted upon. I will be happy to attend to them immediately. I have included a "Biting & Stinging Insects" pamphlet for easy reference. You can also refer to the Vector District's web site at www.lawestvector.org for additional information, telephone numbers and services.

Sincerely,

S.W. "Bill" DiSalvo
Trustee for the City of Beverly Hills
Los Angeles County West Vector Control District Board of Trustees



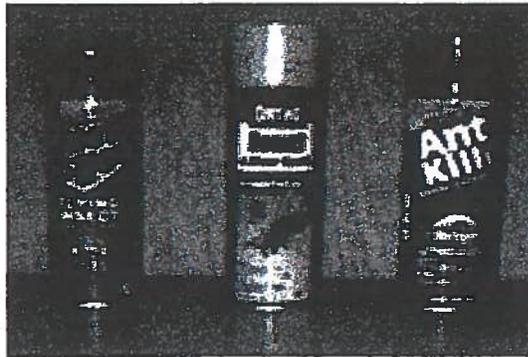
Los Angeles County
West Vector Control District
Board of Trustees
Beverly Hills, CA

EXECUTIVE SUMMARY

2008-2009 Budget

2008-2009 Benefit Assessment: \$5.34 per parcel per year down 4.1% from 20076-20087 Benefit Assessment of \$5.57/parcel/yr.)

To put the assessment charge into perspective, it would cost each household in our District \$20.12 to buy three cans of insecticide: one to spray for mosquitoes, one for bees (Africanized honeybees) and stinging insects, and one for ants (red imported fire ants). However, for only \$5.34 per household per year, residents of the District receive year-round individual and community control services, public education programs, disease surveillance and laboratory testing.



Mosquito Spray:	\$7.25
Bee & Hornet Spray:	\$5.88
<u>Ant Spray:</u>	<u>\$6.99</u>
Total:	\$20.12

2008-2009 COLA (union & non-union employees): 3.1%

The 12-month percentage change in the Consumer Price Index for All Urban Consumers, Los Angeles Riverside-Orange County, CA ("CPI") for the District cost of living adjustment (COLA) is 3.1% (see attached copy, Section B, page 10 of Consumer Price Index for All Urban Consumers, Los Angeles-Riverside-Orange County, CA). Below is the District's policy with respect to the CPI and annual employee COLAs.

In June 2000, the Board of Trustees adopted the following policy for annual employee COLAs:

"The monthly base salary of all employees will be adjusted for the cost of living annually on July 1 by the annual percentage change in the Consumer Price Index for All Urban Consumers, Los Angeles-Riverside-Orange County, CA ("CPI") as reported by the U.S. Department of Labor's Bureau of Labor Statistics, if that annual percentage change is between 2.5 and 4.0. The twelve (12) month period used to determine the annual salary cost of living adjustment ("COLA") shall be from March 1 through the last day of February.

If the annual percentage change in the CPI for the 12 month period from March 1 through the last day of February is less than 2.5 percent, the salary COLA shall be 2.5 percent of the base salary. If the annual percentage change in the CPI for the 12 month period from March 1 through the last day of February is greater than 4.0 percent, the salary COLA shall be 4.0 percent of the base salary. The annual employee COLA policy shall apply to all non-union employees and will continue in force until modified by the Board of Trustees.”

Service Charge/Benefit Assessment History:

<u>Fiscal Year</u>	<u>Amount per Parcel</u>
1991-1992	\$4.40
1992-1993	\$4.39
1993-1994	\$3.28
1994-1995	\$3.14
1995-1996	\$3.07
1996-1997	\$3.43
1997-1998	\$3.27
1998-1999	\$3.07
1999-2000	\$2.41
2000-2001	\$2.68
2001-2002	\$2.89
2002-2003	\$2.97
2003-2004	\$3.96
2004-2005	\$8.91
2005-2006	\$7.97
2006-2007	\$7.67
2007-2008	\$5.53
2008-2009	\$5.34

General Background:

Mosquito and vector control is necessary on a continuous routine and area-wide basis to protect the health, enhance the economic development, and maintain the recreational use and enjoyment of outdoor living.

The Los Angeles County West Vector Control District (District) was formed in 1944 and consisted of only 5 square miles. Over the next 64 years, there have been numerous annexations into the District. At the present time, the District covers over 680 square miles, contains 23 cities and unincorporated territory of the County of Los Angeles, and provided services for over 4,100,000 people. This makes the Los Angeles County West Vector & Vector-Borne Disease Control District the second largest vector control district in the state of California by population served.

The District includes the cities of Agoura Hills, Beverly Hills, Calabasas, Culver City, El Segundo, Hawthorne, Hermosa Beach, Hidden Hills, Inglewood, Lawndale, Lomita, the westerly portion of Los Angeles City, Malibu, Manhattan Beach, Palos Verdes Estates, Rancho Palos Verdes, Redondo Beach,

Rolling Hills, Rolling Hills Estates, Santa Monica, Torrance, West Hollywood, Westlake Village, and unincorporated territory of the County of Los Angeles.

The District is governed by a Board of Trustees. Each city and county within the boundaries of the District may appoint a representative to serve on the Board.

As provided for in California Health and Safety Code (§ 2200 et seq.), the District Board may take all necessary or proper steps for the control of mosquitoes, Africanized honeybees, ticks, red imported fire ants, or other vectors, either in the district or in territory not in the district but so situated with respect to the district that or other vectors may disperse from the territory into the district; abate as nuisances all standing water and other breeding places for mosquitoes or other vectors, either in the district or in territory not in the district but so situated with respect to the district that mosquitoes or other vectors from the territory disperse into the district; enter upon any property either within the district or so reasonably adjacent thereto that vectors may disperse into the district, for any of the following purposes: (1) to inspect to ascertain the presence of vectors or their breeding places, (2) to abate public nuisances in accordance with the California Health & Safety Code and local nuisance abatement ordinances, either directly or by giving notice to the property owner to abate nuisance, (3) to ascertain if a notice to abate vectors has been complied with, and (4) to treat property with appropriate physical, chemical, or biological control measures; and do any and all things necessary for, or incident to, the powers granted by, and to carry out the objects specified in, this chapter (California Health and Safety Code, Chapter 5). California Health & Safety Code has defined "vector" as any animal capable of transmitting the causative agent of human disease or capable of producing human discomfort or injury, including, but not limited to, mosquitoes, Africanized honeybees, ticks, Red Imported Fire Ants, flies, mites, other insects, and rats, but not including any domestic animal. These provisions provide the authority for policies adopted by the Board of Trustees under which the District operates.

Revenue:

Following Proposition 13, the major sources of revenue for the District were property taxes and Special District Augmentation Funds. Since 1993, the District's property taxes have been reduced by approximately 60% and the Special District Augmentation Fund has been eliminated.

To alleviate the fiscal problems of the District and gain control over budgeting, to develop and maintain an adequate vector control program with sufficient staff and equipment and provide the necessary facilities, the Board of Trustees took the necessary action to place a proposition on the November 6, 1984, General Election ballot. Proposition Y, if passed by two thirds of those voting on the Proposition, would have authorized the District to levy an annual special tax of not more than \$3.00 per parcel of land within the District. The proposition received 64.72% of the votes cast. Although this vote (64.72%) did not meet the required two-thirds, it certainly did indicate the voters' support for the District's activities and the proposed improvement of the mosquito control program.

Since the November 1984 election, the law governing mosquito abatement and vector control Districts has been amended. Chapter 5, Article 4, Section 2270(1) of the California Health and Safety Code now provides that "The district may levy, by resolution or ordinance, a service charge against any or all parcels of land within the District to pay for the cost of vector surveillance and control. The schedule of charges shall be made, reviewed, and adopted annually after notice and hearing in connection with the

Beverly Hills

Mosquito Service Requests: 4

1) 3-28-08 – Sunset Blvd. – “Callers requesting someone to go out to inspect and treat the pool”

Resolution – Found late stage mosquito breeding in the pool at 9909 Sunset Blvd. Treated the pool with VectoBac Briquets and Agnique MMF.

2) 3-31-08 – Rexford Drive – “Caller reports a vacant house with a green pool at 809 N. Rexford Dr.”

Resolution – Treated pool at 809 N. Rexford Dr. with Vectobac Briquettes. This property has been vacant for sometime, will forward this information to Code Enforcement.

3) 4-1-08 – Sunset Blvd – “Caller reports a green pool with water about one foot deep with a lot of debris.”

Resolution – Revisit from March 28th - The property of 9909 Sunset Blvd is vacant. The pool is in the front of the property. There was early stage mosquito breeding. Planted mosquito fish.

4) 4-9-08 – Hamel Drive – “Caller reports a green pool at a vacant home under construction.”

Resolution – Inspected the pool and spa at 208 S. Hamel Dr, both pool and spa had two to three inches of stagnant water. No breeding was found at the time of the inspection, will add to the route for continued inspection.

Bee Service Requests: 7

1) 4-2-08 – Carson Road – “Caller reports bee activity in front of the house by the front door. He is not sure of the source location and would like to have someone out to assess the problem.”

Resolution – The swarm had left with many-deceased bees on the ground. Cleaned the area, bagged the bees and hand out pamphlet after the visit. No chemical was used.

2) 4-2-08 – Canon Drive – “Caller from Westside Estate Agency reports a large cluster of bees inside a tree in front of the business. Caller concerned because the tree is in front of the entrance.”

Resolution – Put up tape and warning sign at the source location. Vacuumed the swarm off from the tree near the parkway, cleaned the area, and bagged the bees. No chemical was used.

3) 4-4-08 – Crescent Drive – “Caller reports bees in the backyard attached to a tree limb. No dogs in the yard and access approved to the property. But please call first before going out.”

Resolution – The swarm had left and few foragers were in the area.

4) 4-16-08 – Elm Drive – “Caller reports bees inside a bush in the front yard of the property next to the air conditioning unit. Please call before going out the gate will be locked and please call on the cell phone.”

Resolution – Treated the swarm with WASP Freeze, cleaned the area, bagged and removed the swarm from the bushes.

5) 4-17-08 – McCarty Drive – “Caller reports a WASP nest is above a branch underneath the eave near the back door of the house. Also caller request us to check the rest of the eave for other WASP nests and requests us to enter from the backyard by using the large unlocked wrought iron front gate.”

Resolution – Treated several Paper WASP nests with WASP Freeze, cleaned the area, bagged and removed the nests. Also we checked the nearby area for other nests as per caller’s request. We handed out pamphlet after the visit.

6) 4-17-08 – Peck Drive – “Caller reports bees inside a tree in front of the property on the right side of the property as you enter the property.”

Resolution – Found the bee swarm was deceased and on the ground upon arrival with some branches cut down. Cleaned the area, bagged and removed the swarm and handed out pamphlet after the visit.

7) 4-18-08 – Shadow Hills Way – “Caller reports bees in the front yard patio.”

Resolution – Found two Paper WASP nests in the front yard patio. Treated the nests with WASP Freeze, cleaned the area, bagged and removed the nests. Handed out pamphlet after the visit.



**CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT**

MEMORANDUM

TO: Health and Safety Commission
FROM: Pamela Mottice Muller, Director of Emergency Management
DATE: May 19, 2008
SUBJECT: Department Presentations

A Department Liaison tour and presentation will be given by the following:

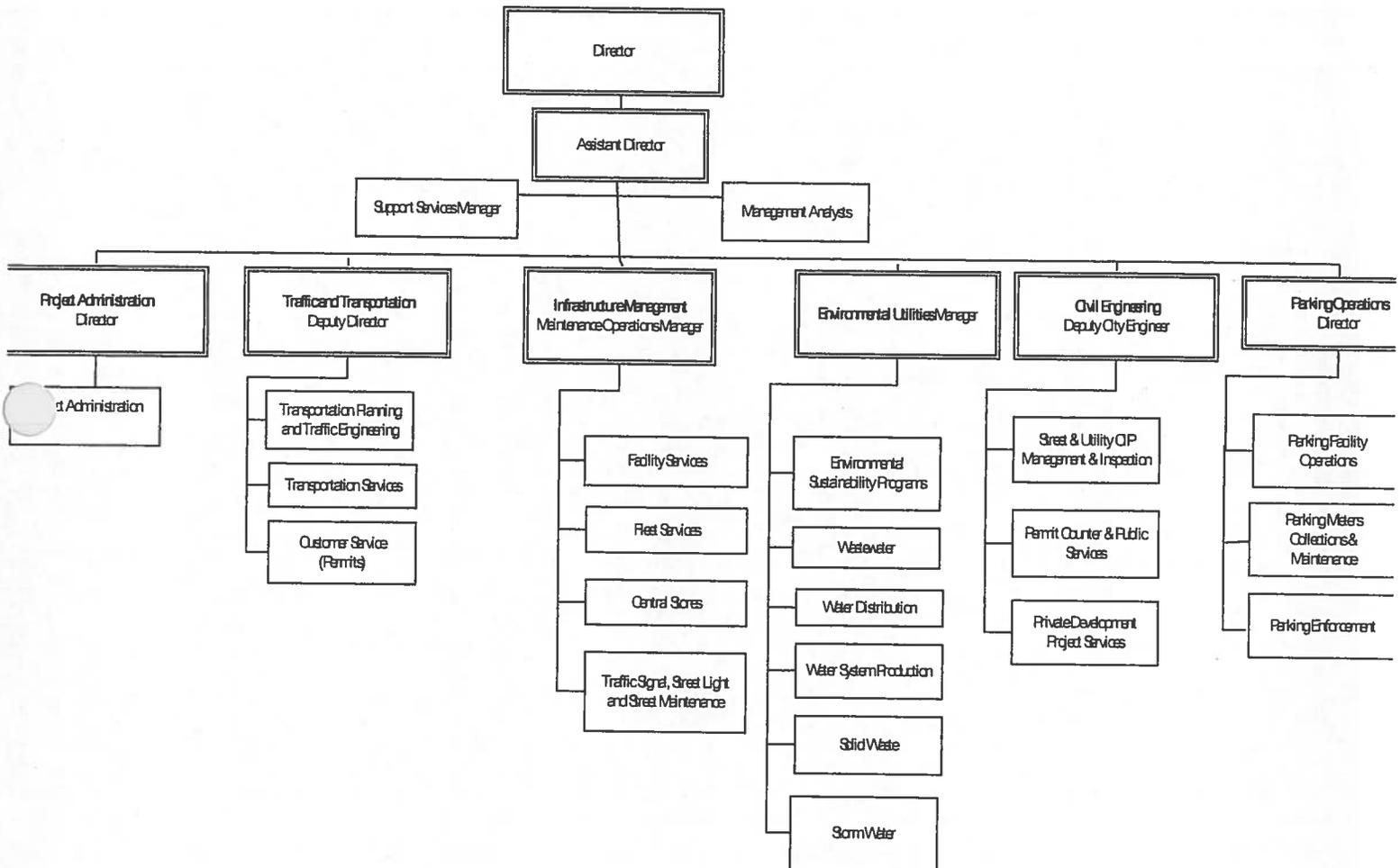
- Shana Epstein, Environmental Utilities Manager Public Works

The tour and presentation will highlight the department's role as related to health and safety matters. Please wear walking shoes.

The following attachments are provided for your review before the meeting. Additional handouts may be provided during the department's presentation.

PUBLIC WORKS

Department Organization Chart





CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

MEMORANDUM

TO: Health and Safety Commission
FROM: Robin Chancellor, Director of Communications
DATE: May 19, 2008
SUBJECT: Health, Safety and Emergency Preparedness City Events

Attached is a Health, Safety and Preparedness Outreach Plan and a list of events related to health, safety and emergency preparedness currently held in the City. The purpose of these documents is to assist the Commission in their strategic planning of topics and issues to be addressed over the next year and beyond.

Staff requests the Commission's support of these campaigns and events. It is also requested that the Commission identify four additional topics or issues to be included in the Health, Safety and Emergency Preparedness Outreach Plan over the next year.

Attachments

Health, Safety and Emergency Preparedness Outreach Plan

Purpose:

- Provide information and resources to raise community awareness for residents, businesses and schools to protect and enhance the life, safety and welfare of family members, co-workers, children and the community-at-large.
- Promote the City Council priority of increasing education and preparedness outreach on these issues to the community.

Goals:

- Hold four Signature Events: National Preparedness Month, Great American Shakeout, Safety Week, EQ Preparedness: When It Rocks Campaign.
- Brand the overall outreach plan by incorporating the new logo and fonts and developing a complementary color scheme to coincide with each monthly campaign.
- Develop monthly outreach campaigns incorporating current campaign and adding new topics/issues based on input from the Health & Safety Commission (to be determined at May/June meeting).
- Create opportunities for Health and Safety Commission to actively participate in the outreach campaigns.
- Coordinate outreach for 3N Notification System use.
- Develop Emergency Preparedness/Health/Safety page for website

Signature Events To Complement Outreach Campaigns:

National Preparedness Month (September)

- Campaign Title: Make a Kit! Make a Plan! Be Informed!
- Working with the four Westside Cities develop a postcard to be sent to all residents.
- Develop banners to be posted throughout City (no funding)
- Hold Community Disaster Education Forum for businesses and residents

Great American Shakeout (November)

- Outreach to the community stakeholders, business, and schools, chamber residents, for participation in the “Great American Shakeout” on Nov. 13 a statewide Southern California Earthquake Center sponsored “Drop, Cover, and Hold” exercise.
- Develop press releases on change of “water policy” and announcing of exercise.
- Develop & distribute video and handout-- Mayor to invite all Stakeholders to participate.
- Distribute materials offered on Southern California Earthquake Center website
- Videotape event on Nov. 13 for use in future years.

Safety Week: (date to be determined)

- Campaign Title: Be Aware! Be Safe! Be Prepared!
- Working with all stakeholders hold expo and school presentations (includes coordination of all logistics, vendors, outreach, speakers)

Earthquake Preparedness (April)

- Campaign Title: When It Rocks, Are You Ready to Roll?
- Expand current employee “When It Rocks Campaign” to the Community.
- Hold community contest for participation
- Develop banners, postcards, outreach

Proposed Outreach Campaigns:

- Current campaigns (as listed below) to be further developed. Additional topics and issues to be identified by the Health & Safety Commission on May 19th and added to round out the 12-month outreach plan. Depending upon the direction of the Health & Safety Commission, some of the current topics may be replaced by new topics of importance.

Health

- Africanized Honey Bees (Summer)
- High Summer Heat (Summer)
- West Nile Virus (Spring)
- Pandemic Flu and Proper Hygiene (Fall)

Preparedness

- Wildland Fire (Spring)
- National Preparedness Month (September)
- Winter Storm Preparedness (Fall)
- Earthquake Preparedness Month (April)

Combined Health, Safety and Preparedness

- Safety Week/Safety Expo

Outreach Tactics:

- Depending upon the nature of the topic, some or all of the tactics listed below will be used in each campaign to raise awareness, educate and provide important health, safety and preparedness information to the community:
 - Press Releases & Photos to Local Media
 - Postings on Designated Website Health, Safety and Preparedness Page
 - Radio Messages Recorded by Health & Safety Commissioners
 - Public Service Announcements (PSAs) on City Cable Channel
 - Articles in Community Newsletter
 - Articles in Chamber Newsletter
 - Articles in Employee Newsletter
 - Presentations to Community Groups (i.e. PTA Council Meetings, Chamber Government Affairs Meetings, Neighborhood Watch Meetings, Homeowner Group Meetings)
 - Showcase Beverly Hills Talking Points @ Council Meetings
 - Health, Safety & Preparedness Booth @ Farmers' Market
 - Collateral Materials (posters, fliers, brochures, banners)



Current City Events
Related to Emergency Preparedness, Health and Safety

<u>EVENT</u>	<u>DATE</u>
West Hollywood Zone Meetings	Spring
Earth Day	April
Fire Service Day	May
Flu Shots	Fall
Senior Health Fair	September
Police Department Pancake Breakfast	September
National Preparedness Month	September
Hazardous Waste Roundup	October
Safety Week	October
D.A.R.E. Week	October
Great American Shakeout	November
*Safety Expo	TBD
E-Waste Collection	First Sunday of Each Month

* Previous years held in Oct. in conjunction with Safety Week. Consideration is being given to separating out the two events and holding Safety Expo in another month other than Oct.



CITY OF BEVERLY HILLS

Policy and Management

MEMORANDUM

TO: Health and Safety Commission
FROM: Pamela Mottice Muller, Director Office of Emergency Management
DATE: May 19, 2008
SUBJECT: Background Information

The following memo provides the Commission with an array of background information to assist in the process of development of a Commission Strategic Plan or Work Plan.

Mission: The following Mission Statement was developed to kick-off the Commission.

“Enhancing Health and Safety in Our Community”

Vision: The following Vision Statement was provided by the City Council Liaisons.

“To inspire greater citizen participation and awareness regarding Health and Safety Issues that affects our Community.”

The Health and Safety Commission can change, modify or adopt the above mission Statements

Areas of interest:

The following information was compiled in January 2008 by the City Council Health and Safety Commission Liaisons, Mayor Brucker and Councilmember Delshad, on possible Commission focus, items/areas of interest and goals.

Department Liaisons reviewed the following list provided by the Council Liaisons and marked with an asterisk (*) areas they felt were of high priority for their departments and the Commission involvement.

1. Evacuation plan for Hillside residents*
 - a. Fire or Earthquake
 - b. Evacuation volunteer network for Southside residents
2. Earthquake preparedness *

- a. Earthquake kits, survival supplies
 - b. Communications
3. CERT and CPR Information and Participation: * (Staff felt participation in all Citizen Corp Groups was important)
4. Neighborhood Watch – Look out for your neighbor
5. Com Call System (reverse 911) for Residents and Business *(A new notification system has been purchased and will be on a future agenda)
 - a. for police lockdown warnings during a crime investigation
 - b. for emergency evacuations
 - c. for traffic blockages or pending power outages
 - d. fire danger
6. Gas Shut off education
7. Fire Escape plan for residents and business
8. Involvement in “15 Minutes” program with BHHS
9. Senior Citizen – Call Home Check (for homebound elderly)?Senior/Disabled Program*
10. Water Conservation *

Macro Goals:

- Communications and Information
 - Citywide call list/email list (secured)
 - Brochures/Mailers/Newspaper Partners
 - Lecture Series, Outreach, Neighborhood Watch/Homeowners Groups
 - Website / Ombudsman / FAQ's “Did You Know”
 - School District/Private School Connections/Partnerships/Stakeholder Meetings*
- Natural Disaster Preparedness
 - Earthquake
 - Fire
 - Landslide
 - Bio Hazard
- Street/Neighborhood Safety-
 - Traffic
 - Crossing streets
 - Child supervision
 - Criminal Behavior Awareness
- Increase Health issue awareness
 - Pandemic Flu
 - Flu Shots
- CCTV/UNITE
- 311

Besides the issues identified, Department Liaisons also identified the following issues for Commission involvement or support:

- bi-directional antennas in buildings

- clear-up any mis-understandings in community on Health and Safety Community
- education to Shut-Ins/Senior Education on what to do in an emergency
- identity threft

To further assist you in the development of a strategic plan for the Commission, the following information is an excerpt from the ordinance which established the Commission:

2-2-1602. Mission Statement and Responsibilities

The Health and Safety Commission shall strive to maintain and improve the over-all health and safety of the community in accordance with its purposes and responsibilities.

A. The Commission shall have the following purposes and responsibilities:

1. Promote, communicate, and broaden the community's opportunities for citizen participation on issues of public health, welfare, safety and comfort, mitigation of community safety risks and hazards, and disaster preparedness;
2. Provide a forum for members of the community to bring generalized concerns regarding public health, welfare, safety and comfort;
3. Aid in the development of strategies relating to disaster preparedness, disaster hazard mitigation, disaster management, and health and safety risk reduction;
4. Support the work of all City Departments, the business sector, and the efforts of residents before, during and after a medical, natural or man-made disaster;
5. Assist in communicating the City's health, safety, and disaster preparedness messages to the community as well as educating the community more generally regarding these issues;
6. Strengthen ties with the community's disaster related stakeholders;
7. Assist with City-sponsored activities and programs that promote public health, welfare, safety and comfort, mitigation of community safety risks and hazards, and disaster preparedness;
8. Select the annual Citizen Corp Volunteer Award recipient.

B. For purposes of this Article, the following terms shall have the following meanings:

1. "Disaster" shall mean the kind of event, such as fire, flood, storm, earthquake, riot, or any other occurrence, for which a Local Emergency or a State of Emergency may be proclaimed, or which constitutes the existence of a State of War Emergency, as each of those official emergencies are defined in Section 2-4-102 of this Code.
2. "Disaster related stakeholders" shall mean local community-based groups that are involved in disaster preparedness and response.

C. Notwithstanding any provision of the foregoing subsection (A) and (B), the Commission shall not be a department oversight commission, a police oversight commission, or a fire oversight commission. The Commission shall not become involved with:

1. Police or fire response issues;
2. Issues that involve special technical expertise;
3. School safety issues;
4. Monitoring or overseeing any enforcement activities of any City Department, including but not limited to, enforcement of this Code, enforcement of traffic laws, or enforcement of state criminal or civil laws.

The following topics are on Staff's List for future agenda items:

- Current City Legislative Platform: Commissioners Roles
- Senior Drivers Ed Program.
- Smoking Ordinance and Other Non-Smoking Issues
- Commissions roles in Disasters
- Wood Roof Ordinance
- WEB Site
- Speakers from:
 - Los Angeles Vector Control
 - Emergency System for Advanced Registration of Volunteer Health Professionals
 - Terrorism Warning Group
 - Medical Response Corp
 - Identity Theft Issue
 - Animal Disaster Plan
 - B'nai B'rith International
 - NeoStem



CITY OF BEVERLY HILLS
Office of Emergency Management

MEMORANDUM

TO: Health and Safety Commissioners
FROM: Pamela Mottice Muller, Director of Emergency Management
DATE: May 19, 2008
SUBJECT: Meeting Information

The Commission meeting will focus on the following:

- adopting a Mission and Vision Statement
- brainstorming topics and items of interest
- prioritizing these topics and items of interest
- identifying what are short term topics and items and what are long term items of interest.

Staff is asking Commissioners to think about the following questions:

- What Health and Safety topics and areas of interest are important for Commission involvement?
- How do we ensure the Commission is meaningful, to the Community and to you as Commissioners?

The ultimate goal is to develop a strategic plan that will take the Commission forward into the future with a clear direction and a focus. This process will take several meetings.



CITY OF BEVERLY HILLS

Office of Emergency Management

MEMORANDUM

TO: Health and Safety Commission
FROM: Pamela Mottice Muller, Director
DATE: May 19, 2008
SUBJECT: Health and Safety Observances

Commemorative days are used by various governments, groups and organizations to raise awareness of an issue, market a product, commemorate a group or event, or to celebrate something. Commemorative days could be for a day, week, or month.

Some commemorative days are official days adopted by the government such as the Federal Government's Title 36 Observances, but many are unofficial days set aside by other organizations. As a result, there are many commemorative days available, ranging from Chocolate Lover's Month to Emergency Preparedness Month.

Below is a selection of Health and Safety Observance gathered from a multitude of sources: Federal and State Governments and other organizations.

Monthly Observances

January

Cervical Health Awareness Month

February

American Heart Month

March

National Poison Prevention Month

April

Earthquake Preparedness Month

Cancer Control Month

May

American National Stroke Month

June

Fireworks Safety Month

Sun Safety Week

Home Safety Month

National Safety Month

July

UV Safety Month

August

National Immunization Awareness Month

September

Baby Safety Awareness Month

National Preparedness Month

October

Halloween Safety Month

National Cyber Security Awareness Month

National Domestic Violence Awareness Month

National Crime Prevention Month

National Sudden Infant Death Syndrome (SIDS) Awareness Month

November

National Child Mental Health Month

December

AIDS Awareness Month

National Drunk and Drugged Driving Prevention Month

Safe Toys and Gifts Month

Tie One On For Safety Campaign (MADD) (Nov 27th-Jan1)

Observance Weeks

January

Healthy Weight Week (20th-26th)

February

National Burn Awareness Week (3rd-9th)

National Child Passenger Safety Awareness Week (10th-16th)

March

National Poison Prevention Week-3rd week March

National Inhalants and Poisons and Awareness Week (16th-23rd)-Slightly different FOCUS from Poison Prevention Week with the focus being on abuse of inhalants.

Flood Safety Awareness Week (19th-23rd)

April

National Public Health Week (7th-13th)

Alcohol Free Weekend (4th,5th & 6th)

National Public Health Week (6th-12th)

National SAFE KIDS Week (April 26th-May 4th)

National Youth Violence Prevention Week (April 31st-May 4)

May

International Building Safety Week (5th-11th)

Women's Health Week (11th-17th)

Buckle-Up America! Week (May 26th-June 1st)

June

Sun Safety Week (8th-14th)

July

No relevant health and safety weeks found

August

No relevant health and safety weeks found

September

National Adult Immunization Awareness Week (2008 dates not available)

October

Fire Prevention Week (5th-11th)

Drive Safely Work Week (6th-10th)

National Health Education Week (20th-26th)

November

No relevant health and safety weeks found

December

No relevant health and safety weeks found

Observance Days

Only several months are listed underneath this portion since a limited number of single observance days relevant to health and safety were found.

May

World Red Cross/Red Crescent Day (8th)

National Employee Health and Fitness Day (21st)

October

Child Health Day (6th)

National Lung Health Day (22nd)

Stop America's Violence Everywhere Today (8th)

November

Great American Smokeout (20th)

December

World AIDS Day (1st)

International Volunteer Day (5th)



CITY OF BEVERLY HILLS

Policy and Management

MEMORANDUM

TO: Health and Safety Commissioners

FROM: Pamela Mottice Muller, Director

DATE: May 19, 2008

SUBJECT: City Council Initiatives

City Council Initiatives

And the City's Vision Statement for the Community of Beverly Hills

The City's Vision Statement showcases five key categories that exemplify the City of Beverly Hills. Listed after each Vision Statement category are specific program initiatives separated into priority tiers established by the City Council. Each initiative is followed by designation of the lead department:

Vision Statement #1: Beverly Hills offers the highest quality of life achievable and maintains a unique and friendly character for residents, visitors and neighbors.

Program Initiatives:

Tier 1

- Pursue transportation and congestion-relief solutions on major arterials - PW
- Advance Public Works and Capital Investment in Community – PW

Tier 2

- Develop programs to promote "friendly" community concepts – ALL

Tier 3

- Enhance and Acquire additional City park and open space -CS
- Pursue Alternative Water Supply Sources for City Use – PW
- Pursue a comprehensive zoning code update – CD

Vision Statement #2: Beverly Hills is a world-class community, offering an extraordinary environment, activities, and events.

Program Initiatives:

Tier 1

- Implement Updated Parks Master Plans - CS
- Promote development of, and enhancement to, Class A office space throughout Beverly Hills – CD

Tier 2

- Develop Greystone for broader public utilization - CS
- Promote Cultural Center Completion- PM
- Establish strong architectural standards to protect the quality of the built environment – CD

Tier 3

- Consolidate Beverly Hills under one zip code: 90210 – PM

Vision Statement #3: Beverly Hills is known throughout the region, state, and nation as a leading edge, innovative community in its government, business, and technology programs.

Program Initiatives:

Tier 1

- Complete the City's General Plan, engaging in inventive solutions to long term issues - CD
- Establish '311' customer service program - PM
- Develop tax options to increase tax revenues for ballot – AS

Tier 2

- Focus technology on IT infrastructure and WiFi capabilities throughout City – IT

Tier 3

- Complete 'Smart City' Strategic Plan - IT
- Develop a comprehensive community sustainability plan – CD
- Develop a computer model to evaluate fiscal impact of proposed development – AS

Vision Statement #4: Beverly Hills is committed to being the safest city in America.

Program Initiatives:

Tier 1

- Expand the focus of UNITE program to interoperability and maintain a commitment to Closed Circuit TV, Automated License Plate Recognition,

Digital Dashboard, and Mobile Advanced Technology Command Center programs - PD

- Define other technology opportunities for police, fire, and public safety - IT
- Expand program to prepare citizens for a disaster - PM

Tier 3

- Enhance Fire safety community outreach program - FD
- Upgrade Emergency Operations Center and program outreach - PM
- Pursue amendment of State Laws and promote use of technology for traffic control and enforcement – PD

Vision Statement #5: Beverly Hills is known internationally for its alluring and distinctive hotels, retail stores, restaurants, and entertainment and headquarter businesses.

Program Initiatives:

Tier 1

- Develop the 455 Crescent parking garage -PW
- Develop a plan to define and promote “nightlife” in the City – PM
- Develop long term plan to enhance the quality of experience in the Triangle and Wilshire Corridor - PM

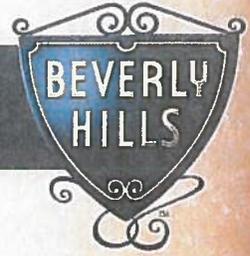
Tier 2

- Complete Entertainment Business District Plan - Vince
- Launch the business retention plan and develop a business attraction plan – PM

Tier 3

- Finalize use plan for City-owned properties and use of parcels 12 & 13 - PM
- Conduct Chamber of Commerce and other Grant recipients Audits - PM

City Vision



Beverly Hills ...

- ❖ offers the highest quality of life achievable and maintains a unique and friendly character for residents, visitors and neighbors
- ❖ is a world-class community, offering an extraordinary environment, activities and events
- ❖ is known throughout the region, state and nation as a leading edge, innovative community in its government, business and technology programs
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Mission Statement

The mission statement should be a clear and succinct representation of the enterprise's purpose for existence. It should incorporate socially meaningful and measurable criteria addressing concepts such as the moral/ethical position of the enterprise, public image, the target market, products/services, the geographic domain and expectations of growth and profitability.

The intent of the Mission Statement should be the first consideration for any employee who is evaluating a strategic decision. The statement can range from a very simple to a very complex set of ideas.

How Specific Should You Be?

Normally, the Mission Statement should represent the broadest perspective of the enterprise's mission.

You may want to take the approach of being very specific. For instance, a Mission Statement for a fictitious airline could be worded as follows:

Airco, Inc. will be the 'guaranteed' on-time airline. Maintaining the most efficient equipment in the industry, we will target a customer base of mainly young businessmen and offer them the lowest cost service on the west coast, with an objective of a 20% profit before tax and a 30% per year revenue growth.

Or, you may want to say the same thing, but with more room for management interpretation. A more general way of stating Airco's Mission Statement could be:

Airco, Inc. will be recognized as the most progressive enterprise in the transportation business. We will offer our customers cost effective transportation service within geographical areas and market segments that can benefit from our services and will insure a return on investment and growth rate consistent with current management guidelines.

Mission Statements of Well Known Enterprises

The following are some examples of mission statements from real enterprises.

3M

"To solve unsolved problems innovatively"

Mary Kay Cosmetics

"To give unlimited opportunity to women."

Merck

"To preserve and improve human life."

Wal-Mart

"To give ordinary folk the chance to buy the same thing as rich people."

Walt Disney

"To make people happy."

These are the 'one-liners', but each is supported by a set of values that set the performance standards and direct the implementation of the mission.



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For example, Merck, a company that produces pharmaceutical products and provides insurance for pharmacy benefits, publicly states the following values.

- Corporate social responsibility
- Unequivocal excellence in all aspects of the company
- Science-based innovation
- Honesty & integrity
- Profit, but profit from work that benefits humanity

And Walt Disney, an entertainment business states their values as follows.

- No cynicism
- Nurturing and promulgation of "wholesome American values"
- Creativity, dreams and imagination
- Fanatical attention to consistency and detail
- Preservation and control of the Disney "magic"

Should Your Grasp Exceed Your Reach?

Many believe that the Mission Statement should have a grand scale, be socially meaningful and be measurable. The following are some examples of historical Mission Statements that were truly grand in scale.

Ford Motor Company (early 1900's)

"Ford will democratize the automobile"

Sony (early 1950's)

"Become the company most known for changing the worldwide poor-quality image of Japanese products"

Boeing (1950)

"Become the dominant player in commercial aircraft and bring the world into the jet age"

Wal-Mart (1990)

"Become a \$125 billion company by the year 2000"

Conclusion

So, when you are preparing your Mission Statement remember to make it clear and succinct, incorporating socially meaningful and measurable criteria and consider approaching it from a grand scale. As you create your Mission Statement consider including some or all of the following concepts.

- The moral/ethical position of the enterprise
- The desired public image
- The key strategic influence for the business
- A description of the target market
- A description of the products/services
- The geographic domain
- Expectations of growth and profitability

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Strategic planning Your continued donations keep Wikipedia running!

From Wikipedia, the free encyclopedia
(Redirected from Vision statement)

Strategic planning is an organization's process of defining its strategy, or direction, and making decisions on allocating its resources to pursue this strategy, including its capital and people. Various business analysis techniques can be used in strategic planning, including SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) and PEST analysis (Political, Economic, Social, and Technological analysis).

Strategies are different from tactics in that:

1. They are proactive and not re-active as tactics are.
2. They are internal in source and the business venture has absolute control over its application.
3. Strategy can only be applied once, after that it is process of application with no unique element remaining.
4. The outcome is normally a strategic plan which is used as guidance to define functional and divisional plans, including Technology, Marketing, etc.

Strategic planning is the formal consideration of an organization's future course. All strategic planning deals with at least one of three key questions:

1. "What do we do?"
2. "For whom do we do it?"
3. "How do we excel?"

In business strategic planning, the third question is better phrased "How can we beat or avoid competition?". (Bradford and Duncan, page 1).

In many organizations, this is viewed as a process for determining where an organization is going over the next year or more -typically 3 to 5 years, although some extend their vision to 20 years.

In order to determine where it is going, the organization needs to know exactly where it stands, then determine where it wants to go and how it will get there. The resulting document is called the "strategic plan".

It is also true that strategic planning may be a tool for effectively plotting the direction of a company; however, strategic planning itself cannot foretell exactly how the market will evolve and what issues will surface in the coming days in order to plan your organizational strategy. Therefore, strategic innovation and tinkering with the 'strategic plan' have to be a cornerstone strategy for an organization to survive the turbulent business climate.

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Vision, mission and values

Vision: Defines where the organization wants to be in the future. It reflects the optimistic view of the organization's future.

Mission: Defines where the organization is going now, basically describing the purpose, why this organization exists.

Values: Main values protected by the organization during the progression, reflecting the organization's culture and priorities.

Strategic planning saves wasted time, every minute spent in planning saves ten minutes in execution.

The purpose of individual strategic planning is for you to increase your return on energy, the return on the mental, emotional, physical and spiritual capital you have invested in your life and career.

Every minute an individual spends planning their goals, activities and time in advance saves ten minutes of work in the execution of those plans -- or so claim several experts. Careful advance planning gives you a return of ten times, or 1,000% , on your investment of mental, emotional and physical energy. (The 100 Absolutely Unbreakable Laws of Business Success.) In any case, it is generally agreed that spending a meaningful period of time reflecting on strategy and goals before taking action is almost always a wise course of action for any individual or institution.

Methodologies

There are many approaches to strategic planning but typically a three-step process may be used:

- **Situation** - evaluate the current situation and how it came about.
- **Target** - define goals and/or objectives (sometimes called ideal state)
- **Path** - map a possible route to the goals/objectives

One alternative approach is called *Draw-See-Think*

- **Draw** - what is the ideal image or the desired end state?
- **See** - what is today's situation? What is the gap from ideal and why?
- **Think** - what specific actions must be taken to close the gap between today's situation and the ideal state?
- **Plan** - what resources are required to execute the activities?

An alternative to the *Draw-See-Think* approach is called *See-Think-Draw*

- **See** - what is today's situation?
- **Think** - define goals/objectives
- **Draw** - map a route to achieving the goals/objectives

In other terms strategic planning can be as follows:

- **Vision** - Define the vision and set a mission statement with hierarchy of goals
- **SWOT** - Analysis conducted according to the desired goals
- **Formulate** - Formulate actions and processes to be taken to attain these goals
- **Implement** - Implementation of the agreed upon processes
- **Control** - Monitor and get feedback from implemented processes to fully control the operation

Situational analysis

When developing strategies, analysis of the organization and its environment as it is at the moment and how it may develop in the future, is important. The analysis has to be executed at an internal level as well as an external level to identify all opportunities and threats of the new strategy.

There are several factors to assess in the external situation analysis:

1. Markets (customers)
2. Competition
3. Technology
4. Supplier markets
5. Labor markets
6. The economy
7. The regulatory environment

It is rare to find all seven of these factors having critical importance. It is also uncommon to find that the first two - markets and competition - are not of critical importance. (Bradford "External Situation - What to Consider") (http://www.cssp.com/external_situation.php)

Analysis of the external environment normally focuses on the customer. Management should be visionary in formulating customer strategy, and should do so by thinking about market environment shifts, how these could impact customer sets, and whether those customer sets are the ones the company wishes to serve.

Analysis of the competitive environment is also performed, many times based on the framework suggested by Michael Porter.

Goals, objectives and targets

Strategic planning is a very important business activity. It is also important in the public sector areas such as education. It is practiced widely informally and formally. Strategic planning and decision processes should end with objectives and a roadmap of ways to achieve those objectives.

The following terms have been used in strategic planning: desired end states, plans, policies, goals, objectives, strategies, tactics and actions. Definitions vary, overlap and fail to achieve clarity. The most common of these concepts are specific, time bound statements of intended future results and general and continuing statements of intended future results, which most models refer to as either goals or objectives (sometimes interchangeably).

One model of organizing objectives uses hierarchies. The items listed above may be organized in a hierarchy of means and ends and **numbered** as follows: Top Rank Objective (TRO), Second Rank Objective, Third Rank Objective, etc. From any rank, the objective in a lower rank answers to the question "How?" and the objective in a higher rank answers to the question "Why?" The exception is the Top Rank Objective (TRO): there is no answer to the "Why?" question. That is how the TRO is defined.

People typically have several goals at the same time. "Goal congruency" refers to how well the goals combine with each other. Does goal A appear compatible with goal B? Do they fit together to form a unified strategy? "Goal hierarchy" consists of the nesting of one or more goals within other goal(s).

One approach recommends having short-term goals, medium-term goals, and long-term goals. In this model, one can expect to attain short-term goals fairly easily: they stand just slightly above one's reach. At the other extreme, long-term goals appear very difficult, almost impossible to attain. Strategic management jargon sometimes refers to "Big Hairy Audacious Goals" (BHAGs) in this context.) Using one goal as a stepping-stone to the next involves **goal sequencing**. A person or group starts by attaining the easy short-term goals, then steps up to the medium-term, then to the long-term goals. Goal sequencing can create a "goal stairway". In an organizational setting, the organization may co-ordinate goals so that they do not conflict with each other. The goals of one part of the organization should mesh compatibly with those of other parts of the organization.

Mission statements and vision statements

Organizations sometimes summarize goals and objectives into a **mission statement** and/or a **vision statement**:

While the existence of a shared mission is extremely useful, many strategy specialists question the requirement for a written mission statement. However, there are many models of strategic planning that start with mission statements, so it is useful to examine them here.

- A **Mission statement**: tells you what the company is now. It concentrates on present; it defines the customer(s), critical processes and it informs you about the desired level of performance.
- A **Vision statement**: outlines what a company wants to be. It concentrates on future; it is a source of inspiration; it provides clear decision-making criteria.

Many people mistake vision statement for mission statement. The Vision describes a future identity and the Mission describes why it will be achieved. A Mission statement defines the purpose or broader goal for being in existence or in the business. It serves as an ongoing guide without time frame. The mission can remain the same for decades if crafted well. Vision is more specific in terms of objective and future state. Vision is related to some form of achievement if successful.

A mission statement can resemble a vision statement in a few companies, but that can be a grave mistake. It can confuse people. The vision statement can galvanize the people to achieve defined objectives, even if they are stretch objectives, provided the vision is SMART (Specific, Measurable, Achievable, Relevant and Timebound). A mission statement provides a path to realize the vision in line with its values. These statements have a direct bearing on the bottom line and success of the organization.

Which comes first? The mission statement or the vision statement? That depends. If you have a new start up business, new program or plan to re engineer your current services, then the vision will guide the mission statement and the rest of the strategic plan. If you have an established business where the mission is established, then many times, the mission guides the vision statement and the rest of the strategic plan. Either way, you need to know where you are, your current resources, your current obstacles, and where you want to go - the vision for the future.

Features of an effective vision statement may include:

- Clarity and lack of ambiguity
- Paint a vivid and clear picture, not ambiguous
- Describing a bright future (hope)
- Memorable and engaging expression
- Realistic aspirations, achievable
- Alignment with organizational values and culture, Rational
- Time bound if it talks of achieving any goal or objective

To become really effective, an organizational vision statement must (the theory states) become assimilated into the organization's culture. Leaders have the responsibility of communicating the vision regularly, creating narratives that illustrate the vision, acting as role-models by embodying the vision, creating short-term objectives compatible with the vision, and encouraging others to craft their own personal vision compatible with the organization's overall vision.

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See also

- Strategic and Defence Studies Centre

External links

- The balanced scorecard approach to strategic planning and management (<http://www.balancedscorecard.org/basics/bsc1.html>)
- Strategy Markup Language (StratML) (<http://xml.gov/stratml/index.htm>)

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