

City of Culver City, California
City Council Agenda Item Report

Meeting Date: <u>10/27/08</u>		Item Number: <u>A-1</u>
AGENDA ITEM: Consideration of the "Youth Perspective Survey" as Recommended by the Parks, Recreation and Community Services (PRCS) Commission and Approval of Funding Therefore.		
Contact Person/Dept.: Bill La Pointe, Director of Parks Recreation and Community Services		Phone Number: (310) 253-6655
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐
Public Hearing: ☐		Action Item: ☒ Attachments: ☒
Public Notification: City's Master Email Notification List (10/22/08); Notices at the Culver City Teen Center and the Culver-Palms YMCA (week of 10/20/08); Culver City High School Government Class Teachers (email on 10/20/08); Culver City Middle School Social Studies Class Teachers (email on 10/20/08).		
Department Approval: Bill La Pointe, Director of Parks Recreation and Community Services (10/16/08).	City Attorney Approval: Carol Schwab (by H. Baker) (10/22/08)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (10/22/08)	City Manager Approval: Jerry B. Fulwood (10/22/08)	

RECOMMENDATION:

Staff recommends that the City Council consider approving the "Youth Perspective Survey" (Attachment 1) as developed by staff and the Youth Outreach Subcommittee of the Parks, Recreation and Community Services (PRCS) Commission and as recommended by the PRCS Commission to the City Council for approval and approval of related funding therefore.

BACKGROUND:

Over the past several years, City Council has requested the PRCS Commission to assess what level of interest youth in Culver City have in becoming more involved in local government. In October 2004, the City Council requested a report on interest in the establishment of a Youth Council/Commission. In early 2005, the Parks and Recreation Commission (now known as the Parks, Recreation and Community Services Commission) began reviewing this issue in order to formulate a recommendation to the City Council. In February 2005, the Commission's Youth Outreach Subcommittee was created for the specific purpose of researching the feasibility of creating a Culver City Youth Advisory Commission (YAC) and the Subcommittee's research and discussion on this issue continued over the next several months. On November 16, 2005 the Commission reviewed the Subcommittee's report and took action to indicate to the City Council that they did not recommend the establishment of the YAC at that time. However, there were other related ideas that the Commission wished to explore further (Attachment 2).

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On June 26, 2006 the City Council considered the establishment of a Youth Advisory Commission and took action to support the recommendation of the Parks and Recreation Commission not to establish a Youth Advisory Commission (Attachment 3).

During the next two years, no further formal action was taken on this matter. At the May 05, 2008 City Council meeting, a consensus was reached that the discussion of the creation of a Youth Advisory Committee be agendaized for an upcoming meeting. At the June 9, 2008 meeting, the City Council discussed the matter and directed it back to the PRCS Commission and their Youth Outreach Subcommittee for research, review and recommendation. The approved minutes of the City Council meeting related to this item (Item A-1) are provided as Attachment 4. Although not included in the meeting minutes, there was Council consensus that any survey created for the purpose of exploring youth interest in the formation of a Youth Advisory Committee must first be reviewed and approved by the City Council prior to being distributed to youth and youth groups.

DISCUSSION:

At the September 4, 2008 Parks and Recreation Commission meeting, a first draft of the "Youth Perspective Survey" was presented by staff for discussion by the Commission. The purpose of the survey is to gauge youth interest in the formation of a Culver City Youth Advisory Committee (CCYAC). The draft survey was based on comments and examples from other California cities and from Council's direction regarding the content of the survey. There was consensus that the survey should be reviewed during a meeting of the Youth Outreach Subcommittee before it returned to the Commission and was ultimately presented to the City Council. Therefore, the Parks, Recreation and Community Services Director contacted the City Manager's Office and requested that this item be moved forward to the last City Council meeting in October (October 27). Subsequently, the members of the Youth Outreach Subcommittee (Commissioners Cooper and Hudson) met with staff on September 10, 2008 to review and comment on the first draft of the "Youth Perspective Survey" and various other aspects of the *Culver City Youth Advisory Committee (CCYAC) Project*.

One key point stressed by Commissioners Cooper and Hudson at the Youth Outreach Subcommittee meeting was that the survey should be no longer than one page. It was commented that there will be a better response rate to the survey if it is concise and does not take too much time or effort on the part of the responder to complete. With this goal in mind, staff and the Subcommittee edited the survey to one page in length, taking care to include those questions that will best gauge interest in the formation of a Youth Advisory Committee.

At the October 7, 2008 PRCS Commission meeting, the Commission reviewed and discussed the one-page version of the "Youth Perspective Survey." The survey was

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approved and the Commission took action to recommend this version of the survey to the City Council for approval (moved by Commissioner Hudson; seconded by Commissioner Cooper; passed unanimously).

Once the "Youth Perspective Survey" (with Council-directed changes, if any) has been approved by the City Council, it will be distributed to the youth of Culver City and the results will be tabulated and presented to the Youth Outreach Subcommittee, the Parks, Recreation and Community Services Commission and the City Council. It is expected that the City Council will then determine the next steps, if any, to be taken with regard to the formation of a Culver City Youth Advisory Committee.

FISCAL IMPACT:

The cost of administering the "Youth Perspective Survey" is largely dependent upon the mode of administration. For example if the survey is administered via a "paper-and-pencil" method, costs will include those of photocopying and survey delivery and collection. If the survey is administered electronically (i.e., via an Internet service such as SurveyMonkey.com), costs will include staff time and account set-up (if the service is fee-based). As this was an item not included in the PRCS Department's Fiscal Year 2008-09 budgeted Work Plan, expenditures related to the administration and tabulation of the "Youth Perspective Survey" were not included in the adopted Fiscal Year 08/09 and Approved Fiscal Year 09/10 Budget. Estimated costs for the administration of the survey are as follows:

• Personnel	80 hours @ \$ 50/hr.	\$4,000.00
• <u>Materials/Supplies</u>		<u>\$ 350.00</u>
• Total		\$4,350.00

Should the City Council determine to proceed with this process, staff recommends the City Council consider using a portion of the City Council's appropriated reserve for this purpose.

ATTACHMENTS:

1. "Youth Perspective Survey"
2. Excerpt of the November 16, 2005 Parks and Recreation Commission Approved Meeting Minutes
3. Excerpt of the June 26, 2006 City Council Approved Meeting Minutes
4. Excerpt of the June 9, 2008 City Council Approved Meeting Minutes

MOTIONS:

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That the City Council:

1. Approve an allocation from the City Council Appropriated Reserve in the amount of \$4,350 to the PRCS Account 10130100.512100; and

2. Approve the attached "Youth Perspective Survey;"

or

3. Make revisions to the attached "Youth Perspective Survey" and approve the Survey as revised by the City Council;

and

4. Direct staff to implement the "Youth Perspective Survey" to receive the best possible survey results within the available financial resources

or

5. Provide staff with alternate direction.