

City of Culver City, California
City Council Agenda Item Report

Meeting Date: <u>05/04/09</u>		Item Number: <u>A-1</u>	
AGENDA ITEM: (1) Discussion of the Youth Advisory Committee Survey Results and (2) Consideration of the Parks, Recreation and Community Services Commission Recommendation Regarding the Establishment of a Culver City Youth Advisory Committee.			
Contact Person/Dept.: Pam Robinson, Recreation Manager		Phone Number: (310) 253-6632	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Master E-mail Notification List (04/29/09); E-mail or telephone notification to all those who provided valid contact information on the Youth Advisory Committee Survey (04/21/09); Website notices (beginning on 4/20 and 4/27/09); Posted notices (beginning on 04/21 and 04/22/09); E-mail notification to Public Schools, Government and Social Studies Teachers, Private Schools, Public School Parent Groups, Selected Subscribers to the City's Master E-mail Notification List and Selected PRCS E-mail Distribution Lists (all on 04/21/09); Temple Aikba & additional Private School contacts (04/22/09); Flyers to CCUSD Teachers (04/22/09); Cable Crawler on Channel 35 (beginning on 04/27/09). <i>Note: More detailed information regarding Public Notification is provided in the body of the report.</i>			
Department Approval: Bill La Pointe, PRCS Director (04/22/09)		City Attorney Approval: Carol Schwab (by H. Baker) (04/29/09)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (04/29/09)		City Manager Approval: Jerry B. Fulwood (04/29/09)	
<u>RECOMMENDATION:</u> Staff recommends the City Council discuss the results of the Youth Advisory Committee Survey (Attachment 1) and consider the Parks, Recreation and Community Services (PRCS) Commission recommendation regarding the establishment of a Culver City Youth Advisory Committee (CCYAC). <u>BACKGROUND:</u> 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. Information regarding the past discussions, decisions and actions taken by Council and Commission relating to this matter were included in the October 27, 2008 City Council staff report, "Consideration of the 'Youth Perspective Survey' as Recommended by the Parks, Recreation and Community Services (PRCS) Commission and Approval of Funding Thereof" (Attachment 2). At the October 27, 2008 meeting, Council discussed the survey that would be used to gauge youth interest in the formation of a Youth Advisory Committee and made			

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several changes to its content. These changes were incorporated and the name of the survey was changed to the "Youth Advisory Committee Survey" before it was posted/distributed to the public. An excerpt of the minutes of the October 27, 2008 City Council meeting relating to this item is provided as Attachment 3.

PUBLIC NOTIFICATION:

Members of the public, including the youth of Culver City, were notified that the City Council would be discussing the results of the Youth Advisory Committee Survey and the possibility of establishing a Culver City Youth Advisory Committee at this evening's meeting in the following ways (organized by date of notification):

April 20 – May 4, 2009: A notice was posted on the Culver City website in the homepage "Highlights" section and in the "News and Announcements" section of the PRCS homepage.

April 21, 2009

- Notices were posted at the following locations:
 - Culver City Teen Center
 - Culver City Municipal Plunge
 - Veterans' Memorial Park
 - Syd Kronenthal Park
 - Fox Hills Park
- Telephone calls were made to 7 individuals who completed the YAC Survey and listed phone numbers (but not their email addresses).
- E-mail notification was sent to:
 - All those who provided valid email addresses on the Youth Advisory Committee Survey (37 recipients)
 - Government Class Teachers at Culver City High School and Social Studies Class Teachers at Culver City Middle School (15 recipients)
 - Private Schools: St. Augustine Elementary School, Turning Point School, Star Preparatory Academy, The Willows Community School
 - Administrative Offices of CCUSD, Culver City High School and Culver City Middle School
 - Culver City Middle School Panther Partners
 - Culver City High School PTSA and Booster Club
 - Culver City Email Notification List Subscribers of Departments, Meetings and Agendas, Culver City News and Events, Parks and Recreation Commission, Parks, Recreation and Community Service (1,242 recipients)
 - PRCS Community Groups Email Distribution List (20 recipients)
 - PRCS Sports Groups Email Distribution List (16 recipients)

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April 22, 2009

- A notice was posted at the Culver Palms YMCA
- Flyers were given to CCUSD teachers so that they could make an announcement to their students
- E-mail Notification was sent to Temple Aikba
- E-mail Notification was sent to additional contacts at Star Preparatory Academy and The Willows Community School

April 27 – May 4, 2009: A bulletin was posted on the Culver City Unified School District, Culver City High School, Culver Park Continuation School and Culver City Middle School websites

DISCUSSION:

Culver City Unified School District Participation

Staff attended the November 18, 2008 Culver City Unified School District (CCUSD) Board of Education (Board) meeting and addressed the Board regarding the desire on the part of the City to determine if there was any interest in a Youth Advisory Committee and to enlist their assistance in the distribution of the survey. After some discussion and questions, the Board advised staff that, although they were in support of the City in this regard, they could not allow the survey to cost the School District any money or take up any class time. The Board recommended that the City distribute the survey via various websites. In addition, the Board agreed that the Parks, Recreation and Community Services Department could publicize the survey by providing the School District with a flyer that would be sent home with students.

Notification of the Youth Advisory Committee Survey

The flyer regarding the survey (Attachment 4) was distributed as follows:

VENUE	# of FLYERS
High School	2,312
Middle School	1,518
Culver Park School	71
Student Council	100
Teen Center	50
Flyer Display Holder in the Veterans Complex Lobby	200
Information Table in the Veterans Rental Office	100
Recreation Registration Office Counter	200
Culver City Plunge	100
Culver West Alexander Park	150
Fox Hills Park	250
Lindberg Park	250
Syd Kronenthal Park	250
Veterans Park	250
Julian Dixon Library	199

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TOTAL NUMBER OF FLYERS DISTRIBUTED

6,000

In mid-December 2008, a link to the survey was placed on the School District's website and the flyer was placed as an ad in the ***School News***, a School District newspaper that is mailed to the homes of all District youth (with an overall distribution of approximately 20,000 per issue) and is also accessible at www.schoolnewsrollcall.com. In addition, the High School and Middle School teachers were asked to announce the survey and encourage participation during their daily classroom bulletins.

Staff also encouraged Culver City private schools to participate. The following private schools posted a link to the survey on their websites: St. Augustine; The Willows Community School; OHR Eliyahu Academy; Temple Akiba; and, STAR Preparatory School.

Survey Administration and Analysis

Electronic Surveys – A link enabling respondents to complete the Youth Advisory Committee Survey online via ***SurveyMonkey.com*** was posted on the homepage of the City's website in the "News and Announcements" section on December 15, 2008. The link was removed from the website and the ***SurveyMonkey.com*** data collectors were closed on Tuesday, January 20, 2009. Sixty-nine online surveys were submitted, but only 48 of these were found suitable to be included in the analysis (see Attachment 1, page 2 for details).

Paper/Pencil Surveys - Hard-copies of the survey were distributed to Teen Center members (32 were submitted) and at the Culver City After School Middle School Program (35 were submitted). Additional surveys were left at the back of the Mike Balkman Chambers (two were submitted).

Data Entry and Analysis – ***SurveyMonkey.com***, was used to record, store and analyze the electronic surveys. A volunteer entered the hard-copy surveys into the SurveyMonkey data base where the information was included with that of the online respondents.

Results of the Youth Advisory Committee Survey

The analysis of survey data was based on 115 surveys, 67 hard-copy surveys and 48 online surveys. The first page of Attachment 1 (although annotated) shows how the hard copy of the survey looked to participants; it also provides a brief summary of the survey results and an index to the subsequent pages of survey results, which list all of the answers to open-ended questions 2, 4 5, 6. Since the primary questions of interest are those involving the willingness of Culver City youth to participate in specific City-sponsored activities, the results of questions 9, 10, 10 a, 10 b, and 10 c are highlighted in the tables below:

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9. Would you like to attend a City-sponsored special event to find out more about local government and opportunities for youth involvement?

answered question - 108

skipped question - 9

Yes 43 or 40%

No 37 or 34%

Don't Know 28 or 26%

10. Would you like to be a member of a Culver City Youth Advisory Committee to the City Council?

answered question - 112

skipped question - 5

Yes 35 or 31%

No 46 or 41%

Don't Know 31 or 27%

The following questions were answered by the 35 individuals who responded "YES" to question #10. These questions were skipped by 82 respondents.

10-a) IF YES, how much time per month would you be willing to spend being involved in the group?

1 to 2 hours a month 4 or 11%

2 to 3 hours a month 15 or 43%

3 or more hours a month 16 or 46%

10-b) How often should meetings of the group be scheduled?

Once a month 31 or 89%

Once every 3 months 4 or 11%

Once every 6 months zero

10-c) How important would it be to get community service hours credit for participating in the group?

A lot 16 or 46%

A little 12 or 34%

Not at all 7 or 20%

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Contact Information

Contact information was received from 54 persons, of these, information from 47 was complete enough that contacts could potentially be made (40 email addresses and 7 telephone numbers). It was later found that emails sent to 3 of the email addresses provided were undeliverable. Of these 44 persons submitting adequate contact information, 29 had indicated that they would like to be a member of a Youth Advisory Committee to the City Council (question #10). The remaining 15 individuals who listed contact information answered either "No" or "Don't Know" to question #10.

Youth Making Changes

One of the questions on the survey asked if the respondent was aware of the Teen Center's program called Youth Making Changes (YMC). As noted in the attached survey results (see Question #7), 60% of respondents indicated that they had neither participated in nor heard about this program.

Youth Making Changes is a Recreation staff-driven leadership group for youth in grades sixth through eleventh (6th-11th) who give input on teen issues and plan and implement events in the Teen Center and the community. Most recently they have undertaken the task of an annual program called *Project Citizen* which is directed by the Center for Civic Education and funded by the US Department of Education. This program is project-driven and is intended to help youth learn how to express their opinions on public policy, how to decide which level of government and which agency is most appropriate for dealing with the policy issue, and how to influence policy decisions at that level of government.

Youth Outreach Subcommittee

The Youth Outreach Subcommittee of the PRCS Commission met on February 12, 2009 to discuss the attached results of the survey. The Subcommittee members, Commissioners Cooper and Hudson, gave a verbal report to the Commission regarding this issue at the March 3, 2009 PRCS Commission meeting.

Recommendation of the Parks, Recreation and Community Services Commission

At the March 3, 2009 meeting, the PRCS Commission took action to make the following recommendation (as excerpted from the adopted meeting minutes) to the City Council (moved by Commissioner Kim; seconded by Vice Chair Daly Redholtz; unanimously passed):

Based on the results of the Youth Advisory Committee Survey and taking into consideration the estimated costs of operating a City committee (as outlined in the staff report), the PRCS Commission recommends that a Culver City Youth Advisory Committee not be established at this time. However, the

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Commission supports, and recommends that the City Council support, alternate options such as:

- a) Encouraging participation in Youth Making Changes, a non-fee based Teen Center program offered by the City, and other already-existing community programs to engage students in civic service;*
- b) A youth representative/liaison to attend the meetings of the PRCS Commission and possibly to report back to the City Council, the Youth Making Changes group, their school and/or some other body or organization;*
- c) Non-paid youth internships with City Departments;*
- d) Holding an annual event or seminar involving youth that encourages student participation in local government;*

AND

If any or all of these alternate options are supported by the City Council, that they be sent back to the Commission for the Commission's input on their implementation.

FISCAL IMPACT:

Cost Associated with the Youth Advisory Committee Survey

At the October 27, 2008 City Council meeting, Council approved an allocation in the amount of \$4,350 from the City Council Appropriated Reserve to PRCS Account 10130100.512100. Staff has postponed submitting a budget transfer for these funds until the full costs of the establishment of a Youth Advisory Committee have been identified. To date, the majority of costs associated with the administration of the Youth Advisory Committee Survey are in the form of staff time and have been absorbed by the Parks, Recreation and Community Services Department operating budget.

Seven staff members at varying job classification levels worked a cumulative total of 54 regular hours on the tasks associated with the administration and analysis of the Youth Advisory Committee Survey. The fully-burdened cost to the City is \$9,273.40, calculated using hourly salaries and the methods of calculating benefits and overhead presented in the PRM Study. The PRM Study calculates benefits by applying an hourly benefit rate of 71.40% to hourly salary rates for full time staff; for part time staff, the rate is 20%. The PRM Study calculates overhead by applying an hourly overhead rate of 147.24% to hourly salary plus benefits.

Other expenses that have been identified include:

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3-month subscription to SurveyMonkey.com @ \$29.90/month	\$ 89.70
Printing of 6,000 flyers	\$672.00
School News advertising	<u>\$139.00</u>
TOTAL	\$900.70

Cost Associated with the Operation of a Youth Advisory Committee

In order to estimate the cost of operating a Culver City Youth Advisory Committee, the per-meeting operating costs of two existing Committees may be used as a basis for comparison. The Disability Advisory Committee (DAC) and the Committee on Homelessness typically meet at least six times per fiscal year, but may also hold one or two special meetings annually. Members of both of these Committees are appointed by the City Council and receive no stipend. These Committees are currently supported by Senior and Social Services Division staff members; staff time is the most significant expense associated with the operation of these committees.

The DAC is comprised of seven (7) members and meets in the Senior Center Conference Room. The Committee on Homelessness is comprised of seven (7) members and meets in the Dan Patacchia Room at City Hall. Staff support time per meeting is approximately 20 hours for each of these Committees, with an associated staff cost of between \$2,550 and \$2,670 per meeting. This is the fully-burdened cost (calculated using the PRM Study method) of three to four staff members (at varying job classification levels) per Committee.

In comparison, the cost of meeting materials is minimal; between 300 and 600 pages of information may be distributed per meeting, depending upon the agenda topics and the level of meeting participation. When single-sided black and white copies are made using City equipment and paper, the cost is estimated to be \$0.05 per 100 copies. Therefore the cost of meeting materials may range from \$15.00 to \$30.00 per meeting. These estimates of both staff time and meeting materials are consistent with other reports that the cost to operate a City Committee that meets once a month is approximately \$30,000 annually.

ATTACHMENTS:

1. Results of the "Youth Advisory Committee Survey"
2. October 27, 2008 City Council Agenda Item A-1: "Consideration of the 'Youth Perspective Survey' as Recommended by the Parks, Recreation and Community Services (PRCS) Commission and Approval of Funding Thereof" (with Attachments)
3. Excerpt of the minutes of the October 27, 2008 City Council meeting relating to Agenda Item A-1
4. Flyer Promoting the Youth Advisory Committee Survey

MOTIONS:

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That the City Council:

(#1, #2 and #3 are the PRCS Commission's Recommendations)

1. Not establish a Culver City Youth Advisory Committee at this time;
2. Implement any or all of the following alternate options:
 - a) Encouraging participation Youth Making Changes, a non-fee based Teen Center program offered by the City, and other already-existing community programs to engage students in civic service;
 - b) A youth representative/liaison to attend the meetings of the PRCS Commission and possibly to report back to the City Council, the Youth Making Changes group, their school and/or some other body or organization;
 - c) Non-paid youth internships with City Departments;
 - d) Holding an annual event or seminar involving youth that encourages student participation in local government;

and

3. If any or all of these alternate options are to be implemented by the City Council, that this item be sent back to the PRCS Commission for the Commission's recommendations regarding their implementation;

OR

4. Authorize the establishment of a Culver City Youth Advisory Committee

and

5. Provide direction as to the purpose, size, scope, membership and meeting schedule and funding source(s) for the Culver City Youth Advisory Committee, and;
6. Direct staff to come back to City Council with a Resolution authorizing the establishment of the Culver City Youth Advisory Committee;

OR

7. Provide staff with alternate direction.