

City of Culver City, California  
**City Council Agenda Item Report**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  |                                                                                                   |  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|---------------------------------------------------------------------------------------------------|--|
| Meeting Date: 10/06/08                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  | Item Number: <u>  A-2  </u>                                                                       |  |
| <b>AGENDA ITEM: Consideration of (1) a Request by Dr. Suzanne De Benedittis for the City to Provide Support for a Rally on October 18, 2008 and the Board of Supervisors' Hearing related to the Baldwin Hills Community Standards District as Proposed by Dr. De Benedittis and (2) a Related Budget Amendment (if necessary).</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |  |                                                                                                   |  |
| Contact Person/Dept.: Charles D. Herbertson, Director of Public Works                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  | Phone Number: (310) 253-5630                                                                      |  |
| Fiscal Impact: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  | General Fund: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>                 |  |
| Public Hearing: <input type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |  | Action Item: <input checked="" type="checkbox"/> Attachments: <input checked="" type="checkbox"/> |  |
| Public Notification:<br>Master E-Mail Notification List (10/01/08)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |                                                                                                   |  |
| Department Approval:<br>Charles D. Herbertson (09/30/08)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |  | City Attorney Approval:<br>Carol Schwab (by H. Baker) (09/30/08)                                  |  |
| Fiscal Impact Review<br>Jeff Muir (by N. Kimball) (10/01/08)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  | City Manager Approval:<br>Jerry B. Fulwood (10/01/08)                                             |  |
| <p><b><u>RECOMMENDATION:</u></b></p> <p>Staff recommends the City Council consider a request by Dr. Suzanne De Benedittis for the City to provide support for a rally on October 18, 2008 and the Board of Supervisors' hearing related to the Baldwin Hills Community Standards District as proposed by Dr. De Benedittis.</p> <p><b><u>BACKGROUND:</u></b></p> <p>At the City Council meetings of September 22 and September 24, 2008, Dr. Suzanne De Benedittis provided general information regarding a community meeting related to the pending issue of the Community Standards District for the Inglewood Oil Fields (generally known as the PXP CSD).</p> <p>At the City Council meeting of September 24, 2008, the City Council determined to agendaize this item for discussion and consideration by the City Council.</p> <p><b><u>DISCUSSION:</u></b></p> <p>A request provided by Dr. De Benedittis is attached for the City Council's information (Request). In her Request, Dr. De Benedittis proposed the City "...provide support with notification and transportation beginning October 7 through the [Board of Supervisors] hearing currently scheduled for the 21<sup>st</sup> [of October]..."</p> <p>As part of the Request, the following is included:</p> |  |                                                                                                   |  |

**City of Culver City, California**  
**City Council Agenda Item Report**

- City wide mailer or walkman distributing flyers door to door delivered by October 10;
- Reminder postcard delivered by October 16;
- Invitation to the Community Ad placed in local papers on October 7<sup>th</sup> and 14<sup>th</sup>;
- City support of GBHA, HOA, and NA outreach to local religious congregations, Senior Center, CCUSD and other schools, Chamber of Commerce, DBA and other Civic organizations
- Would the City support this effort by providing Park and Ride for our people?

Part of Dr. De Benedittis' comments at the City Council meeting of September 22, 2008 included the potential use of the City's three overhead banners. Currently, Section 17.330.040 of the Culver City Municipal Code (CCMC), relating to Signs in the Public Right-of-Way, provides for certain exceptions to posting signs in the public right-of-way (which is generally prohibited). One such exception is for signs relating to the "promotion of civic events and activities" where those events and activities are "organized or sponsored by the City or Redevelopment Agency." (CCMC Section 17.330.040.B.7.a)

For purposes of this Section of the CCMC, the City has adopted certain standards/definitions to determine whether an event or activity qualifies for this exception. Those standards and definitions are embodied in the CCMC, as well as in City Council Policy No. 2008-01 regarding Community Organization, which was adopted by the City Council on February 19, 2008.

The Policy provides a process for determining if an event is considered "Sponsored" by the City and/or the Redevelopment Agency. Following is the section of the Policy related to City Sponsored Events:

*Category 3: City Sponsored Events*

This category is for events which are produced by City Organizations that are not Official City Committees (Category 1) or Cooperative Community Groups (Category 2).

To be considered a City Sponsored Event, the event must:

- (1) Be a civic event or activity organized or sponsored by the City or Redevelopment Agency (CCMC Section 17.330.040.B.7.a); and,
- (2) To determine whether the civic event or activity is "sponsored" by the City or Redevelopment Agency, the following criteria must be met: The

**City of Culver City, California**  
**City Council Agenda Item Report**

City and/or Redevelopment Agency is (a) participating in an official capacity in the planning, preparation, or promotion of the event or activity; and (b) contributes 25% of the total estimated cost of the event or activity or at least \$1,000, whichever is less. (Note: this contribution may take the form of funds, labor, staff time, materials, a waiver of fees, or any combination of the foregoing); and

- (3) By specific action, the City Council has determined that the above criteria have been met.

Pursuant to the above, should the City Council desire to consider designating this proposed event as City sponsored, the above criteria would need to be met.

***City Efforts to Date***

As the City Council is aware, in accordance with the City Council's direction, the City has invested a significant amount of time and resources in providing public outreach and preparing comments in response to the Draft Environmental Impact Report (DEIR) and the Community Standards District (CSD). Additionally, subsequent to a city-wide public notification mailing and telephone notification, the City Council has held hearings on the DEIR and CSD to supplement the City's own fact gathering and comment preparation efforts.

**FISCAL IMPACT:**

Should the City Council determine to provide the support as requested, following are some cost estimates:

- |                                             |                 |
|---------------------------------------------|-----------------|
| • Citywide mailer delivered by October 10   | \$8,000         |
| • Reminder Postcard delivered by October 16 | \$8,000         |
| • Local Newspaper Ad (running two days)     | \$500 - \$1,000 |
| • Outreach Support to Local Organizations   | unknown         |
| • Provide Park and Ride Facilities          | nominal         |

In order to meet the timelines provided (and the October 10 time frame will present a significant challenge), the costs for the citywide mailer and reminder postcard are based upon a standard postcard. The nominal costs for the Park and Ride Facilities are based upon the usage of the P1 parking level at City Hall and the buses being provided by non-City sources.

City of Culver City, California  
**City Council Agenda Item Report**

It should be noted that preparation for (including potential advertisement of) this event was not anticipated when the workplan and budget for fiscal year 2008/2009 were proposed and adopted. Should the City Council determine to provide support for this event, a budget amendment would be required to appropriate funds from the General Fund Reserve.

**ATTACHMENTS:**

1. Information provided by Dr. De Benedittis
2. City Council Policy Statement 2008-01

**MOTION:**

That the City Council:

1. Consider the Request presented by Dr. Suzanne De Benedittis; and,
- 2.A. Determine the criteria of the City Council Policy Statement 2008-01 have been met and designate this event as a City-sponsored event;

**OR**

- 2.B. Determine that this event is not a City-sponsored event; and,
3. Determine the level of support, if any, desired; and,
4. Appropriate the amount determined for support from the General Fund Reserve (**A budget amendment requires a 4/5ths vote**).