

**Parks, Recreation and Community Services Commission Agenda Item Report**

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| Meeting Date: <u>02/03/09</u>                                                                                                                |  | Item Number: <u>A-2</u>                                                                           |  |
| <b>AGENDA ITEM: Consideration of a Recommendation to City Council Regarding the Establishment of a Culver City Youth Advisory Committee.</b> |  |                                                                                                   |  |
| Contact Person/Dept.: Pam Robinson,<br>Recreation Manager                                                                                    |  | Phone Number: (310) 253-6632                                                                      |  |
| 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: PRCS Master (Email) Notification List (01/29/09).                                                                       |  |                                                                                                   |  |
| Department Approval: Pam Robinson,<br>Recreation Manager                                                                                     |  | City Attorney Approval: N/A                                                                       |  |
| Chief Financial Officer Approval: N/A                                                                                                        |  | City Manager Approval: N/A                                                                        |  |

**RECOMMENDATION:**

Staff recommends that the Parks, Recreation and Community Services (PRCS) Commission discuss the results of the Youth Advisory Committee Survey (Attachment A) and consider making a recommendation to City Council regarding the establishment of a Culver City Youth Advisory Committee (CCYAC).

**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. 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 B). 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 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. The minutes of the October 27, 2008 City Council meeting relating to this item are currently not available for review.

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**DISCUSSION:**

*Distribution & Notification of the Youth Advisory Committee Survey*

The survey was made available to the youth of Culver City in an electronic version posted on the City's website. 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, although none were completed and submitted at that location.

Culver City youth were advised of the availability of the survey by way of a flyer. The distribution of the flyer was as follows:

| <b>VENUE</b>                                       | <b>NUMBER OF FLYERS</b> |
|----------------------------------------------------|-------------------------|
| 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                     |
| <b>TOTAL NUMBER OF FLYERS DISTRIBUTED</b>          | <b>6,000</b>            |

A link to the survey was placed on the School Districts 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. 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; Willows Community; OHR Eliyahu Academy; Temple Akiba; and. STAR Prep

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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** collectors were closed on Tuesday, January 20, 2009.

Data Entry and Analysis – PRCS staff created the online survey in **SurveyMonkey.com**, which was then used to record, store and analyze the electronic surveys. A volunteer entered the hard-copy surveys into the Survey Monkey 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. Attachment A includes both a summary of the survey results and a full listing 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 presented in the tables below:

|                                                                                                                                                    |
|----------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>9. Would you like to attend a City-sponsored special event to find out more about local government and opportunities for youth involvement?</b> |
| <i><b>answered question - 106</b></i>                                                                                                              |
| <i><b>skipped question - 9</b></i>                                                                                                                 |
| <b>Yes - 41 or 39%</b>                                                                                                                             |
| No - 37 or 35%                                                                                                                                     |
| Don't Know - 28 or 26%                                                                                                                             |

|                                                                                                         |
|---------------------------------------------------------------------------------------------------------|
| <b>10. Would you like to be a member of a Culver City Youth Advisory Committee to the City Council?</b> |
| <i><b>answered question - 110</b></i>                                                                   |
| <i><b>skipped question - 5</b></i>                                                                      |
| Yes - 34 or 31%                                                                                         |
| <b>No - 46 or 42%</b>                                                                                   |
| Don't Know - 30 or 27%                                                                                  |

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**The following questions were answered by the 34 individuals who responded "YES" to question #10. These questions were skipped by 81 respondents.**

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

|                                 |
|---------------------------------|
| 1 to 2 hours a month - 4 or 12% |
|---------------------------------|

|                                  |
|----------------------------------|
| 2 to 3 hours a month - 14 or 41% |
|----------------------------------|

|                                            |
|--------------------------------------------|
| <b>3 or more hours a month - 16 or 47%</b> |
|--------------------------------------------|

|                                                                   |
|-------------------------------------------------------------------|
| <b>10-b) How often should meetings of the group be scheduled?</b> |
|-------------------------------------------------------------------|

|                                 |
|---------------------------------|
| <b>Once a month - 31 or 91%</b> |
|---------------------------------|

|                               |
|-------------------------------|
| Once every 3 months - 3 or 9% |
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|                            |
|----------------------------|
| Once every 6 months - zero |
|----------------------------|

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

|                          |
|--------------------------|
| <b>A lot - 16 or 41%</b> |
|--------------------------|

|                      |
|----------------------|
| A little - 11 or 32% |
|----------------------|

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|-----------------------|
| Not at all - 7 or 21% |
|-----------------------|

**Contact Information**

Of the 34 individuals who indicated that they would like to be a member of a Youth Advisory Committee to the City Council (question #10), 28 noted their contact information on the survey. Nineteen (19) other individuals (who answered either "No" or "Don't Know" to question #10) also listed contact information.

**FISCAL IMPACT:**

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. The cumulative cost to the City in PRCS staff time (i.e., seven staff members) expended to date on the Youth Advisory Committee Survey is estimated to be approximately \$8,678 (fully-burdened cost to the City calculated as per the PRM study).

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Other expenses that have been identified include:

| DESCRIPTION                                               | COST              |
|-----------------------------------------------------------|-------------------|
| 2 months subscription to SurveyMonkey.com @ \$29.90/month | \$59.80           |
| Printing of 6,000 flyers                                  | \$1,860.00        |
| School News Advertising                                   | \$139.00          |
| <b>TOTAL</b>                                              | <b>\$2,058.80</b> |

**ATTACHMENTS:**

- A. Results of the "Youth Advisory Committee Survey"
- B. 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)

**MOTIONS:**

That the Parks, Recreation and Community Services (PRCS) Commission:

- 1. Recommend to City Council that Council establish a Culver City Youth Advisory Committee

and

- 2. If the Commission so desires, make recommendations regarding the size, scope, membership and meeting schedule of the Culver City Youth Advisory Committee;

or

- 3. Recommend to City Council that Council not establish a Culver City Youth Advisory Committee.