

Parks, Recreation and Community Services Commission Agenda Item Report

Meeting Date: <u>03/03/09</u>		Item Number: <u>A-2</u>	
AGENDA ITEM: Consideration of a Recommendation to City Council 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: PRCS Master Email Notification List (02/26/09).			
Department Approval: Bill La Pointe, PRCS Director (02/24/09)		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. An excerpt of the minutes of the October 27, 2008 City Council meeting relating to this item is provided as Attachment C.

DISCUSSION:***Distribution & Notification of the Youth Advisory Committee Survey***

Staff attended the November 18, 2008 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

Parks, Recreation and Community Services Commission Agenda Item Report

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.

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 (two were submitted).

Culver City youth were advised of the availability of the survey by way of a flyer (Attachment D). The distribution of the flyer was 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
TOTAL NUMBER OF FLYERS DISTRIBUTED	6,000

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.

Electronic Surveys – A link enabling respondents to complete the Youth Advisory Committee Survey online via **SuveyMonkey.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.

Parks, Recreation and Community Services Commission Agenda Item Report

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 117 surveys, 67 hard-copy surveys and 48 online surveys. The first page of Attachment A 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:

9. Would you like to attend a City-sponsored special event to find out more about local government and opportunities for youth involvement?	
<i>answered question - 108</i>	
<i>skipped question - 9</i>	
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?	
<i>answered question - 112</i>	
<i>skipped question - 5</i>	
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%

City of Culver City, California
Parks, Recreation and Community Services Commission Agenda Item Report

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%
------------	----------

Contact Information

Contact information was received from 54 persons, of these, information from 49 was complete enough that contacts could potentially be made. Of these 49 persons submitting adequate contact information, 27 had indicated that they would like to be a member of a Youth Advisory Committee to the City Council (question #10). The remaining 22 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.

For the Commission's information, YMC 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 met on February 12, 2009 to discuss the attached results of the survey. The Subcommittee members, Commissioners Cooper and Hudson, may want to give a verbal report to the Commission regarding this issue.

City of Culver City, California
Parks, Recreation and Community Services Commission Agenda Item Report

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 levels worked a cumulative total of 54 regular hours on the tasks associated with the administration of the Youth Advisory Committee Survey. The fully-burdened cost to the City is \$9,273.40, calculated using hourly salaries and the formulas for benefits and overhead presented in the PRM study.

Other expenses that have been identified include:

3-month subscription to SurveyMonkey.com @ \$29.90/month	\$ 89.70
Printing of 6,000 flyers	\$672.00
<i>School News</i> 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 Awareness 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 PRM formulas) 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

Parks, Recreation and Community Services Commission Agenda Item Report

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:

- 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)
- C. Excerpt of the minutes of the October 27, 2008 City Council meeting relating to Agenda Item A-1
- D. Flyer Promoting the Youth Advisory Committee Survey

MOTIONS:

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

- 1. Recommend to City Council that a Culver City Youth Advisory Committee be established;

and

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

or

- 3. Recommend to City Council that a Culver City Youth Advisory Committee not be established;

or

- 4. Provide staff with alternate recommendations to take before the City Council on behalf of the Commission.