



BEVERLY HILLS

IN FOCUS

An Official Publication of the City of Beverly Hills

July 2009

BEVERLY HILLS - IS CONSERVING

Water Restrictions Will be Enforced Beginning July 1

Three straight years of drought and reduced regional water supplies have prompted a mandatory 10 percent reduction in water use throughout Beverly Hills.

With the City declaring an emergency water conservation policy, reducing water usage is no longer vol-

*Reducing water usage
is no longer voluntary
– it's mandatory.*



untary – it's mandatory. Residents and businesses must curtail consumption by 10 percent, based on water usage between the years 2004-2006. Financial penalties of up to two times the basic water rate will be charged to those using more than 90 percent of their water allocation from a baseline year.

Conservation requirements include:

▶ **Landscape watering is prohibited between the hours of 9 a.m. and 5 p.m.**

Watering days are also restricted:

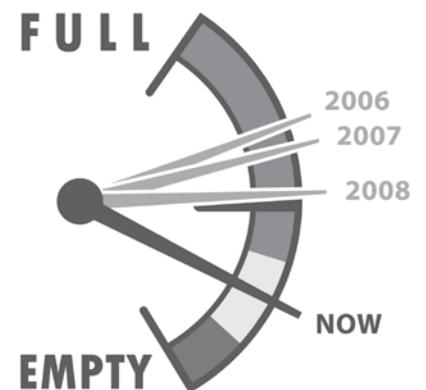
Those living north of Santa Monica Blvd. may only water on Mondays, Wednesdays and Fridays; those south of Santa Monica Blvd. may water on Tuesdays, Thursdays and Saturdays. No watering is allowed on Sundays.

▶ Restaurants will serve water only upon request.

▶ Plumbing and irrigation leaks must be repaired within seven days of notification by the City.

Other common-sense conservation practices can save hundreds of gallons of water each month. Simple actions,

WATER RESERVE LEVELS



Provided Courtesy of
The Metropolitan Water District
of Southern California

such as running only full loads in washing machines and dishwashers, can significantly impact overall conservation goals – as well as individual and company water bills.

For more information about mandatory water restrictions and for tips on water conservation, please visit the City's website, www.beverlyhills.org/conservewater or call 310-285-2467.

BEVERLY HILLS - IS SUSTAINING

City Tightens Belt; Aims to Keep Service Quality Intact formation

Closing a funding gap of more than \$18 million, while maintaining Beverly Hills' renowned quality of service is not an easy goal. Thanks to community input and collaboration, however, the 2009-2010 fiscal year municipal budget is a balanced one that manages to preserve the City's high service standards.

In the past, Beverly Hills has been fairly insulated from external economic downturns. But, during the last two quarters of 2008, impacts of the nation's economic crisis reverberated throughout the City. Sales and transient occupancy taxes, as well as business taxes, sharply declined. As a result, Beverly Hills was confronted with a looming deficit.

During a series of budget discussions over the past several months, residents, businesses and the City Council reviewed proposals that would revise City programs and reduce expenses.

In the face of this challenge, the City Council declared its intent to stay true to the community's core values: maintain public safety, keep overall service standards high and enhance the City's economic viability.

To assist in developing a budget that would achieve those goals, a Citizen's Budget Review Committee was estab-



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lished. Expert resident and business people offered vital insights on budget reduction proposals and ways to possibly enhance revenue.

The final result is a budget that eliminates some non-essential programs, rather than slashing resources for all existing programs. Decreases in the public safety budget will not affect police and fire response times. Program reductions include, limited Library evening hours, reduced programs for the Summer in the Plaza concerts and certain recreation classes at City parks along with a nominal fee for Team Beverly Hills. For more

information please visit:

www.beverlyhills.org/citybudget.

City officials say these programs will be re-evaluated and could be reinstated once the financial picture improves. Meanwhile, they are hopeful that residents, businesses and community groups will continue to work together to protect the quality of services in Beverly Hills and to ensure the City remains among the safest in the country.

BEVERLY HILLS - IS ASSISTING

Direct to Residents: Real-Time Crises Updates

An advancing wildfire; a sudden road closure; a hazardous spill: If the situation in Beverly Hills is urgent, residents and businesses may now learn about it in minutes.

Thanks to a new service recently launched by the City, local residents and businesses can be contacted anywhere and anytime via phone or email. In crisis situations, when hundreds of people need information quickly, the Emergency Notification System allows the City to create and rapidly pass along time-sensitive messages to every telephone and email address stored in a Citywide database. (The City's Emergency Notification System is separate from the Los Angeles County alert system.)

The contact list includes all landline phone numbers (listed and unlisted) from the City's 911 database. These numbers will receive only public

health and safety notifications related to Beverly Hills.

Residents and businesses are encouraged to register supplemental contact information (i.e. cell phone, business phone, email address) with the database. The process is simple: Go to the City's website at www.beverlyhills.org, click the link, "Sign up for the City's Emergency Notification System," and enter your additional contact information. To ensure that everyone in the family receives emergency notices, each household member should individually register his or her own communication devices.



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via phone or email.*



THE REGISTRATION PROCESS IS SIMPLE:

1. Go to the City's website at www.beverlyhills.org/emergencynotification.
2. Click on the link 'Sign up for the City's Emergency Notification System.'
3. Enter your contact information

City of Beverly Hills
Communications Office
455 North Rexford Drive
Beverly Hills, CA 90210-4817



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BEVERLY HILLS - IS EVENTFUL

Calendar of Events

Mark these dates! The City of Beverly Hills offers plenty of events and activities to engage its community of active, involved residents. For a complete list of City events, please visit www.beverlyhills.org/calendar.

Summer Nights in the Plaza *July 18, 8:00 pm*

Attend a musical tribute to Frank Sinatra by Phil Jeffrey and 'Musique Noir' at Civic Center Plaza. Admission is free.

Friday Fright Nights *July 31, 7:30 pm*

Join the Greystone Park Rangers around an old-fashioned campfire as they share spooky ghost stories and provide a tour of the Mansion.

Showcase Series *August 9, 7:00 pm*

Sponsored by the Beverly Hills Active Adult Club, the Beverly Hills Showcase Series presents Jack Carter, Norm Crosby & Tiba at Roxbury Park.

**For ticket and event information, please call 310-285-6830.*