

Engaging the Next Generation of Community Leaders in Beverly Hills

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Next Beverly Hills





Why Do This

- ❖ Bring new energy
- ❖ Attract Millennials
- ❖ Change city image to incoming generations
- ❖ Train new community leaders
- ❖ Boost civic engagement

Placeholder Photo



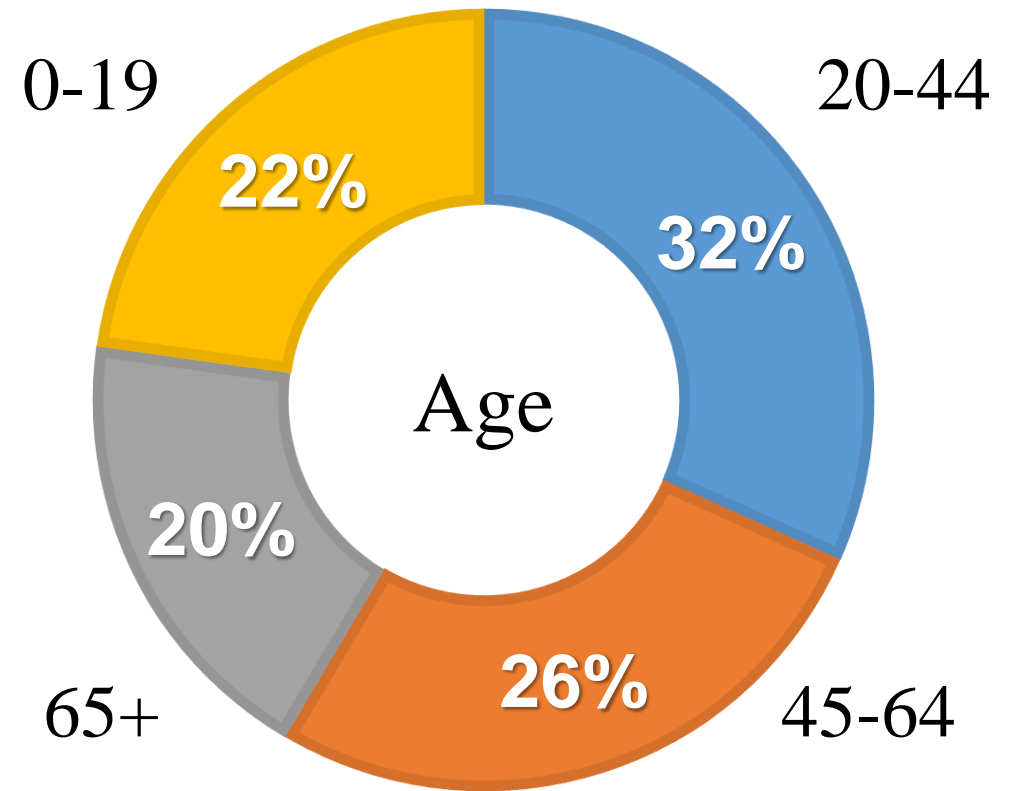
The Problem

Perceptions

- ❖ Beverly Hills is an old town
- ❖ Beverly Hills is only for the wealthy

Statistics

- ❖ Median Age: 42
- ❖ Largest cohort under 45
- ❖ 56% renters (46% county)



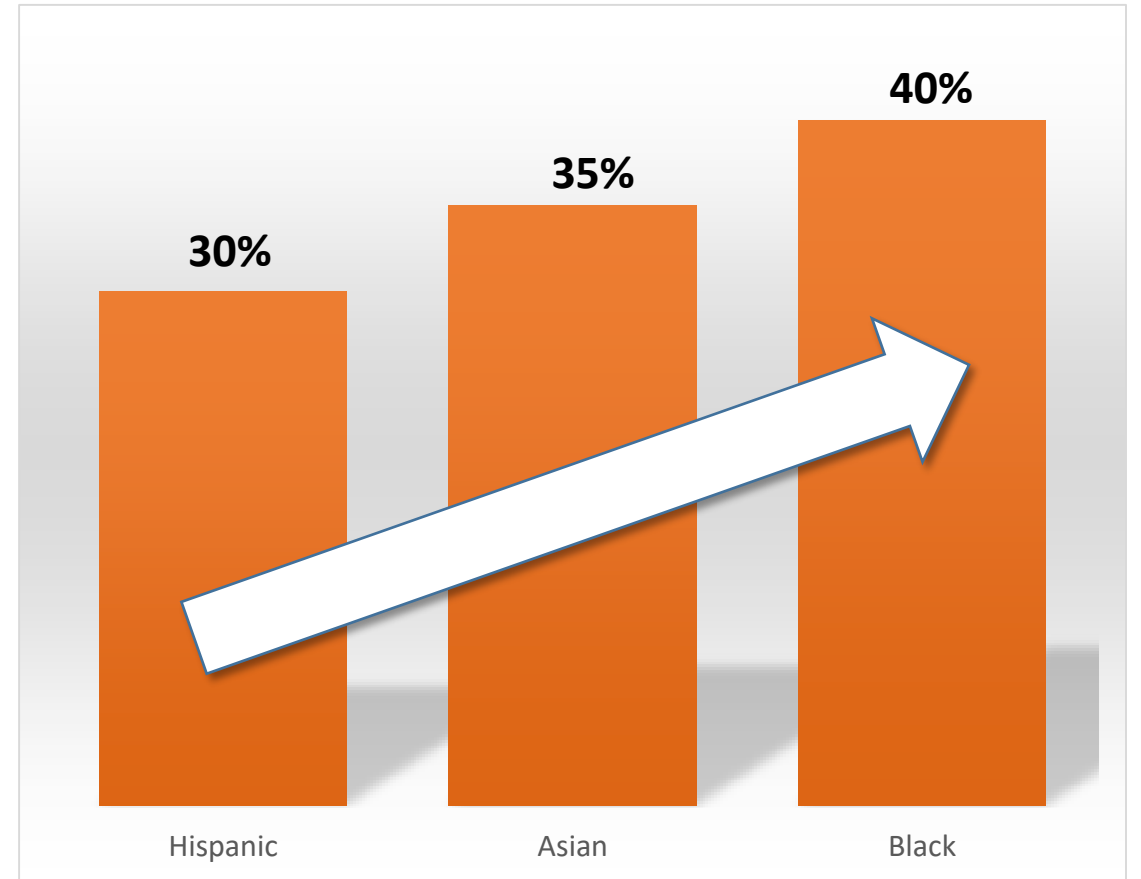


Demographic Shifts

Growth in Diversity

- ❖ Latino residents up 30%
- ❖ Asian residents up 35%
- ❖ Black residents up 40%

* Since 2000





The Solution: Engagement

1. Identify leaders
2. Find the right name
3. Define mission
4. Tailor the brand to symbolize mission

NEXT



Next Beverly Hills
Committee



Priorities

- ❖ Housing
- ❖ Diverse food culture
- ❖ Walkable neighborhoods and commercial centers
- ❖ Multi-modal transportation
- ❖ Vibrant nightlife
- ❖ Leadership development



Committee Initiatives

- ❖ Next Night block party
- ❖ Housing
- ❖ Community Liaisons

Photograph Placeholder



Challenges & Lessons

- ❖ It's not a straight line
- ❖ Finding leaders of leaders
- ❖ Group efficacy vs. City rules
- ❖ Actionable initiatives



Program Success

Next Night 2016





Program Success

Humans of Beverly Hills

Photograph Placeholder



Program Success

Active Transportation

Photograph Placeholder



Program Success

Beverly Hills Open Later Days (BOLD)

Photograph Placeholder