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## **Moving Civility from City Hall to the Streets of Beverly Hills**

### ***Human Relations Commission launches New Phase of Civil City Program***

Beverly Hills, CA - The City of Beverly Hills is launching a new phase of its Civil City program with the release of a free sticker designed to heighten awareness for demonstrating consideration of others and improve public safety when walking, biking or driving throughout the community.

The new Civil City sticker serves as a visible reminder of Beverly Hills' commitment to civil streets, civil sidewalks and a civil city. Resembling the famous shield-shaped city seal, free stickers will be given out at the City Council meeting on Tuesday, March 4, 2014 at City Hall, located at 455 Rexford Drive.

“Beverly Hills is an area pulsing with energy, tourist attractions and pristine shopping and dining options. With so much activity happening every day, it’s easy to forget about being mindful of others when we are intent on hurrying to the next thing,” says Rochelle Ginsburg, City of Beverly Hills’ Human Relations Commission Chair. “The Civil City program encourages people to not only safely share our streets and sidewalks, but also to be role models of positive civic behavior who inspire others to do the same.”

A few simple tips for civility include putting away cell phones while traveling , looking both ways before crossing the street and slowing down, especially when traveling through high traffic pedestrian areas.

Residents can demonstrate their commitment to civility by attaching the sticker to cars, bicycles or backpacks, as well as displaying it in the windows of local businesses, shops or restaurants. Free stickers are available for pick-up at City Hall, La Cienega Park, Roxbury Park, and the Beverly Hills Police Department.

In 2010, the City of Beverly Hills Human Relations Commission established the importance of embracing civility and integrated the principles of civility, respect and responsible action into daily business at City Hall and municipal election proceedings.

To learn more about the Beverly Hills Civil City program, visit [www.beverlyhills.org/CivilCity](http://www.beverlyhills.org/CivilCity) or contact Jim Latta, Human Services Division Administrator, at (310) 285-1006. For news and information about the Beverly Hills Human Relations Commission, click [here](#).



*New Civil City symbol featured on street pole banners throughout Beverly Hills*