

**NEIGHBORHOOD EMPOWERMENT
NC OUTREACH RESOURCE GUIDE
2010 ELECTIONS**

September 10, 2009

Special Thanks To:

*Wilshire Center Koreatown Neighborhood Council for providing the refreshments
Advancement Project, Healthy City for providing the demographic information*

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September 10, 2009

Dear Neighborhood Council Leaders:

Thank you for taking time out of your day and devoting it to increasing participation within your community. Outreach is a key component of the Neighborhood Council System however, one that may seem overwhelming at times. Tonight's session is intended to provide neighborhood council leaders and staff an avenue to *learn*, *communicate* and *participate* in a working session around Outreach. It is our hope that this will be the beginning of a lasting collaboration on outreach strategies, plans, methods and best practices.

Once again, thank you for your dedication and devotion to creating a robust and sustainable Neighborhood Council System. We are deeply grateful for your commitment to improving the quality of life in diverse neighborhoods throughout our great city.

Sincerely,

BongHwan (BH) Kim
General Manage

NEIGHBORHOOD COUNCIL OUTREACH PLAN TEMPLATE 2010 ELECTIONS

GOAL

To provide stakeholders the necessary information regarding the opportunity to participate in their local Neighborhood Council.

STAKEHOLDER IDENTIFICATION PROCESS

In order to have an effective outreach strategy a neighborhood council must know what makes up its community. There are several resources within the community that can help identify the various stakeholder interest groups. Listed below are the most common stakeholder interest groups as well as a list of resources that may help find other groups and/or acquire additional data regarding a specific group:

Stakeholder Interest Groups

- Residents (i.e. Homeowners, Renters)
- Resident Groups/Organizations (i.e. Homeowner Associations, Block Clubs, Neighborhood Watch Groups, Tenant Associations)
- Youth/Youth Agencies/Organizations
- Seniors/Senior Agencies/Organizations Schools
- Ethnic
- Persons with Disabilities
- Faith-Based Institutions/Organizations
- Non-Profit Organizations
- Community Based Organizations
- Businesses
- Business Groups/Organizations
- Homeless
- Homeless Advocacy Agencies/Organizations

Resources

- Elected Officials; local, state and federal www.lacity.org
- LAPD, Senior Lead Officers www.lapdonline.org
- Healthy Cities, www.healthycity.org
- Chamber of Commerce
- Church Directory www.la-archdiocese.org

COMMUNICATION TYPES AND METHODS

The use of diverse communication methods and information types will help to accomplish your outreach goal. Remember to ask the question:

- What is/are the best communication method(s) to use for each stakeholder interest group; keeping in mind barriers (see Attachment A for a list of barriers and possible solutions to mitigate) that may exist?

The following are several methods that can be included when developing an outreach communication plan:

COMMUNICATION METHODS

Personal Visits
Group Meetings
Door-to-Door
Phone Banking
Other(s):

Flyers
Emails
Websites
Internet
Mailings

INFORMATION TYPES

Form Letters
Calendars
Flyers
News Articles
Community Calendars

Brochures
Bulletins
Ads
Editorials

Newsletters
Scripts (for phone banking, door-to-door visits, presentations)
Media (Radio, Television, Cable)

MATERIAL DISTRIBUTION SOURCES

Libraries
Recreation and Parks
Neighborhood Empowerment
Commission for Children Youth and Their Families
Community Police Advisory Board (CPAB)
County Service Planning Area (SPA)

In order to accomplish one or a combination of these methods, an outreach strategy that includes defined goals, activities, timelines, evaluations and adjustments should be developed.

The outreach strategy should be *clear, concise, consistent and compelling*.

CLEAR - Express your message so that it is easily understood by the community.

CONCISE- Direct, without leaving out vital information yet including; the who, what, when, where and why.

CONSISTENT- Reinforce your key message for the respective group you are addressing. The Core Team must agree on a vision and message and all outreach material must reflect the agreed upon vision and message.

COMPELLING- Talk about what people care about. Make connections between the work of the neighborhood council and your stakeholder's lives. Use stories and examples to illustrate your message.

Evaluate each outreach method adopted and determine whether or not the desired results were obtained. Each neighborhood in the City of Los Angeles is unique and what may be effective for one neighborhood council may not necessarily work for another. Before you select an outreach method, learn and understand your neighborhood, the stories of its community leaders, and the issues that impact the neighborhood on a daily basis.

CREATING THE PLAN

After stakeholder interest groups have been identified and communication methods and types have been selected it's time to begin creating the plan. The following can be utilized as a basic starting point:

What	Who	Why	Where	How	When
Job needs to be done?	Do we need to reach to complete the job?	Do we need the job done?	Can we reach them?	Do we reach them?	Do we need the job completed?
Answering this question will help you state and reach your <u>organizing goals</u> .	Answering this question will help you <u>target</u> your efforts.	Answering this question will help you <u>prioritize</u> your efforts.	Answering this question will help you <u>strategize</u> your outreach.	Answering this question will help you select the most effective <u>tactics</u> .	Answering this question will help you create a useful <u>timeline</u> for your efforts.

IMPLEMENTING THE PLAN - It's Time to Get Moving!

Timeline and Tasks

Create a timeline that includes a list of tasks in chronological order. Be sure to use realistic expectations of time and add additional time to items that are out of the committee's control (i.e. printing turnaround times, design and prep work).

Additionally, assign each member a specific portion of the plan to work on and have all members track their progress. The following is a sample timeline including tasks.

Task: Flyer Creation, Printing and Drops	9/10	9/17	9/24	10/1
Create Materials	■			
Review w/Committee		■		
Edit & Finalize		■		
Submit for Printing			■	
Contact Posting Locations to advise of Delivery Date			■	
Pick-up Copies				■
Confirm Delivery Date				■
Drop off Copies				■

Capturing Stakeholder Data

Create a system to track each stakeholder interest group and the success of the plans utilized. A stakeholder information log is an excellent way to capture information regarding stakeholder interest groups. The following is an example of categories that may be used:

Basic Database Categories for School Stakeholder Interest Group

- **Interest Group:** Empower LA High School
- **Principal:** Mr. Niceguy
- **Contact Person:** Mrs. EveryoneKnowsMe
- **Title:** Administrative Coordinator
- **Community Location:** Mid- Los Angeles
- **Address:** 777 Empowerment Ave
- **City, State, Zip** Los Angeles, CA 90012
- **Phone:** (213) 485-1360

Additional Categories

- **School Newsletter Target Population** Students/Parents
- **Newsletter Distribution Date** 3rd Friday
- **Newsletter Submission Deadline** 2nd Monday
- **School Calendar Target Population** Parents
- **Calendar Printing Date** 4th Friday

EVALUATING THE PLAN

Evaluate the outcome (strengths/weaknesses) of each plan. The following questions can be used to help evaluate the process:

Did we complete the project?

Was the timeline realistic?

Did we reach the intended stakeholder interest groups? If not, explain why?

Did we have enough volunteers to carry out the plan?

What methods worked well?

What can we improve upon?

What are some lessons learned?

OUTREACH OUTLINES FOR SPECIFIC STAKEHOLDER GROUPS

The following are examples of outlines for plans that are specific to a certain stakeholder interest group. Once a determination has been made as to the total number of community groups within the NC boundary area, divide up the groups and assign them to the committee members for follow-up. Each committee member will be responsible for the following:

❖ *Block Clubs/Neighborhood Watch Groups*

1. Identify a contact person for each group including; phone, email, fax, address
2. Identify the date(s) of regular meeting(s)
3. Request to meet with the contact person to establish a rapport
4. Make a request to speak at next community meeting
5. At the community meeting request a regular spot on the agenda to update group about Neighborhood Council business
6. Distribute information regarding the neighborhood council
7. Add their contact information to the NC communication list and ask them to forward NC communications to their constituent base.
8. Report progress/information of working with the Block Clubs/Neighborhood Watches at the NC meeting

❖ *Schools*

1. Identify a contact person for each school including; phone, email, fax, address
2. Request to meet with the contact person to establish a rapport
3. Request to meet with the Principal to establish a rapport
4. Request to distribute flyers to all students on a regular basis
(This method tends to work best at elementary schools)
5. Request to speak at Parent's meetings on a regular basis
6. Request to speak at PTA meetings on a regular basis.
7. Request to speak at school assemblies. (Schedule Dates)

8. Request ability to place info in the school calendar/bulletin/newsletter on a regular basis.
9. Request to set up a table after school once a month.
10. Find out if the school has a Youth Leadership Board/Group and request to meet with the youth. Work with the youth to see how they would like to participate in the process
11. Add their contact information to the NC communication list and ask them to forward NC communications to their constituent base
12. Report progress of working with the Schools at each NC meeting

❖ Faith Institutions

1. Identify a contact person for each Faith Institution including; phone, email, fax, address
2. Request to meet with the contact person to establish a rapport
3. Request to meet with the Key Leader to establish a rapport
4. Request to distribute flyers to all congregation members after service on a regular basis. Find out about how many flyers are needed.
5. Request to speak to congregation during/after a service on a regular basis.
6. Request ability to place info in the institution's calendar/bulletin/newsletter on a regular basis.
7. Request to set up a table after service once quarterly, when appropriate.
8. Add their contact information to the NC communication list and ask them to forward NC communications to their constituent base.
9. Make sure that all the contact information for the Faith Institution is placed in the NC Data Base and is updated regularly
10. Report progress of working with the Faith Institution at each NC meeting.

❖ Businesses

1. Identify a contact person for all businesses including; phone, email, fax, address, owner(s) and manager(s)
2. Request to meet with the contact person to establish a rapport
3. Request to leave stacks of flyers in a designated location in the business on as regular basis.
4. Walk the area on a rotational basis (i.e. quarterly) to touch basis with established contacts, deliver information and to continue to establish relationships as well as receive input regarding their concerns.
5. Request to set up a table outside or inside the business quarterly, when appropriate.
6. Add their contact information to the NC communication list and ask them to forward NC communications to their constituent base.

7. Make sure that all the contact information for the businesses are entered into the NC Database and is updated regularly.
8. Report progress of working with the businesses at each NC meeting.

❖ Door-to-Door

Pre-Planning

1. Decide on the location(s) to target in each community/region.
2. Decide on the dates when the communities/regions will be walked.
3. Determine the length of time the walk will last
4. Determine the amount of volunteers needed and begin recruiting.

Day of Walk

1. Meet at a location close to where you will be conducting your door-to-door outreach
2. Have each person sign-in
3. Brief everyone on their respective duties and safety measures.
4. Assign each person a partner and/or to a group
5. Distribute materials (e.g. script, maps, pens, surveys, clipboards)

Safety Tips

1. Stay with your partner or group at all times
2. Speak with people outside if possible and avoid entering private residences
3. If the property has a gate always rattle it and wait to see if there is a dog, enter only if it appears safe, if you are unsure, leave the information on the gate.
4. If no one answers the door leave the information wedged in the door. Do not leave any information in the mailbox as it is illegal for any person/entity to leave mail in a mailbox other than an employee of the US Postal Service.

Suggested Materials

1. Script (in various languages)
2. NC brochure that explains what is/has done and how to get involved
3. Stakeholder contact information sheet
4. Cell phone number(s) for Project Lead(s) in case of an emergency

Population of Los Angeles Residents by Age by Neighborhood Council District, 2009

Neighborhood Council District	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75-79	80-84	85-89	90+	Total
Granada Hills North	24,771	1,281	1,313	1,429	1,138	1,061	1,333	2,626	2,957	2,010	2,173	1,996	1,547	2,148	1,310	449				52,110
Arlota	32,782	2,475	2,364	2,529	1,728	2,172	4,743	4,674	2,197	2,023	1,732	1,343	1,738	944	371					50,000
Sun Valley Area	56,655	4,652	4,316	4,485	2,817	3,799	8,052	6,625	3,730	3,406	2,918	2,270	2,774	1,491	531					75,000
Sunland-Tujunga	36,871	2,333	2,338	2,432	1,504	1,522	1,904	4,283	5,371	3,346	3,068	2,543	1,867	2,355	1,300	645				50,000
Canoga Park	45,235	3,904	3,416	3,480	1,990	2,057	2,683	6,945	7,438	3,300	2,687	2,015	1,539	1,935	1,199	747				55,000
Reseda	57,819	4,798	4,686	4,884	2,988	2,982	3,499	9,236	10,982	5,213	4,569	3,716	2,941	3,687	2,323	1,274				75,000
Tarzana	32,654	1,779	1,943	1,969	1,306	1,071	1,488	3,844	4,391	2,495	2,969	2,430	1,899	2,575	1,763	1,142				45,000
West Van Nuys/Lake Balboa	47,286	3,546	3,320	3,427	1,909	1,886	2,378	6,786	8,022	3,769	3,151	2,457	1,963	2,465	1,491	626				55,000
Valley Glen	51,113	3,518	3,457	3,612	2,201	2,022	2,708	6,791	8,449	3,948	3,580	3,002	2,263	2,839	1,809	914				65,000
Mid-town North Hollywood	72,380	5,411	5,136	5,256	2,868	2,866	3,644	12,770	12,572	5,567	4,555	3,479	2,638	3,162	1,664	743				90,000
Sherman Oaks	57,935	2,432	2,715	2,851	1,514	1,221	1,831	9,379	10,423	5,284	4,755	4,150	3,126	3,804	2,905	1,445				70,000
Greater Toluca Lake	10,001	360	403	446	237	206	285	1,818	2,048	947	969	747	546	673	414	202				15,000
Hollywood United	23,693	750	838	885	466	429	628	4,719	4,904	2,317	1,947	1,667	1,205	1,598	849	391				30,000
Hollywood Studio District	30,958	2,372	2,242	2,356	1,305	1,467	1,741	5,290	5,213	2,298	1,958	1,485	1,046	1,239	697	239				35,000
Atwater Village	15,188	933	927	980	584	571	758	2,113	2,574	1,133	1,011	915	806	1,073	556	254				20,000
Classell Park	24,423	2,004	1,862	1,869	1,074	1,108	1,509	3,504	3,898	1,655	1,396	1,225	1,038	1,318	701	261				28,000
Historic Highland Park	68,642	5,779	5,232	5,414	3,385	3,851	4,594	10,023	10,443	4,439	3,974	3,191	2,604	3,269	1,709	735				85,000
Elysian Valley/Riverside	3,373	276	274	288	190	181	234	485	513	207	188	152	111	157	78	36				4,000
Historic Cultural	21,147	1,089	1,111	1,227	721	780	1,028	2,743	3,213	1,549	1,422	1,197	1,043	1,927	1,624	573				25,000
LA-32	49,680	4,242	3,798	3,982	2,457	2,323	3,174	7,449	7,617	2,992	2,638	2,222	1,908	2,559	1,632	594				55,000
Downtown Los Angeles	35,459	1,654	1,510	1,524	728	1,102	1,561	5,890	6,274	3,101	2,658	2,213	1,770	2,875	2,192	807				45,000
Wilshire Center - Koreatown	109,853	8,761	8,120	8,208	3,898	5,753	20,581	18,901	8,201	6,484	4,862	3,730	4,650	2,532	759					130,000
P.I.C.O.	23,723	1,186	1,254	1,320	823	651	986	3,430	4,323	1,958	1,760	1,515	1,241	1,634	1,010	621				25,000
Westside	32,181	1,371	1,521	1,604	891	640	1,027	3,989	5,307	2,665	2,465	2,469	1,929	2,703	2,277	1,323				40,000

West LA	29,506	921	1,019	1,039	400	606	1,287	8,788	5,444	2,392	1,816	1,457	1,189	1,543	1,037	588
Mar Vista	52,108	2,730	2,811	2,919	1,438	1,438	1,992	9,515	3,152	4,251	3,674	3,219	2,438	3,222	2,187	978
Grass Roots Venice	39,237	1,396	1,528	1,600	822	786	1,170	8,049	7,800	3,487	3,085	2,708	1,938	2,251	1,177	440
Westchester/Playa Del Rey	53,268	2,594	2,782	2,951	1,687	3,307	2,372	7,216	8,461	4,624	4,150	3,600	2,718	3,352	2,550	894
Miraflores	52,948	2,742	2,878	2,978	1,678	3,102	2,398	7,216	8,461	4,624	4,150	3,600	2,718	3,352	2,550	894
United Neighborhoods Of The Historic Arlington Heights, West Adams, And Jefferson Park Community	51,907	4,199	3,907	4,137	2,441	2,421	3,051	7,408	8,071	3,563	3,197	2,511	1,962	2,573	1,608	918
West Adams	28,228	1,273	1,300	1,323	1,182	1,173	1,473	3,243	3,623	1,639	1,123	1,115	1,025	1,172	833	335
Pico Union	41,556	3,885	3,275	3,338	1,765	1,989	2,723	6,591	6,607	2,730	2,339	1,552	1,444	1,803	1,023	421
Empowerment Congress North Area	52,477	3,661	3,488	3,585	1,832	2,165	3,144	7,170	7,245	3,073	2,172	1,521	1,401	1,723	1,023	379
Southeast/Central Ave	53,441	5,922	4,804	4,601	2,621	3,282	4,410	8,686	8,188	3,017	2,416	1,762	1,327	1,498	731	276
Empowerment Congress West Area	39,039	2,383	2,474	2,593	1,574	1,506	1,772	3,638	3,674	1,624	1,163	1,159	1,055	1,193	816	316
Park Mesa Heights	37,842	2,911	2,722	2,897	1,895	1,807	2,340	4,980	5,270	2,615	2,387	2,012	1,674	2,465	1,386	481
Empowerment Congress Central Area	36,026	2,864	2,801	3,110	1,875	1,832	2,201	4,181	4,980	2,403	2,158	1,673	1,333	1,897	1,220	437
Vernon/Main	51,004	5,737	4,776	4,490	2,616	2,830	3,885	8,014	7,812	2,911	2,367	1,719	1,241	1,486	790	330
Empowerment Congress South West Area	28,928	1,997	1,852	2,142	1,197	1,321	1,701	3,355	3,613	1,618	1,163	1,150	1,050	1,230	814	272
Community And Neighbors For Ninth District Unity (CANN DU)	43,855	4,751	4,033	4,039	2,517	2,386	3,089	6,419	6,449	2,648	2,202	1,578	1,184	1,435	795	330
Empowerment Congress South East Area	73,110	7,517	6,999	6,997	4,059	4,552	2,670	5,981	5,609	2,388	2,074	1,436	1,071	1,262	670	284
Watts	42,261	4,584	4,946	4,552	2,585	2,349	2,870	5,981	5,609	2,388	2,074	1,436	1,071	1,262	670	284
Harbor Gateway North	93,572	3,652	2,833	2,973	1,721	1,685	2,120	4,833	4,824	2,102	1,812	1,387	1,105	1,392	810	416
Harbor Gateway South	24,707	2,253	2,059	2,023	1,141	1,092	1,475	3,815	4,058	1,734	1,374	991	805	1,159	548	180
Harbor City	29,939	1,733	1,593	1,637	986	1,077	1,119	3,041	3,415	1,438	1,253	1,089	916	1,072	535	229
Wilmington	63,259	6,293	5,688	5,467	3,199	3,204	4,240	9,476	9,758	3,886	3,164	2,521	2,072	2,533	1,322	437
North West San Pedro	17,248	910	922	911	574	605	805	1,782	2,512	1,325	1,197	1,122	988	1,282	837	315
Central San Pedro	30,491	2,662	2,439	2,559	1,481	1,396	1,748	4,333	4,849	2,102	1,612	1,387	1,105	1,392	810	416
Central San Pedro	23,633	1,776	1,813	1,969	1,155	1,115	1,613	3,174	3,459	1,759	1,659	1,593	1,485	2,022	1,295	578
Chatsworth	36,453	1,790	1,863	2,072	1,623	1,259	1,778	3,885	4,812	2,981	3,252	3,132	2,360	3,022	1,853	771
West Hills	8,589	1,837	1,286	1,342	822	901	1,199	2,464	2,920	1,220	1,194	1,057	794	1,170	831	299
Greater Cypress Park	11,858	1,004	946	948	546	571	723	1,768	1,824	709	638	576	480	686	352	117
Chatsworth	20,957	585	1,672	1,625	933	999	1,753	3,431	3,991	1,450	1,192	1,101	1,066	1,367	789	349
Vermont Harbor	47,361	4,487	4,157	4,197	2,533	2,469	3,181	6,719	6,920	3,066	2,829	2,021	1,422	1,904	1,176	490
Central Alameda	28,859	2,840	2,649	2,589	1,524	1,476	1,749	3,865	3,926	1,623	1,421	1,189	943	1,271	840	339
North Hills West	24,179	1,493	1,495	1,592	1,074	1,011	1,278	2,957	3,471	1,830	1,805	1,825	1,207	1,673	1,146	522
North Hills West	19,610	1,513	1,526	1,598	534	427	595	1,150	1,159	881	1,025	1,046	886	1,299	789	277
Porter Ranch	19,485	1,082	1,124	1,198	925	698	1,074	1,957	2,278	1,700	2,001	1,792	1,264	1,482	709	211
Palms	33,328	1,442	1,555	1,622	960	999	1,074	2,960	2,935	1,611	1,611	1,243	1,028	1,433	689	304
Granada Hills South	33,026	1,916	1,954	2,080	1,401	1,357	1,826	4,173	5,082	2,663	2,549	2,060	1,686	2,249	1,413	617
Granada Hills	63,023	2,988	3,084	3,329	2,024	1,784	2,574	7,313	7,863	3,450	3,322	2,622	2,052	3,420	2,287	882
Northridge East	33,398	1,388	1,426	1,550	1,058	2,624	2,763	4,877	4,300	2,242	2,310	2,210	1,860	2,560	1,809	601

Source: Neilsen Claritas, 2009.

Created by Healthy City, September, 2008.

Population of Los Angeles Residents by Age by Neighborhood Council District, 2009

Neighborhood Council District	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75-79	80+	Total
Granada Hills North	24,771	5.2%	5.3%	5.0%	4.6%	4.3%	5.4%	10.6%	11.9%	8.1%	8.8%	8.1%	6.3%	8.7%	5.3%	1.8%		
Arlota	32,782	7.6%	7.2%	7.7%	5.3%	5.4%	6.6%	14.5%	14.3%	6.7%	6.2%	5.3%	4.1%	5.3%	2.9%	1.1%		
Sun Valley Area	58,655	8.2%	7.8%	7.9%	5.0%	4.9%	6.7%	14.2%	15.2%	6.8%	6.0%	5.2%	4.0%	4.8%	2.6%	0.8%		
Sunland-Tujunga	36,971	6.3%	6.3%	6.7%	4.3%	4.1%	5.2%	11.6%	14.5%	9.1%	8.3%	6.9%	5.1%	6.4%	3.5%	1.7%		
Canoga Park	45,235	8.6%	7.6%	7.7%	4.2%	4.6%	5.8%	15.4%	16.4%	7.3%	5.9%	-4.5%	3.4%	4.3%	2.7%	1.7%		
Reseda	67,819	7.1%	6.9%	7.2%	4.4%	4.4%	5.2%	13.0%	16.2%	7.7%	6.9%	5.5%	4.3%	5.5%	3.4%	1.9%		
Tarzana	32,054	5.5%	5.6%	6.0%	4.0%	3.3%	4.6%	11.8%	13.5%	7.8%	8.2%	7.4%	5.8%	7.9%	5.4%	3.5%		
West Van Nuys/Lake Balboa	47,286	7.5%	7.0%	7.3%	4.0%	4.2%	5.0%	14.4%	17.0%	8.0%	6.7%	5.2%	4.2%	5.2%	3.2%	1.3%		
Valley Glen	51,113	6.9%	6.8%	7.1%	4.3%	4.0%	5.3%	13.3%	16.5%	7.7%	7.0%	5.9%	4.4%	5.6%	3.5%	1.8%		
Midtown North Hollywood	72,380	7.5%	7.1%	7.3%	4.0%	4.0%	5.0%	17.8%	17.4%	7.7%	6.3%	4.8%	3.6%	4.4%	2.3%	1.0%		
Sherman Oaks	57,935	4.2%	4.7%	4.9%	2.6%	2.1%	3.2%	16.2%	18.0%	9.1%	8.2%	7.2%	5.4%	6.7%	5.0%	2.5%		
Greater Toluca Lake	10,001	3.6%	4.0%	4.5%	2.4%	2.1%	2.9%	16.2%	20.5%	9.5%	8.7%	7.5%	5.5%	6.7%	4.1%	2.0%		
Hollywood United	23,693	3.2%	3.5%	3.7%	2.0%	1.8%	2.7%	18.8%	20.7%	9.8%	8.2%	7.0%	5.1%	6.7%	4.0%	1.7%		
Hollywood Studio District	30,958	7.7%	7.2%	7.6%	4.2%	4.7%	5.6%	17.1%	16.8%	7.4%	6.4%	4.8%	3.4%	4.0%	2.3%	0.8%		
Atwater Village	15,168	6.2%	6.1%	6.3%	3.9%	3.8%	5.0%	13.9%	17.0%	7.5%	6.7%	6.0%	5.3%	7.1%	3.7%	1.7%		
Glassell Park	24,423	8.2%	7.6%	7.7%	4.4%	4.5%	6.2%	14.4%	16.0%	6.8%	5.7%	5.0%	4.3%	5.4%	2.8%	1.1%		
Historic Highland Park	68,642	8.4%	7.8%	7.9%	4.9%	5.6%	6.7%	14.6%	15.2%	6.5%	5.8%	4.7%	3.8%	4.8%	2.5%	1.1%		
Elysian Valley/Riverside	3,373	8.2%	6.1%	6.5%	5.6%	5.4%	6.9%	14.4%	15.2%	6.1%	5.6%	4.5%	3.3%	4.7%	2.3%	1.1%		
Historic Cultural	21,147	5.2%	5.3%	5.8%	3.4%	3.7%	4.9%	13.0%	15.2%	7.3%	6.7%	5.7%	4.9%	9.1%	7.2%	2.7%		
LA-32	49,690	8.5%	7.7%	8.0%	4.9%	4.7%	6.4%	15.0%	15.3%	6.0%	5.3%	4.5%	3.8%	5.4%	3.3%	1.2%		
Downtown Los Angeles	35,459	4.7%	4.3%	4.3%	2.1%	3.1%	4.4%	16.1%	17.7%	8.8%	7.5%	6.2%	5.0%	7.5%	6.2%	2.3%		
Wilshire Center - Koreatown	109,853	8.0%	7.4%	7.5%	3.6%	4.3%	5.2%	18.7%	17.2%	7.5%	5.9%	4.4%	3.4%	4.2%	2.1%	0.7%		
P.I.C.O.	23,723	5.0%	5.3%	5.0%	3.5%	2.7%	4.2%	14.5%	18.2%	8.3%	7.4%	6.4%	5.2%	6.9%	4.3%	2.6%		
Westside	32,181	4.3%	4.7%	5.0%	2.8%	2.0%	3.2%	12.4%	16.5%	8.3%	7.7%	6.0%	4.4%	7.1%	4.1%			

West LA	29,506	3.1%	3.5%	3.5%	1.4%	2.1%	4.4%	29.8%	18.5%	8.1%	6.2%	4.9%	4.0%	5.2%	3.5%	1.9%
Mar Vista	52,109	6.2%	6.7%	6.5%	2.3%	2.9%	6.3%	16.3%	16.3%	9.3%	7.1%	6.2%	5.1%	6.2%	3.1%	1.2%
Grass Roots Venice	36,237	3.7%	4.0%	4.2%	2.2%	2.1%	3.1%	21.1%	20.4%	9.1%	8.1%	7.1%	5.1%	5.9%	3.1%	1.2%
Del Rey	85,997	5.2%	5.5%	5.2%	3.2%	6.2%	4.5%	13.6%	15.9%	6.7%	7.8%	6.8%	5.1%	6.3%	4.8%	1.7%
Westchester/Playa Del Rey	53,268	4.9%	5.2%	5.5%	3.2%	6.2%	4.5%	13.6%	15.9%	6.7%	7.8%	6.8%	5.1%	6.3%	4.8%	1.7%
Mid-City	52,046	5.8%	6.5%	6.0%	3.0%	3.9%	5.8%	14.0%	15.7%	6.8%	6.5%	5.9%	4.9%	6.2%	3.8%	1.3%
United Neighborhoods Of The Historic Arlington Heights, West Adams, And Jefferson Park Community	51,907	8.1%	7.5%	8.0%	4.7%	4.7%	5.9%	14.3%	15.6%	6.9%	6.0%	4.8%	3.8%	5.0%	3.1%	1.8%
West Adams	24,928	5.1%	5.3%	5.4%	3.3%	3.6%	5.9%	13.3%	14.0%	6.8%	5.9%	4.8%	3.8%	5.0%	3.1%	1.8%
Pico Union	41,556	8.9%	7.9%	8.0%	4.3%	4.7%	6.6%	15.9%	15.9%	6.6%	5.6%	4.5%	3.5%	4.3%	2.5%	1.0%
Empowerment/Compton/North Area	52,767	7.6%	6.9%	7.7%	4.2%	4.1%	6.2%	14.4%	14.0%	6.7%	5.0%	3.9%	3.0%	3.5%	2.2%	0.9%
Southeast/Central Ave	53,441	10.9%	9.0%	8.6%	4.9%	6.1%	8.3%	16.3%	15.3%	5.7%	4.5%	3.3%	2.5%	2.8%	1.4%	0.5%
Empowerment/Compton/West Area	38,661	5.7%	6.3%	6.7%	3.9%	3.9%	6.9%	12.2%	13.2%	6.3%	5.6%	4.4%	3.4%	4.5%	2.7%	1.0%
Park Mesa Heights	37,842	7.7%	7.2%	7.7%	5.0%	4.8%	6.2%	13.2%	13.9%	6.8%	6.3%	5.3%	4.4%	6.5%	3.7%	1.3%
Empowerment/Compton/Central Area	38,051	8.2%	8.1%	8.9%	5.1%	5.1%	6.1%	13.6%	16.8%	6.7%	6.5%	5.3%	4.4%	6.5%	3.7%	1.3%
Vernon/Main	51,004	11.3%	9.4%	8.8%	5.1%	5.6%	7.6%	15.7%	15.3%	5.7%	4.6%	3.4%	2.4%	2.9%	1.6%	0.7%
Empowerment/Compton/Southeast Area	28,924	7.7%	6.9%	7.5%	4.7%	4.7%	6.0%	11.8%	12.8%	6.4%	5.2%	4.1%	3.1%	4.3%	2.8%	1.0%
Community And Neighbors For Ninth District Unity (CANNIDU)	43,855	10.8%	9.2%	9.2%	5.7%	5.4%	7.0%	14.6%	14.7%	6.0%	5.0%	3.6%	2.7%	3.3%	1.6%	0.8%
Empowerment/Compton/Southeast Area	37,111	10.5%	9.6%	9.6%	6.1%	5.9%	6.7%	14.2%	14.2%	6.0%	5.0%	3.7%	2.9%	3.0%	1.7%	0.8%
Watts	42,261	10.9%	11.0%	10.8%	6.1%	5.6%	6.8%	13.9%	13.3%	5.7%	4.9%	3.4%	2.5%	3.0%	1.6%	0.7%
Harbor Gateway/North	34,977	9.4%	8.6%	8.1%	5.2%	4.8%	6.4%	14.4%	14.6%	5.8%	5.5%	4.1%	3.3%	3.0%	1.7%	0.8%
Harbor Gateway South	24,707	9.1%	8.3%	8.2%	4.6%	4.4%	6.0%	15.4%	16.4%	7.0%	5.6%	4.0%	3.3%	4.7%	2.2%	0.7%
Harbor City	20,999	5.2%	5.6%	5.7%	3.6%	3.2%	5.3%	11.6%	15.3%	7.1%	6.0%	4.2%	3.2%	3.7%	2.1%	0.7%
Wilmington	63,259	10.0%	9.0%	8.6%	5.1%	5.1%	6.7%	15.0%	15.4%	6.1%	5.0%	4.0%	3.3%	4.0%	2.1%	0.7%
Northwest/San Pedro	17,246	5.3%	5.5%	5.9%	3.8%	4.7%	4.7%	10.2%	10.2%	6.2%	5.7%	4.4%	3.4%	4.1%	2.4%	0.9%
Central San Pedro	30,491	6.7%	8.0%	8.4%	4.9%	4.6%	5.7%	14.2%	15.9%	6.9%	5.9%	4.6%	3.6%	4.6%	2.7%	1.4%
Coastal/San Pedro	28,637	6.0%	6.2%	6.2%	4.7%	4.7%	4.6%	11.3%	12.2%	6.0%	5.3%	4.1%	3.1%	3.8%	2.3%	0.9%
Chatsworth	36,453	4.9%	5.1%	5.7%	4.5%	3.5%	4.9%	10.7%	13.2%	8.2%	6.9%	6.6%	5.1%	6.3%	3.0%	1.0%
Mission Hills	18,669	7.0%	6.9%	7.2%	4.9%	4.9%	6.0%	11.0%	11.0%	6.5%	5.9%	4.8%	4.1%	5.3%	2.7%	1.0%
Greater Cypress Park	11,858	8.5%	7.7%	8.0%	4.8%	4.8%	6.1%	14.9%	15.4%	6.0%	5.4%	4.9%	4.1%	5.8%	3.0%	1.0%
Cypress Park	23,887	6.9%	6.2%	7.0%	4.0%	4.2%	6.0%	11.2%	17.0%	7.5%	6.3%	5.1%	4.1%	5.7%	3.3%	1.2%
Vermont Harbor	47,361	9.5%	8.8%	8.9%	5.4%	5.2%	6.7%	14.2%	14.6%	6.5%	5.6%	4.3%	3.0%	4.0%	2.5%	1.0%
Central Alameda	26,885	10.5%	10.1%	9.7%	5.8%	5.8%	7.3%	16.1%	16.1%	6.6%	4.6%	3.4%	2.6%	2.9%	1.7%	0.6%
North Hills West	24,179	6.2%	6.2%	6.6%	4.4%	4.2%	5.3%	12.2%	14.4%	7.6%	7.5%	6.7%	5.0%	6.9%	4.7%	2.2%
North Hills East	21,180	4.4%	4.6%	4.6%	3.1%	3.0%	3.6%	10.0%	10.0%	7.2%	6.0%	4.8%	3.7%	4.2%	2.0%	0.7%
Porter Ranch	19,485	5.6%	5.8%	6.2%	4.8%	3.6%	5.5%	10.0%	11.7%	8.7%	10.3%	9.2%	6.4%	7.6%	3.6%	1.1%
Palms	38,028	4.3%	4.7%	4.9%	3.1%	2.9%	3.6%	7.2%	15.2%	8.2%	6.4%	4.6%	3.7%	4.2%	1.9%	0.8%
Granada Hills South	33,026	5.8%	5.9%	6.3%	4.2%	4.1%	5.5%	12.6%	15.4%	8.1%	7.7%	6.2%	5.1%	6.8%	4.3%	1.9%
Granada Hills North	18,028	5.6%	6.1%	6.1%	3.8%	3.7%	4.6%	11.4%	11.4%	6.3%	5.1%	4.1%	3.1%	3.8%	2.3%	0.9%
Northridge East	33,398	4.2%	4.3%	4.6%	3.2%	2.9%	3.2%	14.0%	12.9%	6.7%	6.9%	6.6%	5.6%	7.7%	5.4%	1.8%

Source: Nelissen Claritas, 2009.

Created by Healthy City, September, 2009.

Race and Ethnicity of Los Angeles Residents by Neighborhood Council District, 2009

Neighborhood Council District	Total	White	Black	Hispanic	Asian	Latino	Other	Hispanic	Black	White	Hispanic	Asian	Latino	Other	Hispanic	Black	White	Hispanic	Asian	Latino	Other	
Old Northridge	16,837	3,862	23.5%	913	5.4%	32	0.2%	2,398	14.2%	34	0.2%	38	0.2%	548	3.3%	8,912	52.9%					
Sylmar	75,866	11,577	15.3%	3,077	4.1%	228	0.3%	2,652	3.5%	38	0.1%	107	0.1%	784	1.1%	57,393	75.7%					
Pacoima	72,287	2,812	3.9%	3,442	4.8%	188	0.3%	1,119	1.6%	23	0.0%	44	0.1%	404	0.6%	64,255	89.9%					
Foothill Trails District	38,155	12,271	32.2%	3,307	8.7%	83	0.2%	1,830	4.8%	28	0.1%	73	0.2%	829	2.2%	19,734	51.7%					
West Hills	42,479	29,165	68.7%	1,082	2.6%	86	0.2%	5,752	13.5%	24	0.1%	83	0.2%	1,474	3.5%	4,803	11.3%					
Winnemka	58,403	14,721	26.1%	2,934	5.2%	118	0.2%	9,325	16.5%	76	0.1%	140	0.3%	1,537	2.7%	27,562	48.9%					
Woodland Hills-Warner Center	67,557	46,055	68.2%	2,677	4.0%	121	0.2%	5,558	8.2%	80	0.1%	180	0.3%	2,730	4.0%	10,156	15.0%					
Encino	50,736	39,113	77.1%	1,424	2.8%	70	0.1%	2,853	5.6%	33	0.1%	134	0.3%	2,392	4.7%	4,717	9.3%					
Van Nuys	98,585	19,950	20.2%	5,382	5.4%	223	0.2%	6,133	6.2%	90	0.1%	139	0.1%	2,849	2.9%	63,899	64.8%					
North Hollywood North East	38,956	4,489	11.5%	1,115	2.9%	86	0.2%	2,871	7.4%	35	0.1%	40	0.1%	710	1.8%	29,610	76.0%					
Valley Village	20,386	11,820	58.0%	1,401	6.9%	24	0.1%	1,080	5.3%	21	0.1%	115	0.6%	778	3.8%	5,147	25.3%					
Studio City	34,181	26,383	77.2%	1,420	4.2%	52	0.2%	2,118	6.2%	31	0.1%	124	0.4%	1,108	3.2%	2,945	8.6%					
Hollywood Hills West	35,156	26,217	74.6%	1,708	4.9%	68	0.2%	2,087	5.9%	34	0.1%	166	0.5%	1,356	3.9%	3,540	10.1%					
Central Hollywood	29,310	11,424	39.0%	1,424	4.9%	56	0.2%	2,218	7.6%	36	0.1%	103	0.4%	960	3.3%	13,089	44.7%					
Greater Griffith Park	38,561	23,180	60.1%	1,208	3.1%	53	0.1%	4,711	12.2%	51	0.1%	153	0.4%	2,707	7.0%	6,498	16.9%					
Silver Lake	32,132	11,787	36.7%	940	2.9%	100	0.3%	5,025	15.6%	33	0.1%	71	0.2%	865	2.8%	13,291	41.4%					
Eagle Rock	34,070	8,138	23.9%	747	2.2%	102	0.3%	8,776	28.7%	43	0.1%	87	0.3%	1,022	3.0%	14,155	41.8%					
Arroyo Seco	30,437	4,657	15.3%	1,068	3.5%	86	0.3%	4,136	13.6%	22	0.1%	32	0.1%	516	1.7%	18,920	65.5%					
Greater Echo Park Elysian	55,853	7,884	14.1%	1,211	2.2%	155	0.3%	8,747	15.7%	27	0.1%	71	0.1%	987	1.8%	36,761	65.8%					
Lincoln Heights	40,306	3,952	9.8%	4,366	10.8%	97	0.2%	7,281	18.1%	8	0.0%	44	0.1%	329	0.8%	24,229	60.1%					
Boyle Heights	88,643	2,026	2.3%	802	0.9%	235	0.3%	1,896	2.1%	34	0.0%	63	0.1%	468	0.5%	93,119	93.8%					
Macarthur	21,560	701	3.2%	670	3.1%	60	0.3%	2,375	11.0%	1	0.0%	17	0.1%	161	0.7%	17,675	81.6%					
Mild City West	55,260	38,022	68.8%	2,702	4.9%	77	0.1%	8,577	15.5%	28	0.1%	327	0.6%	2,043	3.7%	3,484	6.3%					
South Robertson	44,982	23,370	51.9%	4,250	9.5%	58	0.1%	3,638	8.1%	55	0.1%	200	0.4%	2,343	5.2%	11,078	24.6%					
Bel Air-Beverly Crest	29,968	25,741	85.9%	441	1.5%	17	0.1%	1,500	5.0%	6	0.0%	74	0.3%	921	3.1%	1,268	4.2%					

Neighborhood	Total Population	White	Black	Hispanic	Asian	Pacific Islander	Other	White %	Black %	Hispanic %	Asian %	Pacific Islander %	Other %
Mar Vista	52,108	23,722	45.5%	2,036	3.9%	100	0.2%	9362	18.0%	75	0.1%	230	0.4%
Del Rey	35,495	12,090	34.1%	1,788	5.0%	133	0.4%	5,128	14.5%	114	0.3%	68	0.2%
Mid City	32,946	1,250	3.8%	9,734	29.6%	62	0.2%	679	2.1%	49	0.2%	122	0.4%
West Adams	24,328	491	2.0%	8,116	33.4%	38	0.2%	757	3.1%	8	0.0%	74	0.3%
Empowerment Congress North Area	82,777	8,652	10.5%	15,276	18.5%	161	0.2%	6,710	8.1%	85	0.1%	270	0.3%
Empowerment Congress West Area	38,331	961	2.5%	27,200	71.0%	61	0.2%	1,032	2.7%	43	0.1%	158	0.4%
Empowerment Congress Central Area	36,058	375	1.0%	13,941	38.7%	82	0.2%	177	0.5%	12	0.0%	146	0.4%
Empowerment Congress Southeast Area	73,110	759	1.0%	21,514	29.4%	109	0.2%	172	0.2%	52	0.1%	72	0.1%
Harbor Gateway North	33,197	1,055	3.2%	9,803	29.5%	65	0.2%	1,659	5.0%	72	0.2%	55	0.2%
Harbor Gateway South	20,999	4,419	21.0%	1,740	8.3%	55	0.3%	2,788	13.3%	158	0.8%	34	0.2%
Watts	33,197	1,055	3.2%	9,803	29.5%	65	0.2%	1,659	5.0%	72	0.2%	55	0.2%
Northwest San Pedro	17,246	9,013	52.3%	762	4.4%	37	0.2%	1,323	7.7%	54	0.3%	30	0.2%
Coastal San Pedro	28,331	14,718	52.0%	1,691	6.0%	112	0.4%	1,346	4.8%	71	0.3%	83	0.3%
Chatsworth	16,669	3,279	17.6%	599	3.2%	44	0.2%	1,573	8.4%	11	0.1%	21	0.1%
Olympic Park	23,357	2,068	8.9%	3,670	15.7%	33	0.1%	4,525	19.4%	19	0.1%	68	0.3%
Central Alameda	26,358	347	1.3%	2,583	9.8%	28	0.1%	209	0.8%	4	0.0%	42	0.2%
Northridge West	11,610	7,346	63.3%	444	3.8%	10	0.1%	2,060	17.7%	6	0.1%	9	0.1%
Palm	33,328	9,321	28.0%	4,718	14.2%	63	0.2%	7,347	22.0%	69	0.2%	212	0.6%
Greater Wilshire	53,025	13,552	25.6%	2,357	4.5%	56	0.1%	20,499	38.7%	9	0.0%	126	0.2%
Northridge East	13,668	8,729	63.9%	724	5.3%	19	0.1%	6,578	48.2%	63	0.5%	15	0.1%

Source: Neilsen Claritas, 2009. Population by Single Classification Census Race and Ethnicity.

Table created by Healthy City, September, 2009.

Neighborhood	Population	Male	Female	White	Black	Hispanic	Asian	Pacific Islander	Other	Median Income	Unemployment	High School Grad	College Grad	Home Ownership	Population Density	Median Age	Married	Divorced	Widowed	Single	Never Married	Population Change	Population Change %	
Old Northridge	16,837	6,158	39.7%	1,404	9.1%	1,088	7.0%	6,494	41.9%	362	2.3%	4,051	29%	707	20.5%	\$45,579	2,233							
Stardust	24,335	10,140	41.7%	1,879	7.7%	1,280	5.3%	41,686	60.0%	316	0.5%	13,566	22%	1,879	10.8%	\$82,385	16,473							
Sylmar	75,866	32,782	43.1%	2,974	3.9%	2,099	2.7%	62,267	78.7%	138	0.2%	14,174	24%	2,785	20.8%	\$45,866	11,655							
Arroyo	72,287	31,927	44.2%	2,770	3.8%	2,167	3.0%	63,700	63.7%	244	0.7%	6,422	20%	922	11.6%	\$66,689	9,001							
Pacifica	88,069	39,271	44.6%	2,770	3.1%	2,167	2.5%	74,032	84.1%	244	0.7%	6,422	20%	922	11.6%	\$66,689	9,001							
South Hills	38,155	17,929	47.0%	1,262	3.3%	1,174	3.1%	34,722	91.0%	244	0.7%	6,422	20%	922	11.6%	\$66,689	9,001							
West Hills	42,479	20,994	49.4%	3,258	7.7%	3,908	9.2%	29,567	69.6%	1,058	2.8%	5,490	14%	382	3.3%	\$87,956	14,235							
Chico	56,403	21,920	38.9%	6,568	11.6%	3,688	6.5%	19,170	33.9%	894	1.7%	10,878	22%	1,592	12.6%	\$60,358	11,430							
Winnetka	67,557	32,134	47.7%	3,188	4.7%	3,855	5.7%	48,503	71.9%	1,043	1.2%	20,986	26%	4,314	20.4%	\$38,931	13,497							
Woodland Hills-Warner Center	67,557	32,134	47.7%	3,188	4.7%	3,855	5.7%	48,503	71.9%	1,043	1.2%	20,986	26%	4,314	20.4%	\$38,931	13,497							
Van Nuys	88,595	40,736	46.0%	4,968	5.6%	7,037	7.8%	76,620	86.5%	1,043	1.2%	20,986	26%	4,314	20.4%	\$38,931	13,497							
Valley Glen	61,113	28,959	47.4%	1,863	3.0%	1,732	2.8%	58,518	95.7%	249	0.7%	6,523	20%	1,923	23.1%	\$38,000	6,208							
North Hollywood North East	38,956	17,909	46.0%	2,418	6.2%	1,987	5.0%	23,462	60.2%	249	0.7%	6,523	20%	1,923	23.1%	\$38,000	6,208							
North Hollywood West	20,386	9,422	46.3%	665	3.3%	2,174	11.2%	3,634	18.7%	811	4.2%	2,881	16%	322	7.7%	\$50,119	8,316							
Valley Village	57,935	27,045	46.7%	2,204	3.8%	2,489	4.3%	53,242	91.9%	1,043	1.2%	20,986	26%	4,314	20.4%	\$38,931	13,497							
Studio City	34,181	15,559	45.5%	860	2.6%	3,623	11.0%	2,257	6.9%	766	2.3%	4,388	14%	250	3.4%	\$78,289	14,531							
Grande Oaks	10,500	4,799	45.7%	351	3.3%	368	3.5%	9,141	86.1%	150	1.4%	1,220	15%	159	1.5%	\$76,681	1,992							
Hollywood Hills West	35,156	16,156	46.0%	1,488	4.2%	8,303	24.3%	3,611	10.6%	632	1.8%	7,470	23%	628	9.9%	\$57,633	15,160							
Hollywood Hills East	28,310	10,140	35.8%	1,996	7.1%	3,397	12.3%	11,968	43.2%	487	1.8%	6,597	24%	1,210	22.8%	\$31,897	4,811							
Central Hollywood	30,999	14,299	46.1%	2,992	9.7%	3,715	12.0%	17,287	55.8%	333	0.9%	7,563	21%	1,131	14.7%	\$52,780	14,288							
Hollywood Studio City	38,561	17,918	46.5%	3,455	9.0%	9,211	24.7%	6,323	17.0%	333	0.9%	7,563	21%	1,131	14.7%	\$52,780	14,288							
Greater Griffith Park	32,132	13,007	40.5%	4,235	13.2%	1,156	3.6%	11,936	38.0%	270	0.9%	5,726	20%	1,043	16.5%	\$57,323	12,183							
Arroyo	34,070	13,163	38.6%	6,921	20.3%	1,244	3.6%	10,615	32.7%	209	0.8%	6,528	22%	476	6.2%	\$66,694	11,455							
Silver Lake	30,437	8,775	28.8%	3,587	11.8%	536	1.8%	15,084	53.6%	137	0.5%	5,342	20%	1,065	16.0%	\$51,628	7,123							
Eagle Rock	55,853	11,746	21.0%	6,660	11.9%	669	1.2%	30,367	54.4%	248	0.5%	11,967	25%	2,982	25.5%	\$37,773	12,834							
Lincoln Heights	40,306	10,644	26.4%	6,588	16.3%	182	0.5%	20,287	50.3%	66	0.2%	6,480	27%	2,019	32.6%	\$31,834	5,174							
Boyle Heights	88,643	9,044	10.2%	1,648	1.9%	193	0.2%	69,272	80.4%	28	0.0%	17,632	23%	5,471	31.1%	\$32,469	15,113							
Macarthur	21,660	2,372	11.0%	2,223	10.3%	75	0.4%	14,914	75.9%	54	0.3%	4,737	27%	1,966	43.3%	\$23,783	2,928							
Mild City West	55,260	34,402	62.1%	4,509	8.1%	8,793	15.9%	3,335	6.2%	2,350	4.4%	9,191	18%	717	7.3%	\$64,071	20,442							

Neilsen Claritas, 2009 Source for Population, Language, Poverty, Income, and 2000 Disability Data; Source for Voter participation- Statewide Database at the UC Berkeley, 2008. Created by Healthy City, 2009.

City/Neighborhood	Population	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
South Robertson	44,992	22,667	53.6%	2,362	5.6%	6,629	15.7%	8,284	19.5%	2,381	5.6%	7,972	20%	1,457	14.7%	\$66,036	12,831							
Wash DC	22,181	27,593	124.4%	2,277	10.3%	4,254	19.2%	2,185	7.9%	3,017	13.6%	4,722	21.8%	3,142	14.5%	\$35,700	7,000							
Bel Air-Beverly Crest	29,968	21,285	74.1%	949	3.3%	4,153	14.5%	1,701	5.9%	627	2.2%	3,824	13%	269	3.5%	\$165,540	10,458							
West LA	29,506	21,948	74.4%	1,510	5.1%	3,099	10.7%	1,711	6.1%	395	1.4%	4,869	19.2%	1,622	5.8%	\$54,070	10,682							
Mar Vista	52,108	27,892	56.5%	5,865	11.9%	3,509	7.1%	10,618	21.9%	1,284	2.6%	7,357	18%	1,160	9.7%	\$69,327	19,051							
Glendale	35,237	26,158	74.2%	3,522	10.4%	2,412	6.5%	8,163	24.2%	34	0.1%	5,310	14%	1,581	9.7%	\$39,153	13,717							
Del Rey	35,495	16,756	49.8%	2,933	8.7%	1,388	4.1%	12,104	36.0%	461	1.4%	6,112	21%	1,291	15.7%	\$68,099	8,524							
Westchester Playa del Rey	33,288	27,569	77.1%	2,737	6.2%	2,942	5.9%	6,294	17.2%	1,192	2.9%	7,451	22%	1,146	8.9%	\$80,777	21,880							
Mid City	32,946	14,534	48.1%	479	1.6%	405	1.3%	14,435	47.8%	351	1.2%	6,257	22%	1,631	22.8%	\$39,064	7,227							
University Heights of the Historic Arlington Heights West Adams and Jefferson Park Community	51,907	37,475	72.1%	2,080	4.0%	519	1.0%	24,712	51.6%	885	1.6%	2,700	27%	1,286	29.3%	\$31,048	10,886							
West Adams	24,328	10,608	47.5%	614	2.7%	190	0.8%	10,677	47.8%	266	1.2%	5,244	26%	1,115	19.9%	\$41,724	7,264							
Pico Union	11,656	6,759	58.1%	323	3.5%	25	0.1%	5,036	30.1%	317	0.8%	6,940	26%	314	3.7%	\$24,074	5,553							
Empowerment Congress North Area	82,777	30,242	39.4%	3,949	5.1%	1,758	2.3%	40,079	52.2%	688	0.9%	16,950	23%	4,309	29.2%	\$25,964	15,046							
South East/Central Ave	69,843	27,616	39.6%	368	0.5%	1,027	1.2%	39,894	37.2%	146	0.1%	17,115	23%	3,005	19.0%	\$30,999	5,731							
Empowerment Congress West Area	38,331	28,818	80.5%	660	1.8%	473	1.3%	5,134	14.3%	693	1.9%	9,380	27%	2,145	23.0%	\$42,327	13,730							
Parkside Heights	37,842	27,994	74.0%	284	0.8%	608	1.6%	9,474	27.1%	284	0.8%	9,976	26%	1,577	21.8%	\$40,714	12,505							
Empowerment Congress Central Area	36,058	18,177	54.9%	254	0.8%	248	0.7%	14,134	42.7%	281	0.8%	9,276	26%	1,799	23.8%	\$37,534	10,468							
Vermont Main	51,004	17,922	35.1%	72	0.1%	132	0.1%	33,707	74.5%	238	0.5%	15,729	28%	1,763	10.6%	\$29,004	6,619							
Empowerment Congress Southwest Area	28,328	21,275	80.8%	78	0.3%	257	1.0%	4,589	17.4%	132	0.5%	6,664	26%	1,201	17.3%	\$45,997	10,896							
Community and Neighbors for Ninth District (DOWNTOWN)	15,836	12,947	81.8%	64	0.5%	23	0.2%	25,815	63.6%	613	0.9%	9,659	28%	360	3.4%	\$25,933	6,899							
Empowerment Congress Southeast Area	73,110	30,753	46.9%	317	0.5%	314	0.5%	34,119	52.0%	92	0.1%	16,015	27%	5,583	37.9%	\$26,539	13,942							
Watts	42,226	15,556	36.8%	29	0.1%	117	0.1%	22,228	55.1%	20	0.0%	15,183	29%	38	0.1%	\$28,864	6,411							
Harbor Gateway North	33,197	13,951	46.3%	1,325	4.4%	174	0.6%	14,567	46.3%	108	0.4%	6,759	25%	1,782	25.5%	\$38,125	7,081							
Harbor Gateway South	24,707	16,118	65.2%	2,008	13.0%	1,327	1.9%	11,592	74.7%	104	0.6%	4,142	23%	1,081	19.8%	\$17,176	4,041							
Harbor City	20,999	8,897	46.2%	1,850	9.6%	721	3.7%	7,755	40.2%	53	0.3%	3,302	18%	690	14.1%	\$54,048	5,428							
Wilmington	53,239	37,079	69.7%	1,566	2.9%	1,357	0.8%	44,221	75.5%	1,357	0.8%	13,333	23%	329	2.7%	\$38,196	9,755							
Northwest San Pedro	17,246	11,394	69.7%	741	4.5%	1,450	8.9%	2,594	15.9%	157	1.0%	2,663	18%	226	5.1%	\$68,717	7,968							
Central San Pedro	23,040	11,159	48.4%	786	2.9%	1,000	3.1%	4,824	17.5%	1,611	5.1%	6,774	24%	1,745	26.5%	\$30,214	6,095							
Coastal San Pedro	28,331	18,306	68.9%	741	2.8%	2,530	9.5%	4,826	18.2%	153	0.6%	4,608	18%	677	9.4%	\$69,546	8,717							
Chatsworth	65,450	23,243	35.5%	673	1.6%	6,290	9.4%	9,635	14.6%	1,051	1.6%	8,240	19%	1,321	2.7%	\$59,569	15,755							
Mission Hills	18,669	6,044	34.9%	1,129	6.5%	695	4.0%	9,337	53.9%	107	0.6%	3,215	20%	341	8.6%	\$69,224	5,341							
Greater Congress Park	11,856	19,240	162.3%	957	6.8%	57	0.1%	7,626	72.1%	142	1.0%	2,718	26%	195	19.9%	\$15,074	3,289							
Olympic Park	23,357	7,266	33.4%	3,669	17.8%	353	1.6%	10,128	46.5%	166	0.7%	5,104	24%	1,038	19.6%	\$42,881	4,066							
Vermont Harbor	47,865	24,424	51.0%	292	0.7%	280	0.3%	24,514	51.2%	376	0.8%	13,049	25%	6,999	35.4%	\$27,443	6,833							
Central Alameda	26,358	4,960	21.1%	299	1.3%	91	0.4%	18,111	77.0%	57	0.2%	5,458	25%	1,914	40.4%	\$33,137	3,038							
North Hills West	24,175	11,857	50.7%	2,159	6.0%	1,522	4.6%	6,866	30.9%	180	1.1%	4,169	20%	476	8.5%	\$34,496	6,165							
Northridge West	11,610	7,723	69.8%	1,200	10.8%	1,051	9.5%	788	7.1%	335	3.0%	1,949	18%	102	3.1%	\$112,132	6,614							
Porter Ranch	17,455	9,997	57.3%	476	2.5%	2,618	14.4%	5,856	33.6%	1,663	9.5%	6,956	35%	54	0.3%	\$79,333	16,229							
Palms	33,328	15,780	49.5%	3,619	11.3%	3,818	12.0%	7,176	22.5%	1,493	4.7%	4,146	14%	697	11.5%	\$46,687	6,974							
Glendale Hills South	33,026	18,192	55.1%	1,866	13.1%	2,167	7.0%	5,430	17.6%	1,075	3.6%	1,695	17%	577	17.1%	\$68,894	8,679							
Greater Wilshire	53,025	16,963	33.9%	17,419	34.8%	2,073	4.1%	12,824	25.6%	771	1.5%	9,505	20%	1,980	16.2%	\$55,567	13,294							
Northridge East	33,898	21,014	65.5%	2,944	12.0%	2,947	11.2%	9,588	31.1%	1,647	2.0%	5,110	16%	1,390	6.1%	\$75,900	8,557							

Neilsen Claritas, 2009 Source for Population, Language, Poverty, Income, and 2000 Disability Data; Source for Voter participation- Statewide Database at the UC Berkeley, 2008. Created by Healthy City, 2009.

QUESTIONNAIRE

1. What makes up your community?
(i.e. Churches, Community Organizations, Schools, Youth Centers,
Business/Chamber of Commerce etc.)

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

2. Are there barriers that exist in communicating with stakeholders? If yes, please identify and create a plan to mitigate.
3. Does your Neighborhood Council have an Outreach Plan? If yes, please describe.
4. Does your Neighborhood Council have an Election and or Outreach Committee dedicated to the 2010 Election?
5. Do you need to recruit additional board members and/or stakeholders to conduction outreach for the elections?
6. Does your Neighborhood Council have an Election Outreach Budget? If yes, how much has been budgeted?

ASSIGNMENT

Using the information above and the materials provided create a draft outreach plan for your neighborhood council for the 2010 Neighborhood Council Elections on the next page.

PRINTING

Dept. of General Services, Publishing Division

Turnaround: The most important thing to remember regarding turnaround time is that we are here to meet your needs and we have significant resources that we are able to apply to whatever your job requires. Tell us what you need and, if it can be done, we can do it. We have four copiers that run at a combined speed of 1,140 copies per minute to meet your most demanding deadlines.

Central Duplicating also offers 24-hour turnaround time on orders consisting of 25,000 total copies or less.

Whatever your needs are- call us and let us know. We have the means and the desire to solve your publishing problems.

Cost Considerations: For specific pricing regarding photocopy work please refer to our price list. You should keep in mind though that, *from a price perspective it becomes less expensive to print rather than copy run lengths of 2,000 1-sided and above.* Of course, that process takes a little longer but the higher the quantities the lower the unit cost becomes when you print your job rather than copy it.

Color Copier: Central Duplicating now offers color copies at \$.30 each for one-sided and \$.60 for 2-sided. You not only have the ability to send your jobs electronically but it is highly recommended that you either send them through the LAN or provide them on a disc since the copier will treat every copy as an original giving you the optimum quality available.

PRICE LIST

Black / White	Quantity	Price Cost
8.5 x 11	1 side	\$0.0225
8.5 x 14	1 side	\$0.030
11 x 17	1 side	\$0.040
8.5 x 11	2 sides	\$0.035
8.5 x 14	2 sides	\$0.050
11 x 17	2 sides	\$0.065

Color copiers	Quantity	Price Cost
8.5 x 11	1 side	\$0.24
8.5 x 14	1 side	\$0.30
11 x 17	1 side	\$0.48
8.5 x 11	2 sides	\$0.48
8.5 x 14	2 sides	\$0.60

11 x 17	2 sides	\$0.96
Paper Surcharges		Price Cost
20 lbs Colored		\$0.005
3 hole paper		\$0.005
60 lbs bright colored (8.5 x11 only)		\$0.010
70 lbs white		\$0.010
70 lbs colored		\$0.020
110 lbs index		\$0.018
Label Stock		\$0.10
Braille Output		\$0.15

Finishing Options		Price Cost
Collating & Stapling		\$No Charge
Tape Binding		\$0.25
Online Perfect Binding		\$0.25

VARIABLE PRINT and PRINT TO MAIL

Our Reprographics section has an exciting new capability that will save you money, time and aggravation. Both Variable Print and Print-to-Mail allow you to personalize printed pieces by providing us with the piece you want printed and a database (in either Excel or Access) with your variable data. If you need mailing lists based on zip codes we can provide those also. Unlike outside companies that charge exorbitant consulting fees, our Systems Analyst will assist you in preparing your document for printing. Publishing charges \$45 to set up your job and \$.04 per copy. The slight increase in the copy charge covers the cost of the machine slowing down as it prints each original.

Variable Print

Variable print is typically used in conjunction with print-to-mail. The most common application is using an address block that, when printed and folded, will appear in a window envelope. This eliminates the need for applying labels to printed envelopes. We use a program called Print Shop Mail for simple applications such as this. One of the jobs we produce is a weekly mailing for Animal Services notifying their customers of license renewals. At the most basic level we can simply address a letter provided and print the personalized information at the same time that we print the letter. We also produce postcards for Sanitation that notify residents within a specific area of hazardous waste collections events. Total cost for printing each piece is \$.04 plus the one-time \$45 charge. More sophisticated applications require a program called PlanetPress which allows us to map (position) data to conform to a pre-printed sheet. This provides an economical solution for printing in color and personalizing each piece. Some of the jobs that we produce on a regular basis are Occupancy Certificates for Housing, Annual Benefit Statements for Fire and

Police Pensions and Lot Cleaning Notifications for the Bureau of Street Services. Please feel free to contact our customers or us for examples of this work.

Print to Mail

As referenced above, Print-to-Mail uses variable print and then goes further. Publishing works closely with Mail Services to prepare printed pieces that are conducive to mailing. The United States Postal Service has very specific requirements to allow the discounts necessary for Mail Services to manage the City's postal costs. Postage actually costs more than the printing being sent. Using Print-to-Mail, we send our customer's list to Mail Services before we image the variable information. Mail Services uses a program called PostalSoft to pre-sort the list and print tray labels, which they then return to us. We then print, fold, and insert into envelopes the pieces in zip code order. The finished job is stacked in trays ready for the Post Office. We can print on postcards or self-mailers to eliminate the cost of envelopes and give you the added benefit of printing on the outside to gain the attention of your audience or print and tab to allow printed pieces to conform to USPS regulations. Please remember that all pieces designed to be mailed need to be approved by Mail Services before printing. As with all your publishing needs, pre-planning with Publishing Services and Mail Services will help ensure the success of your print project.

SIGNS, BANNER & PRESENTATION GRAPHICS

Publishing Services provides signs, banners and presentation graphics using a wide-format printer outputting a variety of substrates and finishing services that include, mounting, graphics, laminating (for signs) and grommets (for banners).

Signs – This service is best for limited quantities of temporary signs. The maximum size is 3' x 4' and we usually suggest laminating to help protect your investment. The laminate provides a degree of protection but will not weatherproof your sign. We mount these signs on 3/16" foam core. The cost for this service is \$7.50 per square foot, which includes printing, laminating and mounting.

Larger quantities are produced more economically through the offset printing process but the thickness of your signs is limited and laminating large quantities can also be very expensive. Please call us to discuss your needs.

Banners - Banners are produced in either paper or vinyl and in widths of 36" and 42". Consider making your banner generic in nature and using vinyl if you are advertising a recurring event and you wish to save money. Vinyl banners store well and we can add a UV coating to help extend the life of the banner for a slight surcharge.

TEMPLATES

Available Online at www.microsoft.com/en-us/templates/CT101527321033.aspx

- Agendas
- Award certificates
- Brochures
- Budgets
- Business cards
- E-mail business cards | Print business cards
- Calendars
- 2010 calendars | 2009 calendars | 2008 calendars | More...
- Content slides
- Contracts
- Databases
- Access 2007 | Access 2003 | Access 2000
- Design slides
- Abstract | Academic | Animals | More...
- Diagrams
- Floorplans | Network diagrams | Process diagrams | More...
- Envelopes
- Expense reports
- Faxes
- Flyers
- Event | Marketing | Real estate | More...
- Forms
- Academic | Business | Community | More...
- Gift certificates
- Greeting cards
- Friendship | Get well | Holidays | More...
- Inventories
- Invitations
- Business invitations | Event invitations | Party invitations | More...
- Invoices
- Job descriptions
- Labels
- Gift | Media | Mailing and shipping | More...
- Letters
- Academic | Business | Community | More...
- Lists
- Academic | Business | Community | More...
- Memos
- Minutes
- Newsletters
- Plans
- Academic | Business | Community | More...
- Planners
- Presentations
- Academic | Business | Design slides with content | More...
- Receipts
- Reports
- New resume samples
- Resumes and CVs
- Basic resumes | Job-specific resumes | Situation-specific resumes
- Schedules
- Statements
- Stationery
- Letterhead | Specialty paper
- Time sheets

COMMUNICATION SERVICES



Wendy Moore of MooreBusinessResults.com provides stakeholder communications services to Neighborhood Councils throughout Los Angeles. Her focus includes website design, content creation and maintenance, email communications, ad and article development and placement.

Her comments will be on leveraging your website, driving traffic to your website, working with publishers, getting your articles published, and ad development.

ADVERTISING

CBS Outdoor
Jorge Paz-Account Executive
1731 Workman Street
Los Angeles, CA 90031
(323) 276-7361

Bus Kings
325 units
39,448,000 impressions
\$250 per unit
\$81,250 net per 4-weeks
(Production not included)

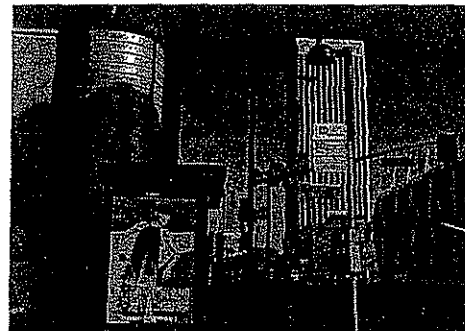


Bus Tails
325 units
33,847,000 impressions
\$150 per unit
\$48,750 net per 4-weeks
(Production not included)



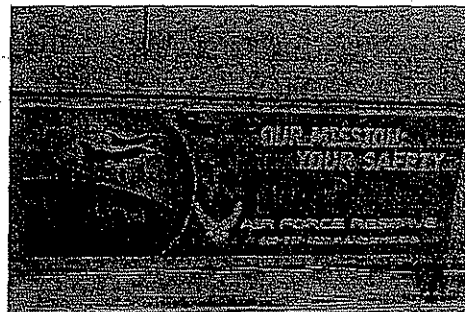
Bus Shelters
115 units
72,450,000 impressions
\$325 per unit
\$37,375 net per 4-weeks
(Production not included)

(Offer comes with free bus interior cards
at no charge if any of these packages are
purchased.)



The normal pricing for bus cards is as follows:

Bus Interior Cards
3,000 units
49,029,310 impressions
\$19,000 net per 4-weeks
PRODUCTION INCLUDED



FULL	650 cards	\$32,500 net
HALF	325 cards	\$16,250 net
QUARTER	165 cards	\$8,250 net

Rail Car Advertising

For the metro rail interior cards the pricing is as follows (Please note that these are only space costs):

COMBINED SYSTEM-WIDE SHOWINGS

1,350 total cards available

RED LINE SHOWINGS

FULL	300 cards	\$15,000 net
HALF	150 cards	\$7,500 net

624 total cards available

GREEN LINE SHOWINGS

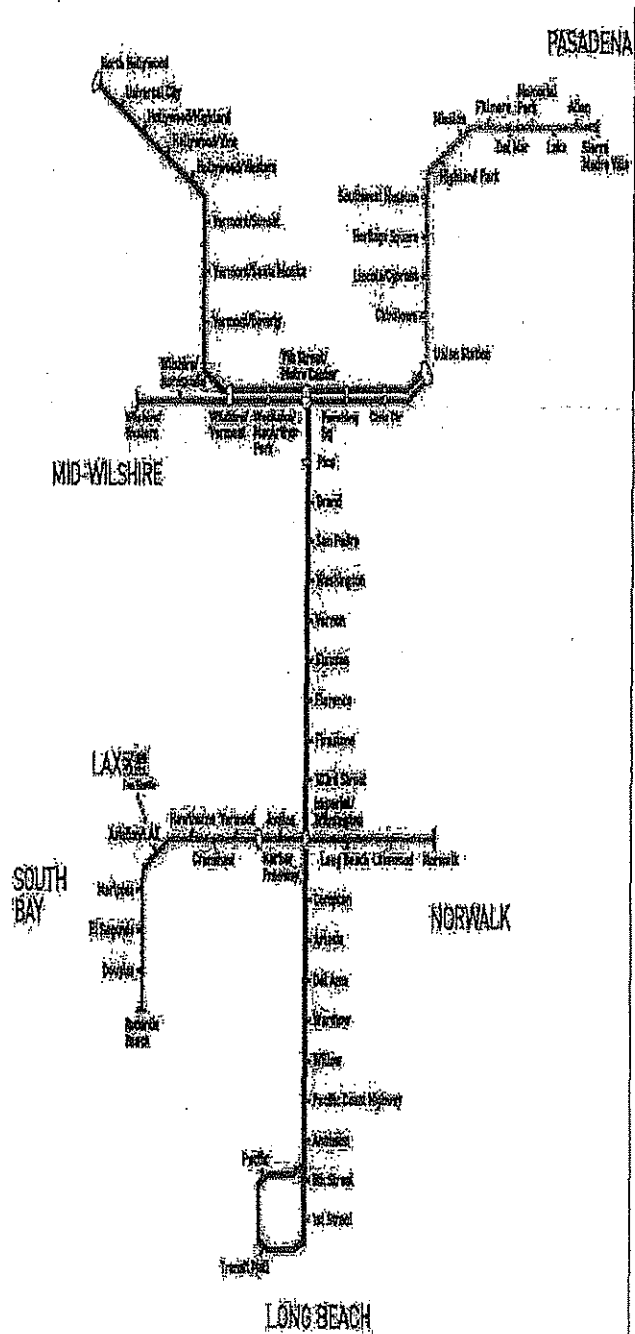
FULL	80 cards	\$4,000 net
HALF	40 cards	\$2,000 net

168 total cards available

GOLD LINE SHOWINGS

FULL	70 cards	\$3,500 net
HALF	35 cards	\$1,750 net

144 total cards available



BLUE LINE SHOWINGS

FULL	200 cards	\$10,000 net
HALF	100 cards	\$5,000 net

414 total cards available



OVERALL DIMENSION LIVE COPY AREA
22.3"h x 21"w 21"h x 20"w

Transit TV

Director of Advertising Sales
Transit Television Network, Produced by Tezo Systems
8976 Laurel Canyon Blvd.
Sun Valley, CA 91352
(949) 900-6962-office
(949) 636-5103-cell
www.transitv.com

Our day is split into 2 8-hour blocks, to insure your commercial is seen by the full 1,200,000 people every day, you buy an equal number of 8 hour blocks per week.

(For example if you had 4 blocks your commercial will run once an hour for all eight hours of the rotation, 32 spots plus bonus spots.)

Duration: 1 week

Markets: Los Angeles

Media: Full Motion Video & Audio, 30 Second Ad

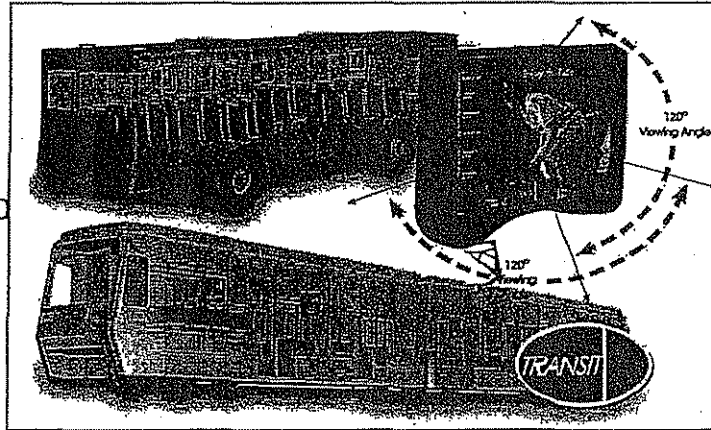
Weekly Detail Schedule:

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
AM Slots	8	--	8	--	--	Bonus (8)	--

PM Spots

-	8	-	8	-	-	Bonus (8)
---	---	---	---	---	---	-----------

Proposal Detail:
 Weeks 1 Week
 # of Days 6
 Units 6
 Spots 48
 Total Impressions: 3,153,000
 Total Cost: \$3,760
 CPM: \$1.19
 Vehicles: 2,191
 Screens: 4,356



Package Summary:
 Advertising Cost \$3,760
 Total Impressions 3,153,000
 CPM \$1.19

Market Data:

Markets	Vehicles	Screens
Los Angeles	2,191	4,356

Impressions (millions)	GRP's
ALL	ALL
3.15	19.3

Total (millions): 3.15
CPM: \$1.19



Methodology

Ordering Services:

Whether the language service request is immediate or in the future there are four (4) easy ways to order interpreting and translation services:

- 1) Toll Free (800) 201-7121
- 2) Via Facsimile: (800) 259-3840
- 3) Online: www.GreatTranslators.com
- 4) Via Electronic Mail: Calendar@GreatTranslators.com

Once the order has been placed the ordering party will receive a faxed or email confirmation of the language services they requested.

If the assignment is for interpreting services, the day before the assignment, the ordering party will receive a call from our office confirming the specifics: time, language, location, etc.

If the assignment is for translation services, the document will be emailed to the ordering party before the due date.

Twenty-Four (24) Hour Emergency Line:

Continental Interpreting Services, Inc. has a twenty-four (24) hour emergency line. If your department finds themselves in need of emergency language services after hours you can reach a live staff member at anytime of any day. Just call (800) 201-7121 dial 7 and you will be connected to an on-call staff member.



***Document Translation Fee Schedule for
Department of Neighborhood Empowerment (DONE)**

*Definition of Translation: Transferring the meaning of text from one language to another
(from a written source)

Spanish Language

Language	Fee Schedule
Spanish <> English	16 cents per word
Minimum Fee	\$50.00 per assignment

Korean Language

Language	Fee Schedule
Korean <> English	24 cents per word
Minimum Fee	\$75.00 per assignment

Armenian Language

Language	Fee Schedule
Armenian <> English	20 cents per word
Minimum Fee	\$75.00 per assignment

Tagalog Language

Language	Fee Schedule
Tagalog <> English	20 cent per word
Minimum Fee	\$75.00 per assignment

Thai Language

Language	Fee Schedule
Thai <> English	20 cent per word
Minimum Fee	\$75.00 per assignment

Toisan Language

Language	Fee Schedule
Toisan <> English	20 cent per word
Minimum Fee	\$75.00 per assignment



***Interpreting Fee Schedule for
Department of Neighborhood Empowerment (DONE)**

*Definition of Interpreting: To verbally transfer meaning between two languages in real-time; simultaneous/consecutive modes.

Spanish Language

Duration	Fee Schedule
Half Day 0-3 Hours	\$225.00
Full Day 3-7 Hours	\$425.00
Overtime (over 7 hours)	\$75.00 per hour

Most Exotic Languages

Attached is a list of Exotic Languages that fall into this category

Duration	Fee Schedule
Half Day 0-3 Hours	\$275.00
Full Day 3-7 Hours	\$475.00
Overtime (over 7 hours)	\$85.00 per hour

Korean Language

Duration	Fee Schedule
Half Day 0-3 Hours	\$295.00
Full Day 3-7 Hours	\$495.00
Overtime (over 7 hours)	\$95.00 per hour

Japanese Language

Duration	Fee Schedule
Half Day 0-3 Hours	\$475.00
Full Day 3-7 Hours	\$925.00
Overtime (over 7 hours)	\$100.00 per hour

NOTE:

All Interpreters are certified in accordance with the law.
All assignments require a twenty-four (24) hour notice of cancellation
or change (excluding weekends and holidays)



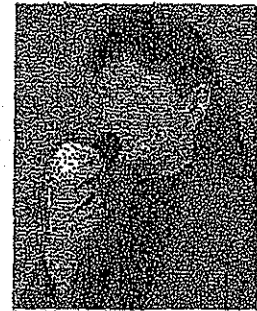
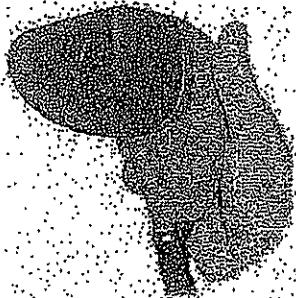
List of Most Exotic Languages

AFGHANI	HINDI	SICILIAN
AMERICAN SIGN LANGUAGE	HINDUSTANI	SINGHALESE
AMHARIC	HMONG	SOMALI
ARABIC	HUNGARIAN	SWAHILI
ARMENIAN	IGBO	SWEDISH
ASSYRIAN	ILOCANO	TAGALOG
BANGLADESEH	ILONGO	TELUGU
BENGALI	INDONESIAN	TAIWANESE
BULGARIAN	IRANIAN	TAMIL
BURMESE	ITALIAN	THAI
CAMBODIAN	JORDAN	TIGRINYA
CANTONESE	KURDISH	TOISAN/TOISANESE
CEBUANO	LAOTIAN	TONGA
CHALDIAN	LAWAT/KANJO	TURKISH
CHAMORRO	LEBANESE	TWE-FANTE
CHINESE	LUGANDA	UKRANIAN
CHIU-CHOW	MANDARIN	URDU
CREOLE	MARSHALESE	VIETNAMESE
CROATIAN	NIGERIAN	VISAYAN
CZECH	NORWEGIAN	WESTERN ARMENIAN
DARI	PAKISTANI	WUXI
DUTCH	PASHTO	YIDDISH
EGYPTIAN	PERSIAN	YORUBA
ESTONIAN	PORTUGUESE	ZULU
ETHIOPIAN	PUNJABI	
FARSI	ROMANIAN	
FRENCH	RUSSIAN	
GREEK	SAMOAN	
GUJARATI	SERBIAN	
HEBREW	SHANGHAI	



Interpreting Equipment Rental Fee for
Department of Neighborhood Empowerment (DONE)

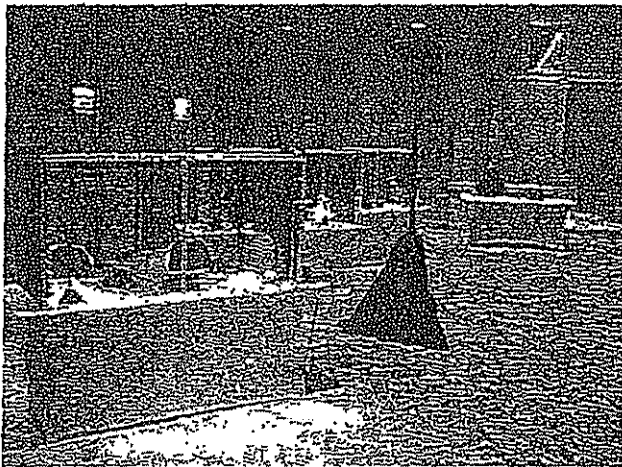
Item	Rental Fee
1 Transmitter with Microphone+ 10 Receivers/Headsets	\$50.00 per day



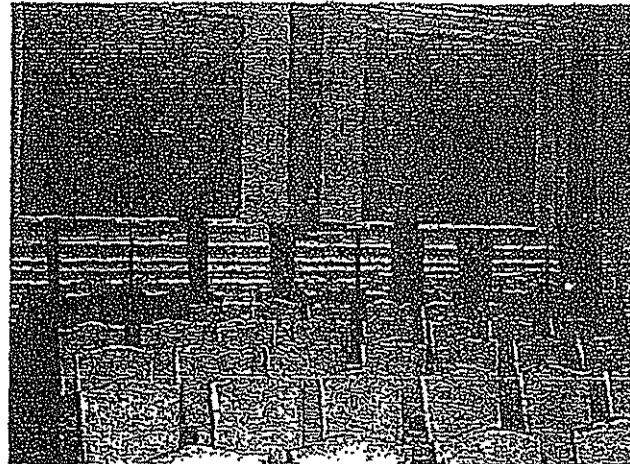
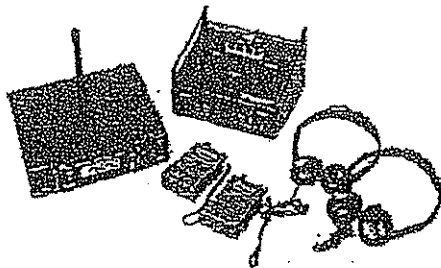


Conference Interpreting Equipment & Booths Rental Fee for
Department of Neighborhood Empowerment (DONE)

Item	Rental Fee
Tabletop Booth + Transmission Equipment	\$250.00 per day



- Sound reduction booths
- State of the art audio equipment
- Light weight, portable equipment
- Wireless transmitters & receivers
- Radio frequency (FM and VHF)
- Infrared and induction loop
- On-site audio technician





Breaking the Barriers

19401 S. Vermont Avenue, Suite D202
Torrance, CA 90502
www.AXIOMtranslations.com

April 7, 2009

City of Los Angeles
Department of Neighborhood Empowerment
Attention: Daniel Ruiz
334-B East Second Street
Los Angeles, CA 90012

Re: RFP for Translation and Interpretation Services

Dear Mr. Ruiz:

AXIOM Translations, LLC is grateful for the opportunity to submit the following documentation in support of our proposal to the City of Los Angeles issued by the Department of Neighborhood Empowerment to be a vendor for language translation and interpretation services.

AXIOM Translations has been in business since 2004. The company is fully woman owned and 50% minority owned. All of the principals have worked at previous translation agencies and have over 20 years of cumulative experience. AXIOM is a custom language service provider with quality and service being of the utmost importance. All translator/interpreters and interpreters are considered AXIOM Team Members (ATMs) and have at least 5 to over 20 years of professional translation/interpretation experience in the legal, technical, medical/pharmaceutical, advertising, banking/finance, manufacturing, religion and entertainment fields.

All correspondence regarding the proposal must be addressed to either Marlene Gómez or Lori Anding. Only one signature is necessary to sign-off on any part of this proposal/contract.

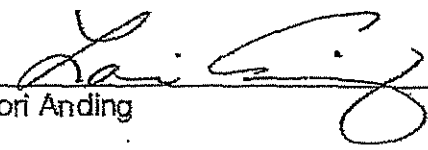
Main Headquarters:
AXIOM Translations, LLC
19401 S. Vermont Ave., Suite D202
Torrance, CA 90502
Phone: 310-329-5577
Fax: 310-329-5533

Owners:
Lori Anding
landing@axiomtranslations.com Ext. 702

Marlene Gómez
mgomez@axiomtranslations.com Ext. 703



Marlene Gómez



Lori Anding

Interpretation Rates

Language(s)	Halfday (minimum 4 hrs)	Fullday (Over 4 hrs up to 6 hrs)	Overtime (over 6 hours)	Mileage	Parking	Cancellation fee
Spanish	\$250.00	\$450.00	\$75.00 per hour	TBD	TBD	If client cancels less than 24 hours prior to meeting, cancellation fees do apply.
Korean	\$350.00	\$550.00	\$95.00 per hour	TBD	TBD	
Japanese	\$550.00	\$1100.00	\$125 per hrs	TBD	TBD	
Other Languages	\$350.00	\$550.00	\$85.00 per hour	TBD	TBD	

Rates may be subject to change based on availability of qualified interpreter for a particular assignment at the time the assignment is called in to our office.

Equipment rates (if necessary):

Transmitter:
\$100.00 for each language

Headset/receiver:
\$20.00 each

Translation Rates

A partial list is noted below for the most common languages but AXIOM has the ability to translate from and into more than 50 languages. Prices will be providing upon request.

Note: Where at all possible, AXIOM will not charge for fonts. But some non-Roman languages require fonts that are not in the current AXIOM database. Client will take monetary responsibilities if fonts are needed for any particular project.

Source Languages	Target Languages	Rate per word	Formatting	Minimum fee
Spanish	English	0.22¢	\$45.00 per hour	\$75.00
English	Spanish	0.22¢	" "	" "

Source Languages	Target Languages	Rate per word	Formatting	Minimum fee
French Italian German Portuguese	English	0.26¢	\$45.00 per hour	\$75.00
English	French Italian German Portuguese	0.28¢	" "	" "

Source Languages	Target Languages	Rate per word	Formatting	Minimum fee
Japanese	English	0.30¢	\$45.00 per hour	\$75.00
English	Japanese	0.32¢	" "	" "

Source Languages	Target Languages	Rate per word	Formatting	Minimum fee
Korean Chinese Simplified Chinese Traditional	English	0.28¢	\$45.00 per hour	\$85.00
English	Korean Chinese Simplified Chinese Traditional	0.30¢	" "	" "



GSA Contract No. GS10-0396S

Department of Neighborhood Empowerment
City of Los Angeles
334-B East Second Street
Los Angeles, CA 90012
Attn: Daniel Ruiz

Re: RFP 041009 - Translation and Interpretation Services
for the Department and Neighborhood Councils

Dear Mr. Ruiz:

Paragon Language Services is pleased to respond to your Request for Translation and Interpreter Services in any and all of the languages needed to serve the City of Los Angeles Neighborhood Councils. We have attached a list of all languages where Paragon has considerable experience in translation and interpreting.

If selected, Paragon Language Services will be the Prime Contractor utilizing the services of sub-contractor guaranteed certified translators and interpreters.

The undersigned will be the Department of Neighborhood Empowerment's contact person during the period of proposal evaluation. I am available from 8.30 am to 6.00 pm during the week, and can be reached on weekends and evenings if you call the office number below:

Hanne R. Mintz
PARAGON LANGUAGE SERVICES, INC.
5657 Wilshire Boulevard, Suite 310
Los Angeles, CA 90036
Ph: (323) 966-4655 fax: (323) 651-1867 hanne@paragonls.com

This proposal is valid for 180 days from the April 10, 2009 submission deadline.

By my signature below, I hereby certify that Paragon Language Services Inc. is registered and in good standing with the City of Los Angeles and possesses all necessary licenses, permits, approvals and authorizations necessary in order to perform our obligations in connection with this Agreement.

I certify that I am authorized to bind Paragon to the terms and conditions contained in the specifications for this RFP, and accept all conditions and requirements contained therein. Furthermore, we commit to compliance with the information submitted in this response. I certify to the completeness, veracity and accuracy of the information provided in the response.

We appreciate the opportunity to participate in this process and look forward to a favorable outcome

Sincerely,

A handwritten signature in black ink, appearing to read "Hanne R. Mintz", is written over a circular stamp or seal. Below the signature, the name and title are printed.

Hanne R. Mintz
President/CEO

5657 Wilshire Blvd. Suite 310
Los Angeles, CA 90036

Tel: (323) 966-4655
Toll-Free: (800) 499-0299
Fax: (323) 651-1867

www.paragonls.com
info@paragonls.com

COST PROPOSAL

INTERPRETATION SERVICES

All costs include travel and parking

All interpreters are certified as detailed in the Technical Proposal and skilled in simultaneous and consecutive interpreting

- The first languages quoted are those listed in the response to questions for this RFP.
- Languages listed in the second grouping are other commonly spoken languages.
- Other languages are quoted by language group and are of lesser diffusion.

Language	Half day (Max. 3 hours)	Full Day (Between 3 and 7 hours)	Over 7 hours (Hourly rate)
Armenian	\$325	\$525	\$80
Cantonese	\$350	\$525	\$80
Korean	\$350	\$525	\$80
Spanish	\$250	\$450	\$80
Tagalog	\$350	\$525	\$80
Thai	\$350	\$525	\$80
Toisan	\$350	\$525	\$80
Arabic	\$375	\$550	\$80
Farsi (Persian)	\$350	\$525	\$80
Japanese	\$500	\$950	\$80
Mandarin	\$350	\$525	\$80
Russian	\$350	\$525	\$80
Vietnamese	\$350	\$525	\$80
Languages of Africa	\$375	\$550	\$90
Languages of Asia	\$375	\$550	\$90
Languages of Europe	\$350	\$525	\$90
Languages of India	\$375	\$550	\$90

COST PROPOSAL

TRANSLATION SERVICES

All costs include straightforward DTP

All translators, editors and proofreaders are certified as detailed in the Technical Proposal

The total cost is based on the number of words in your source document. There is no surcharge for languages undergoing expansion i.e. Spanish, Russian, Vietnamese

- The first languages quoted are those listed in the response to questions for this RFP.
- Languages listed in the second grouping are other commonly spoken languages.
- Other languages are quoted by language group and are of lesser diffusion.

Language	Per word rate	Minimum charge
Armenian	.24	\$125
Chinese	.22	\$125
Korean	.24	\$125
Spanish	.22	\$100
Tagalog	.26	\$125
Thai	.26	\$125
Arabic	.26	\$125
Farsi (Persian)	.26	\$125
Japanese	.26	\$125
Russian	.25	\$125
Vietnamese	.25	\$125
Languages of Africa	.28	\$125
Languages of Asia	.28	\$125
Languages of Europe	.24	\$125
Languages of India	.24	\$125