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Council File 18-0600-S11
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Honorable Members of the
Los Angeles City Council
c/o Office of the City Clerk
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ANNUAL BUDGET: REPORT BACK ON CONSOLIDATION OF CIVIC ENGAGEMENT EFFORTS

SUMMARY

As part of the Fiscal Year 2018-19 budget, the City Council through an Adopted Budget Recommendation, instructed the Office of the City Clerk to report on the consolidation of the Department of Neighborhood Empowerment's (DONE) civic engagement efforts into the City Clerk's civic engagement program. (C.F. 18-0600-S11).

It is not feasible, nor advantageous, to consolidate outreach activities at this time, as the purpose, scope and audience of each department's efforts varies greatly.

RECOMMENDATION

The City Clerk, or designee, respectfully requests that the City Council:

1. NOTE and FILE this report dated September 14, 2018, as it is provided for informational purposes only and no Council action is necessary.

BACKGROUND

The City Clerk's current outreach plan is focused primarily on raising civic awareness and engagement through voter registration efforts, elementary and high school mock elections, presentations to community colleges, and participation in community events. This approach promotes consistent and ongoing education and prepares voters for participation in upcoming elections. This type of outreach is critical leading into 2020, when the Voter's Choice Act election model will significantly change how, when, and where voting may take place.

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DONE's outreach plan is exclusively centered on providing Neighborhood Councils (NCs) with the resources necessary to promote NCs, in general, as well as the election process in each specific neighborhood. Whereas, the City Clerk's strategy is dispersed in terms of audience and approach, DONE's efforts are focused on a series of outreach forums with NC leaders throughout the City to present and discuss its outreach strategy. Although the City Clerk is conducting NC elections in 2019 and has attended these outreach events, the Clerk's involvement in DONE's outreach efforts is limited to providing information, as needed.

At this time, it is not feasible to consolidate the City Clerk's and DONE's outreach operations as they currently exist, nor would efficiencies be gained. Each program varies too greatly in scope and targeted audience to simply merge. Consolidating civic engagement efforts could also negatively impact the current reach and impact of each program as it is operating currently. If both Departments were to coordinate outreach efforts in the future, it will be necessary to develop a joint budget and joint outreach plan for maximum benefit.

FISCAL IMPACT

It is undeterminable at this time if consolidating outreach efforts would have any fiscal impact on the City's General Fund.

Respectfully submitted,



Holly L. Wolcott
City Clerk

HLW:SH:PS:gp
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