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GRAYCE LIU
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October 25, 2018

Honorable Members of the
Los Angeles City Council
c/o Office of the City Clerk
Room 395, City Hall
Los Angeles, CA 90012

SUBJECT: COUNCIL FILE 18-0600-S133 - DEPARTMENT OF NEIGHBORHOOD
EMPOWERMENT ELECTION OUTREACH FUNDING

Dear Honorable Members:

During the FY 2018-2019 budget hearings, the City Council approved \$300,000 to be set aside in the Unappropriated Balances (UB) Fund and instructed the Department of Neighborhood Empowerment to submit a report on how the funds would be used for the 2019 Neighborhood Council election outreach.

Background

In the [April 23, 2018 budget letter to the Budget & Finance Committee](#), the Department identified the 2019 election outreach campaign goals based on the Neighborhood Councils' demand for citywide outreach and current Neighborhood Council demographics:

1. Develop a Citywide, regional, and local messaging campaign to bring awareness of the Neighborhood Council system and encourage civic engagement by May 2018 and increase candidate registration and voter turnout.
2. Develop an outreach/elections toolkit for Neighborhood Council leaders to be utilized in the 2019 election cycle beginning in July, 2018.
3. Develop an outreach/elections toolkit for candidates by September, 2018.
4. Collaborate and develop partnerships with local businesses, non-profits, other City and governmental agencies, and academic institutions to increase civic participation.

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5. Provide workshops and training opportunities to assist Neighborhood Council board members and outreach chairs in developing specialized outreach strategies for the local communities they represent based on census information.
6. Use data and survey information to target areas of the City that are underrepresented, or have low levels of civic participation, with additional outreach efforts, so that Neighborhood Councils are representative of the communities they represent.

Last fiscal year, the Department completed 123 Neighborhood Council 101 sessions citywide to educate the community about the Neighborhood Council system. After feedback sessions with Neighborhood Councils, the Department kicked off the Neighborhood Council election outreach with a Citywide Outreach Gathering on April 30, 2018, which highlighted effective outreach tools and best practices for Neighborhood Councils to use in their own communities. Follow up local Outreach Gatherings were then held citywide:

- June 25 - Harbor Area
- June 26 - Central (Hollywood Area)
- June 26 - Central (Downtown Area)
- June 27 - South Los Angeles
- June 28 - East Los Angeles
- June 28 - Northeast Los Angeles
- July 16 - Valley
- July 24 - West Area

The following subjects were presented at citywide and regional trainings along with documents to help with general outreach and asset mapping:

1. [How can Neighborhood Councils use Facebook](#)
2. [How can Neighborhood Councils use Twitter](#)
3. [Neighborhood Council Outreach Toolkit](#)
4. [How to Work with Neighborhood Councils - English](#)
5. [How to Work with Neighborhood Councils - Spanish](#)
6. [Asset Mapping Powerpoint](#)
7. [Identifying Community Assets](#)
8. [Sample Los Feliz Outreach Tri-fold](#)
9. [Outreach Checklist](#)
10. Documents to help you recruit candidates:
 - [Candidate Recruitment Checklist](#)
 - [Sample Voter Registration Form](#)
 - [Sample Council Candidate Filing Form](#)
 - [Selection/Election Update](#)
 - [Election timeline](#)
11. Documents to help with Data and Social Media
 - [Outreach - Social Media](#)
 - [Neighborhood Data for Strategic Outreach](#)

Over 200 Neighborhood Council board and outreach members from 72 Neighborhood Councils have participated in the Outreach Gatherings. One-on-one social media training was also offered by Department staff. Seventeen Neighborhood Councils have completed this training with more requests to be scheduled.

The Department also finalized [specific artwork and templates for the 2019 Neighborhood Council election outreach campaign](#), which Neighborhood Councils can adapt for their own local outreach using the online template tool, [Canva](#). Access to each Neighborhood Council Canva account was provided to the Presidents/Chairs at the beginning of October.

Proposal for Current Fiscal Year Election Outreach Funds

There is currently \$300,000 in the UB for Neighborhood Council election outreach set aside by City Council and approximately \$25,000 remaining in the UB leftover from the City Clerk's online voting funding from last fiscal year. The Department has \$70,000 in the current fiscal year budget for election outreach.

The Department will be allocating the resources into two areas: general citywide outreach and targeted outreach for certain Neighborhood Councils that need additional outreach assistance. Targeted outreach will allow the Department to provide more services to those Neighborhood Councils that for the past several election cycles have not been able to turn out candidates or voters.

General Citywide Outreach

All Neighborhood Councils will be provided the following:

1. Demographic breakdown of their community
2. Outreach Tool Kit with information on social media campaigns and advertising, candidate recruitment and get out the vote best practices
3. 2019 Neighborhood Council artwork branding and templates for various outreach campaigns from social media ads to bus benches
4. List of resources and costs for banners, bus shelters and bus benches
5. Neighborhood Council 101 session within the boundaries

The Department will also divert half of the social media outreach funding to citywide ads and campaigns.

Demographic data was provided to each of the Neighborhood Councils in their [October Monthly Profile in English, Spanish, Korean and Chinese](#) so they could start planning outreach to communities that were not represented on their boards.

Targeted Outreach

Targeted Neighborhood Councils will have all of the General Citywide Outreach items, plus more support in the following areas:

1. Additional outreach and social media workshops as well as Neighborhood Council 101 and tabling opportunities within the boundaries
2. Specific PR and social media campaigns, including Nextdoor.com
3. Street banners, bus benches and bus shelters (if effective for the area)
4. Specific partnerships with community based organizations in the area
5. Other specific outreach assistance, such as door-to-door canvassing

To determine which Neighborhood Councils will receive targeted outreach assistance, the Department is considering voter turnout and candidate filing numbers from the 2016 elections as well as data on Neighborhood Councils that are currently in Exhaustive Efforts or have board

seat vacancies. Thirty Neighborhood Councils that either had low 2016 voter turnout, a vacancy rate of 20% or more, are in Exhaustive Efforts or some combination of the three will be selected.

Along with existing staff assistance, the Department has hired temporary staff to assist with grassroots organizing and targeted outreach as well as partnered with CD Tech to bring on two Public Allies for additional support. Public Allies are diverse, energetic, enthusiastic and ambitious young adults who want to make an impact in communities through performing direct service at organizations. They will help the Department spread the word about Neighborhood Councils and recruit candidates in low voter turnout areas.

Other strategies targeted to regions with low candidate and voter numbers include providing more trainings for Neighborhood Council Outreach Chairs on topics such as Asset Mapping to help them identify local resources such as high schools, colleges, universities, community organizations, and local businesses. Further, the Department is creating social media ad and Nextdoor campaigns for the targeted areas; conduct door-to-door canvassing; and partner with community organizations in these areas to find candidates.

The Department held a Community Partners Gathering at City Hall on August 20th to connect with Los Angeles nonprofits, schools, block clubs, and other community groups and shared the different ways they can engage with and utilize Neighborhood Councils to create impact as individuals and as organizations. They also heard about the advocacy opportunities the Neighborhood Council system can offer from Community Impact Statements to alliances focused upon a particular region or issue. The event increased awareness of Neighborhood Councils among individuals and groups who are already active within their communities, while building relationships on behalf of Neighborhood Councils and Neighborhood Council alliances with partners who share their neighborhood or field of endeavor. A follow up launch meeting will be held once the Department starts its citywide election outreach campaigns after the midterm elections on November 6th.

Impact

The following graph provides the performance and outcome metrics as well as the breakdown in costs.

Performance Metrics	Number	Cost	Notes
NC 101	150	Included in full-time staff costs	Citywide
NC Outreach Workshops (NCs)	30	Included in full-time staff costs	Targeted Neighborhood Councils
NC Social Media Workshops (NCs)	30	Included in full-time staff costs	Targeted Neighborhood Councils

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Tabling Opportunities	30	Included in full-time staff costs	Targeted Neighborhood Councils
Community Organization Partnerships	10	\$40,000	Citywide
Print Material/Advertisement	99	\$30,000	Citywide
Election Assistants	5	\$93,500	Citywide
Election Organizers	2	\$36,000	Targeted Neighborhood Councils
PR/Marketing Experts/Graphic Designer	3	\$70,000	Citywide
Street Banners	30	\$10,500	Targeted Neighborhood Councils
Bus Shelters	30	\$1,200	Targeted Neighborhood Councils
Bus Benches	30	\$1,800	Targeted Neighborhood Councils
TV	Produce 1 PSA (run on free time)	\$10,000	Citywide
Digital Ads	100000+	\$72,000	Citywide
Translation	As Needed	\$30,000	Citywide
Total		\$395,000	

Outcome Metrics	Citywide	Targeted
Candidates	10% increase in candidates for non-targeted NCs	50% increase in candidates
Voters	10% increase in voters for non-targeted NCs	50% increase in voters
Change in Board Demographics	10% change towards being more representative of the neighborhood	20% change towards being more representative of the neighborhood

Recommendations

1. Authorize the Controller to transfer \$300,000 from the Unappropriated Balance Fund No. 100/58, Account No. 580268 Neighborhood Empowerment Election Outreach to the Neighborhood Empowerment Fund No. 44B-47, Account No. 47R242 (Unappropriated Balance for Election Outreach).
2. Authorize the Controller to transfer \$25,000 from the Fiscal Year 2018-19 Budget, Unappropriated Balance Fund No. 100/58, Account No. 580282, NC Election Outreach, to the Neighborhood Empowerment Fund No. 44B-47, Account No. 47R242 (Unappropriated Balance for Election Outreach).
3. Authorize the Department of Neighborhood Empowerment to make any technical corrections or clarifications to the above fund transfer instructions in order to effectuate the intent of this Motion

Thank you for your consideration. If you have any questions, please contact me at Grayce.Liu@lacity.org or via phone at (213) 978-1551.

Best,

A handwritten signature in black ink, appearing to read "Grayce", with a stylized flourish at the end.

Grayce Liu
General Manager
Department of Neighborhood Empowerment