

REPORT FROM

OFFICE OF THE CITY ADMINISTRATIVE OFFICER

Date: November 19, 2018
To: The Council
Attn: Health, Education, and Neighborhood Council Committee
From: Richard H. Llewellyn, Jr., City Administrative Officer
Reference: Letter to Council from the General Manager of the Department of Neighborhood Empowerment dated October 25, 2018
Subject: **REPORT ON COUNCIL FILE 18-0600-S133 REGARDING ELECTION OUTREACH FUNDING**

RECOMMENDATIONS

That the Council:

1. Note and file the report from the General Manager of the Department of Neighborhood Empowerment (Department) dated October 25, 2018.

That the Council, subject to the approval of the Mayor:

1. Authorize the Controller to appropriate \$300,000 from the Unappropriated Balance Fund No. 100/58, Account No. 580268 Neighborhood Empowerment Election Outreach, to the following accounts in the Neighborhood Empowerment Fund No. 100/47:

Account No.	Amount
001070 Salaries, As-Needed	\$78,500
002120 Printing and Binding	\$33,500
003040 Contractual Services	\$114,500
006010 Office and Administrative	\$73,500
Total	\$300,000

2. Authorize the Controller to appropriate \$25,000 from the Unappropriated Balance Fund No. 100/58, Account No. 580282, NC Election Outreach, to the Neighborhood Empowerment Fund. No 100/47, Account No. 006010, Office and Administrative expense.

SUMMARY

On October 25, 2018, the General Manager of the Department of Neighborhood Empowerment submitted a report to the Health, Education, and Neighborhood Council Committee regarding the outreach funding required for the 2019 Neighborhood Council elections and a description of the proposed expenditures. In its letter to the Budget and Finance Committee dated April 23, 2018, the Department identified the 2019 election outreach campaign goals based on the Neighborhood Councils' requests for citywide outreach and current Neighborhood Council demographics. The campaign goals are described in Attachment 1.

There is currently \$300,000 in the Unappropriated Balance (UB) for Neighborhood Council election outreach that was set aside by the City Council and approximately \$25,000 remaining in the UB leftover from the City Clerk's online voting funding. The Department will be allocating funding 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. Details about what is provided in these two types of outreach methods are described in Attachment 2.

Below is an expenditure plan submitted by the Department detailing how the \$325,000 will be spent for election outreach efforts.

Proposed Expenditures	1070 As- Needed	2120 Printing and Binding	3040 Contractual Services	6010 Office and Admin	Total
Community Organization Partnerships				\$35,000	\$35,000
Print Material/ Advertisement		\$20,000			\$20,000
Election Assistants	\$78,500				\$78,500
Election Organizers			\$36,000		\$36,000
PR/Marketing Experts/Graphic Designer			\$58,500	\$11,500	\$70,000
Street Banners		\$10,500			\$10,500
Bus Shelters		\$1,200			\$1,200
Bus Benches		\$1,800			\$1,800
TV				\$10,000	\$10,000
Digital Ads				\$42,000	\$42,000
Translation			\$20,000		\$20,000
Total	\$78,500	\$33,500	\$114,500	\$98,500	\$325,000

FISCAL IMPACT STATEMENT

There is no additional impact on the General Fund from the recommendations contained in this report. Neighborhood Council election outreach funding in the amount of \$325,000 is provided in the Unappropriated Balance for the 2018-19 fiscal year.

Attachments

RHL:DC:08190034

Attachment 1

The campaign goals listed in the letter to the Budget and Finance Committee include the following:

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/election 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
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

Attachment 2

With general citywide outreach, all Neighborhood Councils will be provided the following:

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

With targeted outreach, all targeted Neighborhood Councils will have all the general citywide outreach items listed above, plus more support in the following areas:

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