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CALIFORNIA

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Department of
NEIGHBORHOOD EMPOWERMENT

20TH FLOOR, CITY HALL
200 NORTH SPRING STREET
LOS ANGELES, CA 90012

TELEPHONE: (213) 978-1551
TOLL-FREE: 3-1-1
FAX: (213) 978-1751
E-MAIL: EmpowerLA@lacity.org

GRAYCE LIU
GENERAL MANAGER

www.EmpowerLA.org

December 6, 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 15-1022-S3 - 2019 ONLINE VOTING PILOT PROGRAM
FUNDING

Dear Honorable Members:

On November 27, 2018, the Health, Education and Neighborhood Councils Committee (HENC) requested a report back from the Department of Neighborhood Empowerment (Department) on an expenditure plan, goals and objectives for the use of the \$215,000 that was set aside for the 2019 Online Voting Pilot Program for Neighborhood Council election outreach. As the pilot will not be available for the 2019 Neighborhood Council elections, this report proposes alternative uses for the funds.

Background

On October 25, 2018, the Department [submitted a report](#) to City Council that outlined the election outreach plans for the 2019 Neighborhood Council elections based on a budget of \$395,000. The report summarized the Department's outreach trainings and templates, which included [links to the graphic campaigns](#) (attached) as well as funding for election assistants, community partnerships, digital ads, and citywide campaigns versus 30 targeted Neighborhood Councils.

In preparing the report back, the Department was informed by the Office of the City Clerk that out of the \$215,000 set aside for the 2019 Online Voting Pilot Program, approximately \$100,000 would still need to be held by the City Clerk to continue the build out of the online voting program this fiscal year in order for the platform to be ready to test in a pilot for 2021. Further, the City Clerk is also short \$72,000 in anticipated overtime for the administration of the 2019 Neighborhood Council elections. This would leave \$43,000 available for Neighborhood Council election outreach.

While this report provides options for election outreach for both \$215,000 and \$43,000, the Department is supportive of the City Clerk's request to keep \$172,000.

Election Outreach \$215,000 Proposal

With an additional \$215,000, the Department can increase our reach to target extra Neighborhood Councils beyond the thirty and increase candidates and voter turnout.

Neighborhood Council 101s

Department staff presents Neighborhood Council 101s to groups that have never heard of Neighborhood Councils. The Department finds these groups by 1) asking our Neighborhood Council leaders, 2) going out into the community and make new contacts, 3) talking to stakeholders at board meetings, 4) tabling events and 5) asset mapping. The current goal is to do 150 Neighborhood Council 101 presentations. With additional funds, we can do 200 presentations.

Neighborhood Council Outreach Workshops and Social Media Workshops

The Department has had Citywide and Regional Outreach workshops to equip Neighborhood Council leaders with the tools for outreach. In addition, we are targeting 30 Neighborhood Councils to help provide more hands on support. 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

With additional funds, we can target an extra 10 Neighborhood Councils for more hands on support for a total of 40 targeted Neighborhood Councils, nearly half of the Neighborhood Councils in the city.

Community Organization Partnerships

Establishing relationships with community organizations is a great way to increase our awareness and recruit members from their database. Organizations such as Miry's list, LA Commons, and Global Shapers help us tap into specific stakeholderships. Current allocation is \$30,000 for 10 community organizations. With additional funds, we can partner with 10 more organizations for \$30,000. This would help us reach areas of low civic participation.

Print Material and Advertisement

The more materials to pass out and the more funds for advertisement will increase more awareness. Currently, we have \$30,000 allocated for 99+ print material and advertisement. We will add an additional \$28,000.

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Election Assistants

Election Assistants supplements the Departments outreach efforts in many crucial ways. Whereas Department project coordinators spends majority of time providing on-going support for the Neighborhood Councils, the Election Assistants can dedicate their full-time for elections outreach. With additional Election Assistant staff, we can do more door-to-door canvassing, asset mapping, phone banking, outreach workshops, making contacts, training board members and more. We would allocate an additional \$93,500 for 5 more Election Assistants.

Street Banners, Bus Shelters, Bus Benches

Extra funds will help us double the amount of Street Banners, Bus Shelters, and Bus Benches for our targeted NCs. Currently, we have funds allocated for 30 each. Extra funds will help us purchase 30 more at a cost of \$13,500 for the targeted Neighborhood Councils where this type of outreach is effective.

Digital Ads

To help reach the tech world and millennials, we currently dedicated \$72,000 to digital ads. With additional funds, we added \$30,000 for more digital ads.

Translation

We understand Los Angeles has many languages and for some English is not the first language. We currently budgeted \$30,000, but with the additional budget, we would add \$20,000 more for the added campaigns.

With the additional \$215,000, we feel that we can increase the metric on candidates and voter turnout in the following manner:

For Citywide Performance Metrics:

- Candidates will increase Citywide from 10% to 20%
- Voter will increase Citywide from 10% to 20%
- Change in Board Demographics will changes from 10% more representative to 20% more representative of the neighborhood.

For Targeted Neighborhood Council Performance Metrics:

- Candidates will increase from 50% to 60%
- Voters will increase from 50% to 60%
- Change in Board Demographics will change from 20% more representative to 30% more representative of the neighborhood.

Election Outreach \$43,000 Proposal

If only \$43,000 is available for additional Neighborhood Council election outreach, the Department would apply \$20,000 towards translation and \$23,000 towards digital ads. While this would allow us to potentially reach more stakeholders, we do not anticipate an overall change in our original metrics. If City Council does not fund the City Clerk's request for \$100,000 to continue building the online voting platform, the Department would request these funds for the additional election assistants (\$93,500) and digital ads (\$6,500). This change would allow us to meet the proposed increase stated above in performance metrics for candidates and voter turnout for the \$215,000.

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Impact

The following graph provides the performance and outcome metrics as well as the breakdown in costs for the various options in the affected metrics.

Performance Metrics	Original Number	Original Cost	Proposed Number	Proposed Cost \$215k/\$43k	Notes
NC 101	150	Included in full-time staff costs	200	Included in full-time staff costs	Citywide
NC Outreach Workshops (NCs)	30	Included in full-time staff costs	40	Included in full-time staff costs	Targeted
NC Social Media Workshops (NCs)	30	Included in full-time staff costs	40	Included in full-time staff costs	Targeted
Tabling Opportunities	30	Included in full-time staff costs	40	Included in full-time staff costs	Targeted
Community Organization Partnerships	10	\$40,000	10	\$30,000/\$0	Citywide
Print Material/Advertisement	99	\$30,000	99+	\$28,000/\$0	Citywide
Election Assistants	5	\$93,500	5	\$93,500/\$0	Citywide
Street Banners	30	\$10,500	40	\$10,500/\$0	Targeted
Bus Shelters	30	\$1,200	40	\$1,200/\$0	Targeted
Bus Benches	30	\$1,800	40	\$1,800/\$0	Targeted
Digital Add	100000+	\$72,000	50000+	\$30,000/\$23,000	Citywide
Translation	As Needed	\$30,000	As Needed	\$20,000/\$20,000	Citywide
Additional Funds				\$215,00/\$43,000	

Recommendations

1. Authorize the Controller to transfer \$172,000 from the Unappropriated Balance Fund No. 100/58, Account No. 580268 Neighborhood Empowerment Election Outreach to the Office of the City Clerk, Fund No. 100/14, and appropriate as follows: \$100,000 to Account 004170, Elections Expense and \$72,000 to Account 001090, Salaries Overtime.
2. Authorize the Controller to transfer \$43,000 from the Unappropriated Balance Fund No. 100/58, Account No. 580268 Neighborhood Empowerment Election Outreach, to the following accounts in the Neighborhood Neighborhood Empowerment Fund No. 100/47, and appropriate it to 003040 Contractual Services.
3. Instruct the Department of Neighborhood Empowerment to report back to City Council within 60 days after the final 2019 Neighborhood Council election on the effectiveness of the outreach techniques and on the best practices from the 2019 election cycle.
4. Authorize the Department of Neighborhood Empowerment and the Office of the City Clerk to make any technical corrections or clarifications to the above fund transfer instructions in order to effectuate the intent of this Motion

Recommendations 1 and 2 would be changed to the following if the Department was given the additional \$100,000 instead of the City Clerk:

1. Authorize the Controller to transfer \$72,000 from the Unappropriated Balance Fund No. 100/58, Account No. 580268 Neighborhood Empowerment Election Outreach to the Office of the City Clerk, Fund No. 100/14, and appropriate \$72,000 to Account 001090, Salaries Overtime.
2. Authorize the Controller to transfer \$143,000 from the Unappropriated Balance Fund No. 100/58, Account No. 580268 Neighborhood Empowerment Election Outreach, to the following accounts in the Neighborhood Neighborhood Empowerment Fund No. 100/47, and appropriate it as follows: \$93,500 to 001070 Salaries, As-Needed and \$49,500 to 003040 Contractual Services.

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 \$215,000 is provided in the Unappropriated Balance for the 2018-2019 fiscal year.

Online Voting Funding Report

December 6, 2018

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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 cursive script, appearing to read "Grayce".

Grayce Liu

General Manager

Department of Neighborhood Empowerment

LOGO 1



STYLE: Line Art

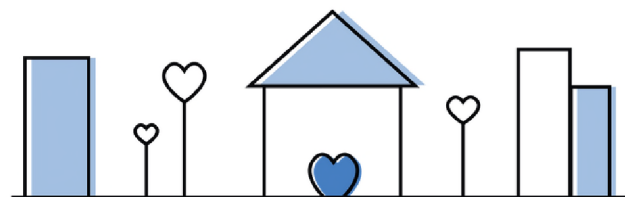
DESCRIPTION: this logo consists of line art iconography and two different shades of blue. The heart icons illustrate the local representation of Neighborhood Councils, making them the “heart” of the city. The house, trees, and the buildings represent both the metro-political side of Los Angeles City as well as its diverse neighborhoods. The words “Neighborhood Council” have been strategically placed under the house and the buildings to signify that Neighborhood Councils are the roots/pillars of the city. The off-set shading of the logo shows the creativity and the outside of the box thinking of Neighborhood Council board members.

FEATURES:

- simple: this is a very simple logo with only one color (in two different shades). The icons are made of simple geometric shapes.
- agile: because it incorporates line art icons, other icons can be used in different creatives to depict other meanings. The word “Elections” can be replaced with other words in the future.

VARIATIONS:





NEIGHBORHOOD
COUNCILS

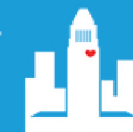
BRINGING CITY HALL TO YOUR DOORSTEP

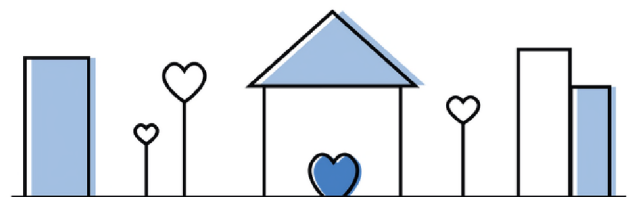
SINCE 1999

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Department of
NEIGHBORHOOD EMPOWERMENT





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COUNCILS

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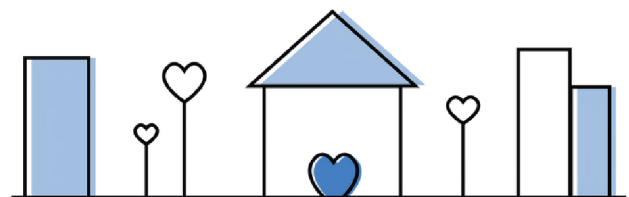
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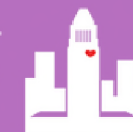
BRINGING CITY HALL TO YOUR DOORSTEP

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How to Use This Template

Everything on this template can be edited/deleted using a Canva account, which will be provided to each Neighborhood Council. However, all artwork must meet these specifications before going to print: <http://empowerla.org/wp-content/uploads/2016/01/Design-Specs-National-Martin.pdf>



BRUCE WAYNE

PUBLIC SAFETY CHAIR
CANDIDATE FOR
GOTHAM NEIGHBORHOOD COUNCIL

LET'S
CONNECT

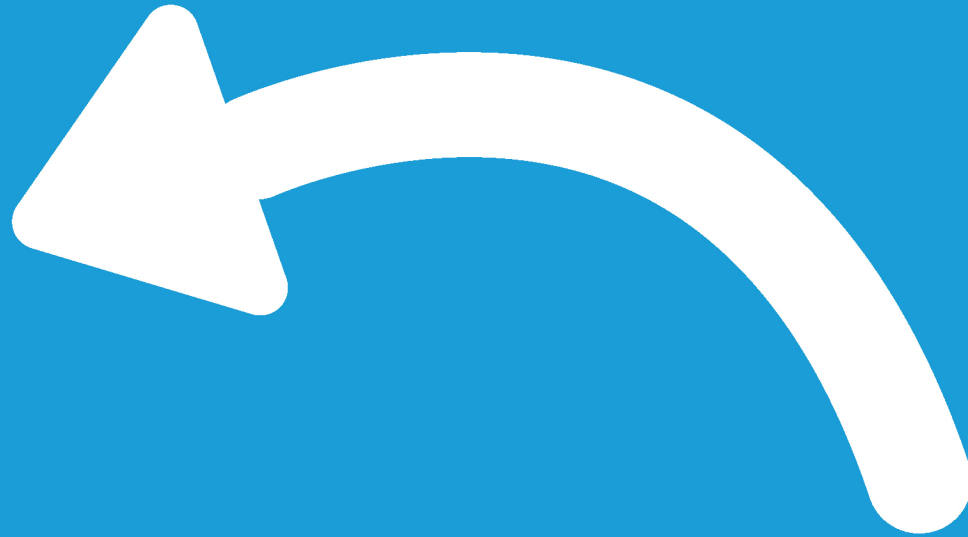
bwayne@wenterprise.com
(555) 555-5555
[@ilovebats](#)
wenterprise.com

I have lived in Gotham for as long I can remember. My parents really believed in Gotham and if I'm elected as Public Safety Chair I will continue their good work of making Gotham safe for everyone.

ELECTION DAY

Saturday May 14th
10 am – 4 pm
Gotham Library
2011 Quinn St

Voter registration for NC elections is different from national elections. You need not be a US citizen or legal resident. Anyone may vote who lives; works; owns property or a business in an area, or who has considerable involvement with a local organization. Learn more at EmpowerLA.org/Elections.



you belong to

GOTHAM

Neighborhood Council

VOTE

DIANA PRINCE

For Amazonian Neighborhood Council
Chair of Public Safety



Vote on Tuesday, June 6th at Themyscira Main Hall

VOTE

BRUCE WAYNE

For Gotham Neighborhood Council
Chair of Public Safety



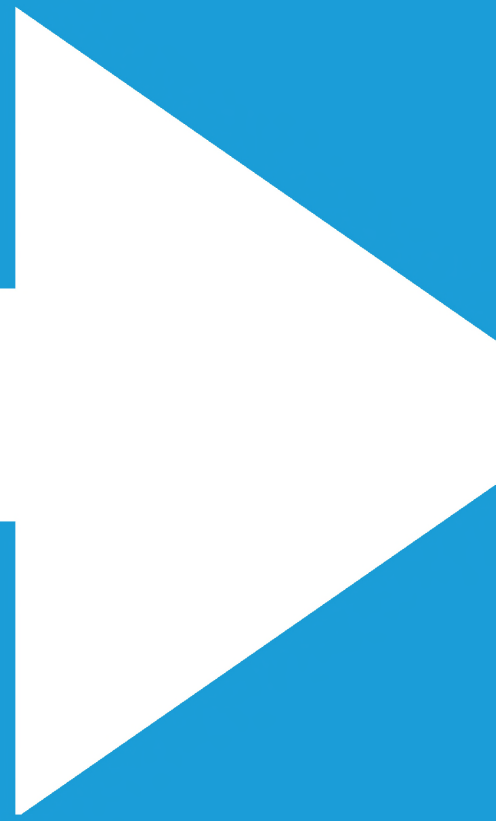
Vote on Monday, July 23rd at Gotham City Hall



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NEIGHBORHOOD EMPOWERMENT



GOTHAM NEIGHBORHOOD COUNCIL IS...



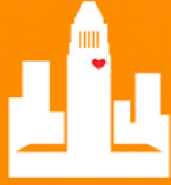
YOUR PATH TO A BETTER COMMUNITY

To learn more about the Los Angeles
Neighborhood Council system
go to **EmpowerLA.org/councils**





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GOTHAM NEIGHBORHOOD COUNCIL IS...



YOUR VOICE AT CITY HALL

To learn more about the Los Angeles
Neighborhood Council system
go to **EmpowerLA.org/councils**





GOTHAM NEIGHBORHOOD COUNCIL IS...



YOUR LOCAL GOVERNMENT

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WHO WE ARE

Gotham Neighborhood Council is your connection to Los Angeles City Hall and the elected officials and City departments there. Our council is made up of elected board members who are part of the local community.

The City of LA created Neighborhood Councils in 1999, in order to make the City government more responsive to local needs.

QUIÉNES SOMOS

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The City of LA created Neighborhood Councils in 1999, in order to make the City government more responsive to local needs.

CONTACT US

info@gothamnc.com



@gothamNC

COMUNÍQUESE CON NOSOTROS

GOTHAM NEIGHBORHOOD COUNCIL

CONSEJO VECINAL GOTHAM



LOCAL SERVICES

GRAFFITI REMOVAL

Requests may be made by dialing 3-1-1; visiting www.MyLA311.LACity.org; or via the free MyLA311 mobile phone app. Select "Graffiti Removal" from the menu of services.

HOUSING HOTLINE / RENTERS' RIGHTS

Learn about your rights as a renter
Housing & Community Investment Department
<http://hcidla.lacity.org/renters>
(866) 557-7368 / TTY (213) 473-3231

LEGAL HELP

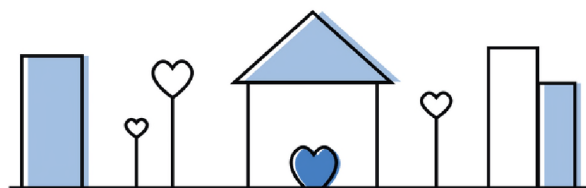
Public Counsel offers assistance with eviction, immigration, family law, debt, government benefits, small businesses & more. Appointment is required:
M - F 9 am - 5:15 pm - (213) 385-2977

SENIOR SERVICES

Visit the Los Angeles Department of Aging at www.Aging.LACity.org, or call (800) 510-2020.
Help is available in English, Spanish, Korean, Tagalog, Chinese and Vietnamese.

YOUTH PROGRAMS

The Department of Recreation and Parks' LA Kids program offers arts classes & sports for youth ages 5 - 17. Sign up at www.LAParks.org/LAKids, or call (213) 485-4841.



NEIGHBORHOOD COUNCILS

GET INVOLVED

COME TO OUR
MONTHLY MEETING

FORME PARTE

ASISTA A NUESTRAS
REUNIONES MENSUALES

FIRST WEDNESDAY OF EVERY MONTH
PRIMER MIÉRCOLES DE CADA MES
6:00 PM
GOTHAM COMMUNITY CENTER
12345 S 5TH ST
GOTHAM, CA 90000

SERVICIOS LOCALES

ELIMINACIÓN DE GRAFFITI

Solicitudes pueden hacerse marcando 3-1-1; visitando www.MyLA311.LACity.org; o por el app telefónico móvil gratuito MyLA311 y seleccione Eliminación de Graffiti (Graffiti Removal) del menú de servicios.

LÍNEA ABIERTA GRATUITA DE VIVIENDA/

DERECHOS DE LOS INQUILINOS

Conozca sus derechos como inquilino
Departamento de Viviendas e Inversión Comunitaria
<http://hcidla.lacity.org/renters>
(866) 557-7368 / TTY (213) 473-3231

LÍNEA POLICIAL PARA CASOS

Public Counsel ofrece ayuda legal gratuita con desalojo, inmigración, derecho de familia, deuda, beneficios del gobierno, pequeñas empresas y más.

Se requiere cita:

M - F 9 am - 5:15 pm - (213) 385-2977

SERVICIOS PARA PERSONAS DE LA TERCERA EDAD

Visite el Departamento de Personas de la Tercera Edad de Los Angeles en www.Aging.LACity.org, o llame al (800) 510-2020. Existe ayuda disponible en Inglés, Español, Coreano, Filipino, Chino y Vietnamita.

PROGRAMAS PARA JÓVENES

El programa "LA Kids" del Departamento de Recreación y Parques ofrece actividades deportivas y artísticas para jóvenes de 5 a 17 años.

Visite www.LAParks.org/LAKids, o llame al (213) 485-4841.