

# EMPOWER LA

Department of  
NEIGHBORHOOD EMPOWERMENT

200 N. Spring Street, 20<sup>th</sup> FL, Los Angeles, CA 90012 • (213) 978-1551 or Toll-Free 3-1-1

E-mail: [NCsupport@lacity.org](mailto:NCsupport@lacity.org) [www.EmpowerLA.org](http://www.EmpowerLA.org)



## Neighborhood Council Self-Assessment Form for Fiscal Year 2013-2014

Neighborhood Council Name: Tarzana NC

What was the BIG Vision(s) for your Council? A vibrant and bustling Tarzana

### What were the BIG Goals for fulfilling your Vision?

1. More community entertainment and business events in order to promote public participation in City government and decision making.

Did your Council meet this goal?  Yes  No – Why? Not enough participation by Board members.

2. Develop strategic partnerships with government to address local needs and requests

Did your Council meet this goal?  Yes  No – Why? Limited

3. More public awareness and participation with TNC in order to help City government be more responsive to the needs of Tarzana Stakeholders.

Did your Council meet this goal?  Yes  No – Why? We had increased participation in our Earth Day event (approx. 1,000)

and Elections (680).

4. \_\_\_\_\_

Did your Council meet this goal?  Yes  No – Why? \_\_\_\_\_

5. \_\_\_\_\_

Did your Council meet this goal?  Yes  No – Why? \_\_\_\_\_

How did you measure your BIG Score and what were the results? Please be specific with numbers if the measurement was to increase a number, e.g. increase web traffic (from how many hits to how many?) or more people at meetings (from how many people to how many?)

Measure: Increased Participation

Result: Elections (680 voters vs 320), Earth Day (1,000 vs 600)

Measure: Web Site - Unique Visitors\*\*\*\*\* # of visits

Result: 6/14 627; 6/13 461\*\*\*\*\*6/14 1259; 6/13 728

Measure: Target use of approved funds

Result: sucessfully completed.

Measure: \_\_\_\_\_

Result: \_\_\_\_\_

Measure: \_\_\_\_\_

Result: \_\_\_\_\_

How did your BIG Budget match up to your goals?

Outreach: Budgeted:\$ 9346 Spent:\$ 8356

Operations: Budgeted:\$ 11600 Spent:\$ 12507\*\*\*

Neighborhood Purpose Grants: Budgeted:\$ 5250 Spent:\$ 5250

Neighborhood Improvements: Budgeted:\$ 5152 Spent:\$ 5147

Elections/Selections: Budgeted:\$ 5652 Spent:\$ 5740

Budgeted Total:\$ 37,000 Actual Amount Spent:\$ 37000

When did your Council do the majority of the spending?

First quarter (July – Sept):\$ 1866  Second quarter (October – December):\$ 6323

Third quarter (January – March):\$ 14509  Fourth quarter (April – June):\$ 14752

*\*\*\* INCLUDES EXCESS MONIES TO 2014 COUNCILS OF NEIGHBORHOODS OF \$2,363-*

**Other important metrics the Department is measuring citywide from July 1, 2013 - June 30, 2014, which should be included in your Big Score next year:**

How many Community Impact Statements did your Council file? \_\_\_\_\_  None. Why? Didn't have access to online

## reporting for CIS

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How many Requests for Action\* (not including Community Impact Statements) from your electeds or City Departments did your Council make? \_\_\_\_\_  None. Why? \_\_\_\_\_

\*A Request for Action is when the board makes a recommendation on an issue that must be conveyed to your electeds or City Departments to take further action, e.g. Neighborhood Council position on a land use issue or other City matter.

How many general and special meetings did your Council conduct? 13 Committee meetings? 68

How many events did your Council collaborate with electeds and/or City Departments to conduct? 2

Please list the event and the elected and/or City Departments involved.

**Public Safety Day-Variou**

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**National Night Out- LAPD and many others**

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How many events did your Council collaborate with a community group or non-profit? 2 Schools? 1

Please list the event and the community group, non-profit or school.

**Earth Day-5local schools and Chamber of Commerce**

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**Senior Symposium-ONE**

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How many stakeholders did your Council have in its database (if not already listed in the Big Score above):

on July 1, 2013 3400 and on June 30, 2014 3200

do not have a stakeholder database

How many times did your Council communicate with its stakeholder database?  2-4 times every  month  year

Thank you for taking the time to complete this Neighborhood Council Self-Assessment Form!





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## Neighborhood Council Outreach Survey for Fiscal Year 2014-2015

Neighborhood Council Name: Tarzana

No changes from Fiscal Year 2013-2014  Yes, see changes below.

Name and contact for your Outreach Committee Chair: Esther Wieder

Email etti.wieder@yahoo.com

Phone 818-912-0602

### Digital Tools:

Does your Council have: a website? yes  no

If yes, please give us your website address: www.tarzananc.org

if so, does it link to EmpowerLA? yes  no

Does your Council have: a Facebook Account? yes  no

If yes, please give us your Facebook url: www.facebook.com/tarzananeighborhoodcouncil

if so, do you utilize the events feature? yes  no

Does your Council have: a Twitter Account? yes  no

If yes, please give us your Twitter url: https://twitter.com/tarzanacouncil

Do you utilize hashtags with Twitter? yes  no

If yes, what hashtags does your Council use for Twitter? \_\_\_\_\_

Does your Council have: a YouTube Account? yes  no

If yes, please give us your YouTube URL: \_\_\_\_\_

if so, do you create Council videos? yes  no

Does your Council have: a database of Stakeholders? yes  no

an email newsletter campaign? yes  no

an email newsletter service? yes  no

if so, what company? Net Atlantic

Does your Council have: a virtual phone line? yes  no

if so, what company? Skype

Does your Council have: a virtual fax line? yes  no

if so, what company? \_\_\_\_\_

**Neighborhood Council Outreach Survey**

**Print Materials:**

Does your Council have: business cards for Boardmembers? yes  no   
business cards with general information? yes  no   
a print newsletter campaign? yes  no   
a brochure? yes  no

Does your Council have: letterhead? yes  no   
templates for newsletters, brochures, flyers? yes  no   
branded materials (frig magnets, bookmarks,...) yes  no   
If Yes, please list branded materials: Assorted

**Calendar:**

Does your Council use: an online Calendar? yes  no   
If yes, what Calendar service do you use? Part of our web site

Does your Council use: Community Bulletin Boards? yes  no

**Partners:**

Does your Council maintain working relationships with other organizations? (CPAB, Homeowners and Residential Associations, Chambers of Commerce, Library, Local Parent/Teacher Associations, Cultural Organizations, Community Theatre, Churches/Synagogues, Social Services/Food Banks, Historical Associations,...) yes  no

If so, what are the organizations? Chamber, Property Owners, Schools, Religious Institutions, Community Center

**Media:**

Does your Council have: Local Media Contacts? yes  no  Press Release Templates? yes  no   
a media strategy? yes  no  Contacts with local print media? yes  no   
Contacts with local digital media? yes  no  a local media advertising strategy? yes  no

**Street Presence:**

Does your Council advertise: Bus Stop Shelters yes  no  Bus Benches yes  no   
Street Light Banners yes  no  Sanitation Trucks yes  no  A-Frames yes  no  Yard Signs yes  no

What is your Council's most effective tool for engaging the public and keeping them informed?

Email data base

What is your Council's greatest opportunity for improving its outreach and for reaching the public and engaging them in the Neighborhood Council's activities?

Expansion of email data base from schools and religious institutions.

**TARZANA NEIGHBORHOOD COUNCIL**  
**2014 - 2015 Strategic Plan**  
**REVITALIZING TARZANA**  
**Draft 7-27-14**

**The Big Vision:** Creating a vibrant, bustling and engaged Tarzana and providing an effective interface between our Stakeholders, our elected officials and City government.

**The Big Goals:**

1. Build on the success of the TNC's three signature community events - Earth Day, Movie Nights, and the Emergency Preparedness Fair - to grow community involvement with the TNC.
2. Increase engagement between Stakeholders, the TNC Board and the City of Los Angeles.

**This Year's Big Solution:**

1. Update the TNC newsletter by (i) expanding and improving the newsletter format, look and feel, (ii) increasing electronic distribution, (iii) increasing capture of e-mail addresses at events, meetings and through partnerships with others, and (iv) adding new, relevant, content including:
  - (a) Local Business Profiles;
  - (b) Board Member Profiles;
  - (c) Tarzana photo contest for local schools;
  - (d) Tarzana history quiz/contest
  - (e) Outreach Fair-City Services
2. Use the TNC's existing partnerships with local organizations to distribute the TNC newsletter and other mailings to their email lists and requesting that their members join the TNC mailing list.
3. Increase the number of participants and visitors to TNC events by expanding use of electronic communications and expanding the TNC's email distribution list.
4. Expansion of the TNC Stakeholder email list through partnerships with schools, religious institutions and non-profit organizations.
5. Upgrading and improving the TNC website both functionally and aesthetically.
6. Improving the "look and feel" of our newsletter and increasing the frequency of its publication.

**The Big Budget:** (will change at the August meeting)

- 1 - Outreach: \$ 14,396
- 2 - Operations: \$ 13,100
- 3 - Neighborhood Purpose Grants (NPGs): \$ 1,250
- 4 - Neighborhood Improvements: \$ 1,000
- 5 - Currently Unallocated: \$ 7,254



## **The Big Score:**

Present to the Board on a cumulative monthly basis:

- 1 - Event Attendance - count Stakeholder attendance at all events.
- 2 - Website/Social Media - measure monthly website traffic.
- 3 - Meetings - measure Stakeholder attendance at Board and Committee meetings.
- 4 - Contacts - track monthly changes in e-mail/mail distribution lists.
- 5 - Strategic Partnerships - track business and organizations that support TNC.
- 6 - Tracking delivery of requested City services.

## **Performance Metrics:**

1. The TNC will file 3 Community Impact Statements this year.
2. The TNC will file \_\_\_ Request for Action to our elected officials and City departments.
3. The TNC will conduct approximately 12 general board meetings and 50 committee meetings this year.
4. The TNC will collaborate on at least 6 events with Elected Officials, City Departments, Community Organizations, Nonprofits and Schools.
5. The TNC will increase its Stakeholder database from 3,200 to 4,000 this year.
6. The TNC will contact our stakeholders 25 to 40 times during the year about what is going on with the Neighborhood Council and the City.