

# EMPOWER LA

Department of  
NEIGHBORHOOD EMPOWERMENT

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## Neighborhood Council Strategic Plan for Fiscal Year 2015-2016

Neighborhood Council Name: TARZANA NC.

- \* **The BIG Vision:** A clear statement of what you will do to fulfill your mission in the upcoming year. Imagine a year from now, when the headline in your local paper announces your success, what do you want the headline to say? Vision should be consistent with the City Charter mandate "To promote more citizen participation in government and make government more responsive to local needs."

Example: The XXNC wins the EmpowerLA Award for Outreach! Or Neighborhood Council draws more voters than Citywide Municipal race!

- \* **The BIG Goals:** Break the Vision down into achievable goals that are steps in fulfilling your vision. **New for this year –** Two of your BIG Goals must include how your Neighborhood Council will outreach to your stakeholders. \*

Example:

- 1) Develop and Implement a digital presence that includes upgrading the website, incorporating an online calendar, complementing it with a social media strategy, and supporting it all with an email newsletter.
- 2) Develop and Distribute print materials, including business cards, brochures, and resource guides, that promote the Neighborhood Council and connect with stakeholders.
- 3) Survey the community and establish partnerships with other community organizations such as service providers, volunteer groups, and neighborhood watches, in order to share networks.
- 4) Participate in public events, implementing a booth strategy that engages stakeholders.

- \* **The BIG Solutions:** Anticipate the challenges or obstacles that you will encounter and incorporate the solutions in your plan.

Example:

- 1) We're not tech savvy so where do we go? Solution - Survey the surrounding Neighborhood Councils and share strategies with other successful councils.
- 2) We don't know the other organizations and groups. Solution - Find the people that do and enlist their support (real estate agents, non-profits, Council office, local principal, etc.)
- 3) Look at the tools in our Outreach Plan template. What tools do you have and what would like to have?
- 4) These things cost money! Solution - Break it down and budget for your goals. Budget for the outreach materials that are part of your booth strategy and also the tools for public events (canopy, table, outreach materials, etc.)

**The BIG Budget:** Use the Neighborhood Council Budget template to help you categorize your expenditures based on your vision, goal and solutions.

- 1) Outreach \$ 4865-
- 2) Operations \$ 1115-
- 3) Neighborhood Purpose Grants (NPGs) \$ 1500 -
- 4) Neighborhood Improvements \$ 1200 -
- 5) Recurring Monthly Expenditures \$ 600 -
- 6) Selection \$ \_\_\_\_\_ (add this in if your Neighborhood Council is having a selection this year)

### Neighborhood Council Strategic Plan

The Neighborhood Council yearly allocation for Fiscal Year 2015/2016 is expected to be \$37,000. While there is no set criteria for how much a Neighborhood Council should spend in each area, remember the mission for Neighborhood Councils: "to increase citizen participation and make government more responsible to local needs." Are your funding expenditures doing that? While you can give NPGs out to the community, don't forget to set aside funds to increase community awareness of what is going on with City electeds and departments so you can bring community members' concerns back to the City government.

**Remember** - Budgets can always be adjusted during the year with a Board vote so changes are easily made if necessary. Also, unless you've planned a big project, don't wait until the last month of the fiscal year to frantically spend down the funds. The strategic plan is to help your Neighborhood Council see when and where funds should be spent the entire year.

**The BIG Score:** Measure your progress and your final performance with these performance metrics. Evaluate your journey based on results that are specific, measurable and meaningful!

Example:

- 1) **Website** - measure traffic and set a specific goal number to increase traffic to your website
- 2) **Contacts** - count the # of people on your email distribution and set a specific goal number to increase your contacts
- 3) **Meetings** - look at the crowd and count your stakeholders and set a specific goal number to increase the crowd
- 4) **Public Events** - how many do you do and what is the result. Set a special goal number to increase your public events
- 5) **Partners** - make a list of organizations in your network and set a specific goal number to increase your partners

**The Big Score continued for Fiscal Year 2015-2016** – include these citywide performance metrics measures for Neighborhood Councils so we can see Neighborhood Councils Big Impact on Los Angeles! Remember set specific, measurable and meaningful goals.

- 1) **Community Impact Statements** – Our Neighborhood Council will file 3 (insert a number) Community Impact Statements this year.
- 2) **Requests for Action** – Our Neighborhood Council will file 20 (insert a number) Requests for Action to our elected and City departments this year. This number should not include Community Impact Statements.
- 3) **Meetings** – Our Neighborhood Council will conduct 11 (insert a number) general board meetings and 40 committee meetings this year. You can specify the type of committee meetings, too!
- 4) **Collaborations** – Our Neighborhood Council will collaborate on 8 (insert a number) events with  Electeds,  City Departments,  Community Organizations or Non-profits and  Schools. You can be more specific and name the collaborators, too!
- 5) **Stakeholders** – Our Neighborhood Council will increase our stakeholder database from 3000 to 3500 this year.
- 6) **Communication** – Our Neighborhood Councils will contact our stakeholders  30 times every  month  year about what's going on with the Neighborhood Council and the City.

A year from now, ask the same questions and count the same measurables and evaluate your success. We'll be following up, too, to see how you did.

**The BIG Reminder:** Align your behavior with your Vision. Everything you do should be advancing you toward your Vision. If something you are doing is not aligned, it is a potential obstacle or challenge that will interfere with your goals.

At every turn, ask "Does this promote more citizen participation in government and make government more responsive to local needs." If the answer is yes, then you are bringing your Vision to life!

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## Neighborhood Council Outreach Survey for Fiscal Year 2015-2016

Neighborhood Council Name: TARZANA

No changes from Fiscal Year 2014-2015     Yes, see changes below.

Name and contact for your Outreach Committee Chair: \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

### 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/TARZANA NEIGHBORHOOD COUNCIL  
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/TARZANA COUNCIL  
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? \_\_\_\_\_

Print Materials:

Does your Council have: business cards for Board Members? 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 (fridge 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 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 & RELIGIOUS INSTITUTIONS