

ENGAGEMENT STRATEGY PLAN (ESP)

- Partnership between the 99 City of Los Angeles Neighborhood Councils and EmpowerLA
- \$450k Budget
- Involves a full cycle of awareness, engagement, and election outreach activities and programming

ESP Goals

**Create awareness
about NCs and the
elections**

**Fill board
vacancies on
Neighborhood
Councils**

**10,000 Vote
by
Mail ballots**

**Increase the
number of
candidates**

**Increase the
number of
voters by 20%**

Supports the advancement of the NC system that is increasingly engaged with its community members

Supports the City's racial and gender equity mandates in creating a truly inclusive NC system

Creates spaces and opportunities for Angelenos to be engaged in the long term

ESP Elements

Recognizes the evolving elections environment that the COVID-19 pandemic creates

Supports the City Clerk's hybrid election system

Neighborhood Council Engagement

WHAT WORKED WELL: 2021 ELECTION ENGAGEMENT OUTREACH



ELECTION OUTREACH BY THE NUMBERS

2020-2021 SEASON

1,109

RSVPS TO 8 CANDIDATE INFO SESSIONS

1,674

CLICKS ON SHORTLINK FOR UNHOUSED VOTER GUIDE

11,051

CLICKS ON BALLOT REQUEST LINK USED ON NEXTDOOR

32,826

EMPOWERLA ELECTION PAGE VIEWS

300K

VOTER POSTCARDS IN 4 LANGUAGES

800K

COUNTY REGISTERED VOTERS EMAILED ABOUT NC ELECTIONS

13

COMMUNITY BASED ORGANIZATION PARTNERS

25

PRESS + MEDIA APPEARANCES

71

1-ON-1 INDIVIDUAL NC ELECTION OUTREACH STRATEGY SESSIONS

411

NEXTDOOR POSTS CITYWIDE



2020-2021 Election Engagement Partnership

- Office of the Mayor
- 15 City Council District Offices
- LADWP
- LAUSD
- LA County Registrar
- CARECEN
- Trust South LA
- Dangerman
- CAUSE
- CCNP
- AltaMed
- Pacoima Beautiful
- North Valley Caring
- Sisters of Watts
- Thai CDC
- Community Coalition
- Community Build
- Valley Interfaith Council
- St. Barnabas Senior Center
- Hope of the Valley
- Clinica Romero

EmpowerLA

Awareness & Engagement Survey: What the Public Said

- The Citywide survey of LA residents asked about their community's top issues of concern, and about their personal awareness of and involvement in their local neighborhood council
- Key findings and dashboard can be found on the Department's data page: <https://empowerla.org/data/>

EmpowerLA

Awareness & Engagement Survey: What the Public Said

Dates	October 6-January 1, 2022
Data Collection Method	Online Survey
Target Population	Los Angeles Residents Ages 18+
Total Number of Responses	8,563
Outreach and Recruitment Methods	Social Media, City Website, The Office of the Mayor, Council District Offices, Community Based Organizations, Neighborhood Councils, Neighborhood Council Voters and Ballot Requestors, Los Angeles County Voter Registration Rolls
Data Collection Methods	Email Invitations to Interested Residents and Voters with Emails on File
Languages	Survey available in English, Spanish, Korean, Armenian, Chinese, Farsi

NC 1:1 Survey Results: What are your needs

What do you think your NC most needs support with to build participation in and awareness of your NC?

Topic/Theme	Percentage
Help with branding and engagement from the media, newspaper outlets, mailers and massive promotion efforts.	37%
General awareness and specific information and deadlines to be shared about the elections.	24%
Board Members to increase participation and engagement in the elections. Also, to share strategies and best practices from other NCs.	16%

What language(s) do you need elections or awareness material in?

Language	Percentage
English	89%
Spanish Español	82%
Armenian - հայերեն	21%

NC 1:1 Survey Results: Working with CBO

What groups (stakeholders, organizations) have been good partners for your NC?

Rating	Percentage
Non - Profits, organizations	39%
Homeowner Groups and Neighborhood Associations	26%
Council Office	24%
Schools	24%

We will be doing NC 101 presentations (with CBOs) and would like the NC to join and provide their experiences on the NCs. Do you have any good spokespersons?

Rating	Percentage
Yes	66%
No	26%
Unsure	8%

Neighborhood Council Election Overview

RUN OR VOTE
in your **Neighborhood Council Election**

- ✓ All elections are **VOTE-BY-MAIL**
- ✓ Election dates vary regionally

Learn when & how to vote or be a candidate
EmpowerLA.org/elections

NEIGHBORHOOD COUNCILS ELECTIONS

CITY OF LOS ANGELES

Neighborhood Council Elections Overview: *Who Does What?*

Neighborhood Council	City Clerk (Election Division)	EmpowerLA
<ul style="list-style-type: none">• Manages the participation rules for elections by adding it in the bylaws	<ul style="list-style-type: none">• Manages administrative items	<ul style="list-style-type: none">• Manages outreach
<ul style="list-style-type: none">• Voter participation requirements such as voter ID, other paperwork, or self affirmation to qualify	<ul style="list-style-type: none">• Manages voter and candidate registration	

12
Regional
Dates

March-June

94
NC
Elections

Who Can Run or Vote?

- Age 16 to Vote
- Age 18 to Run
- Youth seats: Age 14-17
- Need not be a legal US resident
- May be formerly incarcerated

Neighborhood Council Election Outreach: What You Told Us



VOTE

NEIGHBORHOOD COUNCIL ELECTIONS

Request your Vote-By-Mail ballot
online at: tiny.cc/VBMballot

Request your ballot by: 00/00/00
Return/postmark your ballot by: 00/00/00

 place
NC logo
here

The graphic features a stylized blue building with a white grid on its facade. Several red checkmarks are placed within the grid, indicating successful outreach or requests. The building has a tiered top section with the letters 'EAVV' visible. The background is a light blue gradient.

NC 1:1 Survey Results: How prepared are you in terms of elections/outreach

Do you have an Elections Committee too, or only an awareness and engagement Committee?

Response	Number of responses
Yes, our NC has an Outreach Committee only	50%
Yes, our NC has both an Outreach and Elections Committee	37%
No, our NC has neither an Outreach and Elections Committee	11%

Marketing / Communications plans + support

Changes to expect

Marketing, CBO partner work + NC and candidate support materials will be:

- **More REGIONAL**
- **More DIVERSE**

The top right corner of the slide features a decorative graphic consisting of several overlapping triangles in various shades of blue, ranging from dark navy to light sky blue.

Connecting NCs to those engaged by awareness marketing efforts

NEW print/digital NC awareness + support Materials:

- **Video - About NCs (Channel 35)**
- **About NCs map / brochure**
- **Boardmember Basics Manual revamp**

Things we plan to do again:

- **Candidate Info Sessions**
- **Paid / organic social media ads and posts**
- **In-person engagement: Rallies, tabling, event booths, door-to-door**
- **Non-digital marketing (newspapers, radio)**

Engagement tools NCs already have

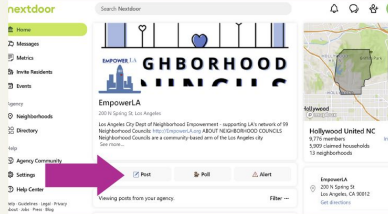
- CANVA PRO graphic design account with custom NC outreach templates
- NEXTDOOR PUBLIC AGENCY account that posts to all users within your NC boundaries



posting for your NC on Nextdoor

a step-by-step guide

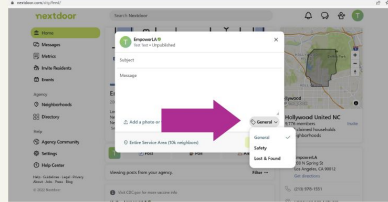
1



#1: Select POST button.

Open a composition window by clicking POST at the top left of your Nextdoor homepage.

2

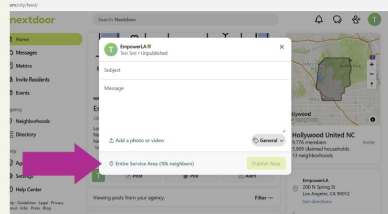


#2: Post category

General is the best category for most posts. If it's an emergency, choose Safety, but that's mostly for first responders.

Events are posted via the link in left sidebar menu.

3



#3: Choose audience

Most of your posts will be relevant to your **Entire Service Area**, which should show a map matching your NC boundaries. (If it doesn't match, contact EmpowerLA.) You can select smaller areas too, for regional posts.

WHO SEES YOUR POSTS?

Every Nextdoor subscriber within



10 THINGS TO KNOW ABOUT YOUR NEXTDOOR NEIGHBORHOOD COUNCIL PUBLIC AGENCY ACCOUNT

Many neighborhood councils do not know that they can have a Public Agency account on Nextdoor that matches their NC boundaries, and which already has subscribers!

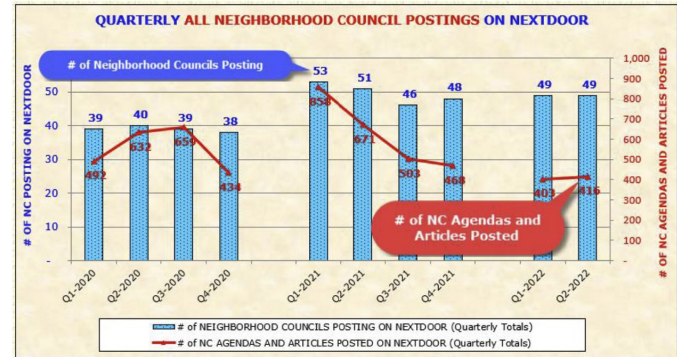
(1) WELCOME TO NEXTDOOR:

Nextdoor is available for your neighborhood council as an effective and **FREE** outreach tool.

As a Public Agency, you can share critical, real-time information directly at the neighborhood level. You'll be able to communicate with residents and build stronger ties in the neighborhoods you serve.

(2) CURRENT NEXTDOOR NEIGHBORHOOD COUNCIL USAGE:

In Q2-2022, **-49-** of **-99-** neighborhood councils citywide (or **49%**) posted **-416-** items on Nextdoor.



(3) WHAT ARE NEIGHBORHOOD COUNCILS POSTING ON NEXTDOOR?

In Q2-2022, about **51%** of NC postings on Nextdoor are board or committee meeting agendas or announcements; **49%** are community-interest news articles.

(4) HOW CAN OUR NEIGHBORHOOD COUNCIL USE NEXTDOOR?

In addition to posting meeting agendas and community-interest news articles, many neighborhood councils posting on Nextdoor also include links to sign up for their NC online email newsletters or to subscribe to get board and committee meeting agendas via email from DANE.



Digital Communications Policy trainings



THURS JULY 28 + WED AUG 31 / 6:30pm

<http://tiny.cc/DigitalCommsTrainingRSVP>

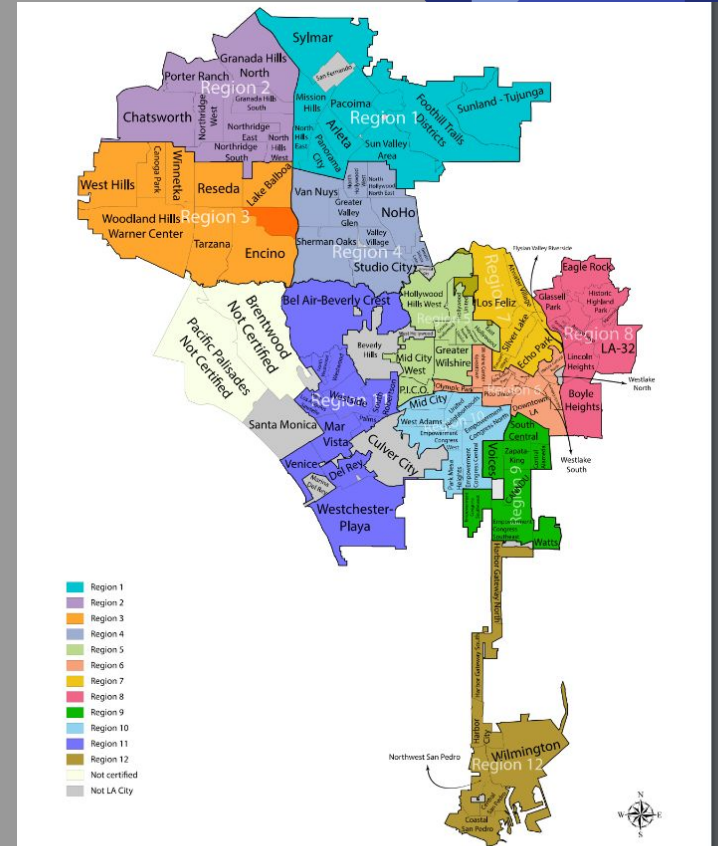


2023 Neighborhood Council Election Timeline

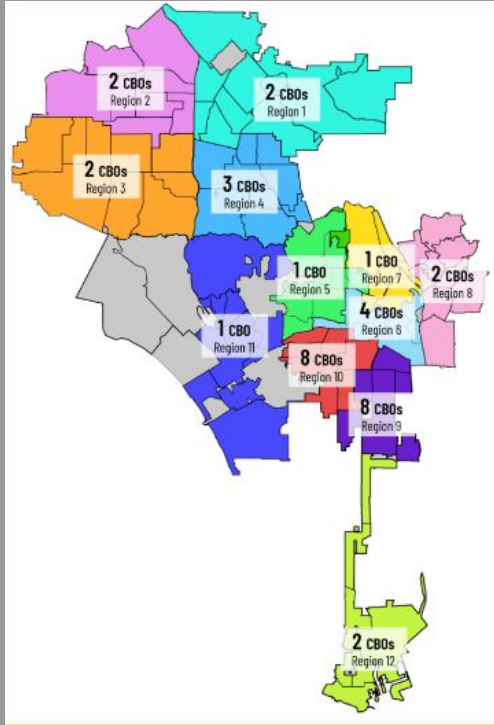
Election Dates

Region 11	Sunday, March 26, 2023
Region 12	Saturday, April 1, 2023
Region 9	Saturday, April 15, 2023
Region 10	Saturday, April 22, 2023
Region 5	Sunday, April 30, 2023
Region 6	Thursday, May 4, 2023
Region 7	Saturday, May 13, 2023
Region 8	Saturday, May 20, 2023
Region 1	Saturday, June 3, 2023
Region 2	Saturday, June 10, 2023
Region 3	Sunday, June 18, 2023
Region 4	Thursday, June 22, 2023

Revised: 5/11/22



Community Based Organizations by Election Region 2021-2022



Community Based Organizations by Election Region 2022-2023

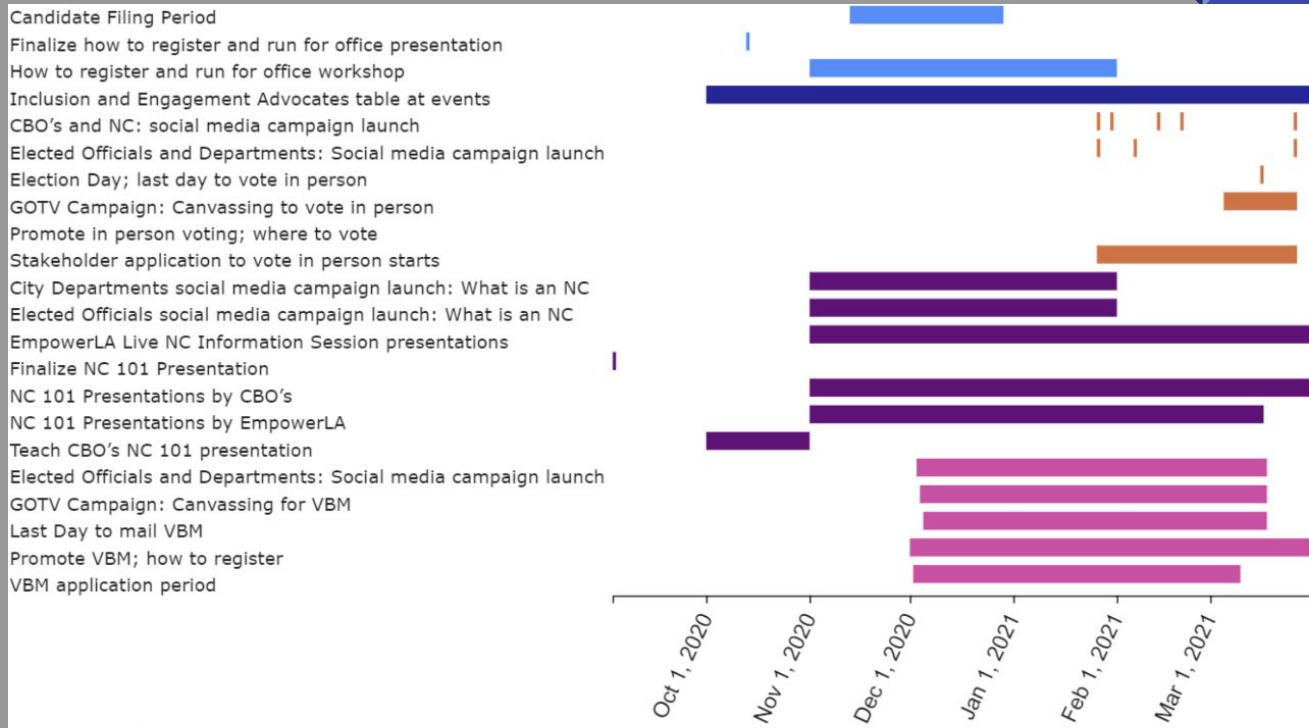
Region 1 (North East Valley):	2+ CBO
Region 2 (North West Valley):	2+ CBO
Region 3 (South West Valley):	2+ CBO
Region 4 (South East Valley):	3+ CBO
Region 5 (Central 1):	2+CBO
Region 6 (Central 2):	4+ CBO
Region 7 (East):	2+CBO
Region 8 (North East LA):	2+ CBO
Region 9 (South LA 2):	8+ CBO
Region 10 (South LA 1):	8+ CBO
Region 11 (West LA):	2+CBO
Region 12 (Harbor):	2+ CBO

Sample CBO Work Plan

Weingart East Los Angeles Family YMCA: \$5,000

Proposed Activity	Time period	Project Goals
Grassroots Canvassing	Two separate dates in July/August 2022	Up to 6,000 flyers distributed to community members.
General E-Newsletter blast	Two separate dates in July/August 2022	Two total newsletters reaching 2,500 community members
Educational Social Media posts on Instagram, Facebook, and Twitter	Weekly social media posts in July/August 2022	Up to 21 posts across the three social media platforms
Phone banking	Through July/August 2022	1000 phone calls to local community members
Voter application assistance	As requested by the community, through July/August 2022	Dependent upon community interest and requests
Voter Drop Off Boxes	Entire voting time	Host Voting Drop Off boxes for the duration of the voting period

Region 11 (West LA) Election Timeline Sample



Micro Targeting for Additional Support

4 NCs who have not had elections in the last two cycles

- 1) Arroyo Seco
- 2) Canoga Park
- 3) Central San Pedro
- 4) Glassell Park

Voter turnout in 5 regions went down by more than 35%

- Region 1 / Northeast Valley -43.5%
- Region 2 / Northwest Valley -38.4%
- Region 6 / Central City -58.9%
- Region 7 / Northeast -43.4%
- Region 9 / South LA -73.4%
- Region 10 / South LA -59.2%

What's Next

- Follow up with the over 8,000 people who requested ballots in the 2021 elections and didn't return them
- Work with NC Election and Outreach Chair on the Regional plan
- Pilot an Awareness and Engagement Advisory Group
- NC 101 presentations and CBO

Q&A

Have a question?

Email: feedback@empowerla.org