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TELEPHONE: (213) 978-1551



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**NEIGHBORHOOD COUNCILS
EMPOWER LA**
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

August 17, 2017

Honorable Members of
the Los Angeles City Council
c/o Office of the City Clerk
Room 395, City Hall
Los Angeles, CA 90012

**SUBJECT: REPORT BACK ON COUNCIL FILE 15-1022-S2 REGARDING ELECTION
OUTREACH FUNDING**

Honorable Members:

SUMMARY

The Department of Neighborhood Empowerment (EmpowerLA) was funded \$106,200 in the current fiscal year to conduct outreach for the 2018 Neighborhood Council elections. If the Neighborhood Council elections were delayed to 2019, EmpowerLA proposes to use these funds beginning in March 2018 to prepare for the 2019 elections by creating a simple outreach plan that would focus on Neighborhood Council system messaging. This messaging would rely heavily on existing EmpowerLA staff and Neighborhood Councils' participation in using prepared templates for local outreach.

Any additional funding this fiscal year would allow EmpowerLA to start creating the election outreach plan for 2019 starting in September 2017 in collaboration with the Neighborhood Councils, which would be launched by EmpowerLA citywide mid-2018. This more robust outreach would rely less on Neighborhood Councils' participation, but ideally, all Neighborhood Councils would participate in their local community election outreach as well.

While EmpowerLA has provided different election outreach plans for the various funding amounts requested if Neighborhood Council elections were held in 2018, the outreach would likely not benefit the Valley Neighborhood Councils as their elections start in December 2017

with candidate filing for Region 1. Therefore, EmpowerLA again recommends that the 2018 Neighborhood Council elections be pushed to 2019.

RECOMMENDATIONS

EmpowerLA recommends that the City Council adopt the following recommendations:

1. Instruct the Office of the City Attorney to make the necessary amendments to Los Angeles Administrative Code Section 20.36 to change the administration of Neighborhood Council elections to odd numbered years beginning in 2019 and to authorize any affected Neighborhood Council board member terms to be extended to match the new election cycle (from 2018-2019 and from 2020 to 2021).
2. Authorize the Department of Neighborhood Empowerment to use funds appropriated for Fiscal Year 2017-18 Neighborhood Council election funds for election outreach this fiscal year in preparation for Neighborhood Council elections in Fiscal Year 2018-2019.
3. Instruct the Department of Neighborhood Empowerment to work with Neighborhood Councils to amend their bylaws as necessary to effectuate the change of Neighborhood Council elections from even numbered years to odd number years.
4. Instruct the City Administrative Officer to report on the feasibility of the additional funding and the position authorities requested by the Department of Neighborhood Empowerment for Fiscal Year 2017-18 to begin the Neighborhood Council election outreach process in September 2017.

NEIGHBORHOOD COUNCIL ELECTION OUTREACH PLANS

Regardless of budget, EmpowerLA's commitment is to tell the Neighborhood Council story citywide and to create a framework of outreach so that individual Neighborhood Councils can capitalize on citywide outreach momentum to drive their own unique and local story. It is also important to note that Neighborhood Councils should be part of the discussion and planning of a citywide outreach campaign with EmpowerLA. If elections are pushed from 2018 to 2019, EmpowerLA would have the time to convene a working group of interested Neighborhood Council members to create a citywide campaign.

The most significant opportunity to engage voters is to raise up a strong pool of qualified candidates, who will address the issues of the community and give hope to voters who want to improve the quality of life in their communities. The previous Neighborhood Councils election data demonstrate an increase in the number of qualified candidates is related to an increase in voter turnout.

Election Year	Open Seats	Candidates	Voters	Candidates per seat	Voters per seat
2010	1609*	1670	21776	1.0	13.5
2012	1356	1752	19805	1.3	14.6
2014	1335	2295	26045	1.7	19.5
2016	1309	1839	25571	1.4	19.2

*2010 had the most open seats because the Office of the City Clerk held elections for all of the Neighborhood Councils. Since that year, because of different board terms and staggering, there have been fewer open seats, but more candidates and subsequently more voters in relationship to open seats.

In addition to any citywide election outreach campaign, EmpowerLA will also support the Neighborhood Councils with trainings, templates and tools, and coordination so that Neighborhood Councils do not have to reinvent the wheel in order to promote themselves and engage their communities. EmpowerLA would prepare outreach kits - "Outreach-in-a-Box" - for Neighborhood Councils. These would be customizable outreach campaigns complete with templates for social media, digital media, print, broadcast, and video collateral. The Outreach-in-a-Box kits allow Neighborhood Councils to hit the ground running, giving them opportunities to quickly choose their strategies, customize them, and implement them. Some Neighborhood Councils are ready to handle their own implementation while others would require the support of Outreach Managers, which would be hired by either EmpowerLA or by the Neighborhood Councils depending on the level of funding allocated.

The depth and success of the EmpowerLA election outreach campaign is dependent upon the amount of staffing, resources and time available to launch the campaign. The measurable outcomes for EmpowerLA's election outreach efforts would consist of:

1. Increasing the number of candidates for each Neighborhood Council
2. Increasing the number of voters registered for each Neighborhood Council
3. Increasing the number of people voting for each Neighborhood Council

Please note that the second outcome of increasing the number of voters registered for each Neighborhood Council is assuming that a working voter database has been launched by the Office of the City Clerk for the Neighborhood Councils. EmpowerLA would work with the Office of the City Clerk to clarify which Neighborhood Councils, if any, could have this metric be applied to their election outreach outcome.

Outreach Plan for Existing Funds to Prepare for 2019 Neighborhood Council Elections

EmpowerLA's current budget for election outreach and voter registration in fiscal 2018 is \$106,200 broken down as follows:

- \$30,000 Salaries As Needed
- \$10,000 Printing & Binding
- \$12,000 Contractual Services
- \$4,200 Transportation
- \$50,000 Office and Administration

If elections were pushed to 2019, EmpowerLA would begin work on an election outreach strategy in March 2018 for the 2019 elections. The budget would provide funds for a basic outreach plan that would focus on messaging three different audiences:

1. Citywide messaging would focus on the larger Neighborhood Council story
2. Regional messaging would be more specific to the impact of councils in the community
3. Neighborhood Council messaging would focus on motivating candidates, engaging volunteers, and registering voters

The strategies for communicating would focus on free and inexpensive opportunities conducted by existing EmpowerLA staff, including:

1. Social media and digital communications
2. Public events and tabling opportunities
3. Neighborhood Council 101 presentations
4. Community organization partnerships

Support for Neighborhood Councils would also focus on free and inexpensive strategies:

1. Communication & outreach workshops
2. Templates for print collateral and digital communication
3. Guidance in advertising strategies

Again, this support would fall mainly on existing EmpowerLA staff and would compromise their current work in supporting the operations of Neighborhood Councils. Neighborhood Councils would also be expected to participate significantly in the execution of the outreach plan because of the lack of staff and resources to launch a citywide campaign. As noted in the 2016 post election townhalls, Neighborhood Councils felt strongly that EmpowerLA should have the main responsibility of conducting citywide outreach and recruiting Neighborhood Council candidates.

To have a greater impact on the 2019 election outreach, EmpowerLA requires additional staffing and resources to administer the outreach plan starting in September 2017. This plan would include creating a Neighborhood Council election outreach work group to finalize a citywide election outreach campaign while the outreach staffers also conducted the election work noted above so existing staff's work would be affected less by the additional workload. When reviewing staffing needs if election outreach preparation began in September 2017, EmpowerLA concluded that resolution authorities for staff positions were necessary because as-needed

election workers are limited to 1039 hours for 12 months. This is equal to full time for 6 months or part time for 12 months, which would not be sufficient for this project. As such, EmpowerLA requests \$400,000 additional funding this fiscal year for the following:

1. Staffing - \$350,000 and the resolution authorities to hire:
 - a. 1 Senior Project Coordinator
 - b. 2 Project Coordinators
 - c. 2 Project Assistants
2. Printing and Binding - \$50,000

Possible funding sources for these additional funds could be the unused Neighborhood Council funding from last fiscal year and any unused amounts from the Office of the City Clerk's Neighborhood Council Election funds this fiscal year after any costs for electronic online voter registration and voting build outs are considered. EmpowerLA has presented the differences in outcome and performance metrics based on various funding amounts below in a grid.

Outreach Plan Proposals for 2018 Elections

EmpowerLA was instructed by City Council to provide additional election outreach proposals if Neighborhood Council elections were held in 2018 for the amounts of \$288,000, \$500,000 and \$1,000,000. EmpowerLA proposes the following funding allocations:

Funding Allocations	Current 2018 Budget \$106,200 for 2019 Elections	Requested 2018 Budget \$400,000 for 2019 Elections	Proposed 2018 Budget \$288,000 for 2018 Elections	Proposed 2018 Budget \$500,000 for 2018 Elections	Proposed 2018 Budget \$1,000,000 for 2018 Elections
Salaries	\$30,000	\$342,000	\$183,500	\$372,000	\$500,000
Printing & Binding	\$10,000	\$50,000	\$40,000	\$54,000	\$280,000
Contractual Services	\$12,000	N/A	\$9,500	\$12,000	\$100,000
Transportation	\$4,200	\$8,000	\$5,000	\$12,000	\$20,000
Office and Administration	\$50,000	N/A	\$50,000	\$50,000	\$100,000
Total	\$106,200	\$400,000	\$288,000	\$500,000	\$1,000,000

Please note though that because it is already nearly September, it would take EmpowerLA several months to hire and develop an outreach plan. If elections are held in 2018, the Valley Neighborhood Council elections would likely not receive the benefit of the plan

Because the foundation of the election outreach components would not change, we would only be adding more staff, e.g. Outreach Managers, to generate greater performance and outcome metrics listed below in the grids.

Performance Metrics	Current 2018 Budget \$106,200 for 2019 Elections	Requested 2018 Budget \$400,000 for 2019 Elections	Proposed 2018 Budget \$288,000 for 2018 Elections	Proposed 2018 Budget \$500,000 for 2018 Elections	Proposed 2018 Budget \$1,000,000 for 2018 Elections
NC 101	97	194	97	194	388
NC Outreach Workshops (NCs)	12	36	24	36	72
NC Social Media Workshops (NCs)	12	36	24	36	72
Tabling Opportunities	12	36	24	36	72
Community Org Partnerships	5	20	10	20	40
General Info Template (NCs)	97	97	97	97	100
Outreach in a Box Templates (NCs)	80	97	97	97	100
Outreach Managers	0	0	0	0	5
Street Banners	0	144	72	144	288
Bus Shelters	0	48	24	48	96
Bus Benches	0	48	24	48	96
Podcasts	12	97	97	97	194
TV/Radio	0	Produce 1 PSA and Free time	0	Produce 1 PSA and Free time	Produce 1 PSA and Buy time
Print	0	Local ads x 2	Press Releases	Local ads x 2	Local ads x 3

The performance numbers and tools used may change during election outreach meetings with Neighborhood Councils. Various Neighborhood Councils have used difference outreach techniques in their communities successfully, which can be used citywide.

Outcome Metrics	Current 2018 Budget \$106,200 for 2019 Elections	Requested 2018 Budget \$400,000 for 2019 Elections	Proposed 2018 Budget \$288,000 for 2018 Elections	Proposed 2018 Budget \$500,000 for 2018 Elections	Proposed 2018 Budget \$1,000,000 for 2018 Elections
Candidates	1 per open seat	2 per open seat	1.75 per open seat	2 per open seat	2.5 per open seat
Voter Registrations*	100 per NC	300 per NC	200 per NC	300 per NC	500 per NC
Voters	13 per seat	22 per seat	20 per seat	22 per seat	25 per seat

*If voter registration databases are completed and activated for the Neighborhood Council.

FISCAL IMPACT STATEMENT

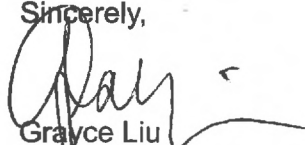
Additional funding could be required this fiscal year for the above-mentioned recommendations if more funding is allocated to the Department of Neighborhood Empowerment for Neighborhood Council election outreach. Neighborhood Council election outreach would also need to be budgeted in Fiscal Year 2018-19 at a level determined during annual budget negotiations.

CONCLUSION

To be effective, election outreach should be ongoing even in years where there is not a Neighborhood Council election. Regardless of strategy and budget, the metrics guiding EmpowerLA will be the recruitment of strong qualified candidates, the registration of voters, and the voter turnout of Neighborhood Councils in their communities.

Please feel free to contact me directly if you have any questions relative to this report.

Sincerely,



Grayce Liu
General Manager

Department of Neighborhood Empowerment