

## **Neighborhood Council Strategic Budget Package Fiscal Year 2016-2017 Instructions**

In order to effectively measure the impact of the Neighborhood Council system, the Department of Neighborhood Empowerment (Department) collaborated with Neighborhood Councils to begin submitting strategic plans with their budgets as of Fiscal Year 2013-2014. These plans and budgets were posted online on your Neighborhood Council's webpage on [www.EmpowerLA.org](http://www.EmpowerLA.org). The Neighborhood Council Strategic Budget Package for Fiscal Year 2016-2017 is designed to assist your Neighborhood Council in measuring your work last fiscal year and to help your Neighborhood Council plan for another year of growth and success.

Your Neighborhood Council Strategic Budget Package for Fiscal Year 2016-2017 must be reviewed and approved by the board and submitted to the Department online by **Thursday, September 1, 2016**. After this date, your Neighborhood Council funding may be suspended. The online links are being built into the new funding portal platform and will be available before the deadline for submissions.

### **Neighborhood Council Strategic Budget Package for Fiscal Year 2016-2017**

1. **Neighborhood Council Strategic Plan for Fiscal Year 2016-2017** – Your Neighborhood Council's strategic plan for this year with an added focus on outreach and specific, measurable and meaningful performance metrics.
2. **Neighborhood Council Outreach Survey for Fiscal Year 2016-2017** – Your Neighborhood Council's current outreach survey, which lists the Neighborhood Council outreach tools. Please provide any updates as necessary.
3. **Neighborhood Council Budget for Fiscal Year 2016-2017** – Your Neighborhood Council's budget allocations should align with the goals of identified in the strategic plan for the year. New tabs help you break down your budget expenses monthly.
4. **Neighborhood Council Self-Assessment for Fiscal Year 2015-2016** – Summarizes how your Neighborhood Council performed based on your strategic plan and shows the board what worked and what didn't so the board can learn and improve.
5. **Neighborhood Council Board Vote Form** – Your Neighborhood Council's Strategic Budget Package for Fiscal Year 2016-2017 must be accompanied by the Neighborhood Council Board Vote Form showing that the board members approved the entire package.

Thank you for taking the time to plan for the success and growth of not only your Neighborhood Council, but also the entire Neighborhood Council system. If you need assistance completing the Neighborhood Council Strategic Budget Package, please contact the Neighborhood Council Support Helpline at [NCsupport@lacity.org](mailto:NCsupport@lacity.org) or (213) 978-1551.



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## Neighborhood Council Strategic Plan for Fiscal Year 2016-2017

Neighborhood Council Name: \_\_\_\_\_

**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 connect your stakeholders to citywide initiatives or issues. Check out [www.empowerla.org/mayorsdirectives](http://www.empowerla.org/mayorsdirectives) for some ideas.

Example:

- 1) Conduct 3 community townhalls on a Council File that affects our community in order to gather community input to file a Community Impact Statement.
- 2) Hold a Purposeful Aging LA Senior Workshop to connect with our community's older adult population on City services and safety information.
- 3) Participate in the Clean Streets LA Challenge or conduct a street cleaning to bring a cleanliness score from a 2 or 3 to a 1.
- 4) Partner with a Neighborhood Council alliance or other Neighborhood Council on a project, such as Cool Blocks with the Neighborhood Council Sustainability Alliance, planning trainings with PlanCheckNC, emergency preparedness or resiliency planning with the Neighborhood Council Emergency Preparedness Alliance, etc.

**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.). Partner with other Neighborhood Councils to make your dollars stretch.

**The BIG Budget:** The Neighborhood Council yearly allocation for Fiscal Year 2016-2017 is \$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.

## Neighborhood Council Strategic Plan

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.

Use the Neighborhood Council Budget template to help you categorize your expenditures each month based on your vision, goal and solutions.

- 1) Outreach \$ \_\_\_\_\_
- 2) Operations \$ \_\_\_\_\_
- 3) Neighborhood Purpose Grants (NPGs) \$ \_\_\_\_\_
- 4) Neighborhood Improvements \$ \_\_\_\_\_
- 5) Recurring Monthly Expenditures \$ \_\_\_\_\_
- 6) S/Election \$ \_\_\_\_\_ (start planning for your 2018 s/election now with voter registration drives)

**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) **Citywide Initiatives** – count # of streets/alleys cleaned, how many seniors/homeless/youth assisted, etc.
- 2) **Website** - measure traffic and set a specific goal number to increase traffic to your website
- 3) **Contacts** - count the # of people on your email distribution and set a specific goal number to increase your contacts
- 4) **Meetings** - look at the crowd and count your stakeholders and set a specific goal number to increase the crowd
- 5) **Public Events** - how many do you do and what is the result. Set a special goal number to increase your public events
- 6) **Partners** - make a list of organizations in your network and set a specific goal number to increase your partners

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 \_\_\_\_\_ (insert a number) Community Impact Statements this year.
- 2) **Requests for Action:** Our Neighborhood Council will file \_\_\_\_\_ (#) Request 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 \_\_\_\_\_ (#) general board meetings and committee meetings this year. You can specify the type of committee meetings, too!
- 4) **Collaborations:** Our Neighborhood Council will collaborate on \_\_\_\_\_ (#) 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 \_\_\_\_\_ (#) to \_\_\_\_\_ (#) this year.
- 6) **Communication:** Our Neighborhood Council will contact our stakeholders \_\_\_\_\_ (3) times  month or  year about what's going on with the Neighborhood Council and the City.

We'll be incorporating your metrics into your monthly Neighborhood Council Profiles so you can measure your progress and evaluate your success each year.

**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!



Department of NEIGHBORHOOD EMPOWERMENT

200 N. Spring Street, 20th 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 2015-2016

Neighborhood Council Name: \_\_\_\_\_

What was the BIG Vision(s) for your Council? \_\_\_\_\_

What were the BIG Goals for fulfilling your Vision?

1. \_\_\_\_\_

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

2. \_\_\_\_\_

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

3. \_\_\_\_\_

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

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

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

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

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

**How did your BIG Budget match up to your goals?**

Outreach: Budgeted:\$ \_\_\_\_\_ Spent:\$ \_\_\_\_\_

Operations: Budgeted:\$ \_\_\_\_\_ Spent:\$ \_\_\_\_\_

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

Neighborhood Improvements: Budgeted:\$ \_\_\_\_\_ Spent:\$ \_\_\_\_\_

Elections/Selections: Budgeted:\$ \_\_\_\_\_ Spent:\$ \_\_\_\_\_

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

**When did your Council do the majority of the spending?**

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

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

**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: \_\_\_\_\_

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

**Citywide Neighborhood Council Metrics**

How many Community Impact Statements did your Council file? \_\_\_\_\_  None. Why? \_\_\_\_\_

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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? \_\_\_\_\_

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\*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? \_\_\_\_\_ Committee meetings? \_\_\_\_\_

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

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

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

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

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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, 2015 \_\_\_\_\_ and on June 30, 2016 \_\_\_\_\_

do not have a stakeholder database

How many times did your Council communicate with its stakeholder database? \_\_\_\_\_ 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 2016-2017

Neighborhood Council Name: \_\_\_\_\_

No changes from Fiscal Year 2015-2016     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: \_\_\_\_\_

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: \_\_\_\_\_

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: \_\_\_\_\_

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? \_\_\_\_\_

Does your Council have: a virtual phone line? Yes / No

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

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 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: \_\_\_\_\_

Calendar:

Does your Council use: an online Calendar? Yes / No  
If yes, what Calendar service do you use? \_\_\_\_\_

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? \_\_\_\_\_

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?

\_\_\_\_\_  
\_\_\_\_\_  
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?

\_\_\_\_\_  
\_\_\_\_\_