1:1 STRATEGY SESSION - 2021 NC ELECTIONS
SHERMAN OAKS NEIGHBORHOOD COUNCIL
1/20/21

NEA: adriana.cabrera@lacity.org
NC members attending: Jeffrey Hartsough, Sarah Manuel
_____

Election type / method of verifying stakeholdership to vote in this election:
- **Complex documentation (proof of stakeholder type(s) required in addition to proof of ID and local address, in order to vote for certain seats)**

2021 Election Region #: Region 4
2021 Candidate filing period: January 9 - February 23, 2021
2021 Vote-By-Mail application period: March 12 - May 4, 2021
2021 Election Day: Tuesday May 11, 2021

_____

*Please note that **voter enrollment ends 1 WEEK before official Election Day**. Mailed ballots must be postmarked by Election Day but there is a 3-day grace period to receive them, so they are due by **Friday May 14, 2021.**

_____

2019 voter turnout: 143
2016 voter turnout: 154

_____

Details about Elections basics
- Do you have an Elections Committee?
- When is your next Elections meeting?
- What is your Elections budget? $
- Any Elections bylaws changes since 2019?
- What style of documentation does your election use - Self affirmation or documentation required?
- Do you want to host a candidate info session of your own, or host a followup after your candidates attend one of the candidate trainings our Dept hosts?

- ○ DONE-hosted general candidate info sessions for your Elections region will take place during first two weeks of December.
- What do you think regarding when new members should be seated?

Questions from NC: What do you most need support with this year's elections?
- Paper Application : https://clerk.lacity.org/sites/g/files/wph606/f/ENG_2021_NC_Candidate_Filing_Application_with_Board_Affirmation.pdf
- http://tiny.cc/2021NCElectionResources
- Follow up with Clerk re: missing area 2 and 6 reps - follow up with Joselin.alvarado@lacity.org
- Facebook posting updates, when allowed?
- Name of vendors Department will be working with. Any CBOs in sherman oaks?
- Feedback on success and efforts used in 2019.
- Can Canva templates be ungrouped?
- Menu of things for Department to provide: programs, lessons learned; want more detail about click rates and more data to target
- What is the deadline (time) for candidate filing?
- Want contact for candidate filing list from 2019?
- ENS subscription number

What was the most effective thing you did to promote Elections in the past?
- Greater visibility due to Zoom, greater engagement.
- Share screen at meeting, with election information

What concerns do you have for doing candidate or voter outreach this year?
-

What languages do you need material in?
- 2nd page of trifold need Spanish translation.

Who do you have trouble reaching among your stakeholders?
-

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

-

What elections promos and events are planned for this year?

-

Every Door Direct Mail:

Bulk mail is too expensive to reach every stakeholder within NC boundaries, but it's still a valuable way to micro-target populations that may not be easy to reach otherwise, because they are not digital or because they are in multi-unit buildings.

A **mailing house vendor** can ID what USPS mail carrier routes include the areas you want to micro-target. Do you have areas where you have a high proportion of people who could use this kind of micro-targeting through bulk mailers?

-