

Strategic Plan #40

Neighborhood Council Strategic Plan

Please choose your Neighborhood Council and a Password. This will allow you to save your progress and return to this form at a later time.

Neighborhood Council

Sherman Oaks

Your First Name

Jeffrey

Your Last Name

Hartsough

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The BIG Vision

The BIG Vision: This should be based on your Neighborhood Council's Mission / Purpose as stated in your approved bylaws. This will include a clear statement of what your Neighborhood Council will do to fulfill its mission in the upcoming year. Imagine a year from now, when the headline in your local paper announces your success, what does your Neighborhood Council want the headline to say?

The BIG Vision should be consistent with the City Charter mandate which is "To promote more citizen participation in government and make government more responsive to local needs." Does your BIG Vision promote more citizen participation and does it make government more responsive?

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

Sherman Oaks -- The Healthiest Neighborhood in Los Angeles

The following areas will be focused on in the 2017-2018 year:

- 1) Greater awareness of the NC and community engagement
- 2) Improved Emergency Preparedness Awareness and Preparation, Community Emergency Response Teams, Map Your Neighborhood, and Neighborhood Watch
- 3) Publicize and encourage greater voter participation
- 4) Increased Community awareness of city-wide initiatives
- 5) Anticipate and guide the DCP Community Plan update process

The BIG Goals

The BIG Goals: Break the Vision down into achievable goals that are in step with fulfilling your vision..

Two of your BIG Goals must connect your stakeholders to citywide initiatives or issues.

Visit www.empowerla.org/mayorsdirectives for some ideas.

Examples:

- 1) Our Neighborhood Council will conduct three (3) community town halls on a Council File that affects our community to gather the community's input to file a Community Impact Statement. The town halls will be held in September, January and March and each town hall will require \$750.00 of funding.
- 2) Our Neighborhood Council will hold a Purposeful Aging LA Senior Workshop to connect with our community's older adult population on City services and safety information. The workshops will be held in October, February and April. Each workshop will require \$750.00 of funding.
- 3) Our Neighborhood Council will participate in the Clean Streets LA Challenge or conduct a series of community clean up events to bring our community's cleanliness score from 3 or 23 to 1. The clean up events will be held in August, December and May. Each clean up will require \$1000.00 of funding.
- 4) Our Neighborhood Council will partner with a Neighborhood Council alliance or another Neighborhood Council on a project, such as Cool Blocks with the Neighborhood Council Sustainability Alliance, PlanCheckNC, or Neighborhood Council Emergency Preparedness Alliance, etc. Our projects will be in September, January and April and will require \$1,000.00 of funding.

What is the community benefit? When is your project and will funds be required? How much?

- 1) Develop, measure, and improve NC's visibility and recognition in the community, with particular focus on "friendliness" of website
- 2) Revitalize efforts to partner with other community organizations
- 3) Continue to bring expert individuals to the community to inform and educate regarding topical issues
- 4) Be more vocal on issues before City agencies and bodies
- 5) Identify opportunities for uncommitted funds by December 31, 2017.

The BIG Solutions

The BIG Solutions: What have been the challenges or obstacles that have been encountered in the past year? How will you incorporate the solutions in your plan.

Examples:

- 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.

- 1) Share and review NC efforts with other NCs
- 2) Improve outreach effectiveness, develop social media expertise and effectiveness, leverage current programs to improve visibility
- 3) Identify how our community would like to be kept informed and develop those capabilities
- 4) Partner with local groups on issues with complimentary concerns

📌 The BIG Budget

The BIG Budget: The Neighborhood Council yearly allocation for Fiscal Year 2017-2018 is \$42,000. 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."

Questions to ask: Are your funding expenditures increasing citizen participation? Do your funding expenditures make the City more responsive to the community's needs? As you award NPGs to the community, don't forget to set aside funds to increase community awareness of what is going on with City electeds and departments. This will help your Neighborhood Council bring community members concerns back to the City government.

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.

Reviewing your Neighborhood Council's actual expenses, which expense category were funds most spent and where was the least funds spent? Is this where your Neighborhood Council wants to continue to spend its funds? Did the expense provide a community benefit?

Use this information to assist in creating and categorizing the monthly expenditures by month into the Neighborhood Council Budget template based on your vision, goal and solutions.

Remember - Budgets can always be adjusted during the year with a board vote so changes are easily made if necessary.

General and Operational

\$33750.00

Neighborhood Purpose Grants (NPGs)

\$3500.00

Capital Improvement Projects

\$4750.00

Total

\$42000

📌 The BIG Score

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: How many Community Impact Statements (CIS) will your Neighborhood Council file per month?

1

Do you require Department assistance in CIS filings?

No

2) Requests for Action: How many Request s for Action to Electeds or City Departments will your Neighborhood Council file per month? (This does not include Community Impact Statements.)

1

Do you require Department assistance in CIS filings?

No

3) Meetings: How many general board meetings will your Neighborhood Council conduct per month?

1

Committee meetings? Other Meetings?

8

1

4) Collaborations: How many events will your Neighborhood Council collaborate with Electeds, City departments, community based organizations, non-profits or LAUSD schools.

15

Which organization(s)?

LA Fire Department, Red Cross, Recreation and Parks, Chamber of Commerce, Business Improvement District, other NCs

How much will your Neighborhood Council spend?

22700

When will the events be held?

Which organization(s)?

How much will your Neighborhood Council spend?

When will the events be held?

5) Stakeholders: What is the current number of your Neighborhood Council current stakeholder database?

3517

How many new stakeholders will be added your database per month?

30

6) Communication: How many times, per month, does your Neighborhood Council contact its stakeholders regarding Neighborhood Council, City business, events, and issues?

1

How do you communicate the information?

web-based communications

This is your Neighborhood Council metrics which will be included in your monthly Neighborhood Council Profile so you can measure progress and evaluate your success monthly.

The BIG Reminder: Align your behavior and funding with your Vision. Everything your Neighborhood Council does should be advancing towards your Neighborhood Council's Vision. If something you are doing is not aligned, it is a potential obstacle or challenge that will interfere with your Neighborhood Council reaching its 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!

If you need to come back to this form to finish, please select "Pending" and click "Save" on the top right corner of this page.

If you have completed this form and wish to submit it, please change the status below to "Completed and approved by the board" and click "Save" on the top right corner of this page.

Pending

Board Vote Count