

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

Email Address

jeffrey.hartsough.sonc@gmail.com

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!

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Board Vote Count

Outreach Survey #4

Neighborhood Council Outreach Survey

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

Email Address

jeffrey.hartsough.sonc@gmail.com

Outreach Committee Chair

Outreach Committee Chair

Garett Ross

Email Address

garett.ross.sonc@gmail.com

Phone

Number

(323) 793-3643

Digital Tool

Does your Council have a website?

Yes

Does your Council's website link back to EmpowerLA

Yes

What is your website's URL?

http://www.shermanoaksnc.org

Who is your Webmaster?

The Web Corner

Does your Neighborhood Council have any of the following Social Media platforms? If yes, please provide the URL to your Social Media Account i.e Facebook.com/EmpowerLA

Facebook

http://www.facebook.com/shermanoaksnc

Twitter

Instagram

Other

Does your Neighborhood Council need any help with the above mentioned Social Medial platforms?

Other

Please list any other Social Media platform that your Council needs help with

all

Does your Neighborhood Council have any of the following?

Stakeholder Database

Yes

An Email Newsletter Campaign?

Yes

An Email Newsletter Service?

Yes

If yes, what company?

The Web Corner

Virtual Phone

No

Virtual Phone Number

Virtual Phone service provider

Virtual Fax

No

Virtual Fax Number

Virtual Fax service provider

Print Material

Does your Neighborhood Council have any of the following printed materials?

Business cards for Board Members ; Business cards with general information ; Print newsletter campaign ; Brochure ; Letterhead ; Templates for print materials

Does your Neighborhood Council have any branded materials? (Swag) if yes, please list the items that you have.

Yes

cups, bags, flashlights, memo pads, magnets, etc

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 Theater, Churches/Synagogues, Social Services/Food Banks, Historical Associations,...)

Yes

If so, what are the organizations?

chamber, business improvement district, lapd, library, schools, park, etc

Media

Does your Council have any of the following?

Other

Please list any other Media Contacts that your Council uses

none are well developed

Street Presence

Does your Council have any of the following?

Street Light Banners

What is your Council's most effective tool for engaging the public and keeping them informed?

newsletter, board meetings, nextdoor

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?

SONC needs to develop a multi-layered outreach strategy across all media channels, particularly social media

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Self-Assessment Form #3

Neighborhood Council Self-Assessment

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Sherman Oaks

Your First Name

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Hartsough

Email Address

jeffrey.hartsough.sonc@gmail.com

BIG Vision and BIG Goals

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

Bring people closer to government through proactive Sherman Oaks Neighborhood Council (SONC) outreach efforts that engage more Sherman Oaks stakeholders and make SONC an authoritative voice of the Sherman Oaks community, who can bring about measurable change, improvements and solutions to benefit the Sherman Oaks Community

What were the BIG Goals for fulfilling your Vision?

BIG Goal # 1

Educate stakeholders through programs with City department and agency heads, elected officials and other speakers on city and Sherman Oaks community issues.

Did you meet this goal?

Yes

if No, why?

Speakers on topical subjects presented information, community participation was less than what we'd like.

BIG Goal # 2

Increase stakeholder participation through improving community outreach strategies

Did you meet this goal?

Yes

if No, why?

Somewhat. Website and web-based communications were available. Folks showed up to meetings and events. But the participation was variable.

BIG Goal # 3

Improve infrastructure within SONC's community borders.

Did you meet this goal?

Yes

if No, why?

BIG Goal # 4

Examine, report and take action on city and country proposed legislation which impacts the Sherman Oaks community

Did you meet this goal?

No

if No, why?

Government Affairs committee was inactive. The Board discussed topics of importance and filed some CISs, but could do more.

BIG Goal # 5

Establish and maximize partnerships with other community organizations such as service providers, not for profits and volunteer groups to improve quality of life for Sherman Oaks stakeholders.

Did you meet this goal?

Yes

if No, why?

We did well in this area, but "maximize" is an aspirational goal.

Budget

How did your BIG Budget match up to your goals?

Outreach - Budgeted

\$24825.00

Outreach - Spent

\$23908.98

Operations - Budgeted

\$8025.00

Operations - Spent

\$9752.17

Neighborhood Purpose Grants - Budgeted

\$3500.00

Neighborhood Purpose Grants - Spent

\$9122.62

Neighborhood Improvements - Budgeted

Neighborhood Improvements - Spent

\$4650.00

Elections/Selections - Budgeted

\$1000.00

Spent - Budgeted

\$42000

\$0.00

Elections/Selections - Spent

\$0.00

Spent - Actual

\$42783.77

Measures and Results

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 1

metrics were not established

Result 1

Measure 2

Result 2

Measure 3

Result 3

Measure 4

Result 4

Measure 5

Result 5

Metrics

How many Community Impact Statements did your Council file?

3

If 0, why?

How many Requests for Action* (not including Community Impact Statements) from your electeds or City Departments did your Council make?

2

If 0, why?

*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?

11

How many general and Committee meetings did your Council conduct?

83

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

4

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

3 movies in the , CD4, Recreation and Parks, Department of Transportation
1 Tree Giveaway, Department of Water and Power, et al.

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

2

How many events did your Council collaborate with a school?

0

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

Studio City NC Green
Senior Symposium

How many stakeholders did your Council have in its database (if not already listed in the Big Score above):

on July 1, 2016

3200

**on June 30,
2016**

do not have a stakeholder
database

3517

How many times did your Council communicate with its stakeholder database?

times per

Month

1

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