



Neighborhood Council Strategic Plan for Fiscal Year 2016-2017

Neighborhood Council Name: North Hills West

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.”

“NORTH HILLS WEST NC TRIPLES STAKEHOLDER INVOLVEMENT SINCE JAN. 2016”

“STANDING ROOM ONLY AT NORTH HILLS WEST NEIGHBORHOOD COUNCIL MEETINGS”

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 for some ideas.

1. **Develop Marketing and Outreach Plan focused on new Homeowners with Welcome Bag of promo items.**
2. **Organize 2-3 Open House and Community Town Halls addressing major concerns to our Community.**
3. **Participate in Clean Streets LA Challenge, set up regular quarterly/monthly Clean Up Events.**

The BIG Solutions: Anticipate the challenges or obstacles that you will encounter and incorporate the solutions in your plan.

1. **Previous Outreach Events, while successful in turnout and concept has not resulted in significant increases in stakeholder participation in meetings or committees due to lack of follow up of attendees on sign in sheets.**

Solution: Develop a formal follow up plan with letters or emails to encourage attending meetings and involvement in the NC.

2. **We have not held or organized Town Halls or Open Houses on topics of concern in the past.**

Solution: Research and collaborate with nearby NCs and organizations to enlist their experience, support and partnership.

3. **Committees other than Outreach were not very active in the past year.**

Solution: Fully staff all Committees, hold initial post NC Election meetings, and commit to hold regular meetings to attract stakeholder involvement in:
Clean Streets LA/Cool Blocks, Emergency Preparedness Alliance, Neighborhood Watch, Community Town Halls, and Open House events.

4. **Partner with Community Organizations for sponsorship and participation in Local Community Events such as Neighborhood Watch Groups and Basic Car.**

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 elected 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.

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 \$ 20,000
- 2) Operations \$ 7,000
- 3) Neighborhood Purpose Grants (NPGs) \$ 2,000
- 4) Neighborhood Improvements \$ 8,000
- 5) Recurring Monthly Expenditures \$ 753.00
- 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 **Website** - has become fully functional over the past year, traffic measuring system to be active by October.
- 2 **Contacts** – 1,535 at the beginning of FY - to be increased by 30% in 2016-2017 FY.
- 3 **Meetings** - current stakeholder attendance at Board meetings averages 25, plan to increase to 75.
- 4 **Public Events** - 15 in prior year, increase to 20, with improved follow up of participants to get them more involved in NC activities.
- 5 **Partners** - New Horizons, Monroe HS. Devonshire Div. PD and Neighborhood Watch groups, CD 12 Councilmember Englander.

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 6 (insert a number) Community Impact Statements this year.
- 2) **Requests for Action:** Our Neighborhood Council will file 6 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 49 (#) general board meetings and committee meetings this year including 8 Outreach, 6 Beautification, 4 Public Safety & Emer. Prep. 5 Land Use, 4 Rules, 8 other Ad Hoc Committees.
- 4) **Public Events:** 2 - Monroe HS, 2 - New Horizons, 1 - Fire Station 87, 2 - CD 12, 2 - City Dept. Sanitation, Street Services, Building & Safety etc.
- 5) **Collaborations:** Our Neighborhood Council will collaborate on 7 (#) events with Electeds, City departments, community organizations or non-profits and schools. You can be more specific and name the collaborators, too!
- 6) **Stakeholders:** Our Neighborhood Council will increase our stakeholder database from 1,535 (#) to 2000 (#) this year.

7) **Communication:** NHWNC will contact stakeholders 4 times a month to inform them of Community Events and issues of concern regarding Quality of Life, the City Council, Land Use, Family and Social Events.

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!

NHWNC will align all of our activities with our Vision to grow our stakeholder's involvement with the Council and City of LA issues. This will help attain our goal:

"To promote more citizen awareness and participation in order to make government more responsive to local needs."

