



Motion to not support subdivision at 3134 N Ivy St

Agenda Item: GB061517-5

Date: June 15, 2017

Proposed By: LUED Committee

Background

The applicant presented this small lot subdivision project to the Land Use and Economic Development (LUED) committee at their June 6, 2017 meeting. The project at 3134 N Ivy is unique in that the two units are already under construction. The applicant has submitted to subdivide the lot into two lots under the Small Lot Subdivision ordinance, in conjunction with the construction of two single-family dwellings. The subject property is 5,280 square feet and zoned RD2-1 with a 45-foot height limit.

Roughly 30 neighbors attended the LUED meeting, a significant turnout from a neighborhood comprised of only approximately 150 homes. While one neighbor (who lives next door to the project site) was in support of the project, the majority of the neighbors were opposed to the project. While they objected to the height and mass of the project, they recognized that because the project is currently under construction, they do not have the opportunity to weigh in on the specifics of the project design. Therefore, they object to the subdivision of the lots.

Proposed Motion

Submit a letter in opposition to the subdivision of land to City Planning Department case manager Steve Garcia (steve.m.garcia@lacity.org) to be included in case file for the subdivision at 3134 N Ivy; AA-2017-1840-PMLA-SL / ENV-2017-1841-EAF.

Considerations

Committee review:
(highly recommended)

Votes For: 6

Against: 3

Arguments for:

The applicant's request to subdivide after the project is already under construction does not give neighbors the opportunity to voice their concerns earlier in the process.

Arguments against:

The project is by-right. The only request is the subdivision of land. Opposing the subdivision of the land does nothing to halt the construction of the project.

Subdividing the land introduces two homeowners to the neighborhood.

Doug Fitzsimmons
President

Ken Blaker
Vice-President

Jon Liberman
Treasurer

Beth Hirsch
Secretary

Martin Epstein
Corresponding Secretary

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Steve Garcia
Department of City Planning
200 N. Spring Street
Los Angeles, CA 90012

16 June 2017

Re: Case Number AA-2017-1840-PMLA-SL

Dear Mr. Garcia:

I am writing on behalf of the South Robertson Neighborhoods Council ("SORO NC") to comment on the proposed subdivision at 3134 N Ivy St.

At a duly-noticed meeting of the General Board on June 15, 2017, SORO NC voted 00 yes / 00 no / 00 abstain to recommend that the subdivision not be approved. The two-unit project is currently under construction. As such, the neighbors were not afforded the opportunity to weigh in on the project design prior to this subdivision request.

Please do not hesitate to contact me if you have any questions about this comment letter.

Sincerely,

Doug Fitzsimmons
President

Ken Blaker
Vice-President

Jon Liberman
Treasurer

Beth Hirsch
Secretary

Martin Epstein
Corresponding Secretary

Doug Fitzsimmons
President, South Robertson Neighborhoods Council

Cc: Elizabeth Carlin, Office of City Council President Herb Wesson
Krystal Nívar, SORO NC Land Use and Economic Development Chair

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Motion to Save the Trees along Cadillac

Agenda Item: GB061517-6
Date: Thursday, June 15, 2017
Proposed By: The Green Team Committee

Background

On, April 24, 2017, the Bureau of Street Services/Department of Public Works, Urban Forestry Division posted signs on approximately 18 giant Tipuana Tipu trees on two non-consecutive blocks along Cadillac saying that they would be removed to repair the sidewalks. A hearing will be set in late June, early July to allow the community to discuss any opposition to the removal of these trees.

History

Soon after these notices were posted on the trees, the Green Team began getting emails from the community in opposition to the proposed removal on several grounds:

First: that the sidewalks are not badly lifted and they can be resurfaced making them safe for folks with disabilities, without removing the trees.

Second: that the reason for removing the trees is not that they are unhealthy, so it would appear that disease is not a factor in removing the trees.

Third: that although the Tipuana Tipu trees are affecting the sidewalks in a consistent manner, trees on only certain blocks on Cadillac are being removed, and others are being left.

Fourth: It is illogical to think that planting two immature trees in place of these giant Tipuana Tipu trees will make up for the long term negative environmental impact removing these mature trees will have. Under the current city plan, 26 million trees are slated to be removed across the city. No Environmental Impact Report has been done if these trees are removed. So there is a larger discussion we feel needs to take place.

Fifth: If and when these trees are ever removed, the community would like some input into replacement trees.

Proposed Motion

Unless the Tipuana Tipu trees along Cadillac which are scheduled to be removed, provide a serious and eminent danger to the community, the South Robertson Neighborhoods Council would like a moratorium on their removal until representatives from the Soronc and representatives from the community impacted by their removal can meet with representatives from the appropriate city departments at a time to be set up by Councilman Wesson's office to discuss in depth, reasons for their removal and possible alternatives.

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Considerations

Committee review: Unanimous 8 Against: 0
(highly recommended) Votes For:

Amount previously allocated in Committee's working budget: \$N/A
(applies to funding motions only)

Arguments for:

Other cities have found ways around tree removal to make sidewalk surfaces ADA compliant. We need to take another look at what these communities (Santa Monica, Palo Alto, Santa Clara) are doing.

If it is costs to resurface that hamper the City, perhaps fundraisers can offset the expense in order to save the trees important to our community

The width of the parkway along Cadillac is very wide. The city in its guidelines authorizes Tipuana Tipu trees for this size parkway.

Arguments against:

The City of LA was sued by the Americans with Disabilities Act and won a large settlement because the disabled were not able to safely negotiate lifted sidewalks.

Tipuana Tipu trees are fast growing but have a shorter life span of about 50-150 years. The current age of these trees (unknown) could mean that, although they are healthy now, they could become unsafe in a short period of time.



June 14, 2017

Board of Public Works
Bureau of Street Services
Department of Urban Forestry

Dear Sir or Madam,

The South Robertson Neighborhoods Council respectfully requests that you put on hold until August 30th the Board hearing on the removal of 18 Tipuana Tipu trees located on Cadillac Avenue between Halm Avenue and Shenandoah Street and Garth Avenue and Corning Street.

A committee comprised of Barry Levine, a Board member of the South Robertson Neighborhoods Council, and Paula Waxman, Chair of the Green Team Committee of the Neighborhoods Council, Andrew Leavenworth, Chair of Reynier Village Neighborhood Association, together with concerned members of the community met with David Miranda of Urban Forestry and Liz Carlin, Field Deputy for Council President Herb Wesson on June 14, 2017.

At that meeting it was made clear to the committee that the tree removal was precipitated by a complaint made by a disabled citizen unable to negotiate the sidewalk in this area. As a result of this complaint, in order that the City be compliant with a lawsuit won by Americans with Disabilities, the trees must be removed and the sidewalk replaced in a timely manner, or the city may face further litigation.

Because the community is quite disturbed by the pending removal of these trees, the committee would like more time to explain these circumstances to the community, to explore alternative solutions to the removal, and to possibly have some input from the community, in the selection of new trees should an alternative to removing the trees not be found.

Thank you for your prompt consideration of this request.

Yours truly,

Doug Fitzsimmons

Cc:

Liz Carlin, Field Deputy, Council President Herb Wesson
David Miranda, Urban Forestry Div., 1149 S. Broadway, 4th fl., Los Angeles, CA
90015

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Motion to call for a safe pedestrian access corridor between Expo and Hamilton High in the Expo Transit Neighborhood Plan

Agenda Item: GB061517-7
Date: 15 June 2017
Proposed By: Doug Fitzsimmons

Background

SORO NC has, over the years, repeatedly called for a safe pedestrian corridor between the Culver City/Robertson Expo station and Hamilton High School: with the West Adams-Baldwin Hills-Leimert Community Plan, with the proposed reconfiguration of the I-10 Freeway ramps at Robertson, with the community response to a student pedestrian fatality at Venice and Robertson, and back in 2013 as official feedback to the early proposals for the Exposition Corridor Transit Neighborhood Plan.

Four years later, with the release of the proposed Exposition Corridor Transit Neighborhood Plan draft environmental impact report (DEIR), the City Planning Department has again failed to acknowledge the community's consistent feedback. Despite the once-in-a-generation opportunity to change the Freeway ramps (the biggest obstacle to creating a pathway), despite the Mayor's Vision Zero initiative to eliminate pedestrian fatalities, despite the tens of thousands of SORO residents, despite the hundreds of Hamilton students who walk the route daily, despite the Community Plan designating South Robertson and adjacent National as Pedestrian Priority Streets, no mention is made of connecting SORO to Expo.

Proposed Motion

- I. The South Robertson Neighborhoods Council (SORO NC) once again calls upon the Los Angeles Department of City Planning to incorporate a safe, inviting pedestrian corridor from the Culver City/Robertson Expo station to Hamilton High School and the SORO business district in the Exposition Corridor Transit Neighborhood Plan.
- II. SORO NC reiterates the points in its 2013 Expo Corridor Transit Plan position letter and authorizes a new letter to that effect, noting that the 10 Freeway Robertson ramp project creates a renewed opportunity to realize this vision.

Doug Fitzsimmons
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Considerations

Committee review:
(highly recommended)

Votes For:

Against:

Amount previously allocated in Committee's working budget: \$
(applies to funding motions only)



Arguments for:

SORO needs safe passage to public transit. This is implicit in the very concept of multi-modal transportation planning, and is consistent with the Mayor's Vision Zero plan.

Baking this into the transit plan lays the groundwork for incorporating it into the I-10 ramp project.

Arguments against:

Creating such a corridor would be very expensive and perhaps inconvenience drivers.

The I-10 ramp project is a long time off, and may never happen.



Lameese Elqura
Department of City Planning
200 N. Spring Street, Room 667
Los Angeles, CA 90012

Via email: Lameese.Elqura@lacity.org

14 April 2013

Re: Environmental Case ENV-2013-622-EIR

Dear Lameese:

Thank you for offering us the opportunity to comment on the EIR regarding the Exposition Corridor Transit Neighborhood Plan. As I discussed with you at the 4/10/2013 Meeting at the IMAN Center, the South Robertson Neighborhoods Council has some strong ideas about the transit related development surrounding the Venice/Robertson station area. These remarks form part of a longer document submitted as input to the West Adams-Baldwin Hills-Leimert Community Plan. The South Robertson Neighborhoods Council unanimously approved the following recommendations on 9 April 2013.

Connecting the South Robertson corridor to the TOD area around the Expo Line Metro Station

A number of effort, including this one, address the huge economic opportunities for redevelopment around the Expo Metro stop at Robertson/Venice in a Transit Oriented Development zone (TOD), however we have yet to see a realizable vision for connecting this TOD to the neighboring South Robertson community. There is much talk of the Venice/National gateway to Culver City, little mention of how the TOD can serve as a gateway to *Los Angeles*, specifically with neighboring South Robertson, Venice boulevard heading east from the station, and the burgeoning Arts corridor on La Cienega south of Venice.

Specific Recommendations

- a. National Boulevard between Venice and Robertson Boulevards should be reconceived as a mixed-use residential and pedestrian gateway that bridges the TOD to the communities of South Robertson. This street already serves heavy pedestrian traffic from the students of Hamilton High School who use the corridor to connect to the transit opportunities along Venice. The Metro stop only increases this pedestrian use, offering an opportunity to draw the wider commuter community to connect through to South Robertson.
- b. In fact, the West Adams-Baldwin Hills-Leimert Community Plan designates this National connection as a Pedestrian Priority Street segment in recognition of this opportunity, yet the conflicting Industrial zoning designation is counterintuitive to that use. The current industrial use coupled with the Freeway underpass makes this street feel very unwelcoming to Pedestrian foot traffic.
- c. Among improvements that should be considered here are wider sidewalks, landscaping and other buffers to vehicular traffic lanes, good lighting, trash receptacles that are regularly serviced, elimination of parking under the 10

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Freeway (ridding the community of frequent abandoned and oversize vehicles that park here), reduction of the vehicular lane on the north side of National, as well as benches and signage.

- d. There should be a clear vision to connect the two Pedestrian Priority Street segments of National and South Robertson outlined in figure 4-3 of the West Adams-Baldwin Hills-Leimert Community Plan into one cohesive Pedestrian Priority Street segment which connect at National and Robertson. In the current vision of the Plan, these two closely neighboring Pedestrian Priority Streets do not cohesively connect.
- e. We feel there is opportunity for a vision that focuses this section of National Boulevard as the *pedestrian* oriented gateway from the Venice/Robertson Metro stop through to South Robertson (and the communities to the North), while refocusing the La Cienega/Jefferson Metro stop as a *transit/connection* point for those who will be connecting to ground transportation from the Metro, feeding up to Century City and Beverly Hills. This would allow La Cienega, which is better equipped to deal with increased ground transit to serve that purpose, and refocus the Robertson corridor, less well equipped to carry more traffic, to focus on a pedestrian use, with possible inclusion of a local DASH.

Opportunities and challenges along South Robertson

The West Adams-Baldwin Hills-Leimert Plan designates the South Robertson area as a Neighborhood District. This designation calls for an area that is highly walkable, drawing local residents out to the commercial corridor to meet their daily needs. Unfortunately, the West Adams-Baldwin Hills-Leimert Plan completely ignores the heavy commuter traffic that uses South Robertson as an access point to the 10 Freeway and as a connector between the 10 Freeway and bustling areas such as Century City, Beverly Hills and West Hollywood. Major development projects that are currently under review in Century City only threaten to exacerbate this problem, depositing more and more traffic on this narrow Boulevard with narrow sidewalks, and creating a less and less desirable walking and pedestrian oriented Neighborhood retail District.

Specific Recommendations

- a. Both the West Adams-Baldwin Hills-Leimert Community Plan and the Expo Transit subdistrict vision calls for South Robertson to have bicycle lanes, yet the existing roadway can barely support the current load of cars. The bicycle lane designation, while very desirable to our vision for this community, is at odds with the findings of the TIMP that indicate Robertson is ill-prepared to sustain this use. Of all major roadways that feed into the 10 Freeway, Robertson Boulevard is by far the narrowest. This is further aggravated by the presence of Hamilton High School at the gateway to the Freeway, effectively blocking traffic flow to the Freeway at peak times twice a day.
- b. Robertson's roadbed is only 60-66 feet in width and the Plan's analysis rates it at F(1) to F(2) in terms of traffic level of service. Two valuable traffic lanes are taken up for street parking, and there is little opportunity to include bike lanes as the Plan prescribes. We see an opportunity to rethink Robertson to have two lanes of traffic in each direction, a center turn lane between them and a bike lane in each direction, but this would involve removing the current street parking lanes and building a Park-Once parking structure(s) to service the commercial parking requirements. This parking solution is highly desired



by local residents who have long waited for the transformation of the depressed commercial corridor that serves their homes.

- c. While observation may suggest that there is currently plenty of available street parking along South Robertson, we feel this is misleading. Current retail on Robertson only minimally serves the surrounding communities' needs, with a high proliferation of alley-only businesses and retail spaces that are underused or empty. If Robertson Boulevard were to sustain the types of sit-down restaurants and thriving retail that the Plan envisions, the LAMC would require significantly more parking than is currently available. We believe this would have the additional benefits of allowing new uses on Robertson (currently not possible because of the lack of adequate parking) and serve to stimulate the walkability of this boulevard.
- d. On the portion of South Robertson that runs south of Cattaraugus (excluding Hamilton High School), we envision an opportunity for high density residential over neighborhood-oriented commercial exceeding the current 3-story limit. This area is currently designated as RD2-1. With its direct access to major transportation including the Freeways and Expo Line, as well as close proximity to Hamilton High School, this could be an ideal location for high density mixed use that could connect the Robertson corridor with the TOD area surrounding the Expo Metro.

Our Neighborhood Council is very interested in the changes around the Expo line and I would appreciate your department's partnership in continuing to keep us well-informed, and offer our residents the chance to comment on developments as they progress by coming to our meetings and presenting ideas.

You can get on the agenda for any of our meetings by contacting Doug Fitzsimmons at president@soronc.org. We meet on the third Thursday of every month and usually need one week's notice to be able to accommodate you in the agenda.

Many thanks,

A handwritten signature in black ink, appearing to read 'M. Safinia', with a stylized flourish at the end.

Marjan Safinia
Chair, Robertson Revitalization Committee



Motion to approve fiscal year 2017-18 strategic plan and outreach assessment

Agenda Item: GB061517-8

Date: 15 June 2017

Proposed By: Outreach

Full Proposal

As part of our budget package, we're required to approve a strategic plan and outreach assessment. The attached plan is the result of consolidated feedback from the majority of our committees.

As of the time of the June NC meeting, the City Clerk and DONE have not yet completed the submission packet for FY 17-18. They may (or may not) require additional data on our outreach activities; the motion authorizes the release of whatever they may require.

Proposed Motion

- I. To approve the attached FY 2017-18 strategic plan and outreach assessment as part of our budget submission, and to authorize the inclusion of whatever additional factual outreach data the City may require.

Doug Fitzsimmons
President

Ken Blaker
Vice-President

Jon Liberman
Treasurer

Beth Hirsch
Secretary

Martin Epstein
Corresponding Secretary

Considerations

Committee review:
(highly recommended)

Votes For: 5

Against: 0

Amount previously allocated in Committee's working budget: \$
(applies to funding motions only)

Arguments for:

Arguments against:

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Neighborhood Council Strategic Plan for Fiscal Year 2016-2017

Neighborhood Council Name: South Robertson Neighborhoods Council

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 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 \$ 6,550
- 2) Operations \$ 6,250 (excluding recurring expenses)
- 3) Neighborhood Purpose Grants (NPGs) \$ 8,000
- 4) Neighborhood Improvements \$ 7,100
- 5) Recurring Monthly Expenditures \$ 9,100
- 6) S/Election \$ 5,000 (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 10 (insert a number) Community Impact Statements this year.
- 2) **Requests for Action:** Our Neighborhood Council will file 10 (#) 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 100 (#) 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 6 (#) 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 1,000 (#) to 1,200 (#) this year.
- 6) **Communication:** Our Neighborhood Council will contact our stakeholders 4 (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!



Strategic Plan 2017-18

The Big Vision

To build SORO into a neighborhood recognized for its strong and inclusive community spirit; safe, walkable, tree-lined streets; and vibrant business districts.

The Big Goals

- 1) To constantly improve our ability to reach stakeholders
- 2) To reinforce SORO identity via permanent SORO NC street medallions.
- 3) To increase our policy advocacy and presence in City Hall and communicate back to the community.
- 4) To develop and seek additional funds for a transportation plan for our arterial streets to channel traffic flow and maximize walkability and commercial attractiveness.
- 5) To foster a healthy, co-operative business community and encourage new businesses.
- 6) To support the SORO LGBTQ community.
- 7) To guide the redevelopment process at Robertson Recreation Center.
- 8) To pursue a redesign of Reynier Park based on community input.
- 9) To plant additional trees in the neighborhood.
- 10) To increase overall safety within SORO.
- 11) To better educate our residents on first aid and emergency response procedures.
- 12) To support our schools via healthy food initiatives, policy advocacy, and mentorship programs.
- 13) To educate our community about sustainable environmental and water practices.
- 14) To work to increase voter turnout and stakeholder engagement within our NC.

The Big Solutions

- 1) Outreach:
 - a. Complete planned upgrades to the SORO NC website to make it easier to use and mobile-friendly.
 - b. Better distribute communication/publishing duties to increase our ability to share information with the public.
 - c. Survey residents periodically on local issues.
 - d. Increase our social media ad spend to reach stakeholders who are unaware of the NC.
 - e. Secure additional funding from the Council offices for the medallion/banner program.
 - f. Expand outreach efforts for community events, including the annual SoRo Festival.
 - g. Increase millennial involvement within the NC and our community.
 - h. Hold regular community events in collaboration with the Council offices to broaden the reach of the NC.
 - i. Support the NC system and its role within the City.
 - j. Create a public art project to beautify S. Robertson.
- 2) Transportation planning:
 - a. Work with the City on incorporating pedestrian safety (Vision Zero) measures in SORO projects.
 - b. Prioritize neighborhood outreach and participate in early planning of 10 Freeway ramp reconfiguration.
 - c. Develop a Complete Streets vision for South Robertson via Great Streets.
 - d. Complete a bike survey.
 - e. Create a map of street conditions and repair priorities.
 - f. Advocate for additional public transportation in our area, including a DASH line to Century City.
 - g. Work with the Council offices and City departments to find additional funds for traffic projects.
- 3) Economic development:
 - a. Revitalize the SOROCARD program. Create a spin-off website.
 - b. Create a business outreach strategy that encourages hiring locally.
 - c. Engage with local business leaders via the Great Streets program.
 - d. Encourage the creation of an employment program for SORO residents.
 - e. Research and find funding for lighting options along Robertson.
- 4) Green team:
 - a. Find partner to help with tree procurement/planning.
 - b. Increase awareness of sustainable practices.
 - c. Continue to take a strong environmental advocacy role within the City.
 - d. Schedule regular e-waste drives.
- 5) Public Safety:
 - a. Expand neighborhood watch programs.
 - b. Help Neighborhood Associations to offer group security services.



- c. Sponsor training courses in first aid and emergency preparedness.
 - d. Work with LAPD and LAFD to better communicate community concerns and LAPD/LAFD efforts.
 - e. Recruit volunteers for annual Homeless Count.
 - f. Collaborate with City and local resources to create revised SORO emergency plan.
- 6) Parks and Recreation:
- a. Ensure the protection of legacy trees during the redevelopment of Robertson Rec Center.
 - b. Recommend and support new community programs at the Robertson Rec Center.
 - c. Help establish a SORO community park fund to support Robertson Rec, Reynier, and Schacter parks.
 - d. Work with City and stakeholders to build a consensus vision for Reynier Park.
 - e. Create a project timetable for implementing changes to Reynier.
 - f. Develop funding strategies and sources for Reynier, including acknowledging donations
- 7) Quality of Life:
- a. To continue to offer the community and neighborhood institutions, assistance and support in matters regarding Health, Mental Health, Homelessness and other social service need.

The Big Budget

- 1) Outreach: \$6,550
- 2) Operations \$6,250 (excluding recurring expenses)
- 3) Neighborhood Purposes Grants (NPGs) \$8,000
- 4) Neighborhood Improvements \$7,100
- 5) Recurring Monthly Expenditures \$9,100
- 6) Election \$5,000

The Big Score

- 1) Website: increase overall site traffic by 10% with the majority of new visitors coming via mobile.
- 2) Contacts: increase the number of contacts on Facebook by 10% and in our email database by 20%
- 3) Social Media Presence: encourage committees to post to social media more frequently.
- 4) Meetings: increase attendance at meetings by 10%
- 5) Public Events: increase attendance at the SoRo Festival by 10%; Movies In the Park by 5%; Peace Picnic by 5%



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 www.EmpowerLA.org



Neighborhood Council Outreach Survey for Fiscal Year 2017-2018

Neighborhood Council Name: South Robertson Neighborhoods Council

No changes from Fiscal Year 2016-2017 Yes, see changes below.

Name and contact for your Outreach Committee Chair: Marjan Safinia

Email OutreachChair@soronc.org Phone 310-295-9920

Digital Tools:

Does your Council have: a website? Yes / No
If yes, please give us your website address: soronc.org
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: facebook.com/soronc
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: twitter.com/soronc
Do you utilize hashtags with Twitter? Yes / No
If yes, what hashtags does your Council use for Twitter? #sorosafety, #soroplans, #soroevents, #sorumoves, etc.

Does your Council have: a YouTube Account? Yes / No
If yes, please give us your YouTube URL: youtube.com/soronc
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? Mailchimp

Does your Council have: a virtual phone line? Yes / No
if so, what company? Vonage

Does your Council have: a virtual fax line? Yes / No
if so, what company? eFax

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: pens, keychain flashlights, reusable shopping bags, first aid kits

Calendar:

Does your Council use: **an online Calendar?** Yes / No
If yes, what Calendar service do you use? developed in-house (Drupal platform). Will transition to Google Calendar.

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? All of the above except Chambers of Commerce and Historical Associations

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?

Targeted Facebook ads, Facebook posts, NextDoor posts, email, yard signs, community events

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?

Auto-emailed committee agendas to list segments, broadening our Facebook ad spend



Motion to fund \$500 to co-sponsor Park outreach event with Reynier Village Neighborhood Association

Agenda Item: GB061517-9
Date: 15 June 2017
Proposed By: Parks & Recreation

Background

As part of our effort to solicit community feedback on possible changes to Reynier Park, the Parks committee recommends co-sponsoring an event held by the Reynier Village Neighborhood Association.

RVNA holds an annual ice cream social at the park each year for their members. This year, they've graciously offered to open the event to the larger community in order for the NC to collect survey responses and discuss reconfiguration options.

SORO NC would sponsor RVNA's event, with the NC's money going to purchase food, drinks, and tableware for the additional people (the NC would purchase these items directly). Reynier typically spends \$500+ on the event, so this would double the budget. Funds would come from the FY 2017-18 general outreach budget; the event was included in budget discussions.

Proposed Motion

- I. The South Robertson Neighborhoods Council (SORO NC) will fund \$500 to help sponsor a 2017 Reynier Park outreach event held by the Reynier Village Neighborhood Association for the purpose of collecting feedback on possible changes to the park. The funds will be spent by the NC on food, drinks, and tableware.

Considerations

Committee review: <i>(highly recommended)</i>	Votes For: 7	Against: 0
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Amount previously allocated in Committee's working budget: <i>(applies to funding motions only)</i>	\$500
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Arguments for:

An event at the park will attract people who actually use the park, including constituencies we traditionally have difficulty reaching.

The more feedback we get, the more momentum and legitimacy our proposal will have.

Arguments against:

The money could be spent for other purposes.

We've already spent enough for park outreach.

Doug Fitzsimmons
President

Ken Blaker
Vice-President

Jon Liberman
Treasurer

Beth Hirsch
Secretary

Martin Epstein
Corresponding Secretary

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