



Motion to reallocate Fiscal Year 2015-16 funds

Agenda Item: GB061616-5
Date: 16 June 2016
Proposed By: Doug Fitzsimmons

Full Proposal

Several funding items passed by the Board in the ending fiscal year did not get spent (website upgrades, etc.) and a number of items ended up costing less than anticipated (laptop, tablets, etc.). Those extra dollars have been spent for other purposes, but we need to officially release the funds.

Proposed Motion

- I. To release previously allocated but unspent funds from FY 2015-16, making them available for other purposes by the NC Board.
-

Considerations

Committee review:
(highly recommended)

Votes For: 0

Against:

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

Arguments for:

This is an accounting thing.

Arguments against:

None, really.

Doug Fitzsimmons
President

Brian Kite
Vice-President

Terrence Gomes
Treasurer

Beth Ryan
Secretary

**South Robertson
Neighborhoods Council**

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Motion to approve fiscal year 2016-17 SORO NC budget

Agenda Item: GB061616-6
Date: 16 June 2016
Proposed By: Doug Fitzsimmons

Full Proposal

The individual NC allocation for FY 2015-16 is projected to be \$37,000, a \$5,000 reduction from last year. The City's fiscal year is July 1–June 30.

At the May 22 Finance Committee meeting, attendees unanimously approved the attached draft budget.

Note that our official budget for DONE breaks down our expenditures within five categories: 100 Operations, 200 Outreach, 300 Community Improvement, 400 Neighborhood Purpose Grants, and 500 Elections.

Proposed Motion

- I. To approve the attached FY 2016-17 budget and strategic plan for submission to DONE.

Doug Fitzsimmons
President

Brian Kite
Vice-President

Terrence Gomes
Treasurer

Beth Hirsch
Secretary

Considerations

Committee review: <i>(highly recommended)</i>	Votes For: 8	Against: 0
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Amount previously allocated in Committee's working budget: <i>(applies to funding motions only)</i>	\$
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Arguments for:

Arguments against:

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South Robertson Neighborhoods Council
Draft Budget for Fiscal Year 2016-2017
APPROVED on

Funds		
Total Annual Allocation	\$	37,000.00

Budget

Code	Category					
100 Operations		%		Total		
AUD	Audio and Visual Services					
EDU	Training and Board Retreat					
FAC	Facilities Related and Space Rental					
MIS	Miscellaneous Expense					
OFF	Office Equipment and Supplies					
POS	Postage					
TAC	Temporary Staff					
TRL	Translation and Transcription					
	Sub Total	15.14%	\$			5,600
200 Outreach						
EVE	Town Hall					500
ADV	Social Media/Survey					1,000
MEE	Meeting Expense/ Food					2,400
MIS	General Outreach					2,000
ADV	Robertson Vision					5,000
ADV	Business Outreach					700
ADV	Survey Monkey					300
	Sub Total	32.16%	\$			11,900
300 Community Improvement						
CIP	Trim Trees on Robertson					4,000
CIP	Hami Garden					500
CIP	Job Board					1,000
CIP	Street Mural					3,000
CIP	NC Support-Congress, Awards, Budget Advocates					3,000
	Sub Total	31.0811%	\$			11,500
400 Neighborhood Purpose Grants						
GRT	Fresh Fruit on Friday					2,000
GRT	Sorofest 2017					5,000
GRT	Movies in the Park					1,000
	Sub Total	21.62%	\$			8,000
500 Elections						
ELE	Election Outreach Expense					0
	Sub Total	0.00%	\$			-
Grand Total			\$			37,000

Budget Narrative:

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Projected Monthly Operational Expenses	Monthly Amount*
Vendor - Item/Service Description	
1 Public Storage	\$ 250.00
2 Vonage	\$ 40.00
3 Efax	\$ 13.00
4 Meeting Food-Variou	\$ 200.00
5 Outreach Printing/ Website	\$ 150.00
Total Monthly Operational Expenses	\$ 653.00



Strategic Plan 2016-17

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.
- 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 provide increased services and guidance to the SORO LGBTQ community.
- 7) To guide the redevelopment process at Robertson Recreation Center.
- 8) To plant additional trees in the neighborhood.
- 9) To increase overall safety within SORO.
- 10) To better educate our residents on first aid and emergency response procedures.
- 11) To support our schools via healthy food initiatives, policy advocacy, and mentorship programs.
- 12) To educate our community about sustainable environmental and water practices.
- 13) To work to increase voter turnout 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 Facebook 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 street mural to beautify S. Robertson.
- 2) Transportation planning:
 - a. Work with the Council offices and City departments to find additional funds for traffic projects.
 - b. Participate in early planning of 10 Freeway ramp reconfiguration.
 - c. Develop a Complete Streets Vision proposal for South Robertson
 - d. Complete a bike survey.
 - e. Advocate for additional public transportation in our area, including a DASH line to Century City.
- 3) Economic development:
 - a. Revitalize the SOROCARD program. Spin off website?
 - b. Hold gatherings of local business leaders.
 - c. Research and find funding for lighting trees along Robertson.
 - d. Encourage the creation of an employment program for SORO residents.
- 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) Community services:
 - a. Recommend and support new community programs at the Robertson Rec Center.
 - b. Participate in Robertson Rec Center planning and help establish a private development fund.
 - c. Work with City and stakeholders to resolve issues with Reynier Park.
 - d. Work to alleviate issues with homeless residents.

The Big Budget

- 1) Outreach: \$11,900
- 2) Operations \$700 (excluding recurring expenses)
- 3) Neighborhood Purposes Grants (NPGs) \$8,000
- 4) Neighborhood Improvements \$11,500
- 5) Recurring Monthly Expenditures \$4,900
- 6) Election \$0

The Big Score

- 7) Website: increase overall traffic by 10% with the majority of new visitors coming via mobile.
- 8) Contacts: increase the number of contacts on Facebook by 20% and in our email database by 11%
- 9) Social Media Presence: establish an active Instagram account and encourage committees to tweet more frequently.
- 10) Meetings: increase attendance at meetings by 10%
- 11) Public Events: increase attendance at the SoRo Festival by 10%; Movies In the Park by 5%; Peace Picnic by 5%



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 \$ 11,900
- 2) Operations \$ 700 (Excluding recurring expenses)
- 3) Neighborhood Purpose Grants (NPGs) \$ 8000
- 4) Neighborhood Improvements \$ 11,500
- 5) Recurring Monthly Expenditures \$ 4,900
- 6) S/Election \$ 0 (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 5 (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 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 4 (#) 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 700 (#) to 800 (#) 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!



Neighborhood Council Outreach Survey for Fiscal Year 2016-2017

Neighborhood Council Name: South Robertson Neighborhoods Council

No changes from Fiscal Year 2015-2016 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, #soromoves, 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



Department of NEIGHBORHOOD EMPOWERMENT

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Neighborhood Council Self-Assessment Form for Fiscal Year 2015-2016

Neighborhood Council Name: South Robertson Neighborhoods Council

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

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

What were the BIG Goals for fulfilling your Vision?

1. To constantly improve our ability to reach stakeholders

Did your Council meet this goal? Yes No – Why? Radically increased our Facebook ad spend to support elections

2. To reinforce SORO identity via permanent SORO NC street medallions.

Did your Council meet this goal? Yes No – Why? Waiting on revised vendor quotes. However, increased pledged support from Council offices.

3. To increase our policy advocacy and presence in City Hall.

Did your Council meet this goal? Yes No – Why? Greater engagement with WRAC. SORO NC leadership in LANCC and Budget Advocates.

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.

Did your Council meet this goal? Yes No – Why? Pledge from CD 10 and Planning Dept. to develop comprehensive neighborhood plan.

5. To foster a healthy, co-operative business community and encourage new businesses.

Did your Council meet this goal? Yes No – Why? Held two successful business gatherings, kickstarting dialogue.

How did your BIG Budget match up to your goals?

<u>Outreach:</u>	Budgeted:\$	<u>12,350</u>	Spent:\$	<u>TBD</u>
<u>Operations:</u>	Budgeted:\$	<u>8,700</u>	Spent:\$	<u>TBD</u>
<u>Neighborhood Purpose Grants:</u>	Budgeted:\$	<u>13,100</u>	Spent:\$	<u>TBD</u>
<u>Neighborhood Improvements:</u>	Budgeted:\$	<u>4,350</u>	Spent:\$	<u>TBD</u>
<u>Elections/Selections:</u>	Budgeted:\$	<u>3,500</u>	Spent:\$	<u>TBD</u>
	Budgeted Total:\$	<u>37,000</u>	Actual Amount Spent:\$	<u>46,000</u>

When did your Council do the majority of the spending?

- First quarter (July – Sept):\$ 4,428.90 Second quarter (October – December):\$ 2,163.65
 Third quarter (January – March):\$ 14,351.84 Fourth quarter (April – June):\$ 25,055.61

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: Website: increase overall traffic by 10% with the majority of new visitors coming via mobile.

Result: Traffic up 21.0% vs. last FY; percentage of mobile users increased from 26% to 45%

Measure: Contacts: increase the number of contacts on Facebook by 25% and in our email database by 10%

Result: Facebook page likes up from 403 to 494 (23%); email up from 622 to 704 (13%)

Measure: Social Media Presence: establish an active Instagram account and encourage committees to tweet more frequently

Result: Instagram set up, but not particularly active. Tweeting also not as active.

Measure: Meetings: increase attendance at meetings by 10%

Result: Quality of Life and Parks committees have drawn increased stakeholder participation.

Measure: Public Events: increase attendance at the SoRo Festival by 5%; Movies In the Park by 10%; Peace Picnic by 5%

Result: 2016 SoRo Fest attendance down; other events have drawn larger crowds.

Citywide Neighborhood Council Metrics

How many Community Impact Statements did your Council file? 7 None. Why? _____

How many Requests for Action* (not including Community Impact Statements) from your electeds or City Departments did your Council make? 38 None. 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? 91 Committee meetings? 4

How many events did your Council collaborate with electeds and/or City Departments to conduct? 7

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

SoRoFest (large number of City depts.), Peace Picnic (CD5), 2 Movies in the Park (CD10 + CD5),
2 Car Seat Events (CD10, Assembly District 50), Homeless Count

How many events did your Council collaborate with a community group or non-profit? 2 Schools? 0

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

SoRoFest (SoRo Community Foundation, local public and private schools),
Peace Picnic (SoRo Community Foundation, local church and ashram)

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

on July 1, 2015 1025 and on June 30, 2016 1198

do not have a stakeholder database

How many times did your Council communicate with its stakeholder database? 6-7 times every month year

Thank you for taking the time to complete this Neighborhood Council Self-Assessment Form!



Motion to approve up to \$150 for Board Training event

Agenda Item: GB061616-7

Date: 16 June 2016

Proposed By: Executive

Full Proposal

With the election, we have seven new Boardmembers, as well as a number of existing Boardmembers who joined after our last training session.

The Board will conduct training on July 10 at 1:00pm (date tentative). All Boardmembers are invited to attend.

This motion will fund lunch and refreshments out of the Fiscal Year 2016-17 operations budget.

Proposed Motion

I. To fund up to \$150 for food for the upcoming Board training event.

Doug Fitzsimmons
President

Brian Kite
Vice-President

Terrence Gomes
Treasurer

Beth Ryan
Secretary

Considerations

Committee review:
(highly recommended)

Votes For: 3

Against: 0

Amount previously allocated in Committee's working budget: \$0
(applies to funding motions only)

Arguments for:

It's helpful to have food.

Arguments against:

People can eat beforehand.

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