

REVIEW OF
2016-2017 Strategic Plan
Boyle Heights Neighborhood Council

The Big Vision: The Boyle Heights Neighborhood Council serves as a resource and information hub that will support community navigate through the neighborhood, Government agencies, and other entities.

The BIG Goals: Break the Vision down into achievable goals that are steps in fulfilling your vision. TWO of your BIG Goals MUST connect your stakeholders to citywide initiative or issues.

- 1) Collaborate with local organizations serving Boyle Heights to promote greater awareness of resources in the community. **COMPLETED**
- 2) Educate community members about city services while fostering community responsibility for collectively maintaining an active, clean, and healthy community. **IN PROGRESS.**
- 3) Partner with a Neighborhood Council alliance or other Neighborhood Council on a project. **INCOMPLETE**
- 4) Host community events that are valuable and useful while increasing participation. **HOSTED AN OLDER ADULT MONTH CELEBRATION – MAY 2017.**
- 5) Participate in the Clean Streets LA Challenge, or conduct a street cleaning. **COMPLETED & WON \$2,500.**
- 6) Create positive supportive change in the community by supporting and funding neighborhood improvement projects that address graffiti removal, potholes, and illegal dumping, to name a few. **INCOMPLETE.**
- 7) Engage Spanish speaking community members to ensure representation and accessibility to information and resources within the community. **IN PROGRESS.**

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

- 1) How do we pick organizations and groups serving Boyle Heights - Find community organizations that we've funded in the past that share similar goals and/or outreach to organizations in the community through asset planning.
- 2) How can we really outreach to over 100K residents living in Boyle Heights? Solution - Create an outreach campaign and strategy (including social media/website, utilizing databases, booths, canvassing, banners, pamphlets, etc.), led by the Outreach Chair, in conjunction with the BHNC.
- 3) These things sound expensive! Solution- Itemize and breakdown costs associated to outreach plans, budget for outreach materials and tools for public events. Collaborate with other Neighborhood Councils and/or CD-14 to share costs.

The BIG Budget: \$37,000 (**ESTIMATES**)

- 1) Outreach \$16,000 (**USED AMOUNT \$4,000**)
- 2) Operations \$7,000 (**USED AMOUNT \$3,000**)
- 3) Neighborhood Purpose Grants (NPGs) \$10,000 (**USED AMOUNT \$20,000-\$25,000**)
- 4) Neighborhood Improvements \$4,000 (**USED AMOUNT 0**)
- 5) Recurring Monthly Expenditures \$200 (10months of website maintenance)=\$2,000 (**USED AMOUNT \$2,000**)
- 6) Elections \$0

City wide performance metrics-

- 1) Community Impact Statements: Our Neighborhood Council will file 10 Community Impact Statements this year. **SUBMITTED 0**
- 2) Requests for Action : Our Neighborhood Council will file 10 Request for Action to our elected and City departments this year. **SUBMITTED 0**
- 3) Meetings: Our Neighborhood Council will conduct 1 general board meeting per month and 2-3 committee meetings per month this year (I-Outreach, I-Neighborhood Committee, I-Budget & Finance, I-TEC) **TOTAL GENERAL BOARD MEETINGS (INCLUDING SPECIAL BOARD): 11**
- 4) Collaborations: Our Neighborhood Council will collaborate on 6 events with Elected, City departments, community organizations or non-profits and schools. You can be more specific and name the collaborator, too! **1 HOLIDAY EVENT WITH CD 14 & OTHER CD 14 EVENTS.**
- 5) Stakeholders: Our Neighborhood Council will increase our stakeholder database from 167 to 500 this year **WEBMASTER WAS TRANSFERRED, LOSING EXISTING DATABASE.**
- 6) Communication: Our Neighborhood Council will contact our stakeholders 2times a month about what's going on with the Neighborhood Council and City. **OUTREACH MADE VIA FB, AND EMAIL BLAST FOR GENERAL MEETINGS.**

The BIG Reminder: Ongoing open lines of communication with all members of the Neighborhood Council to ensure our BIG Vision is accomplished through collaboration.

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!

- 1) Citywide Initiatives- count# of streets/alleys cleaned, count# of seniors/homeless adults/youth assisted through referrals. **PARTICIPATED IN CLEAN STREETS CHALLENGE.**
- 2) Website- measure and increase traffic to website (at least 30 views per month) and social media (at least 10 likes permonth) **CURRENT CONTENT UNAVAILABLE TO REVIEW.**
- 3) Contacts- Increase email distribution and community contacts to 1,000. **WEBMASTER WAS TRANSFERRED, LOSING EXISTING DATABASE.**
- 4) Meetings- Increase stakeholder participation in general board meetings (goal : 30 present) and committee meetings (goal: 10 present) **ONGOING**
- 5) Public Events - Host 4-5 public events per year, Increase to 6-8events. **HOSTED AN OLDER ADULT MONTH CELEBRATION – MAY 2017. TABLED AT DIFFERENT CD14 EVENTS.**
- 6) Partners - Compile, organize, and create list of organizations in our network, increase partnerships by 1 per month. **SEE LIST OF NPG FUNDED FOR 2016-2017 AS PARTNERSHIPS.**