

## BOYLE HEIGHTS NEIGHBORHOOD COUNCIL

### STRATEGIC PLAN

2017-2018

**The BIG Vision:** Promote a vibrant community in the Boyle Heights neighborhood through civic engagement and making City government more responsive to local needs,

#### The BIG Goals:

1. Our Neighborhood Council will conduct two (2) 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 October and January and each town hall will require \$500.00 of funding.
2. Our Neighborhood Council will Increase social media presence (by having 2,500 Facebook likes) and increase BHNC election turnout (by 400+ voters)
3. Our Neighborhood Council will host four community events throughout the year to raise awareness of city resources, local services, or issues affecting our community. Each event will be held quarterly and will require \$1,000.00 of funding.
4. 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 bi-annually. Each workshop will require \$750.00 of funding.
5. Host quarterly town halls to submit a request for action from City Departments.

#### The BIG Solutions:

- 1) Engaging community has been low, via low attendance at meetings/events. Solution: Create an outreach campaign and strategy to maximize engagement with our community. Utilize past Neighborhood Purpose Grants (NPG) recipients to assist with BHNC outreach.
- 2) 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. Partner with other Neighborhood Councils to make your dollars stretch.

#### The BIG Budget: ~~\$37,000~~ 42000

- 1) General & Operational (including office, outreach, elections) \$20,000.00
- 2) Community Improvement Projects (CIP) \$7,000.00
- 3) Neighborhood Purpose Grant (NPG) \$15,000.00

#### The BIG Score:

- 1) **Citywide Initiatives** –participate in upcoming citywide initiatives to engage our community.
- 2) **Website** –measure traffic through our webhost and have 2,500 Facebook likes
- 3) **Contacts** – Increase the number of people on our email distribution up to 100
- 4) **Meetings**- Increase the number of attendees (at least 15) at the general board meeting
- 5) **Public Events** –host four community events throughout the year to raise awareness of city resources, local services, or issues affecting our community and have at least 50 people participating.

- 6) **Partners-** create list of organizations in BHNC's network and increase partner list by five (5).

*Citywide performance metrics:*

- 1) **Community Impact Statements** – How many Community Impact Statements (CIS) will your Neighborhood Council file per month? **Minimum of one (1) per month.**
- 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.) **Minimum of one (1) per quarter.**
- 3) **Meetings:** How many general board meetings will your Neighborhood Council conduct per month? Committee Meetings? **One (1) general board meeting per month. One (1) committee meeting every other month, or more as needed. Committees available: Outreach, PLUC, Neighborhood, Budget & Finance, and Transportation & Environment, and Executive.**
- 4) **Collaborations:** How many events will your Neighborhood Council collaborate with Electeds, City departments, community based organizations, non-profits or LAUSD schools. **One (1) per quarter with Electeds, City departments, community based organizations, non-profits or LAUSD schools.**
- 5) **Stakeholders:** What is the current number of your Neighborhood Council current stakeholder database? **Current number is 24. Goal is to have 100 stakeholders in our database.**
- 6) **Communication:** How many times, per month, does your Neighborhood Council contact its stakeholders regarding Neighborhood Council, City business, events, and issues? **Alert emails are sent to stakeholders notifying them of upcoming General Board Meetings and Committee Meetings.**

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!*