


2016 NEIGHBORHOOD COUNCIL ELECTIONS

EMPOWER LA

2016: **25,571**  **VOTERS**

96 
Neighborhood Councils

LED BY 326 EXECUTIVE OFFICERS
COMPOSED OF 1749 BOARD MEMBERS

ENGAGING

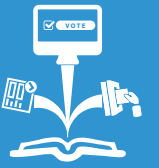
3,971,883

ANGELENOS

34% VOTED ONLINE

 **34% OF ONLINE VOTERS, VOTED ON THEIR OWN DEVICE**

16% OF ONLINE VOTERS VOTED AT A POP-UP-POLL*



*Pop-Up Polls: Mobile voting stations which allowed voters to register, get verified, and vote at the same time

1,839 CANDIDATES

56% INCUMBENTS **44% NEW MEMBERS**

 **OLDEST CANDIDATE: 93**

 **YOUNGEST CANDIDATE: 14**



82 ELECTIONS

8 SELECTIONS

5 BOARD AFFIRMATIONS

1 NO ELECTION

OPTIONS



34 Neighborhood Councils opted for Online Voting for the first time ever!



1 Neighborhood Councils offered Vote-By-Mail ballots to their stakeholders as an outreach strategy for connecting with voters.



52% Elections were Self-Affirmations, 48% Required documentation.



9.4% of all voters were Community Interest Stakeholders



There were 327 unique ballot types, some councils used one ballot while others used as many as 21 different ballots.

SURVEY




2,065

voters took a post-election survey




The Most Important Issues Affecting Their Neighborhoods:

-  **16% Said Public Safety**
-  **15% Said Planning and Development**
-  **12% Said Zoning and Land Use**


Top 3 Effective Ways Voters Heard About Elections:

-  **18% Heard From Candidates**
-  **18% Heard From Friend/Neighbor**
-  **11% Visted the EmpowerLA Website**

Most Well Done Aspects Of Elections:

-  **17% Said The Layout of the Ballot**
-  **16% Said Location/Accessibility**
-  **12% Said Registration Process**

Election Aspects That Need The Most Improvement

-  **24% Said Registration Process**
-  **23% Said Election Outreach**
-  **10% Said Quality of the Candidates**

JOURNEY

EmpowerLA partnered with the Office of the City Clerk to conduct the **2016** Elections which were administered by **10** Independent Election Administrators (IEAs) who organized Neighborhood Councils into **12** Regions that worked together on regional connectivity and outreach strategies.

EmpowerLA and IEAs conducted Leadership Academy Workshops in preparation for the Elections, followed by Candidate Workshops, Poll Worker Workshops, and Candidate Forums throughout the city.

EmpowerLA ran a robust outreach campaign to increase awareness of and gain voters for the 2016 Neighborhood Council Elections. **400 street ads** established a strong physical presence Citywide. **140,000** registered voters were reached via **email**. **148,000** opt-in residents on **Nextdoor** and **138,000 Facebook, Instagram, and Twitter** users were engaged with our "register online" and "get out to vote" posts. Additionally, EmpowerLA created a unique **election newsletter** and **2 social media accounts** dedicated to election updates.
