

# ELECTION REPORT 2016

## OUTREACH STRATEGY SUMMARY

EmpowerLA's Outreach strategy for the 2016 Neighborhood Council Elections had 3 goals:

1. Increase awareness of the Neighborhood Council system
2. Encourage participation in Elections as a voter, candidate, or volunteer
3. Facilitate voter registration

Nearly **400 street ads** established a strong, Citywide physical presence across all 96 Neighborhood Councils. The bus benches, bus shelters, and pole banners promoted the message that "Neighborhood Councils Empower LA," and provided ways to learn more about the upcoming Elections.



A **NationBuilder email campaign** reached nearly **140,000 registered voters**. Voters were introduced to their local Neighborhood Council, and given details regarding Neighborhood Council voter qualification requirements; polling places; and voter registration links.



A **Nextdoor messaging campaign** reached over **148,000 opt-in residents**. Nextdoor members were given information on how to register to vote, and where to vote - either online, or in person at the polls.



Successful, engaging **Elections-specific assets** were also created, including **dedicated Elections social media accounts** - which achieved a Klout score of **40 in just 40 days** - and a weekly **Election Newsletter** containing practical Elections advice, that maintained a **38% open rate** and **20% click-through rate** over **24 editions**.



**EmpowerLA's social media platforms** have a Klout score of **62**. An Elections promotional campaign that was both broad and specific was mounted across all of EmpowerLA's social media outlets. Daily posts crafted to address specific Elections needs and concerns at the level of service regions or individual Neighborhood Councils were combined with systemwide advertising promoting the Elections as a whole, which resulted in nearly **138,000 individual impressions**.

