



DEPARTMENT OF NEIGHBORHOOD EMPOWERMENT

2021 Neighborhood Council Election Strategy

October 21, 2020

Overview: Empower LA's mandate is to make local City government more responsive to its constituents, ensure these bodies are representative of the communities in which they are located they are in, and act as the grassroots arm of the City of Los Angeles. The department aims to do this by fostering engagement amongst Neighborhood Council (NC) board members and their constituents, and by ensuring more residents from Los Angeles' diverse communities are involved in NCs and their election processes, especially those from under-participating and hard-to-reach communities. The building blocks in the document will help cement the foundation of outreach successes from last year and increase participation in NCs throughout the city of Los Angeles.

Purpose: In partnership with the 99 City of Los Angeles Neighborhood Councils, the Election Strategy Plan's purpose is to increase awareness and knowledge about NCs throughout the City of Los Angeles and its government institutions by administering an integrated marketing and outreach campaign at a macro and micro level. The plan supports the Office of the City Clerk's Neighborhood Council Vote-By-Mail election.

Plan Elements: The integrated Elections Strategy Plan reflects comments, recommendations, and data from the 2019 Election outreach efforts. The plan embraces four broad elements for success: 1) Supporting the advancement of a Neighborhood Council system that is increasingly engaged with its community members, and that helps L.A. City government be more responsive to community needs. 2) Advancing the growth of Neighborhood Councils that are reflective of the diversity of voices of the neighborhoods and communities that they represent. 3) Creating spaces and opportunities for Angelenos to be engaged in the long term. 4) Recognizing the impacts of the pandemic and the City’s racial equity mandate to engage people on budget and advocacy.

Election Strategy Plan (ESP) Goals: ESP’s goals support the Office of the City Clerk’s election schedule. The schedule includes three definitive deadlines for stakeholder engagement. They are the candidate filing deadline, the stakeholder application to vote deadline, and the deadline to return mail ballots.

1. Create general awareness about neighborhood councils and the elections by reaching over 2 million stakeholders
2. Increase the number of candidates by 20%
3. 25,000 Vote-By-Mail applications
4. 22,000 Vote-by-Mail ballots
5. Fill board vacancies on Neighborhood Councils

Category	Cost	Description	Detailed Goal	Timeline <i>NOTE: The City Clerk’s election timeline operates over a 6-month period per region</i>
GENERAL AWARENESS				
Digital Ads/Social Media Advertisement (Possible vendors - Jens Midthun)	\$90,000	Goals 1-4: Advertising on social media & other digital platforms with a	<ul style="list-style-type: none"> ● Since NC elections are granular, and relevant dates and rules vary between NCs, the best returns are achieved on platforms like Facebook 	<ul style="list-style-type: none"> ● Months 1-3: General announcement messaging, inc. election deadlines ● Months 2-4: candidate recruitment messaging

		<p>Citywide reach to over 1.4 million (4.6 million impressions / 117,000 engagements) while delivering highly granular information regarding each of the 94 individual NC elections to be held during the season. Includes costs of a consultant to organize ad placements based on our approved strategy (\$20,000).</p>	<p>where geotargeting at the level of an individual NC is possible, vs platforms like LinkedIn which don't offer refinement of target areas smaller than the City of LA.</p> <ul style="list-style-type: none"> ● Unlike a traditional newspaper or magazine ad, the cost of Facebook ads are determined in an "ad auction" process. Ads are run by establishing a budget and a run time and then the ads are delivered to selected audiences until the budget allocated for the run taps out. Cost depends on the competition for attention in your sector, and on the coverage desired and length of time the ad runs. ● Sets of ads focusing on different issues/areas of concern NCs have impact on (such as homelessness or land use) will be created ● As in 2019, there will be a few different series of ads, run during different phases of the election cycle. The first series will promote for candidate enrollment for 	<ul style="list-style-type: none"> ● Months 4-5: stakeholder application messaging ● Months 4-6: ballot submittal messaging
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			<p>each NC, and the second will promote GOTV for each NC, and push to one of the 94 unique Facebook event pages set up for each NC's election day, which includes an overview of how to qualify as a voter in that particular election.</p>	
<p>Printing and Binding (flyers, tri-folds, copies of materials) Possible vendors -GSD</p>	\$60,000	<p>Goals 1-5: Creating posters, flyers, tri-folds, and other hard copies to be displayed at non-profits, community centers, and other locations.</p>	<ul style="list-style-type: none"> ● To be determined based on target strategy. <ul style="list-style-type: none"> ○ E.g. 5,000 commitment cards = @\$1,100 ○ 1,000 bookmark flyers = \$236 	<p>● Months 1-3: General announcement messaging, inc. election deadlines</p>
<p>Paid Newsletter/Media/Digital Blogs Possible vendors -(to be selected from the Department's list 200+ media contacts)</p>	\$10,000	<p>Goals 1-4: Negotiating print and digital media advertising and coverage to create general awareness of what NCs are and the work they do, promote candidate recruitment, and alert and educate voters on how to</p>	<ul style="list-style-type: none"> ● Placements will be sought in both print and digital newspapers, blogs, and other media outlets ● Efforts will be made to select outlets serving BIPOC persons (black, indigenous, and people of color) ● In 2019, 5 of the 30 media placements were paid partnerships; the other 80% were organic, earned media 	<p>● Months 2-4: General announcement messaging, inc. election deadlines</p>

		get involved with their NC and how to participate in the Vote-By-Mail elections.	<p>coverage, so a similar 20%/80% ratio of paid vs earned coverage is expected this season.</p> <ul style="list-style-type: none"> ● Cost of placement depends on the outlet, the type of placement negotiated, and the expected reach. Past paid media partnerships including booking paid ad space in local papers like the Daily News (\$800 for ad series; they also gave us organic coverage in news articles); a series of blog posts, social media posts, and videos promoting candidacy for women, created in partnership with a parenting blog with a strong Citywide following (MomsLA - \$2000); and a mixed internet radio ad series /advertorial placement with KPCC/LAist (\$5,000). 	
CANDIDATE AND VOTER RECRUITMENT				
Collaboration w/trusted partners Possible vendors -(with assistance from NCs and electeds, 20 organizations with the capacity and interest	\$60,000	Goals 1-5: Partnerships with third-party organizations to recruit candidates,	<ul style="list-style-type: none"> ● 20 organizations x \$3,000 10 candidates and 300 votes each ● Efforts will be made to select organizations serving BIPOC persons (black, indigenous, 	<ul style="list-style-type: none"> ● Months 1-3: General announcement messaging, inc. election deadlines ● Months 2-4: candidate recruitment messaging ● Months 4-5: stakeholder

<p>to meet the specified goals)</p>		<p>voters, and to create a pipeline for future NC leaders. Past election patterns have shown that the more candidates will bring out more voters.</p>	<p>and people of color) <ul style="list-style-type: none"> Please note that this does not include additional organizations we plan to partner with who will be sharing info for voters and candidates without paid compensation, as a means of increasing the impact of their organization and its members </p>	<p>application messaging <ul style="list-style-type: none"> Months 4-6: ballot submittal messaging </p>
<p>Unhoused stakeholders engagement Possible vendors - (with the assistance of LAHSA, 7 County of LA Service Provider Areas [SPA])</p>	<p>\$21,000</p>	<p>Goals 1-5: Partnering w/Homeless service providers to recruit candidates, assist with voter application, and submitting ballots.</p>	<ul style="list-style-type: none"> 7 Homeless Org. x \$3,000 10 candidates and 300 votes each 	<ul style="list-style-type: none"> Months 1-3: General announcement messaging, inc. election deadlines Months 2-4: candidate recruitment messaging Months 4-5: stakeholder application messaging Months 4-6: ballot submittal messaging
<p>Youth and Young Adults engagement Possible vendors - (10 service providers serving 12 NC regions)</p>	<p>\$30,000</p>	<p>Goals 1-5: Partnering w/youth and young adult organizations to recruit candidates, assist with voter application, and submitting ballots.</p>	<ul style="list-style-type: none"> 10 organizations x \$3,000 10 candidates and 300 votes each Efforts will be made to select organizations serving BIPOC persons (black, indigenous, and people of color) Please note this does not include additional youth/young adult organizations who will be partnering with us without paid compensation, as a means of increasing the impact of the organization and its members, 	<ul style="list-style-type: none"> Months 1-3: General announcement messaging, inc. election deadlines Months 2-4: candidate recruitment messaging Months 4-5: stakeholder application messaging Months 4-6: ballot submittal messaging

			and extending the opportunities these organizations are able to offer to the audiences they serve	
GENERAL AND MICRO-TARGETING ENGAGEMENT				
Phone banking, Voter Rolls, texting Possible vendors -(Evitarus and Altamed)	\$165,000	Goals 1-5: This involves contacting past voters and under participating stakeholders, recruiting candidates, engaging stakeholders in the application process, and getting people to return their ballots.	<ul style="list-style-type: none"> • Equal voter turnout compared to 2019 results in non-targeted NCs. • Targeting Methodology: Consideration will be given to NCs with low voter turnout in 2019, a vacancy rate of 20% or more, in or recently in exhaustive efforts, or some combination of these criteria. • Efforts to pursue opportunities with the City's <i>Hire a Youth</i> program will be included 	<ul style="list-style-type: none"> • Months 1-3: General announcement messaging, inc. election deadlines • Months 2-4: candidate recruitment messaging • Months 4-5: stakeholder application messaging • Months 4-6: ballot submittal messaging
ADMINISTRATIVE SERVICES				
Translation Possible vendors: City approved vendor	\$20,000	Goals 1-5: In order to reach the broadest array of stakeholders, materials will	<ul style="list-style-type: none"> • Translated materials will be a mix of both print and digital collateral and messaging created to support all aspects of the ESP. Items range from candidate information 	<ul style="list-style-type: none"> • Months 1-4

		need to be translated to ensure our underrepresented communities are included.	brochures to the 94 individual Election Day overviews created in recognition of the fact that each NC's election rules - including rules applying to candidate and voter qualifications - are unique	
Total	\$456,000			

The Election Strategic Plan elements described above are complemented by the Department's core outreach programming. As a cost-saving measure, the following will be repurposed for the 2021 elections:

1. NC Information Session webinars
2. NC Information Session live presentations
3. Repurposing 2019 outreach templates with updates to design, content, and messaging
4. Develop 3rd party agreements with nonprofits – trusted peers – engaged in U.S. Census outreach, neighborhood purpose grant (NPG) recipients (to be provided by the Office of the City Clerk), and our new database of community-based organizations. These would be resources willing to promote the elections in their networks, primarily.
5. Partnering with City Clerk and their election outreach efforts
6. Activate EmpowerLA's *IgniteLA* women's leadership and *Civic Youth LA* alumni network to engage women and youth in NC election
7. Partnering with Elected Officials and City Departments to help promote the 2021 NC elections via their database, newsletter, website, and social media. As it relates to partnering with other City Departments, we will need to research what is available given the budget cuts they are also experiencing.
8. Regional candidate workshops on how to register and run for office.
9. Partnering with individual NC election and outreach chairs to formulate an election outreach plan customized to that NC's needs and audiences.
10. Series of media roundtable discussions to promote and support different phases of the election cycle.

Summary: The Election Strategic Plan presents tailored tactics that increase the potential for success during the 2021 Neighborhood Council Vote-By-Mail Elections. The ESP recognizes that Empower LA and Neighborhood Councils have resource restrictions and capacity limitations. The proposed investment in these tactics yield the greatest return and outcomes to advance an equitable and efficient outreach campaign for all 99 Neighborhood Councils.

2021 NEIGHBORHOOD COUNCIL ELECTION STRATEGY PLAN

