



Neighborhood Council Self-Assessment Form for Fiscal Year 2013-2014

Neighborhood Council Name: Porter Ranch

What was the BIG Vision(s) for your Council? To insure that the Porter Ranch stakeholders have access to the city resources

and information available to maintain and improve the quality of life in our community.

What were the BIG Goals for fulfilling your Vision?

We've won city council approval establishing Porter Ranch as an official neighborhood in the City of Los Angeles. Work with the city and Councilmember
1. office on acquiring and hanging the blue Porter Ranch community signs.

Did your Council meet this goal? Yes No – Why? In partnership with Mitch Englander's office our blue community signs went up and we were

officially recognized as a separate community within Porter Ranch.

2. Partner with Shapell Industries, Councilman Englander and HOA's in the restriping to increase parking along Holleigh Bernson Park.

Did your Council meet this goal? Yes No – Why? We're waiting on several variables associated with construction, traffic, and the details surrounding

Shapell Homes acquisition Toll Brothers to be completed.

3. Engage more stakeholders by having two events for the entire community this year.

Did your Council meet this goal? Yes No – Why? We held a very successful holiday party that had over 400 people in attendance.

We also held a town hall meeting on funding issues for our local school. So many stakeholders attended the fire marshall was called.

4. Bring in speakers relevant for describing resources available and opportunities for stakeholders.

Did your Council meet this goal? Yes No – Why? We strive to have a speaker at every meeting. Including LAUSD's Tamar Galatzan, State

Representative Scott Wilk, Termo executive Ralph Combs to name a few.

5. Utilize the Million Trees LA program to replace dead trees in Porter Ranch.

Did your Council meet this goal? Yes No – Why? This is still an ongoing issue for Porter Ranch. We've done tremendous outreach to Cal Trans

and the City of LA's urban forestry. Cal Trans has removed over 100 trees on the 118 and will replace them in 2015.

How did you measure your BIG Score and what were the results? Please be specific with numbers if the measurement was to increase a number, e.g. increase web traffic (from how many hits to how many?) or more people at meetings (from how many people to how many?)

Measure: Website metrics:

Result: 14,919 session, 34,026 page views, 9,177 users, 34% were on a mobile device. (up 11%), 3300 contacts in the email database.

Measure: Board Development

Result: Hosted a board retreat where we develop strong Leadership Focused areas to create better response and expertize in areas of concern for our s planned the strategy for the year.

Measure: Outreach

Result: Significantly increased digital outreach: Currently have 1100 Facebook likes, added mibile friendly prnc.org

Measure: Public Meetings and Events

Result: Average 65 stakeholders per monthly meeting up 15, organized community cleanup day with CD 12 where 225 people

Measure: Public Meetings and events continued

Result: Hosted information meeting on funding issue for PRCS where 400 people were in attendance. Held meeting with Toll Bros with 135 people attendi

How did your BIG Budget match up to your goals?

Outreach: Budgeted: \$ 19,700 Spent: \$ 18,325

Operations: Budgeted: \$ 4,000 Spent: \$ 3,850

Neighborhood Purpose Grants: Budgeted: \$ 2,800 Spent: \$ 3,375

Neighborhood Improvements: Budgeted: \$ 7,800 Spent: \$ 8048.16

Elections/Selections: Budgeted: \$ 3,000 Spent: \$ 3,400

Budgeted Total: \$ 37,000 Actual Amount Spent: \$ 36,998.16

When did your Council do the majority of the spending?

First quarter (July – Sept): \$ _____ Second quarter (October – December): \$ _____

Third quarter (January – March): \$ _____ Fourth quarter (April – June): \$ 8200

Neighborhood Council Strategic Plan for Fiscal Year 2014-2015 Neighborhood Council

Name: Porter Ranch Neighborhood Council

The BIG Vision: Porter Ranch NC Now More Powerful Than City Council!

The BIG Goals:

1. Host events to help our community navigate the possibility of increased drilling of wells in our community.
2. Get dying and dead trees replaced in our community and come up with a watering program for the new trees.
3. Continue to host clean-up days in our community
4. Support our local schools and senior program
5. Help navigate traffic concerns within our community.
6. Host at least one large community event
7. Host speakers that will benefit the community in general and to deal with concerns /issues as they arise.

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

Example:

- 1) How do we balance the young and old stakeholders? Solution - Survey the surrounding Neighborhood Councils and share strategies with other successful councils.
- 2) We lose focus of what's important to community, need to stop infighting Solution – Have a true retreat and build team work exercises.
- 4) How do we continue to grow outreach? – Continually asses what's the most dynamic way to reach stakeholders.

The BIG Budget: Use the Neighborhood Council Budget template to help you categorize your expenditures based on your vision, goal and solutions.

- 1) Outreach \$4,250
- 2) Operations \$19,208
- 3) Neighborhood Purpose Grants (NPGs) \$8,000
- 4) Neighborhood Improvements \$5,542
- 5) Recurring Monthly Expenditures \$9500
- 6) Election \$ _____ (add this in if your Neighborhood Council is having an election this year)

08/04/14

PORTER RANCH NC
Profit and Loss Budget Overview
July 2014 through June 2015

	<u>Jul '14 - Jun '15</u>
Income	0.00
Expense	
100 - Operations	
100EDU - Board Retreat	1,000.00
100OFF - Office Supplies	500.00
100POS - Postage	350.00
100TRL - Transcription Translat	2,400.00
	<hr/>
Total 100 - Operations	4,250.00
200 - Outreach	
200ADV - Graphics/Flyers	1,400.00
200ADV1 - Promotional Items	1,000.00
200EVE - Holiday Party	2,500.00
200EVE1 - Disaster Preparedness	500.00
200EVE2 - NC Alliance Outreach	1,500.00
200MEE - Meeting Food	1,500.00
200MEE1 - Phone Dialer	1,158.00
200NEW - Constant Contact	450.00
200WEB - prnc.org	9,000.00
200WEB1 - Web Hosting	200.00
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Total 200 - Outreach	19,208.00
300 - Community Improvement	
300CIP - Unallocated Community	542.00
300CIP - Trees/Watering	1,500.00
300CIP1 - LAPD	2,500.00
300CIP2 - LAFD	1,000.00
	<hr/>
Total 300 - Community Improve...	5,542.00
400 - NPG	
400GRT - Senior Dance	500.00
400GRT1 - Castlebay Elementary	2,000.00
400GRT2 - PRCS	2,000.00
400GRT3 - YMCA Thanksgiving	500.00
400GRT4 - Chatsworth Family	500.00
400GRT7 - July 4th	2,500.00
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Total 400 - NPG	8,000.00
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Total Expense	37,000.00
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Net Income	-37,000.00
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The BIG Score:

- 1) Website – increase website traffic 20%
 - 2) Contacts – increase email contact list from 3300 to 4500
 - 3) Meetings – Get to 75 stakeholders per meeting
 - 4) Public Events – have 1 more big community event this year in addition to the holiday party.
 - 5) Partners – continue our public and private outreach
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- 1) Community Impact Statements – Our Neighborhood Council will file 10 (insert a number) Community Impact Statements this year.
 - 2) Requests for Action – Our Neighborhood Council will file 5 Request for Action to our elected and City departments this year. This number should not include Community Impact Statements.
 - 3) Meetings – Our Neighborhood Council will conduct 12 general board meetings and 10 committee meetings this year.
 - 4) Collaborations – Our Neighborhood Council will collaborate on 5 events with Electeds, 3 City Departments, 3 Community Organizations or Non-profits and 3 Schools.
 - 5) Stakeholders – Our Neighborhood Council will increase our stakeholder database from 3000 to 4500 this year.
 - 6) Communication – Our Neighborhood Councils will contact our stakeholders 4times every month about what's going on with the Neighborhood Council and the City.

The BIG Reminder: Align your behavior with your Vision. Everything you do should be advancing you toward your Vision. If something you are doing is not aligned, it is a potential obstacle or challenge that will interfere with your 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!



Neighborhood Council Outreach Survey for Fiscal Year 2014-2015

Neighborhood Council Name: Porter Ranch Neighborhood Council

No changes from Fiscal Year 2013-2014 Yes, see changes below.

Name and contact for your Outreach Committee Chair: Sean O'Rourke

Email seanorourke@prnc.org

Phone 818-370-3413

Digital Tools:

Does your Council have: a website? yes / no

If yes, please give us your website address: prnc.org

if so, does it link to EmpowerLA? yes / no

Does your Council have: a Facebook Account? yes / no

If yes, please give us your Facebook url: facebook.com/porterranch

if so, do you utilize the events feature? yes / no

Does your Council have: a Twitter Account? yes / no

If yes, please give us your Twitter url: @porterranchnc

Do you utilize hashtags with Twitter? yes / no

If yes, what hashtags does your Council use for Twitter? #whereinporterranch #818

Does your Council have: a YouTube Account? yes / no

If yes, please give us your YouTube URL: _____

if so, do you create Council videos? yes / no

Does your Council have: a database of Stakeholders? yes / no

an email newsletter campaign? yes / no

an email newsletter service? yes / no

if so, what company? Constant Contact

Does your Council have: a virtual phone line? yes / no

if so, what company? Google Voice

Does your Council have: a virtual fax line? yes / no

if so, what company? _____

Neighborhood Council Outreach Survey

Print Materials:

Does your Council have: **business cards for Boardmembers?** yes / no
business cards with general information? yes / no
a print newsletter campaign? yes / no
a brochure? yes / no

Does your Council have: **letterhead?** yes / no
templates for newsletters, brochures, flyers? yes / no
branded materials (frig magnets, bookmarks,...) yes / no
If Yes, please list branded materials: _____

Calendar:

Does your Council use: **an online Calendar?** yes / no
If yes, what Calendar service do you use? Trumba

Does your Council use: **Community Bulletin Boards?** yes / no

Partners:

Does your Council maintain working relationships with other organizations? (CPAB, Homeowners and Residential Associations, Chambers of Commerce, Library, Local Parent/Teacher Associations, Cultural Organizations, Community Theatre, Churches/Synagogues, Social Services/Food Banks, Historical Associations,...) yes / no

If so, what are the organizations? Toll Brothers, Walmart, Shepherd of the Hills, Local HOAs

Media:

Does your Council have: **Local Media Contacts?** yes / no **Press Release Templates?** yes / no **a media strategy?** yes / no
Contacts with local print media? yes / no **Contacts with local digital media?** yes / no **a local media advertising strategy?** yes / no

Street Presence:

Does your Council advertise: **Bus Stop Shelters** yes / no **Bus Benches** yes / no **Street Light Banners** yes / no
Sanitation Trucks yes / no **A-Frames** yes / no **Yard Signs** yes / no

What is your Council's most effective tool for engaging the public and keeping them informed?

Our email and autodialer system / newsletter

What is your Council's greatest opportunity for improving its outreach and for reaching the public and engaging them in the Neighborhood Council's activities?

Continue to build our email database.