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?

1. 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's 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 expertise in areas of concern for our.

Measure: Outreach
Result: Significantly increased digital outreach: Currently have 1100 Facebook likes, added mobile 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
Other important metrics the Department is measuring citywide from July 1, 2013 - June 30, 2014, which should be included in your Big Score next year:

How many Community Impact Statements did your Council file? 0 □ None. Why? With the election year our focus was shifted away from community issues to focusing on increasing our outreach for the upcoming elections.

How many Requests for Action* (not including Community Impact Statements) from your electeds or City Departments did your Council make? □ None. Why?

*A Request for Action is when the board makes a recommendation on an issue that must be conveyed to your electeds or City Departments to take further action, e.g. Neighborhood Council position on a land use issue or other City matter.

How many general and special meetings did your Council conduct? 16 Committee meetings?

How many events did your Council collaborate with electeds and/or City Departments to conduct? 3

Please list the event and the elected and/or City Departments involved.

Councilman Mitch Englander, Councilmember Antonovich’s office, Assemblyman Scott Wilk’s office, Senator Fran Pavley’s office, LAUSD Board Member Tam Galatzan, Caltrans P.E. Deputy District 7 Director, Deborah Wong,

How many events did your Council collaborate with a community group or non-profit? 6 Schools?

Please list the event and the community group, non-profit or school.

Shapell Industries, Toll Brothers, Shepherd of the Hills Church, Wal-Mart, Ralphs, Renaissance HOA, Sorrento HOA, Tuscany HOA, The Oakridge Park Advisory Board, Moore Business Results, Porter Ranch Community School, Castlebay Elementary, LAFD Station #28, LAFD Station #8, LAPD Devonshire Division, SOLICERT, North Valley YMCA, VEST

How many stakeholders did your Council have in its database (if not already listed in the Big Score above):

on July 1, 2013 1100 and on June 30, 2014 3300

□ do not have a stakeholder database

How many times did your Council communicate with its stakeholder database? □ 5 times every □ month □ year

Thank you for taking the time to complete this Neighborhood Council Self-Assessment Form!
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 excercises.
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)
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<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Income</td>
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<td>0.00</td>
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<tr>
<td>Expense</td>
<td>100 – Operations</td>
<td></td>
</tr>
<tr>
<td></td>
<td>100EDU – Board Retreat</td>
<td>1,000.00</td>
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<td></td>
<td>100OFF – Office Supplies</td>
<td>500.00</td>
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<td></td>
<td>100POS – Postage</td>
<td>350.00</td>
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<td></td>
<td>100TRL – Transcription Translat</td>
<td>2,400.00</td>
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<td></td>
<td><strong>Total 100 – Operations</strong></td>
<td><strong>4,250.00</strong></td>
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<tr>
<td></td>
<td>200 – Outreach</td>
<td></td>
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<tr>
<td></td>
<td>200ADV – Graphics/Flyers</td>
<td>1,400.00</td>
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<tr>
<td></td>
<td>200ADV1 – Promotional Items</td>
<td>1,000.00</td>
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<tr>
<td></td>
<td>200EVE – Holiday Party</td>
<td>2,500.00</td>
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<tr>
<td></td>
<td>200EVE1 – Disaster Preparedness</td>
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<td></td>
<td>200EVE2 – NC Alliance Outreach</td>
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<tr>
<td></td>
<td>200MEE – Meeting Food</td>
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<td></td>
<td>200MEE1 – Phone Dialer</td>
<td>1,158.00</td>
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<td></td>
<td>200NEW – Constant Contact</td>
<td>450.00</td>
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<td></td>
<td>200WEB – prnc.org</td>
<td>9,000.00</td>
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<td></td>
<td>200WEB1 – Web Hosting</td>
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<td></td>
<td><strong>Total 200 – Outreach</strong></td>
<td><strong>19,208.00</strong></td>
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<td></td>
<td>300 – Community Improvement</td>
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<tr>
<td></td>
<td>300CIP – Unallocated Community</td>
<td>542.00</td>
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<td></td>
<td>300CIP – Trees/Watering</td>
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<td></td>
<td>300CIP1 – LAPD</td>
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<td>300CIP2 – LAFD</td>
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<td><strong>Total 300 – Community Improvement</strong></td>
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<td></td>
<td>400 – NPG</td>
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<td>400GRT – Senior Dance</td>
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<td></td>
<td>400GRT1 – Castlebay Elementary</td>
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<td>400GRT2 – PRCS</td>
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<td></td>
<td>400GRT3 – YMCA Thanksgiving</td>
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<td>400GRT4 – Chatsworth Family</td>
<td>500.00</td>
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<td></td>
<td>400GRT7 – July 4th</td>
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<td><strong>Total 400 – NPG</strong></td>
<td><strong>8,000.00</strong></td>
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Total Expense: 37,000.00

Net Income: -37,000.00
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

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 □ 4 times 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?__________________________________________

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? __________________________________________________

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.