

**Agenda Item 15.10: [ADMINISTRATIVE][T&I] Implementation of the T&I Outreach Plan for the MVCC Transportation Survey** – Discussion and possible action regarding *suspending the Standing Rules* to give the Transportation and Infrastructure Committee access to MailChimp and Facebook so the committee can implement its board-approved outreach plan for its board-approved MVCC Transportation Survey.

**MOTION: The MVCC Board agrees to suspend the MVCC Standing Rules and give the Transportation and Infrastructure Committee temporary access to the MVCC MailChimp and Facebook accounts so the committee can implement their Board-approved Outreach Plan for their Board-approved MVCC Transportation Survey.**

### **Background**

**1) On December 10, 2019**, the MVCC Board of Directors approved the content of the MVCC Transportation survey for input into the Mobility Element of the Palms – Mar Vista – Del Rey Community Plan Update.

**2) On March 10, 2020**, the MVCC Board of Directors approved an appropriation in the amount of \$500 for the use of paid Facebook posts to promote the T&I MVCC Board-approved Transportation Survey.

**3) On April 14, 2020**, the MVCC Board of Directors approved the use of Google Forms to host the MVCC-approved Transportation & Infrastructure Survey.

Preview the survey online at: <https://forms.gle/b6Dr2iAvfhBq64Vh6>

**4) On April 14, 2020**, the MVCC Board of Directors approved the below T&I Outreach Plan for the MVCC Transportation survey.

***However, when the committee went to implement the plan, we were told by Board Chair Elliot Hanna that the MVCC Standing Rules needed to be set aside to give the T&I Committee temporary Author access to MVCC MailChimp account and temporary Editor access to the MVCC Facebook page in order to create emails and Facebook promoted posts about the survey.***

**MVCC Board-approved T&I Outreach Plan for the MVCC Board-approved online  
Transportation survey**

(approved April 14, 2020)

1. The T&I Committee designed the Transportation survey to be online ONLY (also see Item 12.4 on this agenda.)
2. The T&I Committee has targeted the following methods to promote the survey:
  - a. MVCC MailChimp emails
  - b. The MVCC Facebook page: <https://www.facebook.com/marvistacc/>
3. Mailchimp email campaigns will use the full MVCC email list and involve the following:
  - a. stand-alone survey specific emails (i.e. the survey is the only subject and topic of the email) to go out on Thursdays or Fridays
    - i. the stand-alone emails will come out at the beginning of data collection, at the mid-point and 24-48 hours before the survey closes
  - b. weekly reminders in the Weekly Roundup email which comes out on Mondays
  - c. pursuant to MVCC Standing Rule Section 2 Communications, item 2.2.1, a representative from T&I will be added as an Author to MailChimp
  - d. T&I will be responsible for crafting the messages for the stand-alone and Weekly Roundup emails
4. Facebook paid promoted posts campaign will involve the use the existing MVCC Facebook page (also see Item 12.5 on this agenda):
  - a. in order to set up promoted posts, we need to link a credit or debit card to the Facebook page
  - b. pursuant to MVCC Standing Rule Section 2 Communications, item 2.2.1., a representative from T&I will be given temporary access to the page as an Editor, which would allow them to do the following highlighted below:

Editor

Edit the Page and add apps

Edit Instagram account details from the Page

Create posts as the Page

Share posts to Instagram account from the Page

Respond to and delete comments on the Page

Respond to and delete Instagram comments from the Page

Send messages as the Page

Create ads

View insights

See which admin created a post or comment

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TRANSPORTATION SURVEY

- c. the T&I Committee will be responsible for creating posts pertaining to the Transportation survey
- d. the T&I Committee will create the promoted posts (aka ads), set the parameters and, if necessary, modify the promotion based on performance of the promoted post
- e. the T&I Committee will respond to comments on Transportation survey posts as well as Facebook messages sent with questions regarding the posts or survey
- f. an added benefit of this use of paid promoted posts will be more Likes on the MVCC Facebook page and a corresponding larger audience for future posts