Hello, Mar Vista Community Council Leaders:

Below is a link to the notes from Friday's discussion on Awareness, Engagement, and Elections Strategy. Additionally, I am including information and the RSVP link for the upcoming July 16 Election Strategy Plan Town Hall.

In this email you will find resources, guides, and tools that will help you with your NC's engagement plan to build both general awareness of your neighborhood council and participation in your upcoming election. Please share this information with your board and committee members, by forwarding this email.

I look forward to working with you on this engagement plan! Please don't hesitate to let me know if you have any questions.

_____

NOTES FROM OUR NC ENGAGEMENT STRATEGY SESSION

You can view the notes from the FTDNC strategy session at this link.

UPCOMING OUTREACH/ENGAGEMENT EVENTS

Election Strategy Plan Town Hall - Saturday July 16, 2022 from 1:00 to 2:30 p.m.
We'll share details of our plans for paid and organic efforts to build awareness of NCs and engage candidates and voters in the 2022-23 NC elections.
Register here:
https://us02web.zoom.us/meeting/register/tZEsdOCprTovH9FSPQqnldD9HhPOk7F2OagW

Want to share your feedback on election engagement plans? Please see the discussion questions in our recent presentation to the City Clerk's NC Elections Work Group, and send your thoughts on these questions to us at Feedback@EmpowerLA.org.

Digital Communications Policy trainings - July + August, 2022
Trainings for the new Digital Communications Policy for NCs will be held in July and August on Zoom; dates TBD.

This policy, which was passed by the Board of Neighborhood Commissioners this spring but which does not take effect until October 2022, covers social media use, websites, newsletters, and more. Until that time, NCs are subject to the policies ITA developed for the City of Los Angeles regarding social media and other digital communications channels.

The final version of the NC policy and relevant ITA policies as well as all documents concerning the Digital Communications Policy are available at: http://tiny.cc/DigitalCommsPolicy.

ABOUT THE 2022-2023 NC ELECTIONS

The 2022-23 NC Elections season runs from **November 26, 2022 - June 22, 2023.** NC Elections are held on 12 different regional election dates. See the list of regional NC election dates here. Election regions are identified by number on that list; look up your region number here.

The City Clerk's Elections Division administers NC Elections, and each NC is assigned an **Election Administrator (EA)**. If you have questions about your polling place, ballots, voter or candidate registration, or election challenges, please contact your Election Administrator. Look up your NC's EA here, or call the City Clerk Elections Division at **(213) 978-0444.**

Read everything we know so far about the 2022-23 NC Elections in our May 25 newsletter.

YOUR NC's PAST ELECTIONS DATA

Use our **Election Comparison Tool** to see and compare voter, candidate, and ballot return data for the 2019 and 2021 NC election seasons. Read the intro to learn how the tool works, then click the Dashboard button at the bottom of that page to open the dashboard where you can sort election data by NC, election region, and year. To view NC election results by City Council District, use the buttons along the bottom of the screen.

Here are your NC's voter and candidate numbers from 2019 and 2021:
- **2019 candidates: 26**
- **2021 candidates: 31**
- **2019 voters: 1,480**
- **2021 voters: 1,877**

NEXTDOOR PUBLIC AGENCY ACCOUNTS FOR NCs

http://Nextdoor.com

Each NC has its own **Nextdoor Public Agency** account under EmpowerLA's Citywide umbrella account. Your NC's Nextdoor account can reach hundreds or even thousands of Nextdoor subscribers who reside within your NC's boundaries.

Each NC can have up to 3 Nextdoor administrators. To add admins, send their names and emails to your NEA Marilu.Guevara@lacity.org. NC Nextdoor admins must use their public email addresses that they use for NC business, so if this address is already in use on a personal

<u>Nextdoor account, it must be cleared for use before submitting it for NC use</u> - otherwise, both the old and new accounts will become disabled.

Here is our guide to posting on your NC's Nextdoor Public Agency account. This and other Nextdoor best practices guides will be shared with any administrators added for your NC: http://tiny.cc/NCNextdoorGuide

YOUR NC's CANVA PRO ACCOUNT
http://Canva.com

Canva is a graphic design app for desktop and mobile which lets you design quality graphics quickly and without design experience.

Each NC has a **Canva Pro** account - a paid version of Canva with more features - which also includes dozens of custom templates in four languages (English, Spanish, Korean, and Traditional Chinese) for promoting NC awareness and elections.

Here is your login - everyone on your NC board and committees can share the same account:

Username: MVCCCanva@empowerla.org
Password: MVCC114!

This Canva Pro Starter Guide for NCs includes an overview of how these accounts work (they're a bit different than the free version of Canva) as well as instructions on how to find the NC outreach templates in your Canva account: http://tiny.cc/AboutCanvaForNCs.

GUIDE TO USING BULK MAIL
Not everyone has internet access or is digitally savvy. Other people are hard to reach because they live or rent workspace in multi-unit buildings. Printed outreach materials can help your NC connect with stakeholders who are not easy to reach.

One of the best tools for sharing printed materials is the USPS bulk mail program, **Every Door Direct Mail (EDDM).** Here is our guide to using bulk mail to promote your NC: http://tiny.cc/BulkMailForNCs

Postcard and flyer templates which you can customize for your NC are available in your NC's **Canva Pro** account (see the info on Canva above in this packet.)

OUTREACH VIDEO: WHAT IT MEANS TO BE AN NC MEMBER

This 4 minute video is an intro to what Neighborhood Councils are and what it means to be an NC member. Although it was created for elections, the video is also helpful to show to new board or committee members, or to send to those interested in filling a vacant seat: http://tiny.cc/CandidateInfoVideo

ARCHIVES OF NC NEWSLETTERS + MONTHLY UPDATES

Every **Department newsletter** sent since March 2020 is archived here: http://tiny.cc/NCnewsletters

Monthly Updates sent to NCs since 2016 are archived here - please note that this report was formerly called a "Monthly Profile," but the content is the same: http://tiny.cc/NCMonthlyUpdates

Thank you,

Marilú Guevara *(she|her)*
Neighborhood Empowerment Advocate

Department of Neighborhood Empowerment
200 N. Spring Street, Suite 2005
Los Angeles, CA 90012
Email | marilu.guevara@lacity.org
Cell | 818-374-9896 Office | 213-978-1551

Empower Yourself. Empower Your Community. Empower LA.