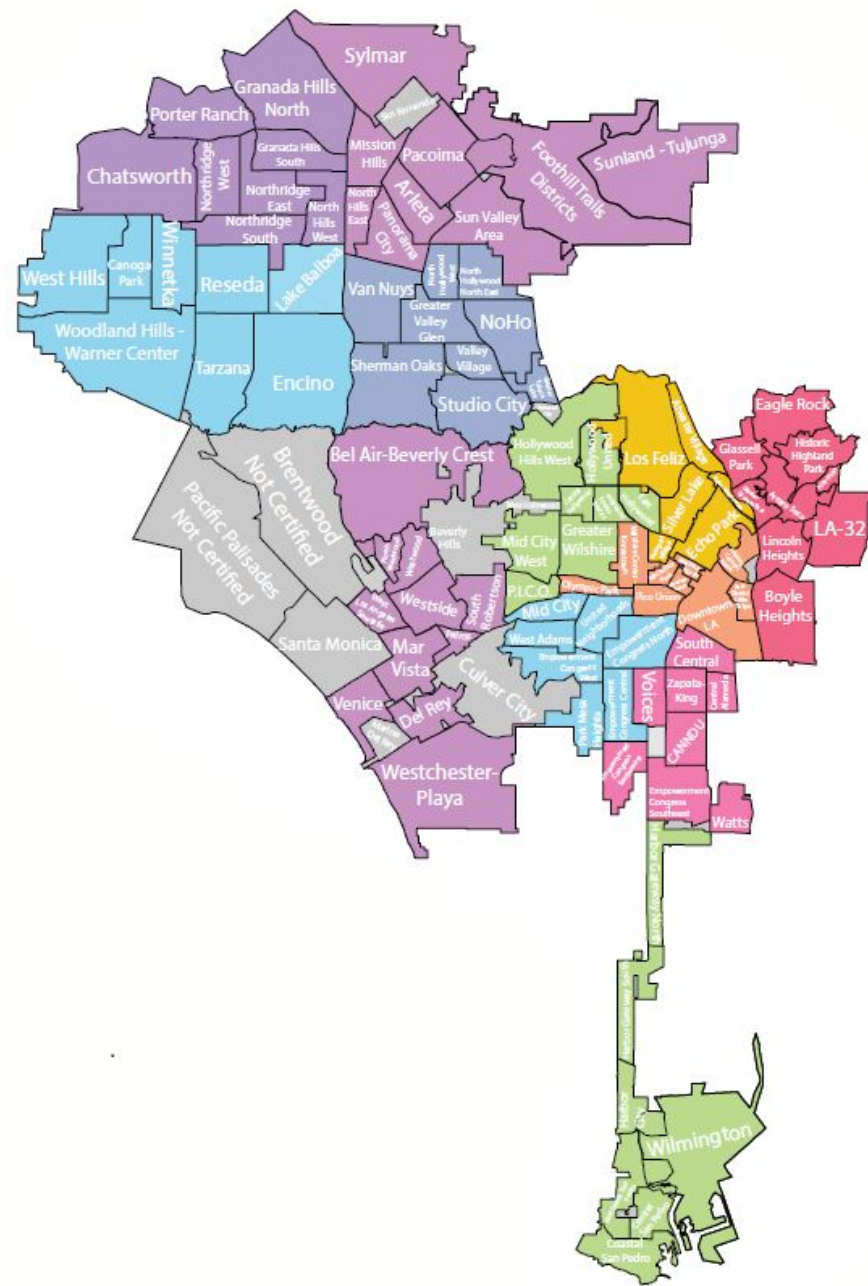


QR Codes: There are accompanying documents for this presentation.

# 2025 Neighborhood Council Elections

*Planning for Engagement*



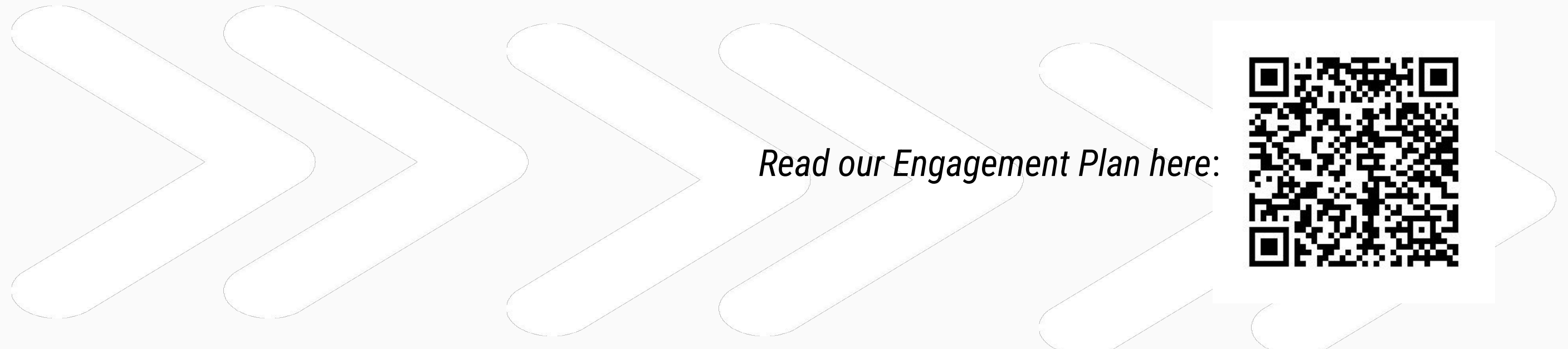
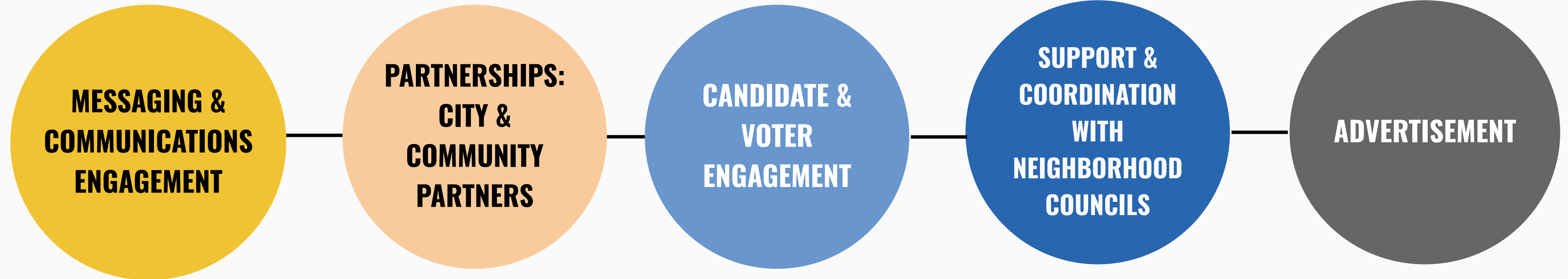
# Our Vision



To implement a public engagement election awareness campaign that builds on the Department's continuous civic engagement efforts and results in successful NC board elections. Our vision of a successful election is an **increase in engagement that translates to more candidates, voters and Neighborhood Council awareness.**

# Framework for Engagement

The Department has identified election outreach campaign objectives based on the Neighborhood Councils' needs for citywide outreach and current neighborhood demographics.



# Creating a *Local* Engagement & Awareness Plan

The Department has a recommended framework for Neighborhood Councils to support the Department's efforts by leveraging their local partnerships, communications and personalized approach to increase awareness of the 2025 NC Elections.

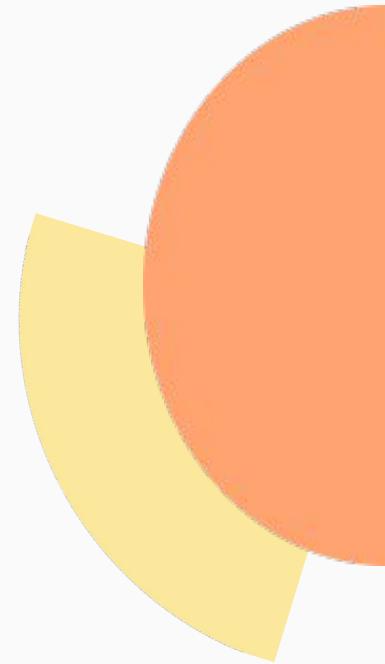
- Identify key community partners
- Developing awareness through messaging
- Determine engagement and awareness methods
- Education tools about the NC elections

# Identifying Key Local Partners

Cultivating relations or using existing relationships to leverage communications, community outreach, technology and information sharing. Community based organizations (CBOs) can play a role in engagement, education and outreach efforts that are critical to expanding the reach of election messaging.

**Create a list of CBOs in your neighborhood council service area that you have worked with in the past or would like to develop a relationship with.** This can include:

- Past NPG applicants and recipients
- Nonprofits
- Homeowner Associations
- Block Clubs
- Chamber of Commerce
- Local businesses



# Developing Awareness through Messaging

The Department will provide messaging campaign for all stages of the election process. Neighborhood Councils should prepare their communication platforms (e.g., website, social media, newsletter, in-person events, etc.) to share messaging.

- How and when to file and become a candidate
- Who can run?
- Notice of beginning and ending of filing period
- How to vote
- Who can vote?
- Get your ballot: notice of Vote-by-Mail application date
- How to return a ballot
- See who is running for your NC
- Vote-by-Mail application period ends
- Ballot Box Finder
- Why Voting Matters
- Post Election - Results

# Engagement and Awareness Methods *for Neighborhood Councils*

This includes a range of activities that Neighborhood Councils can implement to reach stakeholders, particularly those who have never attended a Neighborhood Council meeting or voted in the last election. Creating opportunities for direct contact, engagement facilitated by partnerships and using communication platforms as much as possible expands the Neighborhood Councils long term reach.

*See the guide for Neighborhood Councils:*



# Engagement and Awareness Methods for NCs, continued

## Engagement and awareness program

Engage board and committee members, partner organizations to receive resources that they can share with professional, friend and community networks.



## Election information page on website

A page dedicated to important deadlines, links to voter registration application, link to candidate list and other information material from EmpowerLA.org/elections and Clerk.lacity.org



## Community and Neighborhood Council Events

Can include tabling, canvassing led by NC board members and volunteers.





# Engagement and Awareness Methods for NCs, continued

## Social Media

Using Facebook, Instagram, Twitter, Nextdoor and other online social NC platforms to promote and distribute election information. Additionally, providing and working with CBO's to share materials and messages to their networks.

## Voter engagement presentation sessions

Reach out to CBOs to schedule presentations, with the assistance of EmpowerLA. Appoint NC speakers who can share their positive experience at presentations.

## Advertising

Utilize at-cost and no cost messaging throughout the NC service area, public service announcements, ads and articles in local publications, ads on online and social media platforms, etc.

## College student & school engagement

Focused outreach on university and college campuses in the NC service area.

# Questions & *Your* Feedback

## Questions?

Please feel free to ask any questions now, or you can reach out to us via email.

## Feedback?

Your feedback helps us improve. Kindly share your thoughts and suggestions.

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