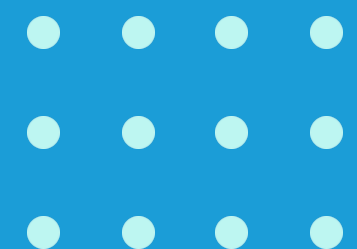


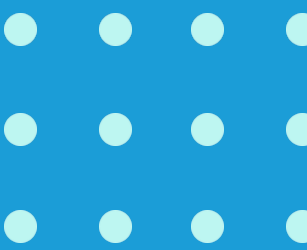
Info Session for Candidates

Wednesday, April 14
6:00PM – 7:30PM

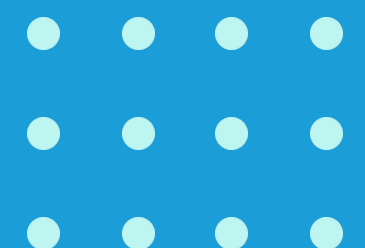



TODAY'S TOPICS

- Overview of the Neighborhood Council System
- Overview of the West Adams Neighborhood Council
- Tips for Running a Successful Campaign
- Open Q&A




What is the Neighborhood Council System?





ABOUT NEIGHBORHOOD COUNCILS

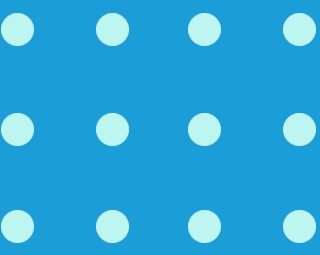
The 99 Neighborhood Councils of Los Angeles together form the grassroots level of the City government. The Neighborhood Council System was established in 1999 to help the City be more responsive to LA's diverse communities.



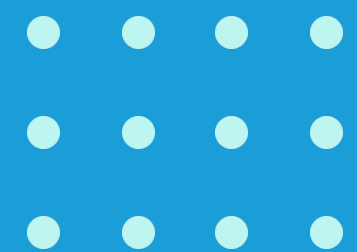
HOW NEIGHBORHOOD COUNCILS CREATE IMPACT

Neighborhood Councils provide a local voice on the delivery of City services to their communities. They also advocate on issues like homelessness, housing, public safety, parks, and sustainability.

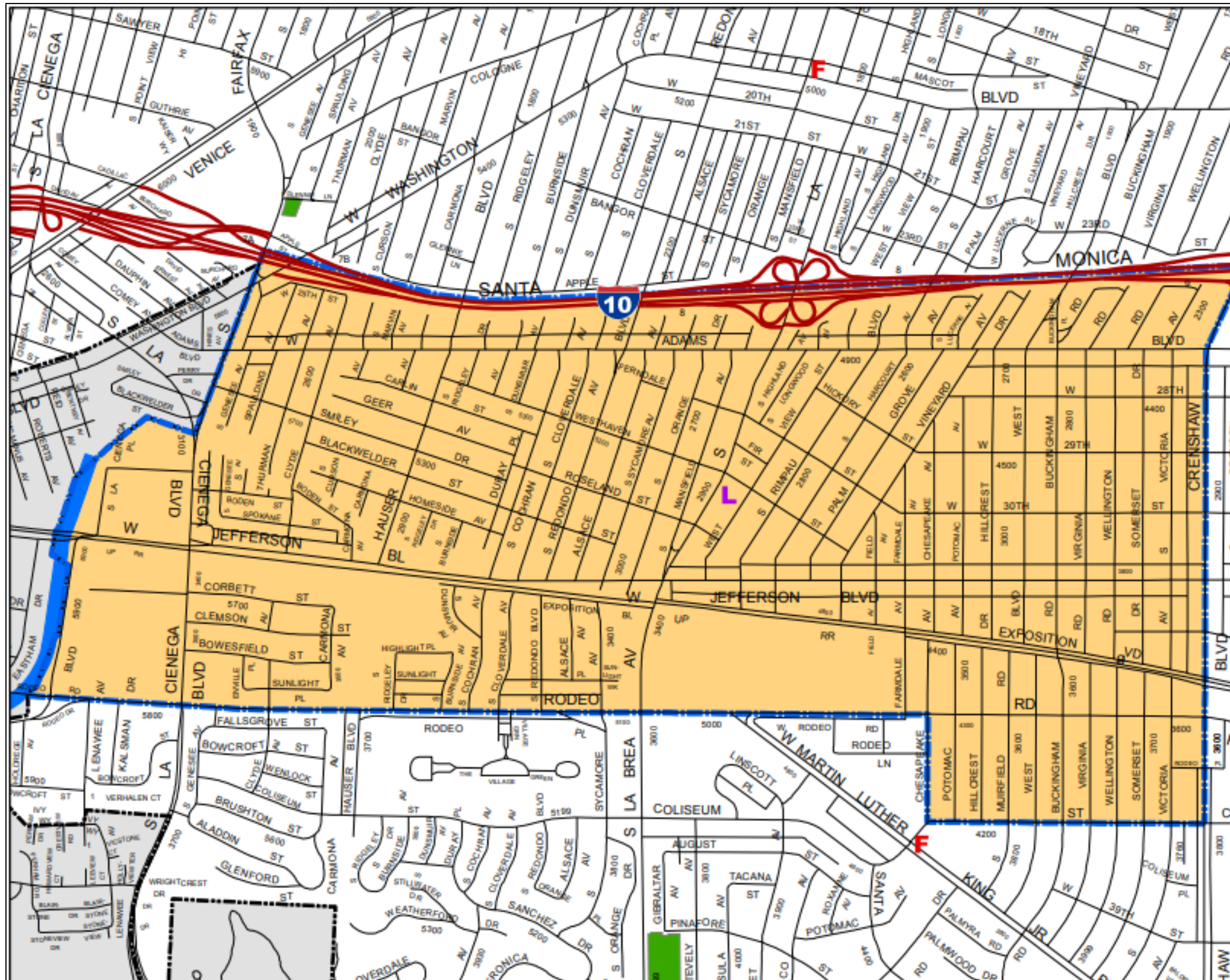




What is the West Adams Neighborhood Council?



WEST ADAMS – A QUICK SNAPSHOT



Total Population: 27,572

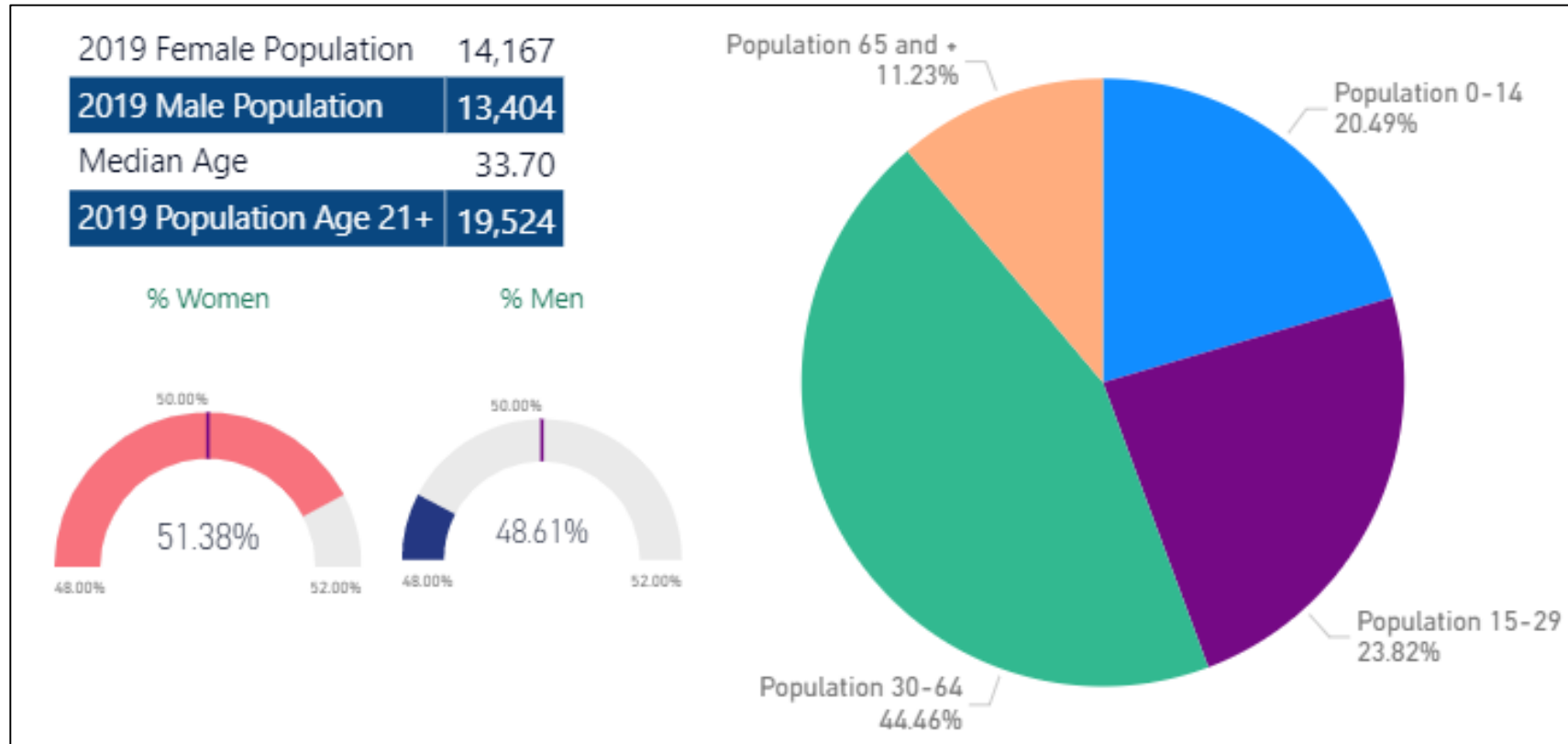
Boundaries:

- **East:** The west side of Crenshaw Boulevard
- **West:** Between Obama Boulevard and the Santa Monica Freeway following the City of Los Angeles boundary line
- **North:** Santa Monica Freeway
- **South:** Starting from Coliseum Street continue west from Crenshaw Boulevard to Chesapeake Avenue, then continue north on Chesapeake Avenue to Obama Boulevard then continue west on Obama Boulevard

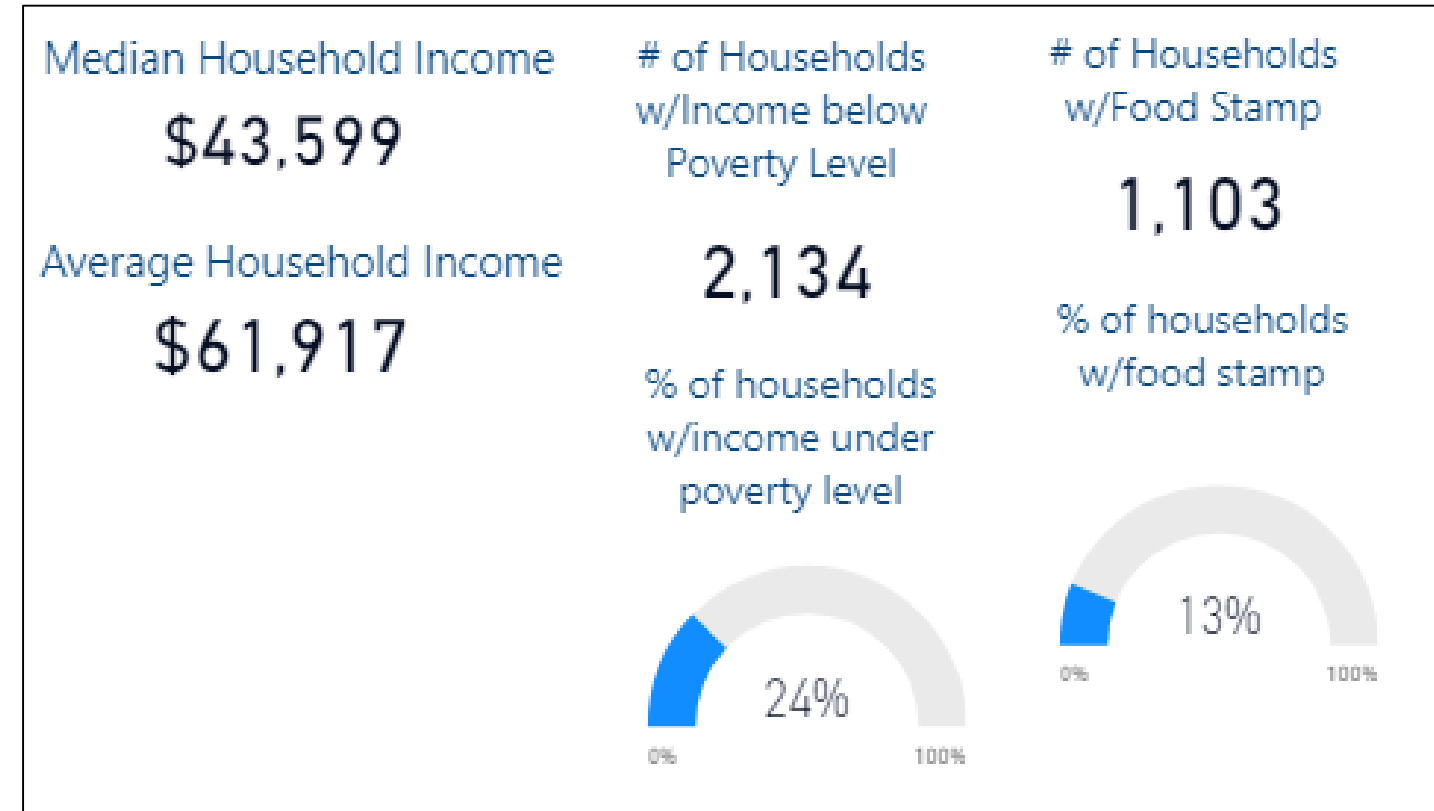
Source: <https://empowerla.org/city-map>

WEST ADAMS – BY THE NUMBERS

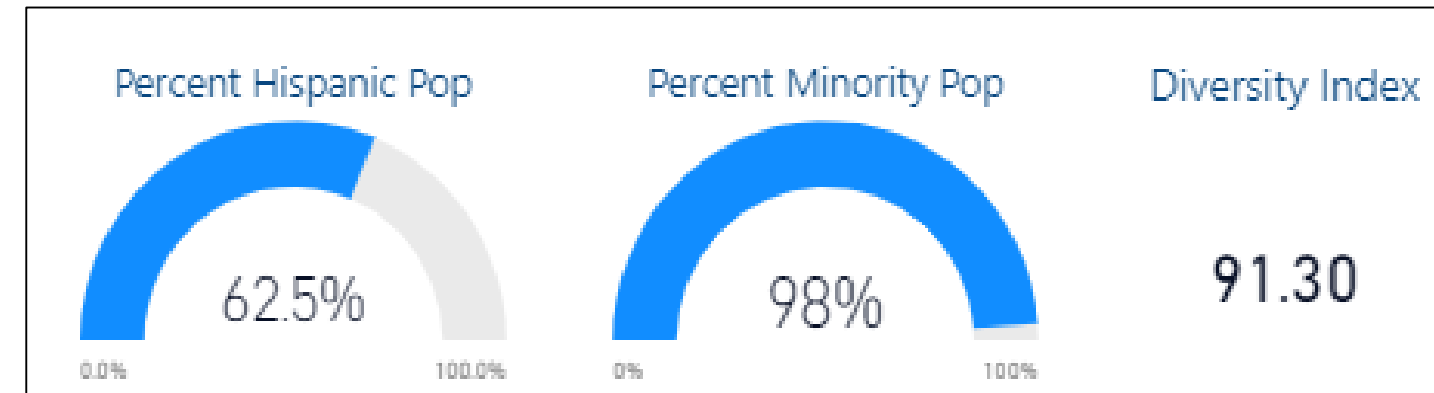
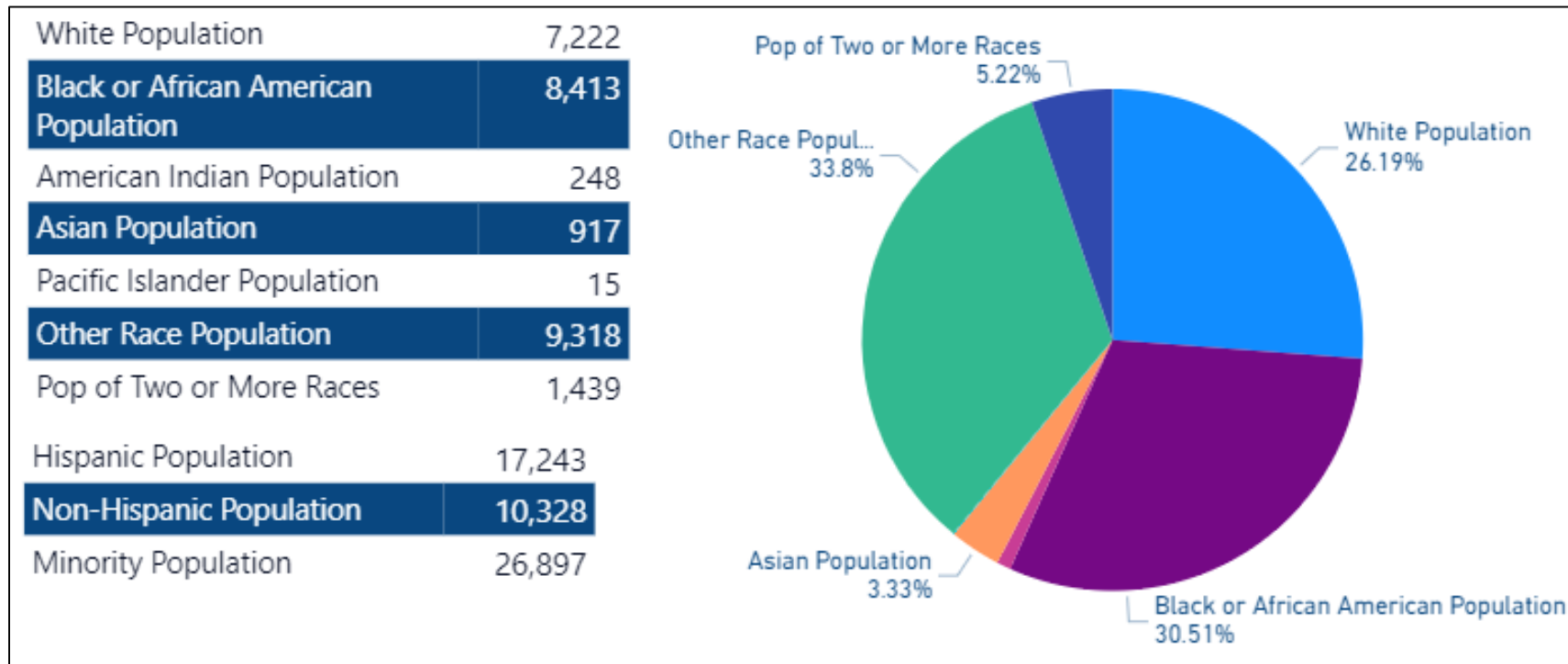
Gender and Age



Income & Poverty



Race



Source: www.empowerla.org/data

WEST ADAMS NC – BOARD COMPOSITION & OFFICERS

BOARD SEATS (15)	Business Representative (2)	Youth Representative (1)
Community Interest Representative (2)	Homeowner Representative (2)	At-Large Representative (8)
OFFICERS (6)	President	Vice President
Secretary	Parliamentarian	Treasurer
Sergeant-at-Arms		

WEST ADAMS NC – STANDING COMMITTEES

PUBLIC SAFETY COMMITTEE

Addresses the various issues concerning public safety in the West Adams community. This includes street services, sanitation, law enforcement - to name a few

5:30PM
FIRST THURSDAYS OF EACH MONTH
WWW.WESTADAMSNC.ORG

LAND USE COMMITTEE

Shall interface, address and advise Stakeholders, developers, the City of Los Angeles Planning Department and the Planning and Land Use Management Committee of the Los Angeles City Council

6:30PM
SECOND THURSDAYS OF EACH MONTH
WWW.WESTADAMSNC.ORG

OUTREACH COMMITTEE

Shall oversee and coordinate all outreach events and activities and shall be the main body to spearhead all outreach for the West Adams Neighborhood Council

5:00PM
FIRST WEDNESDAYS OF EACH MONTH
WWW.WESTADAMSNC.ORG

YOUTH/EDUCATION COMMITTEE

Shall interface with youth stakeholders throughout LAUSD, the City of Los Angeles, businesses and developers on matters concerning the general welfare of the youth who reside in and/or use facilities located within West Adams Neighborhood Council boundaries

FIRST TUESDAYS OF EACH QUARTER
WWW.WESTADAMSNC.ORG

RULES COMMITTEE

Shall oversee all proposed amendments to bylaws and standing rules

QUARTERLY
WWW.WESTADAMSNC.ORG

FINANCE COMMITTEE

Shall oversee all projects and proposals and shall work with the individual and/or committee in the execution of project or proposal

6:30PM
THIRD TUESDAYS OF EACH MONTH
WWW.WESTADAMSNC.ORG

Notes

- **General Board meetings (third Mondays of each month)**
 - April 19
 - May 17
 - June 21
 - July 19
 - August 16
 - September 20
 - October 18
 - November 15
 - December 20
- **Typically meet at Vineyard Recreation Center, but all meetings are currently virtual (via Zoom) due to COVID-19 pandemic**
- **Each Board Member is required to be an active participant of at least one standing committee**
- **Ad-Hoc Committees can also be created (e.g., Homelessness, Arts & Culture)**

Explore the West Adams Neighborhood Council

- EmpowerLA Page - Find the West Adams NC Bylaws, boundaries, website, roster of Board members and their public emails
- <https://empowerla.org/wanc>
- NC Website - Find Board and Committee meeting agendas, minutes, calendar, announcements, social media
- <http://westadamsnc.org>

NC Governing Policies

The Bylaws state the rules of the NC, procedures describes roles, quorum, committees:

Empowerla.org/WANC

BONC Policies: Empowerla.org/existing-policies

About Neighborhood Council (NC) Policies:

Empowerla.org/about-neighborhood-councils

- **Brown Act + NCs**
- **City Charter + Ordinances**
- **NC Funding Policies**

Parliamentary Procedures:

Empowerla.org/EVG

- Robert's Rules of Order or Rosenberg's

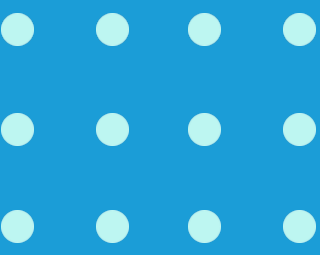


ALL Board Members are required to:

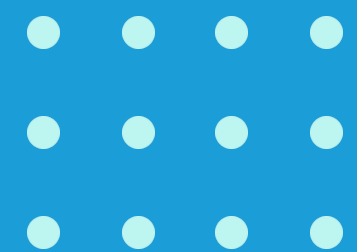
- a 2 Hours **ETHICS Training** and a shorter **Financial Training**- needed to vote on funding matters
- the signed **Code of Conduct**- Required to serve on the Board



ALL Land Use Committee Members
Project Planning 101 Training



Tips for Running a Successful Campaign



OUTREACH CHECKLIST

Be polite. Always share everything a voter needs to successfully cast their ballot for you:

- Name
- Contact info / social media links
- Name of the Neighborhood Council and seat you're running for
- Your short mission statement
- Info on how voting in this Vote-By-Mail election works
- Who can vote for you & what proof of identity and stakeholderhood to provide, in order to do so

CANDIDATE EMAIL ADDRESS

The contact info of public officials is publicly available, so create a custom email address for your candidate application and campaign **BEFORE** you run

CANDIDATE SOCIAL MEDIA

- A new account is probably not necessary, but do set posts you don't want to share with the public to private
- Use a positive, professional tone
- Besides posting to your own accounts, join & post to locally-targeted groups
- Use local hashtags - #Koreatown, #SilverLake

WHAT NOT TO USE

Candidates should not use official logos or seals, such as the City seal or Neighborhood Council logos, in their campaign materials, even if they are a current Neighborhood Council member.







CAMPAIGNING TIPS

HOW MANY PEOPLE DO YOU NEED TO REACH?

Neighborhood Councils serve an average of 40,000 people each. Try to reach 200-500 of them.

- Make sure you know who can vote for you so you know who to focus on
 - Check past voter turnout #s to set a goal
 - Break up the task: divide the # voters by the # of days till ballot request period ends for your NC
 - Use your mission statement as an elevator pitch
 - Don't forget to explain the voting process
- 
- 



CREATE PARTNERSHIPS

ORGANIZATIONS: Do volume outreach by reaching out to organizations whose members can vote for you. Ask to introduce yourself to their group or if they can share election info to their list.

FRIENDS & FAMILY: ask them to share your outreach material with 3 - 5 other people

SLATES: share the workload + amplify your voice





TIPS FOR CAMPAIGNING DURING A PANDEMIC

**WHAT'S THE SILVER
LINING?**




YOUR TALKING POINTS: BE PREPARED ON THE ISSUES

Key issues Neighborhood Councils impact include:



- Housing / Land Use
- Homelessness
- Parks / Green space
- Sustainability / Green Living / Resiliency
- Events / Cultural Affairs
- Public Safety / Emergency Preparedness
- Business / Economic Development
- Transportation



YOUR TALKING POINTS: WHY YOU?

- Without being negative, why are you the best choice for this role?
 - What experience or ideas do you bring to the table?
 - How will you accomplish what you promised?
- 





KEY DATES AND RESOURCES

 Region 10 Election Timeline Election Day: May 25, 2021 		
Description	Day of the Week	Deadline*
Candidate Filing Period Begins	Saturday	January 23, 2021
Candidate Challenge Period Begins	Saturday	January 23, 2021
Candidate Filing Period Ends	Tuesday	March 9, 2021
Documentation Deadline for Candidates	Friday	March 12, 2021
Candidate Challenge Period Ends	Wednesday	March 17, 2021
Candidate Withdrawal Deadline	Sunday	March 21, 2021
Release of Certified List of Candidates	Friday	March 26, 2021
Vote-By-Mail Application Period Begins	Friday	March 26, 2021
Candidate Photo and Statement Deadline	Tuesday	May 18, 2021
Vote-By-Mail Application Period Ends	Tuesday	May 18, 2021
Election Day	Tuesday	May 25, 2021 **
Challenge Filing Period Begins	Wednesday	May 26, 2021
Deadline to Receive Postmarked Ballots	Friday	June 4, 2021
Unofficial Results Due	Wednesday	June 2, 2021
Challenge Filing Period Deadline	Thursday	June 3, 2021
Official Results Due/Certification Deadline	Thursday	June 10, 2021

Due to the pandemic, the City Clerk - Election Division's office may be closed to the public, however, staff is available Monday - Friday, 8:00 a.m. - 5:00 p.m. by phone and email.

* Applications or required documentation must be submitted no later than 5:00 p.m. on filing deadline days.

** Ballots must be postmarked by Election Day and received within 10 calendar days.

clerk.lacity.org/elections
 Follow us @LACityClerk #LACityVotes #iVoteLA
 




Key Websites:

- [WANC Elections Page](#)
- [WANC Home Page](#)
- [EmpowerLA WANC Page](#)

Key Contact Info:

- EmpowerLA@lacity.org: contact the Department of Neighborhood Empowerment for questions about campaigning or other Neighborhood Council elections outreach issues
- Clerk.Elections@lacity.org: contact the City Clerk for help with candidate & voter registration, Election Day & ballot drop box info, or Neighborhood Councils' elections bylaws
- WestAdamsNC@gmail.com

Social Media:

- Instagram: @westadamsnc
- Facebook: <https://bit.ly/3geS9xg>
- Nextdoor: <https://bit.ly/2PUywQx>

CANDIDATE FORUM (WED, APRIL 28, 6:00-9:00PM)

Agenda

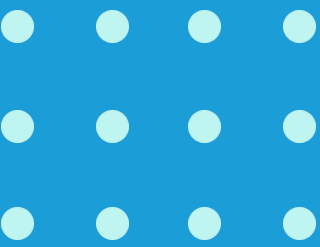
- Overview / Introductions (5 minutes)
- Rules of the Road (5 minutes)
- Opening Statements – 1 minute per candidate
- Candidate Questions - 2 minutes response per candidate
 - 4 questions sent to candidates prior to forum (see below)
 - 1 question solicited from stakeholders via survey
- Closing Statements - 1 minute per candidate

Questions for Candidates

- What caused you to run?
- Which committee would you like to join/chair and what projects would you like to get done?
- How do you approach problems that you know you can't solve alone but where you also face opposition?
- As an NC Boardmember, you will build relationships with government officials, businesspeople, and up to 19,000 residential stakeholders. How will you use those opportunities to improve West Adams for everyone? Feel free to speak in the context of a particular interest you care about.

Notes

- *Candidate join 10 minutes before forum begins*
- *Order of candidate responses randomized*



THANK YOU!!!!!!

WESTADAMSNC.ORG/ELECTIONS2021

