



## Neighborhood Council Outreach Survey for Fiscal Year 2014-2015

Neighborhood Council Name: Westchester / Playa

No changes from Fiscal Year 2013-2014     Yes, see changes below.

Name and contact for your Outreach Committee Chair: Grace Yao

Email Grace.Yao@lmu.edu

Phone 310.258.4342

### Digital Tools:

Does your Council have: a website? yes / no

If yes, please give us your website address: www.ncwldr.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: www.facebook.com/ncwldr

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: \_\_\_\_\_

Do you utilize hashtags with Twitter? yes / no

If yes, what hashtags does your Council use for Twitter? \_\_\_\_\_

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? Mailchimp

Does your Council have: a virtual phone line? yes / no

if so, what company? \_\_\_\_\_

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 (fridge magnets, bookmarks,...)  yes / no

If Yes, please list branded materials: emergency kits, pens, notebooks, bookmarks

Calendar:

Does your Council use: an online Calendar?  yes / no  
If yes, what Calendar service do you use? drupal

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? PATH, AMCS, WPV, YMCA, PGS, LAPD, WBID

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?

email via Mailchimp

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?

Participation is issues driven - tax expansion, development concerns, upticks in crime drive participation.

we can increase our use of social media and participation in community events.