

2013/2014 DLANC Strategic Plan
Working Group & Email Feedback Draft

Vision – We need a Primary and Secondary statement

- Unite the diverse communities of Downtown Los Angeles and provide an innovative forum for all community stakeholders to contribute to a healthy, vibrant and inclusive Downtown neighborhood (existing DLANC Mission Statement).
- To be a prolific, respected and sought after resource for gathering, assessing and conveying the community impact of neighborhood and regional issues
- To be a welcoming and helpful community made up of individuals with diverse interests that embraces the future and cherishes the past while balancing the needs of commerce with a desire to continuously improve the quality of life for residents.

Goals – (5) achievable steps towards carrying out the vision.

- Take steps to become a more active, efficient and harmonious group.
- Seek recognition for neighborhood excellence (example – Mercer Quality of Living Rankings for Worldwide Cities).
- Develop an inclusive Outreach Strategy with an event booth strategy focused on positively reaching constituents and providing added value to community events.
- Work to insure that all board members have a tool kit for remaining connected to their community and being aware of, and advocating for, their neighborhood's unique interests.
- Once we have taken positions on issues or facilitated community enhancements, be more visible to the local media and magnify the positions of our constituents.
- Make it easier for the community to understand and participate in DLANC meetings and committee work.
- Maximize funding.
- Work to insure activity in all DLANC constituent categories and regions.
- Become a “model” neighborhood council that develops best practices that are actively shared within the neighborhood council system and with city officials.
- Seek out community input for the Economic Development Department on issues such as sustainability, transportation, safety, education, health care and the environment.
- Engage the community with social media/online Town Halls.
- Host a series of Meet and Greets at new establishments in the area to drive excitement, inform and build outreach lists.

Solutions- (5) solutions to anticipated obstacles.

- Allow time for identifying what is working and not working and be open to corrective action.
- Identify organizations that benchmarks aspect of neighborhoods and entire neighborhoods.
- Establish a calendar of community events that we can participate in.
- Identify media tools and provide board education on how to use them.
- Identify media contacts.

- Seek input from stakeholders on their perception of neighborhood councils.
- Identify community partners and develop a template for comparing and evaluating the impact of funding requests.
- Insure that all board members are educated on policies governing the neighborhood council.
- Implement Board Retreat sand Training sessions.
- Invite city department heads to attend committee and board meetings that might be of interest to them.
- Identify skilled board and constituent volunteers to assist with online infrastructure and strategies.
- Maximize board member participation in events, even if they are only making a short appearance.

Big Score - (5) ways to measure progress.

- Time per agenda item in Board Meeting.
- Recognition in “best” lists.
- Website traffic.
- Meeting Attendance.
- Outreach list growth.
- Media mentions.
- Number of events.
- Election turnout.
- Number of community partnerships.
- Number of board members on one or more committee.
- All board members up to date on Ethics and Funding training.
- Event attendance.