DLANC Downtown Los Angeles Neighborhood Council
www.dlanc.co
P.O. Box# 13096
Los Angeles, CA 90013-0096

lacity.org

Patti Berman, President
Russell Chan, V.P. Administration
Anastasia Johnson, V.P. Outreach and Communication
Quinn Tang, Treasurer
Stephen Kane, Secretary

# Downtown Neighborhood Council (DLANC) Strategic Plan for Fiscal Year 2015-16

**The BIG Vision** (*A clear statement of what you will do to fulfill your mission in the upcoming year. Imagine a year from now, when the headline in your local paper announces your success, what do you want the headline to say? Vision should be consistent with the City Charter mandate "To promote more citizen participation in government and make government more responsive to local needs."*)

To unite the diverse communities of Downtown Los Angeles and to provide an innovative forum open to all community members, that enables all community stakeholders to contribute to making the Downtown neighborhood a healthy, vibrant, and inclusive community that balances the needs of commerce while continuing to improve the quality of life for all residents.

**The BIG Goals** (*Break the Vision down into achievable goals that are steps in fulfilling your vision. New for this year –Two of your BIG Goals must include how your Neighborhood Council will outreach to your stakeholders*)

- Develop an outreach strategy focused on reaching a broad base of constituents and providing added value to the community
- Work to ensure that all DLANC board members have a tool kit that enables them to (i) remain connected to their community, (ii) stay apprised of their neighborhood area's unique interests, and (iii) be equipped to advocate effectively for such interests
- Be more visible to local media
- Seek recognition for neighborhood excellence

**The BIG Solutions (***Anticipate the challenges or obstacles that you will encounter and incorporate the solutions in your plan.)*

- Participate in community events to engage the Downtown L.A. community, identify community concerns, and make the community aware of DLANC's presence and availability as a resource
- Identify and equip board members with the tools, including social media skills, to more effectively (i) connect with the community; (ii) stay apprised of their neighborhood area's unique interests and (iii) be an advocate of such interests
- Identify and connect with media contacts
- Develop a positive working relationship with community members, community organizations,
  City staff and electeds

**The BIG Budget** (*use budget template*; *budgets can always be adjusted during the year*)

1) Outreach $_____
2) Operations $_____
3) Neighborhood Purpose Grants (NPGs) $_____
4) Neighborhood Improvements $_____
5) Recurring Monthly Expenditures $_____
6) Election $_____ (add if DLANC is having an election this year)

**The BIG Score** (*Measure your progress and your final performance with these performance metrics. Evaluate your journey based on results that are specific, measurable and meaningful!)*

- Increased website traffic and public awareness of DLANC, growth in mailing/outreach list
- Recognition in "best" lists
- Media mentions
- Full participation of board members on one or more committee(s)
- All board members up to date on Ethics and Funding training

**The BIG Score continued for Fiscal Year 2015-16** (*include these citywide performance metrics measures for NCs so DONE can see NCs impact on LA. Set specific, measurable and meaningful goals)*

1) Community Impact Statements – Our NC will file _____ CISs this year
2) Requests for Action – Our NC will file _____ RfAs to our elected and City departments this year. This number should not include CISs.
3) Meetings – Our NC will conduct _____ general board meetings and _____ committee meetings this year. Can specify committee meetings too.
4) Collaborations – Our NC will collaborate on _____ events with _____ Electeds, _____City Departments, _____ Community Organizations or Non-profits and _____ Schools. Can be more specific and name the collaborators too.
5) Stakeholders – Our NC will increase our stakeholders db from _____ to _____ this year
6) Communication – Our NC will contact our stakeholders _____ times every month (or year) about what's going on with the NC and the City

*A year from now, ask same questions and count the same measurables and evaluate the success.*