

# Proposed Budget 2022-2023

Listening, Learning, and Leading



NEIGHBORHOOD COUNCILS  
**EMPOWER LA**  
Department of  
NEIGHBORHOOD EMPOWERMENT



# EmpowerLA's Charter Mandated Obligations

- Defined in Article IX of the Los Angeles Charter
- Los Angeles Administrative code 22.801 defines 'Duties of the Department'
- Section 510 of the Los Angeles Charter defines the duties of all general managers and department heads.

# Budget Proposal FY 2022-23 Executive Summary

## Evaluations Feedback Sessions:

- Grounded in fundamental principles of intentional and deliberate engagement of the public in their government.
- Kettering Foundation: ***“can improve public life at the community level and beyond by encouraging citizen participation and advancing knowledge of democratic practices.”***
- Targeted Local Hire and BRIDGE program supports City Council priorities

Approved Budget  
for FY 2021-2022

\$3,014,987

Proposed Budget  
for FY 2022-23

\$3,463,997

14.9% increase ▲

# How we Listened

## Surveys:

- Global Shapers Survey 2018
- Advancement Project Survey 2019
- EmpowerLA Listening Survey 2021
- EmpowerLA Awareness and Engagement Survey 2021

## Evaluations Feedback Sessions:

- Listening Survey - 2019-2020
- Listening Survey II - 2019-2020
- Election feedback series 2019-2021
- NC Institute series 2021

# What NCs told Us - RB NOTE: speak re: L4G survey

## Coaching, time, support:

- NC survey reports a desire to have **more 1:1** with EmpowerLA staff
- Improve the technology supporting the Community Impact Statements filed by NC to the City Council
- City's **TLH** - we want to be part of the City's goal to hire 750 people citywide
- Also requesting return of position eliminated during pandemic budget (**SIP**)

## Improvement, tools:

- Need for a coordinated, comprehensive, and managed **dispute resolution process** in the NC system - the request for support for the dispute resolution unit supports that NC request
- Improve in the **training platform** used for mandatory trainings - that is included
- The largest expenditure is a request for support for **Election Awareness and Engagement**
- Support for the **data literacy series** - that is included
- Improvement in the management of **accounting services** (Congress comes to mind)

# Supplemental Budget Proposal 2022-23 Summary

- Presents a list of departmental priorities envisioned for consideration under continued improvement of the City's fiscal standing and health.
- It contains proposals to address various structural concerns
- Enhancements to the Department's ability to provide excellent service to the neighborhood council board members, stakeholders, and our City partners.



# Supplemental Budget Proposal 2022-23 Summary

## Inclusive Engagement:

- Stability and Restoration
- Election Equity
- Conflict Resolution
- Infrastructure improvement

Approved Budget  
for FY 2021-2022

\$3,014,987

Supplemental  
Budget Proposed  
for FY 2022-23

\$4,931,322

63.6% increase ▲

# Supplemental Budget Proposal 2022-23 Summary

<u>NEW REQUESTS</u>	TOTAL OF NEW REQUESTS: \$1,473,325
2023 Election Awareness & Engagement	\$1,000,000
Restoration of SIP Position (1 Project Coordinator)	\$62,414
NC Dispute Resolution Team	\$205,109
Commission Secretary for Board	\$65,802
NC Training Platform & Translation Services	\$100,000
Community Impact Statements Platform	\$20,000
Civic University	\$20,000

Approved Budget  
for FY 2021-2022

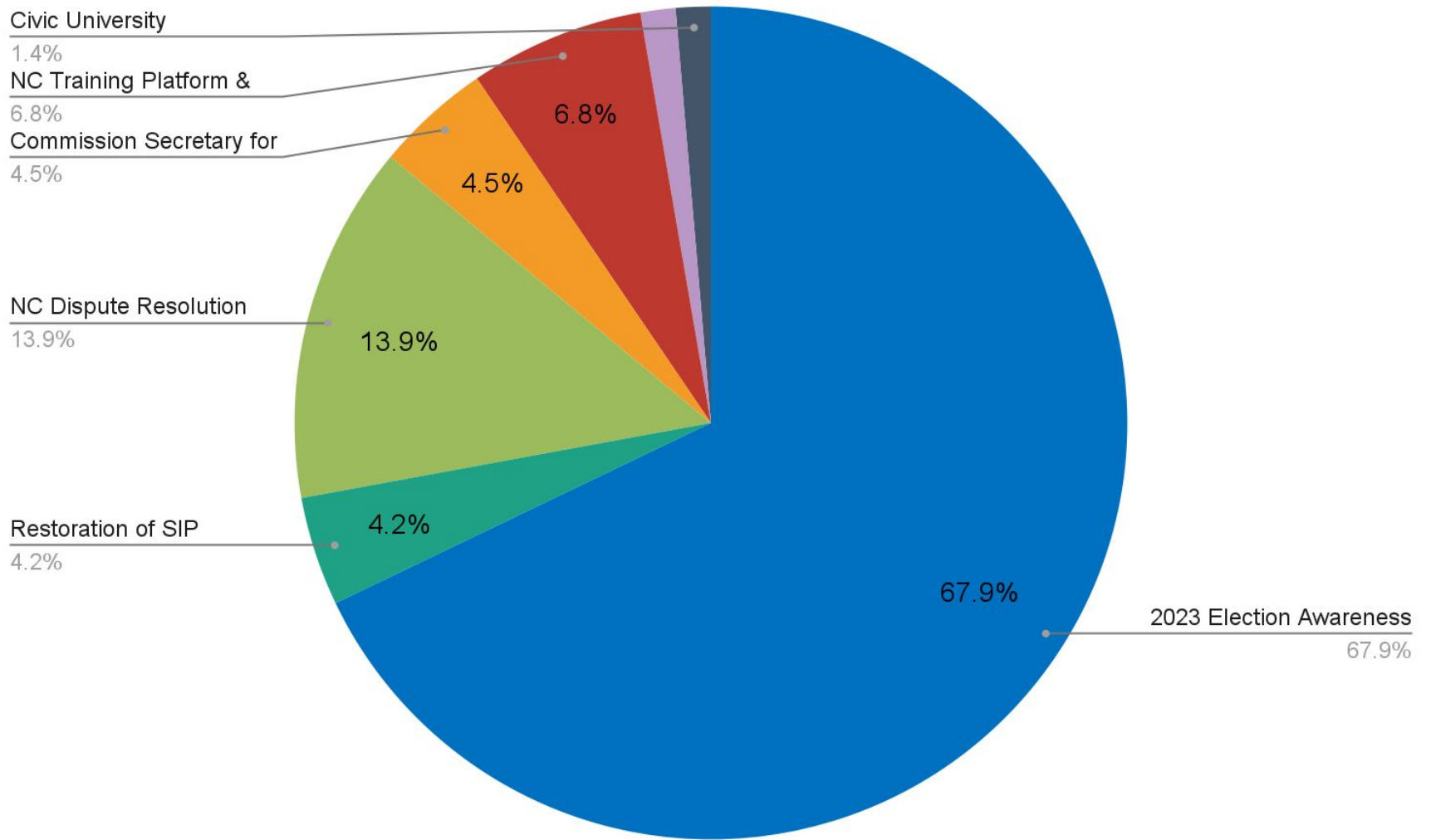
\$3,014,987

Supplemental  
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for FY 2022-23

\$4,931,322

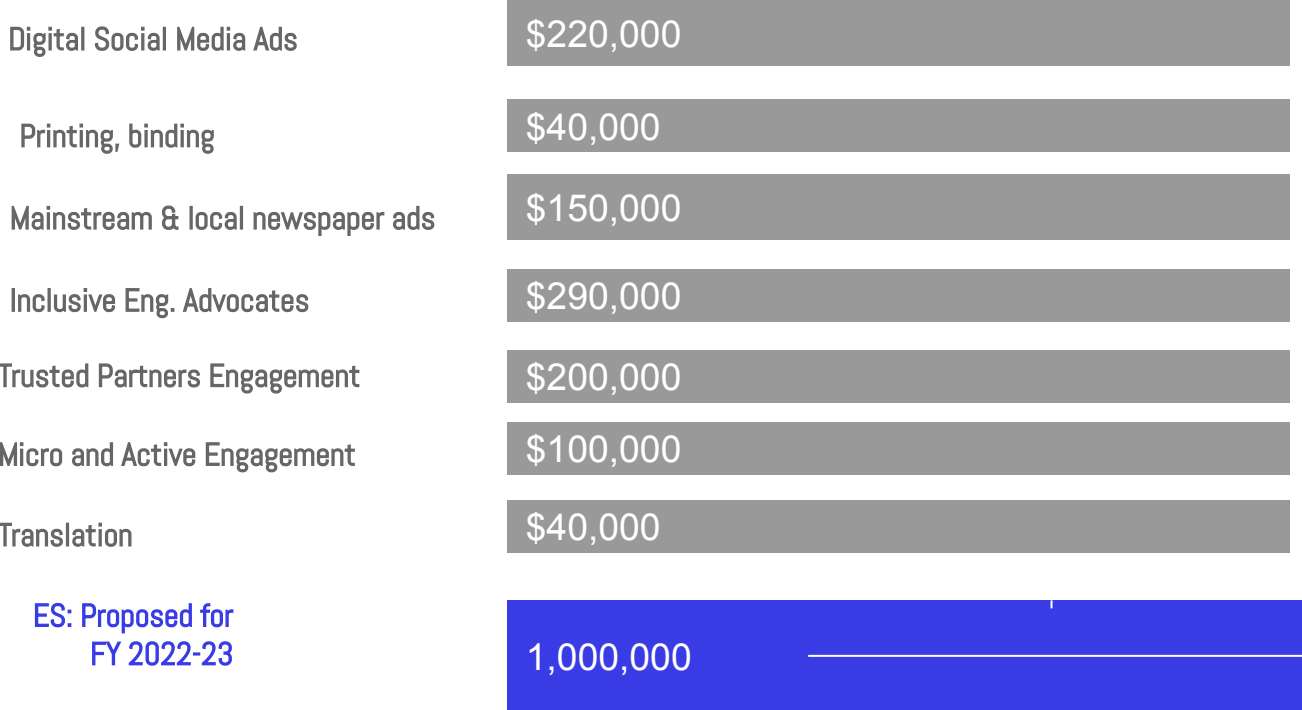
63.6% increase ▲





# Election Strategy Plan

We have shifted away from using 'outreach.' Created a “*sophisticated combination of collaboration, strategic communications tactics, and cultural engagement, all attuned to key audiences and societal trends.*” The ESP requires "discipline and investment."



# Election Strategy Plan 2020-2021

The ESP included methods for engaging community-based partners, public relations, and media communications tools. A breakdown of the \$456,000 is listed here:

<b>Category</b>	<b>Cost</b>
GENERAL AWARENESS	\$160,000
CANDIDATE AND VOTER RECRUITMENT	\$110,000
GENERAL AND MICRO-TARGETING ENGAGEMENT	\$165,000
ADMINISTRATIVE SERVICES	\$20,000
<b>TOTAL</b>	<b>\$456,000</b>

# Points scored

Translation

3.8%

Micro and Active

9.6%

Trusted Partners

19.2%

Inclusive Eng.

27.9%

Digital Social Media

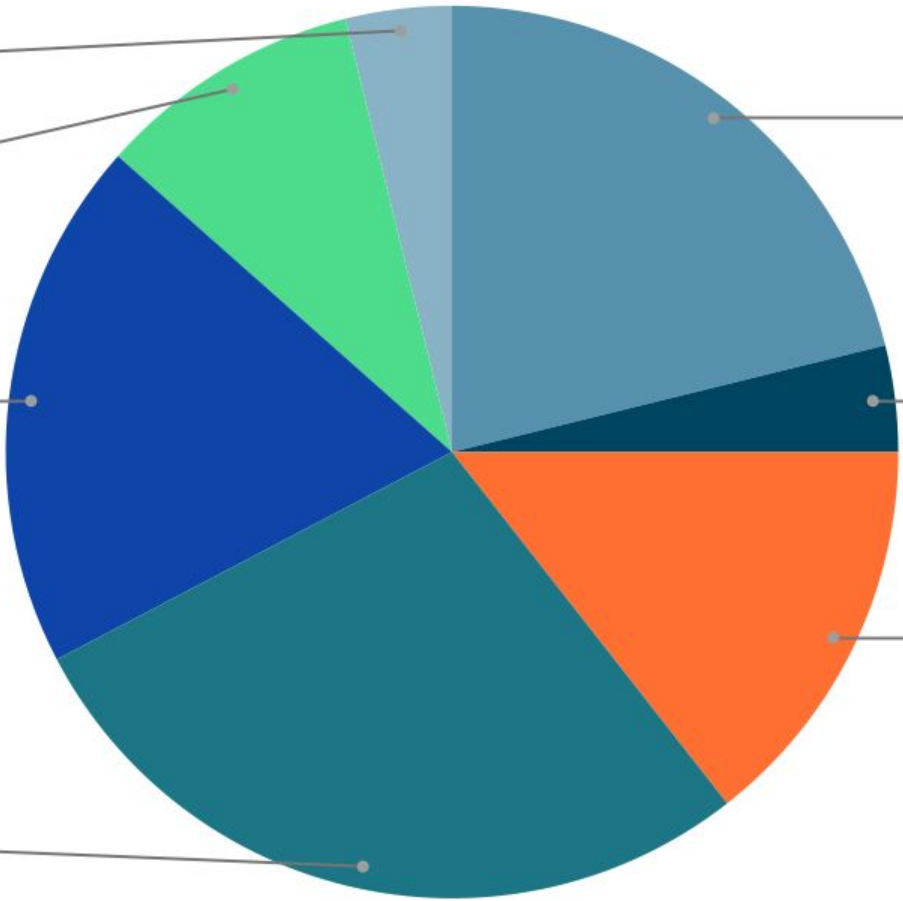
21.2%

Printing, binding

3.8%

Mainstream & local

14.4%



# Race, Equity, Inclusion

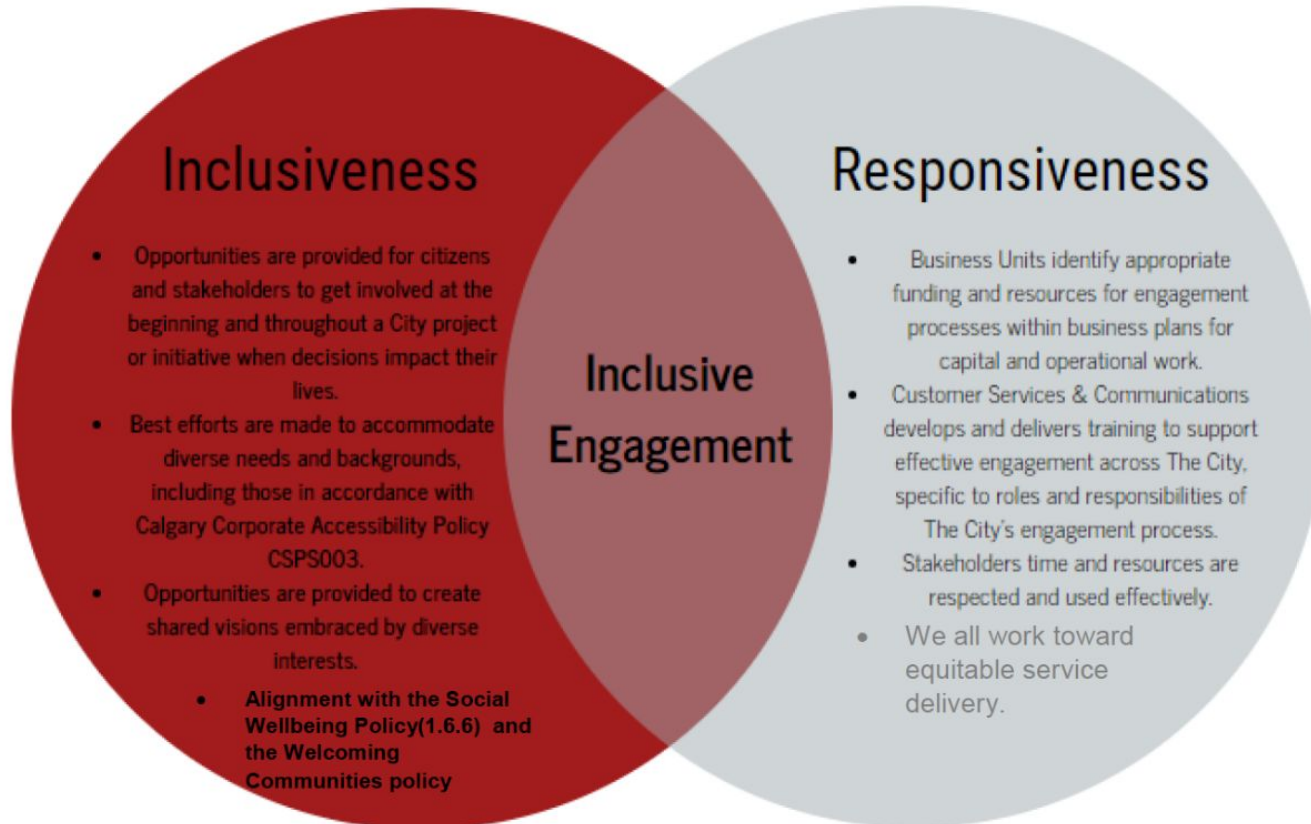
## **Mission:**

The Department of Neighborhood Empowerment (Department) is committed to: implementing a Racial Equity Plan that is a collaboration between Neighborhood Council Board Members, Board of Neighborhood Commissioners, City Departments.

## **Diversity, Equity, Inclusion:**

EmpowerLA's approach recognizes the distinct and unique points of entry civic leaders have when joining the Neighborhood Council System (System). The approach also recognizes the wide range of distinctions in their personal experiences. As such, EmpowerLA recognizes the role that race and equity have in the System's current and future existence. As such, EmpowerLA believes embracing race, diversity, equity, and inclusion is essential to the future of the System.

# Simple yet Complex



# Mayor's Instruction Letter Achieved

## Goals:

- Increases reflect CAO expectations
- Targeted local hire challenges, but funds exist in the City's resources

## Culture of Evaluation, Improvement, Re-evaluation, and Equitable Inclusion:

- Moving the system forward
- EmpowerLA Listening Survey (NCs)
- EmpowerLA Awareness and Engagement Survey (the public)
- Survey of Economic, Inclusiveness and Equity.

# Thank you

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2022-2023



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