

2013-2014 Strategic Plan for Central San Pedro Neighborhood Council

The Big Vision

To be a useful and relevant resource for access to local and city government. As stated in the “Purpose of the Citywide System of Neighborhood Councils, “to promote more citizen participation in government and make government more responsive to local needs”

The Big Goals:

- 1. Initiate and promptly respond to opportunities to solve neighborhood quality-of-life problems. Maintain oversight on land use and public works issues, and initiate and carry out local beautification projects.**
- 2. Board Development – All board members to have the basic knowledge of the abilities of the NC to effect change and how to make that possible. Initiate, create and enforce a comprehensive definition of board members responsibilities in our By-Laws.**
- 3. Conduct at least two town hall style meetings (forums) to educate our stakeholders (and board members) regarding important issues in our neighborhood.**
- 4. Increase attendance at stakeholder meetings and the number of followers on our Website/Facebook/Twitter**
- 5. Develop, implement and lobby a plan to change redundant, time consuming policies and directions of DONE which prevent us from working for the community.**

The Big Solutions:

- 1. Organize and present a board retreat focusing on board member development**
- 2. Develop additional opportunities for partnerships; reach out to partners to collaborate in workshop, forums and/or other community activities**
- 3. Work with our regional neighborhood council alliance (HANC) to form a more influential group to develop a lobbying plan with elected officials and department managers to improve their attitude towards neighborhood councils**
- 4. Our Outreach Committee plans are measurable and have been highly effective. We will continue to expand outreach using a variety of methods to grow public awareness.**
- 5. Our Outreach Committee has ongoing discussions regarding our social media presence and we regularly adjust and build on it. Our current campaign includes securing email addresses using a number of incentives and polling board members for their contacts.**

The Big Score:

- 1. Website: Measure traffic**
- 2. Contacts: Count the # of people on our email distribution list, and monitor its growth in number of email recipients**
- 3. Meetings: Count the attendees at our meetings**
- 4. Forums: Number of events and # of people attending**
- 5. Partners : The list of our partners is on our website - this year we would like to include other organizations with similar missions and goals**