



Department of NEIGHBORHOOD EMPOWERMENT

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Neighborhood Council Outreach Survey for Fiscal Year 2016-2017

Neighborhood Council Name: COASTAL SAN PEDRO NEIGHBORHOOD COUNCIL (CSPNC)

No changes from Fiscal Year 2015-2016 Yes, see changes below.

Name and contact for your Outreach Committee Chair: DAVE BEHAR

Email DAVE.BEHAR@GMAIL.COM Phone (310) 721-7017

Digital Tools:

Does your Council have: a website? Yes / No
If yes, please give us your website address: www.cspnc.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/coastal.sanpedro/
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: N/A
Do you utilize hashtags with Twitter? Yes / No
If yes, what hashtags does your Council use for Twitter? N/A

Does your Council have: a YouTube Account? Yes / No
If yes, please give us your YouTube URL: www.youtube.com/user/cspnclive
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? Constant Contact

Does your Council have: a virtual phone line? Yes / No
if so, what company? (310) 918-8650 - The Mail Room

Does your Council have: a virtual fax line? Yes / No
if so, what company? N/A

Neighborhood Council Outreach Survey

Print Materials:

Does your Council have: business cards for Board Members? 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: t-shirts

Calendar:

Does your Council use: an online Calendar? Yes / No
If yes, what Calendar service do you use? constant contact

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? CPAB, Neighborhood watches, library, park advisory boards, chamber of commerce, Parent Faculty Organizations, LAUSD

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?
neighborhood meetings and participation in community events, along with social media

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?
curtailing printed newsletters and facilitating more opportunities for direct community involvement through community improvement projects.