

NCDA CONFERENCE - COMMUNITY ENGAGEMENT JANUARY 23, 2019

Raymond Webster, Development Specialist



Community Development Commission/
Housing Authority
of the County of Los Angeles



Los Angeles Urban County

Largest in the Country

2.5 Million Population & 53 Jurisdictions

48
**Participating
Cities**
1.5 million

5
**Supervisory
Districts**
1.0 million

CDBG
\$23.4 million

HOME
\$9.2 million

ESG
\$1.9 million





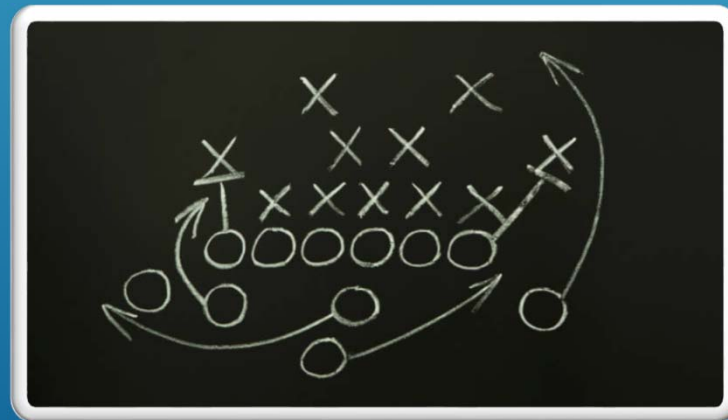
AFFORDABLE HOUSING PROGRAMS

- **Section 8 Housing Choice Voucher Program**
 - 23,000 families and 13,000 property owners
- **County's Public Housing Developments**
 - 3,229 units and 62 sites
- **Resident Services**



PRESENTATION TOPICS

**Strategies and Methods to
increase event participation and
to ensure successful outcomes**





2018 COMMUNITY MEETING & RESOURCE FAIR

It takes
two
to make a
thing
go right...

OUR GOAL: INCREASE TURNOUT AT ANNUAL COMMUNITY MEETING

BACKGROUND:

- Due to Cuts in Federal Funding, we trimmed back number of meetings to obtain resident's views from 5 to 1
- We found that we were receiving 1,000 surveys through mailings versus 250 collected at the five (5) meetings.
- To save costs, we continued to collect surveys through the mail but decreased the number of meetings.

OUR GOAL: INCREASE TURNOUT AT ANNUAL COMMUNITY MEETING

Background Continued:

- The past 5 Meetings were held in neighborhoods at parks and community centers
 - Avg. attendance at 50 (Overall 250)
 - They were also held on weeknights

OUR GOAL: INCREASE TURNOUT AT ANNUAL COMMUNITY MEETING



In 2015, we moved to 1 meeting held at our agency's HQ – participation shrank to about 17-20.

WE NEED TO CHANGE THIS VIBE!



MAIN STRATEGIES TO INCREASE PARTICIPATION



1. COMBINE THE COMMUNITY MEETING WITH A RESOURCE FAIR
2. HOLD THE MEETING ON A SATURDAY
— *STILL AT CDC/HACOLA SITE*
3. USE EFFECTIVE MARKETING AND OUTREACH
4. COORDINATE WITH PARTNERS

COMMUNITY MEETING & RESOURCE FAIR



GOAL ACHIEVED:

Increased participation
from about 20 to 130

** We would like to get to 200+ next year.*

COMMUNITY MEETING & RESOURCE FAIR

It takes
two
to make a
thing
go right...

Various methods were used
to entice residents to attend and to ensure
a great time at the event!

We also tried to be thoughtful. Little things
made a difference.

AN EFFECTIVE FLYER


Emphasized the importance of hearing their needs

Billed it as a fun and family-friendly event

Offered free flu shots, food, activities, and prizes



HOW WOULD YOU IMPROVE YOUR NEIGHBORHOOD?



COMMUNITY DEVELOPMENT COMMISSION/HOUSING AUTHORITY OF THE COUNTY OF LOS ANGELES


SATURDAY, NOVEMBER 3, 2018 **11:00 AM — 2:00 PM**

JOIN US AT THE COMMUNITY MEETING & RESOURCE FAIR

GIVE US YOUR IDEAS BY COMPLETING THE COUNTY BOARD OF SUPERVISORS' SURVEY FOR THE 2019 ANNUAL ACTION PLAN!

REGISTRATION STARTS AT 10:45 AM

FREE EVENT FOR THE WHOLE FAMILY



700 W. MAIN STREET, ALHAMBRA
LIGHT LUNCH AND REFRESHMENTS PROVIDED
www.lacdc.org/actionplan/annualmeeting MORE INFO AT: communitymeetingandfair.eventbrite.com

FOR THE RESIDENTS OF UNINCORPORATED COUNTY OF LOS ANGELES AND HOUSING AUTHORITY PARTICIPANTS

WIN PRIZES & GIFTCARDS • OVER A DOZEN COUNTY DEPARTMENTS / INFORMATION BOOTHS
• CALFRESH & MEDI-CAL SIGN UP • HEALTHY EATING PROGRAMS • CPR TRAINING
• ARTS & CRAFTS • LIVE REPTILE DISPLAY • FACE PAINTING & BALLOON FUN
• FREE FLU SHOTS (WHILE SUPPLIES LAST)

Transit Information to Alhambra	
From Union Station: (Metro)	78/79/378,487/489 or 76 to ATGRN
Additional Bus Routes:	40, 70, 176, 178, 190, 260, 264/267, 280, 282, 762, 770
More information available from www.moovit.com	



Need Different Accommodations?

- Interpreters will attend the meeting for the following languages: Spanish/español and Mandarin/中文.
- To request an interpreter for a different language, or for other meeting information, contact Brian Talbot at (626) 586-1752.
- For TTY assistance, please call the California Relay Services at (800) 735-2929 to reference Brian Talbot at the number above.
- NOTE: It is not necessary to respond to this informal invitation if you cannot attend.

TARGETED FLYER AND SURVEY MAILINGS



- 24,000 MAILINGS – about \$13,000 (tip – save money by combining mailings – water bill, etc.)
 - 12,000 received the flyer, survey and pre-paid returned envelope.
 - 12,000 received the flyer only – *higher income areas.*
- UNINCORPORATED AREAS – mainly low/mod census tracts.
- PUBLIC HOUSING (All) AND SECTION 8 RESIDENTS (Sample)
- *Participating Cities conduct their own process.*

SURVEY RETURNS/RESULTS



- 1,244 SURVEYS RETURNED
- 10% return with mailings that had the surveys and pre-paid envelope.
- 5% return when accounting for all mailings (including those with only the flyer).
- 2-4% is the average return according to Direct Marketing Association and other reports.

USE OF SOCIAL MEDIA FOR THE COMMUNITY MEETING & RESOURCE FAIR



PROMOTION THROUGH CDC/HACOLA'S
SOCIAL MEDIA PAGES – Facebook, Twitter, LinkedIn, Eventbrite

FACEBOOK ADS - \$250 budget (see handout for more details)

Total Eventbrite Page Views	Page Views from Facebook	Total RSVPs	RSVPs from Facebook
672	274	117	28

Actual attendance was 90 adults and 30 children – 120

KEY TAKEAWAYS ON EFFECTIVENESS OF SOCIAL MEDIA AND MAILINGS

SOCIAL MEDIA

- Effective in increasing awareness of the event and reaching residents in a different medium.
- It will become more effective when residents with limited means have access to the Internet.

MAILINGS

- Most effective in getting survey returns.
- Only 60 out of 1,244 were completed Online.
- “No Tengo” – “I do not have” email was very common on the surveys returned in Spanish.

PARTNERS



- DISTRIBUTED FLYERS TO THEM AND ALSO EMAILED NOTIFICATIONS
- REQUESTED PARTICIPATON
- MET WITH COUNTY DEPARTMENTS TO ENCOURAGE ATTENDANCE
- ASKED WALGREENS TO COME
- ASKED OTHER AGENCIES TO ATTEND SUCH AS THE LOCAL FAIR HOUSING ORGANIZATION

Main Street

MAP OF CDC/HACoLA

FOOD AND
DRINKS AREA

RESOURCE
AND
INFORMATION
TABLES

MAIN LOBBY

RESTROOMS

CONFERENCE ROOM 102

FREE FLU SHOTS AT 12:30 PM

Hallway

COMMISSION ROOM

COMMUNITY
MEETING
AND SURVEY

Hallway

SIGN-IN TABLE

GMU INFORMATION TABLE

LOST AND FOUND

Entrance

PRIZE
DRAWINGS

COURTYARD

DISPLAY
TABLES

ACTIVITY
TABLES

PARKING GARAGE



BEING THOUGHTFUL AND “THE LITTLE THINGS”

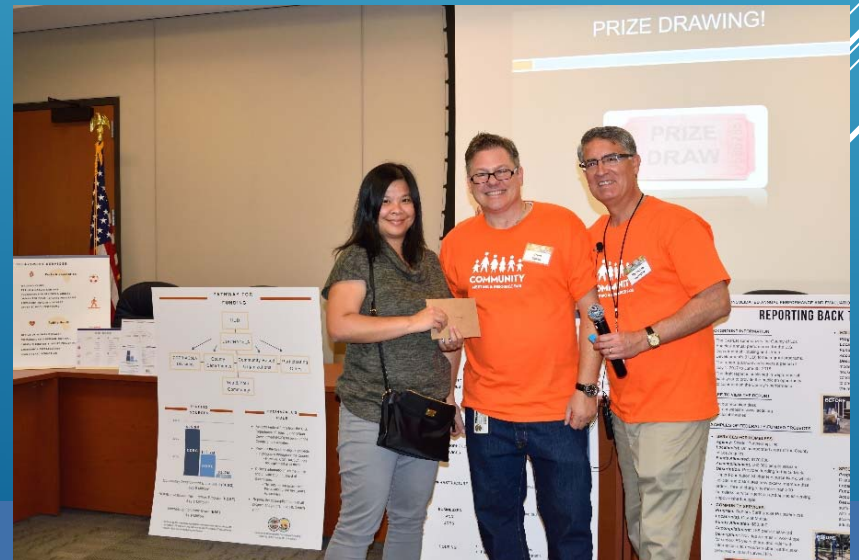
- **STAFF WORE BRIGHT T-SHIRTS TO BE EASILY IDENTIFIED AND LESS FORMAL**
- **SHORTENED THE PRESENTATION AND DISPLAYED INFORMATIONAL POSTER BOARDS**
- **DECORATED WITH BALLOONS & FALL COLORS**
- **PROVIDED LUNCH, FLU SHOTS, ACTIVITIES FOR KIDS**
- **OVER 15 COUNTY AND OTHER AGENCIES PROVIDED INFORMATION AT THEIR TABLES**



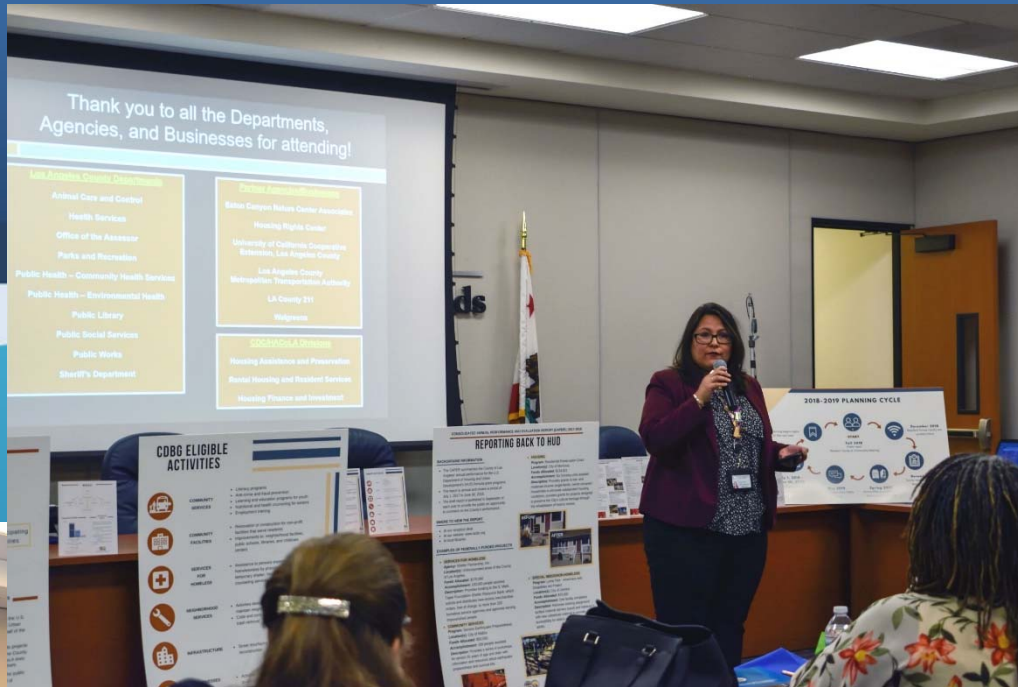
MAKING IT A FUN & INFORMATIVE EVENT



DURING THE MEETING – KEEP PRESENTATION SIMPLE AND EVERYONE ENGAGED



AGENCY PRESENTATIONS



RESOURCE FAIR/TABLES



KIDS ACTIVITIES



FLU SHOTS AND LUNCH



FINAL TIPS/LESSONS LEARNED

Planning and Marketing



- Mailings work best for survey returns unless your agency has a strong social media network.
- We realized that residents with limited means may not have access to the Internet or email so Social Media shouldn't be the only method for marketing. "No tengo" or "Do not have" is common when asked about access
- Make sure to let residents know that a response is not necessary on the flyer. Some residents from other Countries like China called and asked if they need to respond.

FINAL TIPS/LESSONS LEARNED

At the Event



- Keep language and presentation simple
- Create a friendly environment
- Create a space for kids (i.e. kids table during meetings, activities)
- Have other agencies in attendance to answer questions on the spot to address needs (i.e. potholes or signing up for services)

FINAL TIPS/LESSONS LEARNED

Follow-Up & Post Planning



- Make sure that specific information is provided such as type of need and location – ask them to provide in the comments.
- On the surveys, we will ask for zip code and community name in the future.
- Send identified needs to other Departments and Agencies that may address them (Stronger Together).
- During sign-in, ask them how they heard about the meeting. Ask verbally or it will hold up the sign-in if they fill out a survey – this will help with future planning.



FOR MORE INFORMATION

CONNECT WITH US:

www.lacdc.org | www.hacola.org



@CDCHACoLA



@LACommunityDevelopment



Community Development Commission



CONTACT:

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For other presentations (AFH, Slum Blight, etc.):

<https://www.linkedin.com/in/raymond-webster-89b43b39/>