



ELECTIONS COMMITTEE OUTREACH PLAN

DECEMBER 2020

PROPOSED COLOR SCHEME



DECISION-MAKING MARKERS





BUS

SHELTER AD

for candidate outreach



OPTION 1
(pending translation)

**BUS SHELTER AD FOR
CANDIDATE OUTREACH**



SUNLAND-TUJUNGA
NEIGHBORHOOD COUNCIL

2021 ELECTIONS

REPRESENT YOUR COMMUNITY TO CITY HALL
NO PREVIOUS EXPERIENCE NECESSARY

**REGISTER TO BE A CANDIDATE
BEFORE FEBRUARY 2ND**

WWW.EMPOWERLA.ORG/ELECTIONS



SUNLAND-TUJUNGA
NEIGHBORHOOD COUNCIL





OPTION 2

(pending translation)

**BUS SHELTER AD FOR
CANDIDATE OUTREACH**



REPRESENT YOUR COMMUNITY TO CITY HALL
NO PREVIOUS EXPERIENCE NECESSARY

REGISTER TO BE A CANDIDATE BEFORE
FEBRUARY 2ND, 2021

WWW.EMPOWERLA.ORG/ELECTIONS





OPTION 3
(pending translation)

**BUS SHELTER AD FOR
CANDIDATE OUTREACH**



**2021
ELECTIONS**



**SUNLAND-TUJUNGA
NEIGHBORHOOD COUNCIL**

REPRESENT YOUR COMMUNITY TO CITY HALL
NO PREVIOUS EXPERIENCE NECESSARY

**REGISTER TO BE A CANDIDATE
BEFORE FEBRUARY 2ND**

FIND OUT MORE AT
WWW.EMPOWERLA.ORG/ELECTIONS AND STNC.ORG
OR CALL 213-978-1551





OPTION 4

(pending translation)

**BUS SHELTER AD FOR
CANDIDATE OUTREACH**



REPRESENT YOUR COMMUNITY TO CITY HALL
NO PREVIOUS EXPERIENCE NECESSARY

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BEFORE FEBRUARY 2ND

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**BUS BENCH
AD**



2021 ELECTIONS

SUNLAND- TUJUNGA NEIGHBORHOOD COUNCIL

**REPRESENT YOUR NEIGHBORHOOD!
BE A VOICE FOR YOUR COMMUNITY**

- ✓ REGISTER TO BE A CANDIDATE BY FEBRUARY 2, 2021
- ✓ APPLY TO RECEIVE YOUR VOTE-BY-MAIL BALLOT BETWEEN FEBRUARY 19 AND APRIL 13, 2021
- ✓ ELECTION DAY IS APRIL 20, 2021

FIND OUT MORE AT
WWW.CLERK.LACITY.ORG/ELECTIONS AND STNC.ORG



BUS BENCH AD

**OPTION 1
(pending
translation)**





2021 ELECTIONS

SUNLAND- TUJUNGA NEIGHBORHOOD COUNCIL

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**SUNLAND-TUJUNGA
NEIGHBORHOOD COUNCIL**

BUS BENCH AD

**OPTION 2
(pending
translation)**





**SUNLAND-TUJUNGA
NEIGHBORHOOD COUNCIL**

2021 ELECTIONS

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www.clerk.lacity.org/elections AND STNC.ORG

BUS BENCH AD



**OPTION 3
(pending
translation)**





**SUNLAND-TUJUNGA
NEIGHBORHOOD COUNCIL**

2021 ELECTIONS

**REPRESENT YOUR NEIGHBORHOOD!
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BUS BENCH AD



**OPTION 4
(pending
translation)**



COSTS



3 MONTHS
\$180 - \$200 PER
BENCH

PROPOSAL:
\$



POSTERS

18 X 24



OPTION 1

(pending translation)

POSTER 18 X 24
INCLUDES ALL KEY DATES

MAKE A DIFFERENCE IN SUNLAND-TUJUNGA

ELECTION DAY: APRIL 20, 2021



Register to be a
candidate: **LEAD!**
<https://empowerla.org/elections/>
Dec. 19, 2020 - Feb. 2, 2021



Our Neighborhood
Council election will be
Vote-By-Mail. All voters
must request their ballots
between **Feb. 19** and
April 13, 2021.

VOTE!

<https://clerk.lacity.org/elections/neighborhood-council-election>



SUNLAND-TUJUNGA
NEIGHBORHOOD COUNCIL

WWW.STNC.ORG





OPTION 2

(pending translation)

POSTER 18 X 24
INCLUDES ALL KEY DATES



2021 ELECTIONS

SUNLAND- TUJUNGA NEIGHBORHOOD COUNCIL

REPRESENT YOUR NEIGHBORHOOD!
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SUNLAND-TUJUNGA
NEIGHBORHOOD COUNCIL





OPTION 3

(pending translation)

POSTER 18 X 24
INCLUDES ALL KEY DATES



2021 ELECTIONS



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FLYERS

8.5 X 11

BACK OF FLYER Option 1

**FLYERS 8.5 X 11
INCLUDES ALL KEY DATES**

WHO IS ON A NEIGHBORHOOD COUNCIL?

While Neighborhood Council board members are volunteers, they are public officials elected by the members of their community. Most board members serve two-year terms; a few Neighborhood Councils have four-year terms.

WHAT DOES THE NEIGHBORHOOD COUNCIL DO?

Neighborhood Councils advocate on issues like homelessness, housing, land use, emergency preparedness, public safety, parks, transportation, and sustainability. They also provide local expertise and a local voice in the delivery of City services to their communities.

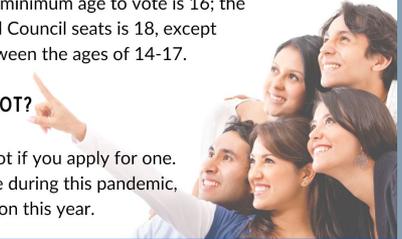
WHO CAN RUN OR VOTE?

Unlike other city, state, or federal elections, voting and being a candidate in Neighborhood Council (NC) elections is open to more than just the residents of a community. Participation is open to those who live, work, or own property or a business within an NC's boundaries, as well as to "community interest stakeholders," such as church members, local students (or parents of students), or members of local service organizations.

Candidates do not need to be US citizens or legal residents to qualify. Participation is also open to the formerly incarcerated. The minimum age to vote is 16; the minimum age to run for most Neighborhood Council seats is 18, except for Youth Seat candidates, who may be between the ages of 14-17.

DO I NEED TO APPLY TO RECEIVE A BALLOT?

Yes. You will only receive your main-in ballot if you apply for one. To ensure the health and safety of everyone during this pandemic, we will be conducting a Vote-By-Mail election this year.



**SUNLAND-TUJUNGA
NEIGHBORHOOD COUNCIL**

FIND OUT MORE AT
WWW.CLERK.LACITY.ORG/ELECTIONS
AND STNC.ORG

BACK OF FLYER Option 2

**FLYERS 8.5 X 11
INCLUDES ALL KEY DATES**

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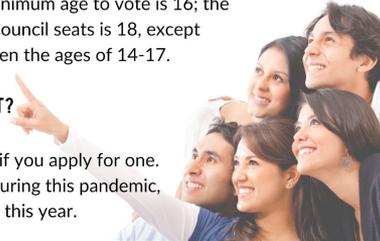
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NEIGHBORHOOD COUNCIL**

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WWW.CLERK.LACITY.ORG/ELECTIONS
AND STNC.ORG



OPTION 1
(pending translation)

FLYERS 8.5 X 11
INCLUDES ALL KEY DATES



REPRESENT YOUR NEIGHBORHOOD!
BE A VOICE FOR YOUR COMMUNITY

REGISTER TO BE A CANDIDATE BY FEBRUARY 2ND
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SUNLAND-TUJUNGA
NEIGHBORHOOD COUNCIL





OPTION 2

(pending translation)

FLYERS 8.5 X 11
INCLUDES ALL KEY DATES



2021 ELECTIONS

SUNLAND- TUJUNGA NEIGHBORHOOD COUNCIL

REPRESENT YOUR NEIGHBORHOOD!
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SUNLAND-TUJUNGA
NEIGHBORHOOD COUNCIL





OPTION 3

(pending translation)

FLYERS 8.5 X 11
INCLUDES ALL KEY DATES



REPRESENT YOUR NEIGHBORHOOD!
BE A VOICE FOR YOUR COMMUNITY

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OR CALL 213-978-1551





**FACEBOOK ADS FOR
CANDIDATE
OUTREACH**

Connect your community to **City Hall**

RUN FOR OFFICE

on your **Neighborhood Council**

Learn more & apply to run at a **CANDIDATE INFO SESSION**

<http://EmpowerLA.org/elections>






Conecta a tu comunidad con el **ayuntamiento**

POSTULATE PARA UN CARGO

EN TU CONSEJO VECINAL

Para más información y para participar en una sesión para candidatos visite <https://empowerla.org/elections>






FACEBOOK AD FOR CANDIDATES





**FACEBOOK ADS FOR
VOTER
OUTREACH**

**VOTE FOR YOUR
NEIGHBORHOOD
COUNCIL**

.....

Request your ballot by April 13th
Election day is April 20th
Find out more at www.stnc.org

 **SUNLAND-TUJUNGA
NEIGHBORHOOD COUNCIL**

The background of the ad features a scenic view of the Sunland-Tujunga area, showing rolling hills, a golf course, and a prominent palm tree in the foreground under a clear blue sky.

**FACEBOOK AD FOR
VOTER OUTREACH**





**INSTAGRAM ADS FOR
CANDIDATE
OUTREACH**

Sunland-Tujunga Neighborhood Council

Be A Candidate

1 ATTEND AN INFO SESSION

2 APPLY ONLINE

3 RUN A CAMPAIGN

For more information visit:

www.empowerla.org/elections/



**INSTAGRAM AD FOR
CANDIDATE OUTREACH**





SUNLAND-TUJUNGA
NEIGHBORHOOD COUNCIL

2021 ELECTIONS

CANDIDATE FILING CLOSES
FEBRUARY 2, 2021
WWW.STNC.ORG



SUNLAND-TUJUNGA
NEIGHBORHOOD COUNCIL

2021 ELECCIONES

APLICACION DE CANDIDATOS
FECHA LIMITE
2 DE FEBRERO, 2021
WWW.STNC.ORG

**INSTAGRAM ADS FOR
CANDIDATE OUTREACH**





SUNLAND-TUJUNGA
NEIGHBORHOOD COUNCIL

CANDIDATE FILING

CLOSES SOON

FEBRUARY 2, 2021

WWW.STNC.ORG



SUNLAND-TUJUNGA
NEIGHBORHOOD COUNCIL

APLICACION DE CANDIDATOS

TERMINA PRONTO

2 DE FEBRERO, 2021

WWW.STNC.ORG

**INSTAGRAM ADS FOR
CANDIDATE OUTREACH**





SUNLAND-TUJUNGA
NEIGHBORHOOD COUNCIL

5

DAYS LEFT

CANDIDATE FILING CLOSES ON
FEBRUARY 2, 2021

WWW.STNC.ORG



SUNLAND-TUJUNGA
NEIGHBORHOOD COUNCIL

4

DIAS

APLICACION DE CANDIDATOS
TERMINA EL 2 DE FEBRERO, 2021

WWW.STNC.ORG



SUNLAND-TUJUNGA
NEIGHBORHOOD COUNCIL

3

DAYS LEFT

CANDIDATE FILING CLOSES ON
FEBRUARY 2, 2021

WWW.S



SUNLAND-TUJUNGA
NEIGHBORHOOD COUNCIL

2

DIAS

APLICACION DE CANDIDATOS
TERMINA EL 2 DE FEBRERO, 2021

WWW.STNC.ORG



SUNLAND-TUJUNGA
NEIGHBORHOOD COUNCIL

1

DIA

APLICACION DE CANDIDATOS
TERMINA EL 2 DE FEBRERO, 2021

WWW.STNC.ORG

**INSTAGRAM ADS FOR
CANDIDATE OUTREACH**





**INSTAGRAM ADS FOR
VOTER
OUTREACH**



**INSTAGRAM FOR
VOTER OUTREACH**





**NEXTDOOR AD FOR
CANDIDATE
OUTREACH**

RUN FOR OFFICE
on your Neighborhood Council

Apply by 02/02/21
for the election on 04/20/21

NEIGHBORHOOD COUNCILS ELECTIONS

SUNLAND-TUJUNGA NEIGHBORHOOD COUNCIL

Learn more <http://EmpowerLA.org/elections>

NEXTDOOR AD FOR CANDIDATE OUTREACH



RUN FOR OFFICE
on your Neighborhood Council

Apply by 02/02/21
for the election on 04/20/21

NEIGHBORHOOD COUNCILS
ELECTIONS

 **SUNLAND-TUJUNGA**
NEIGHBORHOOD COUNCIL

Learn more <http://EmpowerLA.org/elections>

**NEXTDOOR AD FOR
CANDIDATE OUTREACH**





**INSTAGRAM ADS
WITH ELECTION
DATES**

 **SUNLAND-TUJUNGA**
NEIGHBORHOOD COUNCIL

20
21

ELECTIONS

CANDIDATE FILING | FEB 2, 2021
ELECTIONS | APR 20, 2021

WWW.STNC.ORG

 **SUNLAND-TUJUNGA**
NEIGHBORHOOD COUNCIL

20
21

ELECCIONES

APLICACION DE | 2 DE FEB. 2021
CANDIDATOS |
ELECCIONES | 20 DE ABRIL 2021

WWW.STNC.ORG

**INSTAGRAM ADS WITH
KEY ELECTION DATES**





SUNLAND-TUJUNGA
NEIGHBORHOOD COUNCIL

2021 ELECTIONS

CANDIDATE FILING ELECTIONS	FEB 2, 2021 APR 20, 2021
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WWW.STNC.ORG



SUNLAND-TUJUNGA
NEIGHBORHOOD COUNCIL

2021 ELECCIONES

APLICACION DE CANDIDATOS ELECCIONES	2 DE FEB. 2021 20 DE ABRIL 2021
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WWW.STNC.ORG

**INSTAGRAM ADS WITH
KEY ELECTION DATES**





**POSTCARDS
FOR MAILING**

MAKE A DIFFERENCE IN SUNLAND-TUJUNGA
ELECTION DAY: APRIL 20, 2021

LEAD!

VOTE!

Find out more at

www.clerk.lacity.org/elections and stnc.org



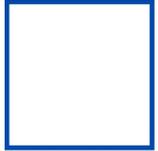
LEAD!

Register to be a candidate
Dec. 19, 2020 - Feb. 2, 2021
<https://empowerla.org/elections/>

VOTE!

Our Neighborhood Council elections will
be vote-by-mail. All voters must request
their ballots between
Feb. 19 and April 13, 2021.

TO:



Find out more at
www.clerk.lacity.org/elections and stnc.org

POSTCARD FOR
MAILING





**CANDIDATE
PROMOS
(for digital outreach)**

2021 ELECTIONS

Candidate info
(bio and platform)



CANDIDATE NAME

Candidate for...

CANDIDATE PROMOS

Find out more at www.stnc.org



**SUNLAND-TUJUNGA
NEIGHBORHOOD COUNCIL**



2021 ELECTIONS

Candidate info
(bio and platform)



CANDIDATE NAME

Candidate for...

CANDIDATE PROMOS

FIND OUT MORE AT WWW.STNC.ORG



SUNLAND-TUJUNGA
NEIGHBORHOOD COUNCIL





**LAWN
SIGNS
18 X 24 IN**



SUNLAND-TUJUNGA
NEIGHBORHOOD COUNCIL

ELECTIONS 2021 ELECCIONES



REPRESENT YOUR NEIGHBORHOOD!

FIND OUT MORE AT

WWW.CLERK.LACITY.ORG/ELECTIONS AND STNC.ORG

OR CALL 213-978-1551



XXXX STNC
FACEBOOK
INFO HERE



XXXX STNC
TWITTER INFO
HERE



XXXX STNC
INSTAGRAM
INFO HERE



XXXX STNC
NEXTDOOR
INFO HERE



OPTION 1

LAWN SIGN





SUNLAND-TUJUNGA
NEIGHBORHOOD COUNCIL

ELECTIONS 2021 ELECCIONES



REPRESENT YOUR NEIGHBORHOOD!

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XXXX STNC
FACEBOOK
INFO HERE



XXXX STNC
TWITTER INFO
HERE



XXXX STNC
INSTAGRAM
INFO HERE



XXXX STNC
NEXTDOOR
INFO HERE



OPTION 2

LAWN SIGN





FACEBOOK BANNERS



SUNLAND-TUJUNGA
NEIGHBORHOOD COUNCIL

2021 ELECTIONS

Tuesday, April 20, 2021
WWW.STNC.ORG

FACEBOOK BANNERS





SUNLAND-TUJUNGA
NEIGHBORHOOD COUNCIL

2021 ELECTIONS

WWW.STNC.ORG

CANDIDATE FILING ENDS FEB 2, 2021
ELECTIONS DAY APR 20, 2021

FACEBOOK BANNERS





SUNLAND-TUJUNGA
NEIGHBORHOOD COUNCIL

CANDIDATE FILING

CANDIDATE FILING CLOSSES ON
FEBRUARY 2, 2021

WWW.STNC.ORG

FACEBOOK BANNERS





SUNLAND-TUJUNGA
NEIGHBORHOOD COUNCIL

2021 STNC ELECTION

VOTE AND BE HEARD

Tuesday, April 20, 2021

WWW.STNC.ORG

FACEBOOK BANNERS





EMAIL HEADERS



SUNLAND-TUJUNGA
NEIGHBORHOOD COUNCIL

2021 ELECTIONS

Tuesday, April 20, 2021
WWW.STNC.ORG



SUNLAND-TUJUNGA
NEIGHBORHOOD COUNCIL

ELECCIONES 2021

Martes, 20 de Abril, 2021
WWW.STNC.ORG

EMAIL HEADERS





**CURRENT BOARD
MEMBER VIDEOS**

These 1-2 min-long videos by current board members will be created to invite new candidates to apply and to share members' personal experiences serving in the Council.



CANDIDATE VIDEOS

These 1-2 min-long videos by candidates will be created to share information about the candidate and their platform.



**INFORMATIONAL
VIDEO**

- What is the neighborhood council?
- Why do we have neighborhood council elections and why is it important?
- Who can run?
- Who can vote?
- Is previous experience necessary?
- Candidate - how do you apply?
- How do you register to vote in order to receive your ballot?
- Where do you request the ballot?
- This election is a vote-by-mail election
- How can you help with election outreach?
- Election day date and other important dates



LOCATIONS

- SUNLAND PARK / CONFIRMED
- DIY / CONFIRMED
- VONS / TBD
- COMMUNITY ROCK GARDEN CONFIRMED
- YMCA TBD



**OUTSTANDING
QUESTIONS**

- HOW MANY SEATS ARE OPEN THIS YEAR?
- PAST ELECTION DATA
- PERCEPTIONS OF NEIGHBORHOOD COUNCIL CULTURE AND WORK
- TRANSLATIONS NEEDED IN SPANISH, KOREAN AND ARMENIAN
- DATES TO BE DETERMINED: CANDIDATE INFO SESSIONS, CANDIDATES FORUM, OUTREACH DEADLINES, ETC.



Budget & Finance

<u>Expense/Description</u>	<u>Cost</u>
Bus Stop Banners	
Bus Bench Ads	\$180 -\$200 per bench
Posters 18x24	
Flyers 8.5X11	
Facebook Ads (Candidate & Voter Outreach)	
Instagram Ads (Candidate, Voter, Election Day Outreach)	
Postcards for mailing	Printing: Mailing: \$3,230 (17,000 at 0.19 cents each)
Lawn Signs 18X24	\$1 per sign
Total:	