

To: Board of the West Van Nuys/Lake Balboa Neighborhood Council

From: Paul Fabre, ad hoc Survey Committee Chair

Date: July 5, 2006

Subject: Informational Report of the Ad Hoc Survey Committee

On April 25, 2006, the ad hoc Survey Committee met for the purpose of deciding if the West Van Nuys/Lake Balboa (WVN/LB) Neighborhood Council (NC) should pay for a professionally administered statistical survey of its stakeholders. Two professional survey proposals were obtained that ranged in cost between approximately \$12,500 and \$25,000 depending on the options chosen for the survey.

Many questions were discussed including the following:

- Exactly what information does the NC desire to obtain about its stakeholders? Demographics? Priority issues? Other?
- What are the advantages of gathering this data using a professionally administered statistical survey?
- Are there any alternative methods to gather the information the NC desires? What are the advantages of any alternative methods?
- From a financial standpoint, how much money is reasonable for the NC to spend on a professionally administered statistical survey of our stakeholders?
- For the two proposals that exist, has the NC tried to negotiate the cost? Should the NC get other competitive bids?
- Other NCs have made use of professionally administered statistical surveys. Has our NC tried to contact them to find out the usefulness of the surveys? Do the other NCs believe the costs weighed against the benefits of their surveys were worthwhile?

After much discussion, the committee converged on the following suggested actions:

- Set up a standing Outreach Committee and give it a chance to gain traction. Once established, this committee should develop a comprehensive outreach plan so that various outreach projects and activities can be properly prioritized relative to each other and within the allocated budget.
- Determine how much money will be available in the yearly budget for outreach projects. At the time of the committee meeting, the detailed budget for the upcoming fiscal year (July 1,

2006 through June 30, 2007) had not yet been formulated or approved by the WVN/LB NC board. However, between the time of the ad hoc Survey Committee meeting and the writing of this report, the board approved a \$20,000 budget in the current fiscal year for outreach activities. No discussions have yet occurred regarding how these funds should be divided among the various outreach activities that the NC might want to pursue. Once an Outreach Committee is seated, this should be one of the first items addressed.

- Obtain survey results conducted by the West Adams NC and Silverlake NC to see if the results seem useful. Also talk with users of the data from these NCs to get their opinions about how useful the data was to them.
- Determine if it is possible to reuse some of the survey results from other local NCs, if we believe there are strong similarities between those NCs and our own.
- Explore what demographic information can be obtained through DONE or any other city department or bureau.

Conclusion:

The NC will not pursue a survey at this time. However, it is strongly recommended that a standing Outreach Committee be established so that a comprehensive outreach plan can be developed and given a chance to take effect. Once that has occurred, the question of whether to or not to pursue a professionally administered statistical survey of the NC stakeholders can be re-assessed and prioritized if deemed appropriate by the Outreach Committee.

While the suggested Outreach Committee is formed and given time to gain traction, the other suggested actions outlined above (i.e. exploring the surveys of other NCs and investigating the availability of relevant information that exist within the various city departments) can be informally pursued by the various NC board members that choose to pursue them. Information obtained from these efforts can be brought to the Outreach Committee for use by that committee.

Paul Fabre (Chair) _____

Rosemary Campbell _____

Luciana Dar _____

Robert Katz _____

Clay McFarland _____

Linda Pruett _____