LA Neighborhood Council Website Survey (opencommunitysurvey.org)

The Open Community Survey project aims to create a transparent report (the LA NC website survey) supported by a direct collection of personal perspectives from LA residents to help the Neighborhood Councils (NCs) understand how their websites can serve the needs of their constituents.

Problem Being Solved

Most NCs do not have access to User Experience Researchers, Business Analysts, or Marketing professionals that would normally aid in the outreach and requirements gathering needed to build a website that best serves the needs of its community.

As a result, even the most experienced NC web developers and sophisticated Board Members do not have all the information they need in order to build sites that are truly inclusive and that will increase engagement based on the specific needs of their local community.

While it would be cost-prohibitive for one NC to undertake a comprehensive survey. Collectively, all NCs, with the Help of Hack for LA and EmpowerLA, can design and execute a survey that can be used to inform all NC councils' future web development priorities.

Project Goals

- Create a Comparative Analysis of all current NC websites
- Have the survey taken by a representative sample of LA city's 4M+ citizens
- Create a structured opportunity for citizens' voices to be heard by Neighborhood Councils with a process designed to increase inclusivity
- To have responses be well distributed across NCs and among people who are involved with NCs and those unaware of NCs
- To identify the representative needs of community members who live in Los Angeles and are not represented by a Neighborhood Council

Community Survey 6-month Roadmap

- Setup a working group of NCs to work to further iterate the survey
- Work with EmpowerLA to code the survey
- Test survey on targeted users before public launch and iterate
- Develop a campaign to reach people not currently participating in NCs
- Work with EmpowerLA to launch and market the survey
- Reach out to NC Representatives to send out and promote the survey to their communities
- Develop and Implement an outreach plan for people not aware of the NC system

Partners

Contact: opencommunitysurvey@hackforla.org
Github: https://github.com/hackforla/community-survey-nc-websites   updated: 03/15/21