



North East Trees

Bringing Nature Back

LAUFMP Workshops Canvassing Plan

Location: Nueva Maravilla Housing Community (NMHC)

Time Frame: 01-17-24 to 01-25-24

Date of Workshops: 01-25-24

By: Luis Sierra Campos, Community Engagement Manager

UPDATED: 01.16.2024.LSC

Project Overview:

North East Trees plans to host two comprehensive 2-hour community workshops in Unincorporated East LA (Supervisory District 1) focused on urban tree care and advocacy in Los Angeles. These workshops will offer participants hands-on knowledge in tree maintenance and care, nature-based education centered around the benefits of a healthy urban forest, and essential advocacy training for community members to support the Urban Forest Management Plan for Los Angeles City and County.

Deliverables:

Expected Number of Surveys Completed:	200
Expected Number of Workshop participants:	150
Total Number of individual engagements:	350

LAUFMP Workshops:

Date of Workshops: 01-25-24
 Times: 10:00 AM and 6:00 PM (2 hours)
 Location: NMHC—Senior Center (4919 E Cesar E Chavez Ave, Los Angeles, CA 90022)
 Incentives: (1) \$200 Northgate Market GC (2) \$100 Norgate Market GC’s gift draw per workshop
 Participants Goal: 75 per workshop



Nueva Maravilla Housing Community:

Nueva Maravilla Housing Community is low-income, Section 8, and Senior Housing.

LAUFMP Workshops Canvassing Plan

1/17	Day 1: Overview + Training for CCAC Fellows + NET Staff	1 hour
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Roles: Luis Sierra Campos, Community Engagement Manager (CEM)
Time: 1:00 - 2:00 PM
Location: [Google Meet](#)

Details:

- CEM conducts a brief training session for the canvassers, emphasizing campaign messaging, talking points, and the importance of the community workshop and survey collection.
- CEM assigns specific areas or apartment complexes for each canvasser to cover.
- Canvassers will be provided with campaign literature, brochures, and materials.
- CEM reviews safety protocols and canvassing etiquette.
- CEM will also schedule a walk-through of Nueva Maravilla with LACDA.

1/18	Day 2 – Intensive Canvassing	3 hours
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Roles: Luis Sierra Campos, Community Engagement Manager (CEM)
Canvassers (CCAC 1, CCAC 2, and CCAC 3)
Times: 11:00 AM to 2:00 PM
Location: NMHC

Details:

- Canvassers begin canvassing in their assigned areas.
- They start with a warm-up introduction to break the ice and build rapport with residents.
- Canvassers will work in teams of two.
- Canvassers will do canvas during the day (11:00 AM to 2:00 PM)
- They engage residents in conversations about the campaign, addressing concerns and emphasizing the importance of attending the workshop and completing a survey. Canvassers provide fliers.
- CEM records data responses, interests, and concerns.
- CEM stays in contact with the team to address issues and ensure smooth operations.

1/19	Day 3 – Intensive Canvassing	3 hours
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Roles: Luis Sierra Campos, Community Engagement Manager (CEM)
Canvassers (CCAC 1, CCAC 2, and CCAC 3)
Times: 04:00 to 7:00 PM
Location: NMHC

Details:

- Canvassers continue door-to-door canvassing in their assigned areas.
- Canvassers will work in teams of two.
- Canvassers will do canvas during the evening (04:00 to 7:00 PM)
- They engage residents in conversations about the campaign, addressing concerns and emphasizing the importance of attending the workshop and completing a survey. Canvassers provide fliers.
- CEM records data responses, interests, and concerns.
- CEM stays in contact with the team to address issues and ensure smooth operations.

1/20	Day 4 – Intensive Canvassing	3 hours
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Roles: Luis Sierra Campos, Community Engagement Manager (CEM)
Canvassers (CCAC 1, CCAC 2, and CCAC 3)

Times: 11:00 AM to 2:00 PM

Location: NMHC

Details:

- Canvassers continue door-to-door canvassing in their assigned areas.
- Canvassers will work in teams of two.
- Canvassers will do canvas during the day (11:00 AM to 2:00 PM)
- They engage residents in conversations about the campaign, addressing concerns and emphasizing the importance of attending the workshop and completing a survey. Canvassers provide fliers.
- CEM records data responses, interests, and concerns.
- CEM stays in contact with the team to address issues and ensure smooth operations.

1/23	Day 5 – Intensive Canvassing	5 hours
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Roles: Luis Sierra Campos, Community Engagement Manager (CEM)
Canvassers (CCAC 1, CCAC 2, and CCAC 3)

Times: 11:00 AM to 2:00 PM and 6:00 to 8:00 PM

Location: NMHC

Details:

- Canvassers continue door-to-door canvassing in their assigned areas.
- Canvassers will work in teams of two.
- Canvassers will do day shift (11:00 AM to 2:00 PM) and evening shift (6:00 PM to 8:00 PM)
- They engage residents in conversations about the campaign, addressing concerns and emphasizing the importance of attending the workshop and completing a survey. Canvassers provide fliers.
- CEM records data responses, interests, and concerns.
- CEM stays in contact with the team to address issues and ensure smooth operations.

1/24	Day 6—Intensive Canvassing & Follow up with interested residents	5 hours
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Roles: Luis Sierra Campos, Community Engagement Manager (CEM)
Canvassers (CCAC 1, CCAC 2, and CCAC 3)

Times: 11:00 AM to 2:00 PM and 6:00 to 8:00 PM

Location: NMHC

Details:

- Canvassers continue door-to-door canvassing in their assigned areas.
- Canvassers will work in teams of two.
- Canvassers will do the day shift (11:00 AM to 2:00 PM) and the evening shift (6:00 PM to 8:00 PM)
- Canvassers revisit the apartments they previously canvassed that showed interest.
- They remind residents about the upcoming workshop (tomorrow).
- Canvassers also offer to answer any last-minute questions and provide campaign contact information.
- CEM records final data and feedback.

1/25	UFMP Workshops Delivery 10 AM + 6 PM	5 hours (2.5 hrs Each)
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Roles: Workshop Facilitators: MIG
 Supporting Roles: North East Trees
 Point Person: Luis Sierra Campos, Community Engagement Manager

Set-up: (1) 9:30 AM (2) 5:30 PM
 Time: (1) 10:00 AM to 12:00 PM (2) 6:00 PM to 8:00 PM
 Location: NMHC—Senior Center (4919 E Cesar E Chavez Ave, Los Angeles, CA 90022)
 Details: Please review the "LAUFMP_NH Workshop Presentation.PDF"

Nueva Maravilla Housing Community Map:

Nueva Maravilla Community

