



Neighborhoods First Coalition 2017 Strategic Plan

Introduction

San Diego City Council District 6 is a microcosm of the City of San Diego. It is comprised of many of the largest and most diverse neighborhoods in San Diego, and is home to an array of small businesses, flourishing high-tech and bio-tech companies, and growing craft breweries. Within the residents and businesses that reside in the district are neighborhood leaders that are determined to work hard in advocating that District 6 move forward in a positive direction.

Strategic Plan Participants

Neighborhood and Civic Organizations

District 6 includes a number of vibrant neighborhoods with organizations that advocate on their behalf. Town Councils, Community Planning Groups, and other civic organizations serve the residents and businesses in each of these neighborhoods, identifying neighborhood-specific issues and solutions. Their participation in this process is fundamental to the development of the District 6 Strategic Plan.

Neighborhoods First Coalition (NFC)

The NFC was established in 2014 to serve as a sounding board for representatives of each of the neighborhoods within District 6 to share and discuss issues, concerns, community events as well as solutions. Each neighborhood has a voice within the Coalition, with representatives serving as leaders to ensure that the needs of the residents are expressed to other District 6 residents, the Councilmember, and other City officials.

The primary responsibilities of the NFC are to:

- (a) Develop and monitor the implementation of a Strategic Plan that addresses the most important issues facing the district.
- (b) Represent the common goals of District 6 and allow each neighborhood to express their unique needs.
- (c) Evaluate twice per year the progress of the Council District 6's office in implementing the

Strategic Plan.

(d) Update the Strategic Plan on an on-going basis thru public input, which may include holding public meetings and forums as well as receiving input from the District 6 Councilmember.

(e) Advise and inform the District 6 Councilmember on issues and concerns facing the district and its respective neighborhoods.

Members of the Coalition have a longstanding commitment toward the betterment of their neighborhoods. These individuals have committed their time to working on the development of a strategic plan that outlines the critical issues across the district, as well as working toward identifying and assisting the Councilmember in implementing solutions. Members also work with the City Council office to advocate for solutions and inform District 6 residents about how their voice can be heard.

Membership of the Neighborhoods First Coalition includes:

| Clairemont | Mira Mesa | Park Village/ Rancho Peñasquitos | Sorrento Valley | Kearny Mesa |
|-------------------|---------------------|---|----------------------------|--------------------|
| Stephen Groce | Mitz Lee (Chair) | Andy Berg | Arnie Edner | Dr. Allen Chan |
| Shirley Gilbert | Bari Vaz | Helen Quintanilla | Wayne Cox | |
| | Kim-Trang Dang | | | |
| | Sandy Smith | | | |
| | Lou Ascione | | | |

In 2016, the NFC worked with Councilmember Chris Cate to revise their operations beginning in 2017. The NFC has become an advisory group to the Councilmember with the intent of maintaining the policies and procedures to develop the Strategic Plan, but work together in reaching out to a larger number of residents to seek input. Additionally, meetings will now be held quarterly and chaired by the Councilmember. Meeting locations will rotate amongst the neighborhoods of District 6 and operate in compliance with the Brown Act.

District 6 Leaders

Resident and business leaders within the individual neighborhoods of District 6 are concerned about their current quality of life and how it will evolve in the future. They get involved in the resolution of local issues and help to establish a consensus vision for further development. They bring diverse cultures and experiences, and a common desire to make

their neighborhoods the best place to live for themselves and their families. They offer innovative ideas and the energy and tenacity to see those ideas implemented. Without these independent voices, the Strategic Plan would be missing key concepts.

The 2016 Strategic Plan Process

On July 11, 2016 leaders from Town Councils, Planning Groups, and residents from each neighborhood were invited to a Strategic Plan Kick-Off dinner hosted by the NFC. Councilmember Chris Cate provided progress and efforts underway to implement the goals and objectives in the 2016 Strategic Plan. The NFC briefed the organizations on the 2017 Strategic Plan preparation timeline and communicated the following roles and expectations:

- (a) Neighborhood organizations were asked to put priority Strategic Plan submission items on their agendas in the fall.
- (b) Priority lists should include items that are actionable by the City and be a measurable objective.
- (c) NFC would collect and select final the priority list to submit to the Council Office.

Starting on August 3, and continuing through October 19, Councilmember Cate and members of the NFC attended all of the respective organization's regular meetings and briefed members on the Strategic Plan purpose and timeline, solicited their support and answered any and all questions.

Councilmember Cate set aside a portion of the District 6 website to make residents aware of the Strategic Plan process/timeline and encouraged them to provide input through either their local town council or planning group, the NFC Open Forum, or directly to his office.

In October the NFC held an Open Forum workshop to gather input directly from individuals. The input process was closed on November 1st. All of the input was then collated on a spreadsheet for review and processing by the NFC. Councilmember Cate reviewed the final input provided by the NFC in the final development of the 2017 Strategic Plan

The Strategic Plan outlines District-wide goals and neighborhood objectives that will guide the actions of each neighborhood and the city. Each goal has corresponding objectives that can be implemented to help fulfill the priorities that have been outlined by Strategic Plan participants. This plan will be a working document, and a progress reports will be provided by Councilmember Cate in the months of June and October.

District-Wide Goals

The following goals are the highest priority to each of the neighborhoods within District 6. Specific actions all neighborhoods can take to help accomplish these larger goals are listed

within each subsection. While the overall goals cross neighborhood boundaries, specific topics are addressed later in the Plan with objectives to accomplish these ideas.

Infrastructure & Quality of Neighborhoods

The poor condition of our streets, sidewalks, water mains and sewer pipes are easily noticed by anyone traveling across the district. As the physical condition of our neighborhoods have declined, so too has our ability to financially keep open library, park and recreation facilities for our children and neighbors. City Hall has begun to pay attention and correspondingly has begun investing in our infrastructure. While the problem will not be solved overnight, we must prioritize those projects that are most critical to improving the quality of life for our neighbors.

GOAL: Increase the amount of investment in infrastructure throughout District 6 and increase resident participation in prioritizing of projects.

Ongoing Objectives:

- Increase participation of residents in the Community Planning Group Capital Improvement Program (CIP) planning process
- Review opportunities to allow for reallocation of project funds to those closer to completion
- Promote the City's "Get it Done App" to report needed repairs throughout the District
- Provide easy access to ongoing status reports of projects in the planning, construction and completion phases within the district
- Help simplify the approval processes for both public and private construction projects to reduce time and unnecessary administrative costs
- Conduct a "Clean Streets Initiative" pilot project in District 6 to evaluate the cleanliness of every street in District 6 in order to properly identify problematic areas and deploy City services more efficiently and effectively
- Evaluate opportunities to increase street sweeping within each District 6 neighborhood

Traffic

The growing population in San Diego, the deterioration of our streets and the lack of funding to interconnect traffic signals has led to an increase in traffic congestion within our neighborhoods. Since a great number of our major thoroughfares are built out, we must be creative in how we identify solutions that will reduce congestion. This includes utilizing new technologies and partnering with local businesses that may be able to increase carpool opportunities for employees living and working within the district.

GOAL: Reduce congestion on neighborhood streets and promote alternative transportation options.

Ongoing Objectives:

- Evaluate and promote alternative transportation methods such as bike sharing, vanpools, and increased transit options
- Work with the Metropolitan Transit Service (MTS) to review existing routes, survey neighborhoods, and realign bus routes to better suit community needs
- Review current traffic patterns and determine if signal reconfiguration/restriping is beneficial
- Continue to apply for State Grant assistance for roadway and street repairs

Community Engagement

It is imperative that residents throughout the district have a voice and are engaged in the decisions that impact their neighborhood. This means interacting with their neighbors, participating in important discussions at town councils, planning groups and community meetings and understanding the value of communicating with government and elected officials. We must recognize that our neighborhoods are each unique and we must make it easier for residents to obtain data and have the resources available to participate in government.

GOAL: Increase the transparency of information for residents, help them to communicate the boundaries of their neighborhoods, and provide an easy avenue for them to participate and interact with government officials.

Ongoing Objectives:

- Encourage and facilitate neighborhood self-identification
- Create a database of service organizations and groups within each neighborhood in District 6 and ask if they would like to be provided information about important events/topics occurring
- Develop a Resident's Guide, available on-line and in print, that provides neighborhood and city specific contact information to address common residential issues
- Provide outreach presentations to service and community organizations throughout the district about the NFC and the Resident's Guide and encourage participation
- Encourage participation in Nextdoor and provide updates on neighborhood specific issues when necessary
- Hold quarterly neighborhood clean-ups throughout recreational areas across District 6
- Develop a pilot program to encourage additional participation in water conservation rebate programs offered by the City of San Diego and other water agencies in order to residential water consumption
- Create a centralized volunteer program database that allows groups and individuals seeking to volunteer to coordinate

Job Creation and Economic Growth

San Diego is defined by many different industries, including: innovation, military, tourism and our small businesses. District 6 transcends these pillars of San Diego's economy. It is important that the City play a leadership role in ensuring that businesses are able to grow and expand here in San Diego. With more than 75,000 individuals unemployed in the region, it is critical that our City fosters an environment in which businesses both small and large have the tools necessary to employ our residents.

GOAL: Increase the ability of small businesses and entrepreneurs to locate and/or expand their businesses within the district and increase city support services.

Ongoing Objectives:

- Advocate for expansion of our Economic Growth Division, Business Improvement District, and Maintenance Assessment District support services
- Partner with business organizations to host quarterly small business forums to identify common growth initiatives and provide assistance for implementation
- Promote internships between businesses and students/individuals seeking to gain experience in the private sector, and Science, Technology, Engineering and Math (STEAM) programs sponsored by the education and workforce community
- Promote workforce development programs specifically offered to veterans
- Continue to expand partnership between the tourism industry and restaurants to advocate for promotion of "San Diego Craft Beers" in businesses and establishing more educational tours for visitors
- Coordinate between brewery owners and property owners within District 6 to identify strategic partnerships to further increase the number of breweries

Public Safety

The paramount responsibility of our city government is to provide for the safety of its residents. While funding for our police department is the responsibility of City Hall, there are a number of steps residents can take to protect themselves from being a victim of neighborhood crime. Additionally, canyons weave throughout District 6 and often are located directly adjacent to homes. It is important residents are prepared to help themselves as well as their neighbors in case of an emergency.

GOAL: Increase awareness and use of tools residents can use to increase safety in their neighborhood.

Ongoing Objectives:

- Increase number of Neighborhood Watch street captains throughout the district

- Identify opportunities to assist in the funding of new Neighborhood Watch signs for newly created programs
- Utilize social media to provide basic crime prevention tips to residents
- Increase distribution of crime statistics for each neighborhood to inform residents of what is occurring
- Improve fire safety throughout the district by facilitating neighborhood resident training and cooperation with Fire Department programs
- Review the feasibility of Neighborhood Code Compliance volunteer teams to handle minor infractions
- Evaluate opportunities to update pet restrictions to designated “Cool Zones” in city facilities

Education

District 6 includes two San Diego County school districts: the San Diego Unified and Poway Unified School Districts. While the City of San Diego and its elected officials don’t have a direct role in the development of the curriculum taught to our students or reducing classroom sizes, our elected leaders play a vital role in ensuring we have an environment by which our children can grow and thrive. Given the right atmosphere and partnerships, students can focus on their studies and obtaining the skills necessary to fill the positions we are working so hard to bring to San Diego.

GOAL: Advocate for safe neighborhoods and expansion of programs that will allow students to obtain skills necessary to fill good-paying jobs.

Ongoing Objectives:

- Continue to foster relationships between schools and local companies to develop and expand STEAM programs and student participation in mentoring and job training programs offered by local companies and trade associations
- Explore options to expand partnerships with other venues and non-profits to provide before-and after-school programs

Neighborhood Specific Objectives

District 6 goals, listed above, have roots within each of the neighborhoods. Listed are specific actions (also known as objectives) for each neighborhood to help accomplish each goal. The objectives are outlined by those that are both ongoing (those that were included in past Strategic Plans), and those that have been added to the current year Strategic Plan. These actions are not the only ones that may be taken as new priorities develop throughout the year.

Clairemont

Ongoing Objectives:

- Partner with programs and seek out resources to address homelessness in Tecolote Canyon
- Install new pour-in-place fall mats for the playground at North Clairemont Recreation Center.
- Drought tolerant tree replacement for tree lost during water cut backs at North Clairemont Recreation Center.
- Enhance the center median streetscape and storm drainage between North Genesee and SR-52 freeway.
- Install center median and streetscape on Moraga Avenue South and Balboa Avenue.
- Add benches and landscaping to the courtyard space at the Balboa Public library.
- Complete design and permitting for Olive Grove Park Capital Improvement Project.
- Finalize a lease agreement with an operator for Senior Services at the North Clairemont Recreation Center formally known as the “Live Well Center.”
- Provide funding to Clairemont community organizations to retain an on-call contractor to address graffiti concern using graffiti cleanup campaigns from organizations such as Urban League and Alpha Project.
- Coordinate with the Street Department to institute a policy where burned out street lights will be replaced within 72 hours of notification.
- Add a street light on Mt. Acadia Blvd. between Mt. Alifan and Mt. Blanco.
- Conduct traffic studies on high speed and traffic streets used as bypass routes to develop traffic calming measures on the following areas:
 - Mount Alifan Drive
 - Cadden Way
- Repair or re-surface the following list of streets:
 - Mount Hubbard Avenue
 - West Mount Henry Avenue
 - Clairemont Mesa Blvd. (Clairemont Drive to 805)
 - SE Genesee Avenue (between Mount Alifan Drive and Marlesta Drive)
- Add a sidewalk to bridge the North sidewalks on Balboa Avenue from Mount Culebra Avenue and Clairemont Drive.
- Install shade structures for all tot lots in the North Clairemont parks.
- Upgrade access to playground in MacDowell Park
- Make improvements to Olive Grove Park, including:
 - Construct trash enclosure
 - Complete renovation of sports field including installing lights
 - Construct picnic shelter
 - Install shade structure
- Make improvements to the North Clairemont Recreation Center, including:
 - Install split level sink and drinking fountain in the Tiny Tots Room
 - Replace sidewalks throughout
 - Replace gymnasium floor
- Install curb ramp at the NW corner of Mt. Blanca Drive and Mt. Acadia Blvd intersection at Horizon High School.
- Add two sections of sidewalk on the east side of Genesee Avenue from Mt. Herbert

to Sauk Avenue.

- Complete traffic studies to explore traffic calming measures, parking protected bike lanes, and pedestrian crossing safety improvements on:
 - Luna Avenue between Clairemont Mesa Blvd and Pocahontas Avenue
 - Cowley Way
 - Jutland Drive
 - Moraga Avenue
 - Charger Blvd/Chandler Drive/Limerick Avenue
- Install smart lights at Rolfe Road and Clairemont Mesa Blvd.

New Objectives:

- Address oversized vehicle parking along Clairemont Mesa Blvd through installing red curb lanes, and adding corresponding bike lanes
- Resurface and restripe parking lot at North Clairemont Recreation Center
- Evaluate feasibility of turning undeveloped area of Lindbergh Neighborhood Park into a dog park
- Install additional street lights between 3900 block and 4000 block of Antiem Street
- Complete traffic studies to explore traffic calming measures, parking protected bike lanes, and pedestrian crossing safety improvements on Beadnell Way

Kearny Mesa

Ongoing Objectives:

- Work with business owners, community leaders and city staff to promote the “Convoy District” as a top tourist destination in San Diego
- Monitor progress of the Kearny Mesa Community Plan Update to ensure completion on-time and on-budget

New Objectives

- Review opportunities to implement angled parking in the Convoy area to increase the supply of parking
- Conduct outreach efforts to maximize participation in the initial Community Plan Update workshops
- Repave Convoy St. and adjacent roads
- Partner with the City’s Economic Development Department to implement Zip Car’s Zip for Business program

Mira Mesa

Ongoing Objectives:

- Evaluate possibility of creating a “Civic Center” within Mira Mesa Community Park area, including outreach to residents about future of the Epicentre and Senior Center prior to the extension of any city leases

- Evaluate the feasibility of creating a “Mira Mesa Community Newspaper” and website through sponsorship/grant opportunities
- Facilitate discussion between the Parks and Recreation Department and the community to facilitate public/private partnerships for park and playground improvements, to prevent future problems and roadblocks such as those encountered with the installation of shade structures at Westview Neighborhood Park
- Work with the Mira Mesa Town Council Subcommittee to draft a master plan for the now vacant Teen Center, including finding potential tenants and determining facility purpose.
- Develop a streamlined road map for handling revenue from Recreation Councils. The plan should encourage the assistance of Recreation Councils and continued donation of funds and volunteer energy on community park improvements.
- Work with a consultant to facilitate a workshop to develop General Development Plan (GPD) for both Wagenheim and Maddox Neighborhood Parks along with improvements, including to Maddox Dog Park.
- Workshop for Phase 2 of Mira Mesa Community Park, which is planned to include an Aquatic Center and wheel friendly plaza.
- Construct additional shade structures at Mesa Verde and Mesa Viking Neighborhood Parks and one in the tot lot area of Hourglass Field Community Park.
- Repave Marbury Street

New Objectives

- Evaluate feasibility of installing a stop sign at Flanders Drive and Baron Lane
- Evaluate feasibility of making the following improvements at the Verne Goodwin Mira Mesa Senior Center:
 - Installation of ADA ramp near the front entrance
 - Remove red curbs near entrance to be used as a “pick-up” and “drop-off” location
 - Resurface parking lot and restripe parking spaces
 - Install new signage
 - Evaluate feasibility of partnering with Metropolitan Transit System to move bus stop in front of Senior Center
 - Evaluate installing two (2) round cement tables with chess boards
- Advocate for additional park rangers to monitor Canyon Hills Resource Park
- Evaluate feasibility of installing traffic calming measures along Westview Parkway between Mira Mesa Blvd and Black Mountain Road
- Repave the following streets:
 - Calle Dario
 - Hillery Drive
 - Rickert Road
- Evaluate feasibility of installing blinking pedestrian crosswalks near the following

schools:

- Challenger Middle
- Sandburg Elementary
- Salk Elementary
- Replace descriptive signs at Camino Ruiz Park
- Acquire funding to study the feasibility of a pedestrian bridge over Mira Mesa Blvd between Mira Mesa High School and entrance to Mira Mesa Community Park

Park Village

Ongoing Objectives:

- Evaluate options for additional exit(s) to be used during disasters/evacuations
- Identify funding opportunities to beautify medians
- Encourage greater reporting & compliance of code enforcement, especially as they apply to residential issues
- Create opportunities for greater community engagement among Park Village residents and identify opportunities to involve Park Village residents in other district issues/events
- Create greater awareness and accountability among Park Village residents to report crime to allow North Eastern Police Station to appropriately respond & add more patrol based on accurately reported needs

Current Objectives

- Make improvements to Canyonside Community Park, including:
 - ADA improvements to the tot lot
 - Installing a 106-stall parking lot
 - Installing tennis courts
 - Improving drainage by Adobe
- Rework ventilation system to improve air circulation at Canyonside Recreation Center
- Retrofit the potable irrigation system to connect to the existing recycled water on Black Mountain Road.
- Construct a Restroom facility at Peñasquitos Creek Park
- Resurface Park Village Road

Sorrento Valley

Ongoing Objectives:

- Improve fire safety by establishing local fire-safety/fire-proofing classes, encouraging Fire Department home reviews for safety evaluation and tips, and assess the benefit of yearly brush management on City land in canyons

- Increase Sorrento Valley neighborhood engagement by supporting their self-identification efforts, including the placement of Sorrento Valley neighborhood signs at neighborhood entry points and investigating the renovation of mis-identified signs and banners
- Help with gaining City Council recognition of the Sorrento Valley Town Council and its Banner Committee to include authority to identify the neighborhood of Sorrento Valley with SV Banners in order to promote the neighborhood businesses, including the two shopping centers.
- Continue weed abatement/maintenance on Sorrento Valley Blvd. from Pacific Ridge to the business area to include areas along both Eastbound and Westbound roads and the median.

New Objectives:

- Help educate Sorrento Valley business owners regarding the process to form a business improvement district or maintenance assessment district
- Review options to secure funding to conduct feasibility study of establishing a neighborhood park on Mira Sorrento Blvd.
- Repave Sorrento Valley Blvd.