



# NFC Kick-Off



# 2017 Strategic Plan Update

July 25, 2017

Gafcon Inc.

# *History of the NFC*



**WHEN?** — Launched during the Chris Cate City Council Campaign

**WHAT?** — Mechanism to gather and centralize District Priorities

## *Timeline*



July 11, 2016: Strategic Plan Kick-off meeting

August to November: Strategic Plan input solicited, plan written and adopted by NFC



Winter 2016: Strategic plan implemented in FY 18 budget priority memo

January and April 2017: Councilmember Cate provided two NFC updates on Strategic Plan in Mira Mesa and Clairemont





## The Interaction between City Hall, the NFC and District 6

# *2017 Objectives*



These objectives way to hold Council Office accountable

Strategic Plan has both district wide and neighborhood specific objectives

Objectives have served as guidance since Day 1 in office

Staff developed an internal plan to achieve these objectives

Objectives have helped guide our policy goals and budget priorities



# Infrastructure Objectives

***Increase the amount of investment in infrastructure in D6 and increase resident participation in prioritizing projects***

## ***Increase participation in the Community planning process***

### **ONGOING PROJECT**

*There are active Community Plan Updates in Clairemont, Kearny Mesa, and Mira Mesa*

*These Community Plan Updates provide an opportunity for residents to advocate for the future of their neighborhoods*

## ***Opportunities for reallocation of projects funds*** ✓

*Our office successfully transferred \$35K in funding to begin the design phase of the Olive Grove Community Park*

*These funds allocated will be used to create ADA improvements at Olive Grove Park*

## ***Promote the Get it Done App for residents***

*The Get it Done app launched on May 20, 2016*

*In the first full year of operation there were 10,813 reports in District 6 alone*

## ***Provide easy access to ongoing projects*** ✓

*Letters, emails and Nextdoor posts for any streets repairs or large projects*  
*My office requested a street paving audit to ensure quality of work is held to the highest standard*

*Monthly Updates at community meetings of ongoing projects and improvement*

*District CIP projects posted online*

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in Clairemont, Kearny Mesa, and Mira  
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improvements at Olive Grove Park***



# *Promote the Get it Done App for residents*

*The Get it Done app launched on  
May 20, 2016*

*In the first full year of operation  
there were 10,815 reports in District  
6 alone*

# ***Provide easy access to ongoing projects***



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streets repairs or large projects*

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## ***Traffic Objectives***

Reduce congestion on neighborhood streets  
and promote alternative  
transportation options

*My office regularly monitors the SANDAG 2050  
Regional Transportation Plan to ensure bus rapid  
transit is implemented in the district*

### ***Explore traffic reconfiguration***

*Mira Mesa Boulevard was the first street to receive traffic  
signal optimization, reducing travel times by over 20%.  
City staff are exploring the feasibility of expanding the  
program through the length of Mira Mesa Boulevard*

### ***Review current bus routes***

*Ongoing project to work with Metropolitan Transit  
Systems (MTS) and regional partners to  
incorporate solutions that will alleviate traffic  
concerns*

### ***Promote Alternative Transportation Methods***

*SANDAG working to bolster Bus Rapid Transit program  
and is incorporating modernized transit signal priority  
systems to reduce traffic congestion.  
Our office continues to monitor the SANDAG 2050 Regional  
Transportation Plan, and the importance of bus rapid  
Transit (BRT) in District 6*

*Worked with Zip Car to bring program to Kearny  
Mesa and Convoy.*

*Zip Car presented to the Kearny Mesa Planning  
Group, our staff is working with City staff and the  
community on this proposal*



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*Our office continues to monitor the SANDAG 2050 Regional Transportation Plan, and the importance of bus rapid Transit (BRT) in District 6*

Worked with Zip Car to bring program to Kearny Mesa and Convoy.

*Zip Car presented to the Kearny Mesa Planning Group, our staff is working with City staff and the community on this proposal*



## ***Review current bus routes***

*Ongoing project to work with Metropolitan Transit Systems (MTS) and regional partners to incorporate solutions that will alleviate traffic concerns*

# Community Engagement Objectives

*Increase the transparency of information for residents and level of civic participation*

## Introduce NTC concept to neighborhood groups

*Last fall, Chris and NTC members presented presentation, strategic plan and timeline to community groups through D6 to solicit input for the 2017 Strategic Plan.*

## Encourage & facilitate neighborhood self-identification

*Formed a banner district with Envision Miramar, spanning all of Miramar Road  
Joined Madison High School to rename Kodling Street as Warhawk Way, after the mascot  
Conducted an Honorary Street Name Change of Constitution Drive to Mark Howell Drive*

## Create centralized volunteer database to increase coordination

*Working with community groups and non-profit organizations to use existing volunteer database platforms in District 6.  
Our office works with the PG State of Luther Day, Santa Rosa, Jost-Kerr, Huhalla, and Yana Khan HEDS to promote community service events and volunteers*

## Promote and Participate in Nextdoor

*District 6 was the first office to launch a Nextdoor Page  
To date there are 11,438 households with Nextdoor accounts, 99% of the total households in D6  
Regularly post to Nextdoor and respond to constituent concerns raised through Nextdoor*

## Neighborhood Community Service & Educational Events

*December- 2nd Annual Toys for Tots event providing hundreds of toys for children in need  
May-July Resource Fair, provided 110 pet emergency kits with the help of the Humane Society  
July- Hosted a 4th of July BBQ for volunteers and residents at the John Meier Senior Center*

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*Formed a banner district with Envision  
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*Joined Madison High School to rename Kesling  
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*Conducted an Honorary Street Name Change  
of Castleton Drive to Mark Hamill Drive*





## *Create centralized volunteer database to increase coordination*

Working with community groups and non-profit organizations to use existing volunteer database platforms in District 6.

*Our office works with the P2 Stake of Latter Day Saints, their JustServe Website, and Mira Mesa HEROES to promote community service events and volunteers*



# *Promote and Participate in Nextdoor*

*District 6 was the first office to launch a  
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*To date there are 12,438 households with Nextdoor  
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# *Neighborhood Community Service & Educational Events*

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*May-Pet Resource Fair, provided 250 pet  
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*July- Hosted a 4th of July BBQ for  
volunteers and residents at the Mira  
Mesa Senior Center*

# *Job Creation & Economic Growth*

*Increase the ability of small businesses and  
entrepreneurs to locate and/or expand their  
businesses*



# *Advocate for Expansion of Economic Growth*

*The Convoy District is working on establishing an  
assessment district to expand commerce and  
business*

*Envision Miramar is a branding program of the  
Miramar corridor to establish a long term business  
improvement district*



# ***Promote internships between businesses and students***

*Joined the San Diego Commission on Gang  
Prevention & Intervention and the Workforce  
Partnership for a youth job fair at Mira Mesa High  
School*

*Worked with Coleman University and  
San Diego EDC to open the Hornet's  
Nest, San Diego's first indoor  
unmanned aerial vehicle testing facility*

# *Promote veteran workforce development*

*Our office provided \$15,000 in CPPS funding to support The Rosie Network's Service2CEO program, where veterans and spouses are trained on how to establish and maintain their own business*



# *Advocate for promotion of "San Diego Craft Beers"*

*My staff and I have met with nearly every brewery in  
the district, totaling 32 with more set to open*

*We also joined the San Diego Craft Beer Association for  
a bike tour. Our office would like to see this program  
expanded*

*Partnered with UCSD, the Center for Sustainable  
Energy and the Brewers Guild to launch Beer  
Powered Beer- an initiative to convert waste from  
the brewing process into renewable energy*

# Public Safety Objectives

*Increase awareness and use of tools residents can use to increase safety in their neighborhood*

## Neighborhood Watch

*Worked with our Neighborhood Watch Coordinator to continue expanding Neighborhood Watch Groups in Clairemont, while also expanding groups in Mira Mesa*

*Established Neighborhood Watch groups in Kearny Mesa in June 2017*

*Continue to provide updated crime statistics to Neighborhood Watch groups as they are established*

## Identify funding opportunities for Neighborhood Watch signs

*Our office has successfully allocated CPPS funding for Neighborhood Watch signs in Mira Mesa and Kearny Mesa*

## Utilize Social Media to provide crime prevention tips

*Posting crime prevention, safety, and tips on Facebook, Twitter, and Nextdoor*

*Office mailings providing tips and helpful numbers*

## Improve fire safety

*Planning emergency pet safety event, where residents will receive fire safety and evacuation tips, and free emergency pet kits*

*Regularly send fire safety information letters and post to Nextdoor*

*There is an ongoing study for Brush Management safety being conducted by the Fire Marshal, we will provide the results of this study to the district*

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# *Education*

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

*My office joined the Workforce Partnership and the San Diego Commission on Gang Prevention & Intervention to host a job fair at the Mira Mesa Rec Center for youth in the community*

*Clairemont will be the first D6 neighborhood to begin the 52 weeks of science program. More than 56 STEM organizations will bring free science events weekly for the next year for students*

# *Clairemont Objectives*

*Clairemont Senior Center – Established a 20 year lease with Lutheran Social Services to operate the facility*

*Transferred \$35K to the Olive Grove Community Park design phase to fund a draft of the park design*

*Advocated for the repaving of Mt Hubbard Ave & Mt Henry Ave, both slated for repaving on an upcoming contract*

*Met with Park & Rec staff to discuss opportunities for an off-leash dog park in the community*

*Initiated traffic studies for all locations identified in the NFC Strategic Plan.*

*Community Plan Update – Funding allocated for update; Project launched this past June.*



# *Kearny Mesa Objectives*

*Convoy District- A Banner District has been formed, and staff is working on branding the district as a tourist destination. Our office work directly with the Community Planning Group and Convoy District that this is a priority for our office !*

*Community Plan Update- Funding has been allocated and a Community Plan Update is in progress 👍*

*Angled Parking in Convoy - Our office requested a study by Traffic Engineering for angled parking in Convoy. As a result, 218 additional spaces were identified in Convoy, and will be implemented this year*

# *Mira Mesa Objectives*

*Epicentre Building – The Request for Proposals (RFP) for the Epicentre is out for public review at this time*

*Community Plan Update– Funding has been allocated to begin the Community Plan Update for Mira Mesa, slated to begin this year*

*Park projects–The Mira Mesa Recreation Council will vote to approve the General Development Plan for both the Wangeheim and Maddox Park expansions*

*Street repavings–Marbury Avenue was repaved last month after our office advocated on behalf of the community*

*Both Calle Dario and Hillery Drive are on a repaving contract in Mira Mesa. Hillery Drive was repaved last month and Calle Dario will be paved later this year*



# *Park Village Objectives* ✓

Encourage more code compliance and reporting- *City recently launched the "Get It Done" app to increase ease of reporting*

Median improvements- *Provided CPPS funding to the Park Village MAD for a WBIC- (weather-based irrigation controller) to improve the landscape and conserve water*

Evaluate options for additional exits during disasters-*ongoing project, Camino Del Sur extension is attached to the anticipated Merge 56 Project. The City Council will vote on the development this calendar year*

Canyonside Community Park - *CIP created to install new HVAC system, the P2 Planning Board voted to use \$133K for the design of the HVAC, and the Rec Council will fund the installation contingent on cost*

Resurface Park Village Rd. - *Park Village Road east of Dormouse was recently resurfaced*



# *Sorrento Valley Objectives*

*Weed Abatement- Our office worked with Park and Recreation staff for additional brush management on Calle Cristobal and Sorrento Valley Boulevard earlier this year*

*Banner Committee- Our office will reach out to Economic Development to discuss options for business driven banners*

*Fire Safety - My staff reached out to Park and Recreation and the Fire Department for additional brush management and inspections in Sorrento Valley*

# Strategic Plan Timeline



## *Expectations and role of the community*

NFC relies on neighborhood input and participation

NFC will solicit and collect input from neighborhood groups and residents

Neighborhood organizations are asked to put priority submission items on agendas in the fall

Priority lists should be actionable items from the City and be a measurable objective

NFC will collect and select final priority list to submit to Council Office



# *City Budget Schedule*



January/February- Council submits budget priority memos to IBA

February/March-Mayor/COO/CFO develop annual budget work plan

April 15-Mayor releases proposed budget

May-Full council deliberations, recommendations and modifications on proposed budget

May-Mayor releases May revise

May/June-Council submits May revision budget priorities to IBA for final report and recommendations

June-Council must adopt or modify budget by June 15

July 1-New Fiscal Year begins