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 planned 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

Neighborhood organizations
- Neighborhood organizations offer an outlet for civic participation

Organizations provide yearly priorities for Strategic Plan

Residents attend create community organizations

City Reps attend meetings to provide legislative updates and answer questions

NFC Strategic Plan

Residents offer input and priorities to NFC for Strategic Plan

Guiding Document for D6

Neighborhoods First Coalition
- NFC collects input from residents and neighborhood organizations to develop District 6 Strategic Plan
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 Miramar.
- 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 Oliven Grove Community Park.
- These funds allocated will be used to create ADA improvements at Oliven 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 156 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 improvements.
- District CIP projects posted online.
Increase participation in the Community planning process

ONGOING PROJECT

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These Community Plan Updates provide an opportunity for residents to advocate for the future of their neighborhoods.
Opportunities for reallocation of projects funds ✓

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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

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.
Traffic Objectives

Reduce congestion on neighborhood streets and promote alternative transportation options.

My office regularly monitors the SANDAG 2035 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 2035 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 Conrey.
5th Car presented to the Kearny Mesa Homeowners Group, one staff is working with city staff and the community on this proposal.
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

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Community Engagement Objectives
Increase the transparency of information for residents and level of civic participation

Introduce NFC concept to neighborhood groups

Encourage & facilitate neighborhood self-identification

Create centralized volunteer database to increase coordination

Promote and Participate in Nextdoor

Neighborhood Community Service & Educational Events

Prezi
Community Engagement Objectives

Increase the transparency of information for residents and level of civic participation
Introduce NFC concept to neighborhood groups

Last fall, Chris and NFC 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 Kesling Street as Warhawk Way, after the mascot

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 PQ 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 Nextdoor Page

To date there are 12,438 households with Nextdoor accounts, 19% of the total households in D6

Regularly post to Nextdoor and respond to constituent concerns voiced through Nextdoor
Neighborhood Community Service & Educational Events

December - 2nd Annual Toys for Tots event providing hundreds of toys for children in need

May - Pet Resource Fair, provided 250 pet emergency kits with the help of the Humane Society

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 Neighborhood Watch Coordinator to continue expanding Neighborhood Watch Groups in Clairemont, while also expanding groups in Mesa 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 Mesa Mesa and Kearny Mesa.

**Improve fire safety**
- Planning emergency fire safety event, where residents will receive fire safety and evacuation tips, and fire emergency fire kits.
- Regularly send fire safety information letters and post to Nextdoor.
- There is an ongoing study for fire management safety being conducted by the Fire Marshal; we will provide the results of this study to the district.

**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.
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.

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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.
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 works 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.

Canyon Side Community Park - CIP created to install new HVAC system, the PQ 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

- **July 25**: NFC to request strategic plan submission items
- **NFC holds Open forum**
- **Councilmember Cate submits plan to NFC**
- **District 6 submits budget priorities for FY 19**

NFC collects submissions
NFC consolidates and approves draft plan
NFC roadshow to community meetings
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