



Neighborhoods First Coalition 2018 Strategic Plan Update

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 a growing foodie and craft beer culture. Amongst 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
	Bari Vaz	Helen Quintanilla	Wayne Cox	
	Kim-Trang Dang			
	Sandy Smith			
	Lou Ascione			

In 2017, the NFC worked with Councilmember Chris Cate to revise their operations beginning in 2018. 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 are held quarterly and chaired by the Councilmember. Meeting locations will rotate amongst the neighborhoods of District 6 and fully publicized throughout the district.

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 2018 Strategic Plan Process

On July 25, 2017 leaders from Town Councils, Planning Groups, and residents from each neighborhood were invited to a Strategic Plan Kick-Off reception hosted by the NFC. Councilmember Chris Cate provided progress and efforts underway to implement the goals and objectives in the 2017 Strategic Plan. The NFC briefed the organizations on the 2018 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 July 25, and continuing through November 1, 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 2018 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 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

There are currently active Community Plan Updates for both Kearny Mesa and Clairemont in progress. A third Community Plan Update for Mira Mesa is slated to begin next calendar year. These Community Plan Updates provide an opportunity for residents

to advocate for the future of their neighborhoods and the long-term infrastructure improvements they would like to see completed.

- Review opportunities to allow for reallocation of project funds to those closer to completion

\$25,000 from the Clairemont Mesa Development Impact Fee (DIF) Funding was allocated to the Olive Grove Community Park. These dollars helped complete the design phase of the project.

● Promote the City’s “Get it Done App” to report needed repairs throughout the District
The Get it Done App was launched on May 20, 2016. Since its launch, there have been 15,809 reports in District 6. Our office will continue to encourage the usage of Get it Done to report and address issues in D6.

- Provide easy access to ongoing status reports of projects in the planning, construction and completion phases within the district

Our office is in regular communication with City staff regarding the ongoing construction projects in the District, and we provide updates at the various community meetings on the progress of these individual capital improvements.

- Help simplify the approval processes for both public and private construction projects to reduce time and unnecessary administrative costs

My office requested an audit of the street repaving process, specifically the standards and accountability held by City staff to ensure that repaving projects are completed to the highest standards. The findings of the Street Repaving audit were presented to Council on October 16th, and revealed contractors were not required to have a well-defined quality control plan and key activities relating to the repaving process were not required to be recorded. The City Auditor recommended that contractors should include a quality control plan that outlines all pertinent information for City engineers, ensuring that the work meets City standards and contract specifications.

- 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

My staff initially explored the feasibility of conducting a Clean Streets Initiative in District 6. The Mayor’s office recently approved a pilot program to evaluate streets for graffiti & abatement citywide.

- 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

In Fiscal Year 2018 there were a total of 0.8 miles of new bike lanes installed in District 6. Our office will continue to advocate for opportunities for additional alternative transportation options.

- Work with the Metropolitan Transit Service (MTS) to review existing routes, survey neighborhoods, and realign bus routes to better suit community needs

Our office is regularly monitoring the implementation of the SANDAG 2050 Regional Transportation Plan, specifically bus rapid transit, the new MTS bus route, and its implementation in the district.

- Review current traffic patterns and determine if signal reconfiguration/restriping is beneficial

Mira Mesa Boulevard was the first street to receive the installation of traffic signal optimization, a system that reduces travel times by over 20%. City staff are currently evaluating the feasibility of expanding this program throughout the entire length of Mira Mesa Boulevard.

- Continue to apply for State Grant assistance for roadway and street repairs

The California legislature recently approved Senate Bill 1, allocating funding for street repair projects through a gas tax increase. We will work to designate this funding for projects in District 6.

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

Our office partnered with several community organizations to highlight neighborhood pride. The Mira Mesa Chamber of Commerce is currently working on Envision Miramar, a comprehensive branding of the Miramar business corridor beginning with the installation of a Banner District. At the request of Madison High School, our office renamed Kesling Street as Warhawk Way, citing the countless contributions of the alumni from Madison High in San Diego. Lastly, our office and the Clairemont Town Council joined together for an Honorary Street Name Change of Castleton Drive to Mark Hamill Drive, recognizing the distinguished acting career of Mark Hamill.

- 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

Our office has worked with both the Peñasquitos Stake of Latter Day Saints, and the Mira Mesa HEROES organization to promote community service projects to volunteers. The PQ Stake uses the JustServe website to gather volunteers for individuals and organizations providing community service in San Diego, while Mira Mesa HEROES works to better Mira Mesa for future generations with various service projects.

- Develop a Resident's Guide, available on-line and in print, that provides neighborhood and city specific contact information to address common residential issues

My City website has a Neighborhoods tab that provides the contact information for community groups, schools, emergency services for each of the neighborhoods in District 6. In addition, the Get it Done app provides a simple and comprehensive system to report and have issues resolved.

- Provide outreach presentations to service and community organizations throughout the

district about the NFC and the Resident's Guide and encourage participation

My office has presented several updates to the community to encourage civic engagement. Each May, our office hosts a Budget Town Hall with our Independent Budget Analyst (IBA) to provide a breakdown of the upcoming Fiscal Year budget and the impact to District 6 residents. We also host several community engagement events throughout the year to raise money for charities that enrich the lives of District 6 residents. Events include a Toys for Tots Pancake Breakfast, the D6 Charity Toss Tournament, and partnering with the Humane Society of San Diego for an Inaugural Pet Resource Fair, providing 250 pet emergency kits and services to constituents.

- Encourage participation in Nextdoor and provide updates on neighborhood specific issues when necessary

My Council office was the first in San Diego to launch an official Nextdoor page. There are now 14,082 households that are on Nextdoor in District 6, 22% of the total number of households.

- Hold quarterly neighborhood clean-ups throughout recreational areas across District 6

Our office has hosted several large scale community service events and clean-ups over the year. Our office has participated in Feeding America's food drive, helping to sort fresh fruit for families in need. In April, our staff worked with community organizations to coordinate a neighborhood-wide park clean-up event, where dozens of volunteers completed clean-up projects at five Clairemont parks. In March, our staff personally painted over a graffiti wall in the Royal Highlands neighborhood of Kearny Mesa. Our office identified a need for American flags at libraries citywide, and secured flags at each library in the city in June. Lastly our office hosted a Fourth of July BBQ for residents and volunteers in Mira Mesa to show our appreciation.

- 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

In June, our office and Public Utilities provided 120 Weather-Based Irrigation Controllers (WBIC) systems. These WBIC controllers are smart irrigation sensors that will assist in conserving considerable amounts of water for District 6 residents.

- Create a centralized volunteer program database that allows groups and individuals seeking to volunteer to coordinate

Both the JustServe website and Mira Mesa HEROES provide robust databases for groups and individuals in need of volunteers.

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

Currently the Convoy District is working on establishing an assessment district to expand commerce and business opportunities in the Kearny Mesa area. In the Miramar area, the objective of the Envision Miramar branding is to create a long term business improvement district to promote the diverse types of businesses along the Miramar corridor.

- Partner with business organizations to host quarterly small business forums to identify common growth initiatives and provide assistance for implementation

The D6 Night Market team have partnered to host the inaugural D6 Small Business meetup to discuss opportunities for local businesses to interact with each other. Envision Miramar is currently in the process of establishing small business meet-ups in the Miramar area as a part of their program.

- 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

Our office joined the San Diego Commission on Prevention & Intervention and the Workforce Partnership to host a job fair at the Mira Mesa Recreation Center in June for teens and youth in the Mira Mesa community. Our office worked directly with Coleman University and the San Diego Regional Economic Development Corporation (EDC) to open "The Hornet's Nest," the first indoor unmanned aerial vehicle testing facility in San Diego.

- Promote workforce development programs specifically offered to veterans

Our office provided \$15,000 in CPPS funding to help fund The Rosie Network's Service2CEO program, where veterans and spouses are trained on how to establish and maintain their own business, and regularly promote veteran job fairs.

- 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

My staff and I joined the San Diego Craft Beer Association for a bike tour of the breweries in Miramar. Our office would like to expand this bike tour as a regular service.

- Coordinate between brewery owners and property owners within District 6 to identify strategic partnerships to further increase the number of breweries

My staff and I have met with nearly every brewery in the district, now totaling 30, with more slated to open this year. Our office has partnered with the San Diego Brewers Guild, University of California San Diego, and the Center for Sustainable Energy to spur innovation and sustainability in D6’s craft beer community. Powering Beer with Beer is an initiative that seeks to convert waste generated from the brewing process into a renewable source of energy to create even more world-class San Diego beer. This vision not only helps accomplish the City’s Zero Waste strategy and Climate Action Plan goals, but helps local breweries reduce their overhead and utility costs.

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

Over the past year, we have worked with our Neighborhood Watch Coordinator to continue to expand the number of Neighborhood Watch groups in Clairemont. In addition, we have been successful in increasing the number of Neighborhood Watch groups in Mira Mesa and as of June, recruited and started the first few Neighborhood Watch groups in Kearny Mesa.

- Identify opportunities to assist in the funding of new Neighborhood Watch signs for newly created programs

In the past year, we have successfully allocated significant CPPS funds for neighborhood specific watch signs in Mira Mesa and Kearny Mesa.

- Utilize social media to provide basic crime prevention tips to residents

We regularly share crime prevention tips on social media and in particular NextDoor.

- Increase distribution of crime statistics for each neighborhood to inform residents of what is occurring

As our office establishes Neighborhood Watch Groups, SDPD provides crime statistics for residents to help inform them on issues in their communities. Our office also provided an infographic on crime statistics as a part of our Budget Town Hall briefing.

- Improve fire safety throughout the district by facilitating neighborhood resident training and cooperation with Fire Department programs

Our office provides regular updates on fire safety and prevention to residents. There is currently a study being conducted for Brush Management safety of all the canyons in the City by the Fire Department. We will look into promoting the results of that study to the district.

- Review the feasibility of Neighborhood Code Compliance volunteer teams to handle minor infractions

The City's Code Compliance Division currently does have a limited volunteer program that is currently operating in several neighborhoods throughout San Diego. These volunteer groups help serve as the eyes and ears of the community in identifying code compliance issues in the neighborhood and referring cases to the City. The volunteer program manager presented this volunteer program to the Clairemont Planning Group at the request of our office.

- Evaluate opportunities to update pet restrictions to designated "Cool Zones" in city facilities

Our office issued a memo during the summer of 2016 requesting that Park and Recreation Department and the Library Department explore the idea of allowing certain pets into City designated "cool zones" and proposed a policy that would have allowed that to occur with reasonable regulations and restrictions. However, after further analysis our office feels that should be removed from the plan.

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

My office provided funding to Biocom to host a "STEM In Your Backyard" workshop at Madison High School, which exposed children to the STEM field and potential career options. Additionally, we partnered with the Workforce Partnership and the San Diego Commission on Gang Prevention & Intervention to host a job fair at the Mira Mesa Recreation Center for youth in the community.

- Explore options to expand partnerships with other venues and non-profits to provide before-and after-school programs

Clairemont will be the first neighborhood in the district to begin the 52 weeks of science program. More than 56 STEM (science, technology, engineering and mathematics) organizations have come together to bring free science events every week of the year. From astronomy to zoology, students of all ages are welcome to learn, interact and play.

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

I was recently appointed to the Homeless Select Committee at the City to focus on addressing homeless issues citywide. My office released a homelessness policy in September, which included advocating for the creation of two Safe Parking Zones for homeless families. My staff will continue to work with the Police Department and the Homeless Outreach Team to address homeless issues in the district.

- Install new pour-in-place fall mats for the playground at North Clairemont Recreation Center

We will work with the Clairemont Recreation Council and Park and Recreation to identify a solution to this issue.

- Drought tolerant tree replacement for tree lost during water cut backs at North Clairemont Recreation Center.

My staff will follow up with Park and Recreation on the feasibility of providing drought tolerant trees to the North Clairemont Recreation Center.

- Enhance the center median streetscape and storm drainage between North Genesee and SR-52 freeway

Our office will work to ensure there is regular maintenance of the center median and storm drain at this location.

- Install center median and streetscape on Moraga Avenue South and Balboa Avenue

This project is temporarily on hold until a funding source has been identified.

- Add benches and landscaping to the courtyard space at the Balboa Public library

I am happy to work with library staff on a cost estimate for benches at the Balboa Library.

- Complete design and permitting for Olive Grove Park Capital Improvement Project

Per the request by our office, \$25,000 was transferred to the Olive Grove Capital Improvement Project to fund the design and rendering phase of the Olive Grove Park.

- Finalize a lease agreement with an operator for Senior Services at the North Clairemont

Recreation Center formally known as the “Live Well Center.”

A 20 year lease was approved by the City Council on June 11, 2017 for the Lutheran Social Services to take over as the operator of the Clairemont Senior 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

Our office requested a Clean Streets Initiative to identify and address graffiti and litter abatement city-wide. The FY 2018 budget includes funding for a study to address graffiti issues in the City.

- Coordinate with the Street Department to institute a policy where burned out street lights will be replaced within 72 hours of notification

If there are issues with street lights in the district, our office works quickly to identify and request repairs of street lights as they are reported.

- Add a street light on Mt. Acadia Blvd. between Mt. Alifan and Mt. Blanco.

My staff will advocate for a street light at the location in our upcoming Budget Priority memo.

- 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

Our office will request the evaluation of traffic studies at these locations, and what measures that can be added to help address traffic concerns.

- Repair or re-surface the following list of streets:
 - Mount Hubbard Avenue

Mount Hubbard Avenue is currently scheduled to be resurfaced on an upcoming repaving project.

- West Mount Henry Avenue

Mount Henry Avenue is currently scheduled to be resurfaced alongside the same repaving contract as Mount Hubbard Avenue.

- Clairemont Mesa Blvd. (Clairemont Drive to 805)
- E Genesee Avenue (between Mount Alifan Drive and Marlesta Drive)

Our office will continue to advocate for the repaving of both Clairemont Mesa Boulevard and Genesee Avenue.

- Add a sidewalk to bridge the North sidewalks on Balboa Avenue from Mount Culebra Avenue and Clairemont Drive.

This project is temporarily on hold until a funding source is identified.

- Install shade structures for all tot lots in the North Clairemont parks

My staff has met with Park and Recreation to discuss opportunities to streamline the design and installation of shade structures throughout the district.

- Upgrade access to playground in MacDowell Park

My office will work with the Clairemont Recreation Council on the opportunities available to upgrade playground access at 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

Per the request by our office, \$25,000 was transferred to the Olive Grove Capital Improvement Project to fund the design and rendering phase of the Olive Grove Park.

Per City staff, the funds requested will be allocated for ADA Improvements at the Olive Grove site.

- 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
 - Upgrade kitchen, lighting and paint

My staff will work with Park and Recreation staff on the cost to make improvements at the North Clairemont Recreation Center.

- Install curb ramp at the NW corner of Mt. Blanca Drive and Mt. Acadia Blvd intersection at Horizon High School

My staff will contact the office of ADA Compliance at the city for a study to install a curb ramp at this location

- Add two sections of sidewalk on the east side of Genesee Avenue from Mt. Herbert to Sauk Avenue, and from Chateau to Sauk.

This project is currently in its design phase, with completion expected to be in early 2018. The construction contract is slated to be awarded by the end of 2018 with most construction completed by mid-2019. This project will install a sidewalk, retaining wall, curb, and gutter on the eastside of Genesee Avenue from Chateau Drive 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

Our office advocated for the installation of new V-calm signs on Charger Blvd to help address speeding in the neighborhood.

- Install smart lights at Rolfe Road and Clairemont Mesa Blvd.

The City recently commissioned a program for smart street lights in Downtown. We will look at the opportunities available to expand this program to District 6.

New Objectives:

- Install flashing lights at the following crosswalks:
 - Clairemont Mesa Blvd. overpass of the I-805
 - Balboa Ave. and Mt. Albertine
 - Mt. Augustus for Holmes Elementary
 - Biltmore St. for Whitman Elementary
 - Baxter St. for Hawthorne Elementary
 - Triana St. for Sequoia Elementary
 - Cannington Dr. for Lafayette Elementary
 - Ashford St. for Ross Elementary

We will be advocating for funding for these flashing crosswalks in our FY19 Budget Priority memo.

- Install new basketball court at either East Clairemont Athletic Area, Brundage Park, or Mt. Acadia Park.
- Resurface the following streets:
 - Mt. Herbert (and other streets in the area as needed)
 - Mount Longs
- Address oversized vehicle parking along Clairemont Mesa Blvd through installing red curb lanes, and adding corresponding bike lanes

Once Clairemont Mesa Boulevard is added to a resurfacing contract, new bike lanes will be installed. These bike lanes will remove the need to install red curbs since they will no longer allow for parking.

- Resurface and restripe parking lot at North Clairemont Recreation Center
- Evaluate feasibility of turning undeveloped area of Lindbergh Neighborhood Park into a dog park

My staff is currently working with Park & Recreation about a viable location in Clairemont for a dog park. My office has had initial discussions with Park and Recreation staff, where we discussed the feasibility of creating new off-leash dog park space in Clairemont. Park and Recreation staff and my office will be reviewing potential sites in the near future.

- Install additional street lights between 3900 block and 4000 block of Antiem Street, and on Mt. Acadia Blvd. between Mt. Alifan and Mt. Blanca.

My staff will continue to advocate for street lights to be installed at the requested locations on Antiem Street and Mt. Acadia.

- Complete traffic studies to explore traffic calming measures, parking protected bike lanes, and pedestrian crossing safety improvements on Beadnell Way

Our office will request traffic studies to explore opportunities to create improved pedestrian and commuter safety 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

We have continued to work with Convoy District Partnership and various businesses in order to promote the area. We continue to offer guidance to the Convoy District on Assessment District formation as well as help promote and support community events. In addition, we are constantly reminding City Staff and Community Plan Update Subcommittee members that Convoy is a top priority for our office and needs to be an integral part of the planning conversation.

- Monitor progress of the Kearny Mesa Community Plan Update to ensure completion on-time and on-budget

The Community Representative for Kearny Mesa attends all the Kearny Mesa Planning Group meetings, Community Plan Update Subcommittee meetings, Community Plan Update workshops, and regularly communicates with board members of those committees as well as City staff. The Plan Update process is moving along smoothly and is on schedule.

New Objectives:

- Enhance walkability of Convoy St., including landscaping, sidewalks, public transit and parking
- Enhance pedestrian crossing at the following locations:
 - Dagget and Convoy
 - Opportunity and Convoy
 - Raytheon and Convoy
 - Convoy between Armour and Othello
- Install newer street lights on Convoy between Aero Drive and Hwy 52
- Enhance bike lanes along Convoy Street
- Install/advocate for pocket parks and open spaces along Convoy
- Resolve storm drainage issue at Dagget and Convoy
- Review opportunities to implement angled parking in the Convoy area to increase the supply of parking

At the request of our office, the Traffic Engineering Division initiated a study in late 2016 to analyze which side streets along Convoy Street would be good candidates for angled parking. As a result of that study, 218 additional parking spots were identified along multiple side streets adjacent to Convoy Street. The City of San Diego recently adopted a new angled parking ordinance aimed at streamlining the approval process for angled

parking. Currently, the City's Traffic Engineering Department is compiling all effected property owner and tenant information in order to send them all notices of the proposed angled parking. Once the ordinance is officially in effect, notices will be sent out to those property owners and tenants and the petition process will begin. The optimistic time line for approval and implementation is by the end of 2017.

- **Conduct outreach efforts to maximize participation in the initial Community Plan Update workshops**

We have worked in partnership with the City's Planning Department and Communications Department to implement a coordinated outreach effort for the Community Plan Update. We have send out 199 letters, NextDoor posts, and social media advisories to inform the public about the community plan update and related workshop and subcommittee meetings.

- **Repave Convoy St. and adjacent roads**

Our office was successful in placing the entirety of Convoy Street along with some side streets on an overlay contract that was scheduled to begin in April. However, a couple months prior to the start of the contract, the City's Transportation and Storm Water Department informed our office this project would need to postpone the overlay work in order to perform time sensitive and significant work to replace aging water mains and pipelines. At the request of our office, temporary road repairs were completed at many areas along Convoy Street and side streets that were in the worst condition. This is meant to be temporary fixes until the pipeline replacement projects are completed in 2019. At that time, the entirety of Convoy Street and many of the side streets will be repaved. Also that the request of our office, the pipeline project is being expedited in order to ensure roads can be repaved as soon as possible.

- **Partner with the City's Economic Development Department to implement Zip Car's Zip for Business program**

Zip Car made a presentation at the Kearny Mesa Planning Group. Our office is working directly with both the Kearny Mesa Planning Group and City staff to identify opportunities for rideshare programs in the district.

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

My office helped to facilitate the termination of lease for the former Epicentre site in Mira Mesa. The RFP for the Epicentre is currently out for public review.

- Evaluate the feasibility of creating a “Mira Mesa Community Newspaper” and website through sponsorship/grant opportunities

Mira Mesa currently has a community newspaper called the Mira Mesa News.

- 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

The City of San Diego recently approved a Corporate Partnership sponsorship proposal, where businesses/organizations/developers can contribute funding for City projects in exchange for naming rights.

- 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

Mira Mesa Community members from the Town Council, Planning Group, and various community groups have gathered together to prepare a submittal for the Request for Proposals (RFP) for the Epicentre location.

- Work with a consultant to facilitate a workshop to develop General Development Plan (GPD) for both Wangenheim and Maddox Neighborhood Parks along with improvements, including to Maddox Dog Park

The Mira Mesa Recreation Council approved the Maddox Park Project in August of this year, and the Wangenheim Park Project in November of this year.

- Workshop for Phase 2 of Mira Mesa Community Park, which is planned to include an Aquatic Center and wheel friendly plaza

The Mira Mesa Community Park Phase 1 is currently under construction. At the completion of Phase 1, the design and approval of Phase 2 can begin.

- Construct additional shade structures at Mesa Verde and Mesa Viking Neighborhood Parks and one in the tot lot area of Hourglass Field Community Park

My office is currently working with Park and Recreation staff to identify solutions to facilitate the design and construction of additional shade structures.

- Repave Marbury Street

Marbury Avenue was repaved last month on an overlay contract, our office will continue to advocate for the repaving of streets in the District.

New Objectives:

- Evaluate feasibility of installing a stop sign at Flanders Drive and Baron Lane

Our office worked with the Mira Mesa Community Planning Group to approve a new stop sign at the intersection of Flanders Drive and Baron Lane. These stop signs will be installed in the near future.

- 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

Our office will continue to advocate for improvements at the Mira Mesa Senior Center in the upcoming budget.

- Explore traffic calming measures on Flanders and Dabney; and at the Post Office
- Install new speed limit sign on Northbound Camino Ruiz between Westmore and Capricorn
- Trim overgrown trees and bushes block sidewalks throughout Mira Mesa
- Increase parking enforcement for Oversized Vehicle Ordinance
- Paint red curb on the NW corner of Parkdale and Northrup Drive from southbound Parkdale
- Improve general park maintenance, including:
 - Maddox Dog Park
 - Replacing Camino Ruiz Park signs
 - Weed abatement in canyons
 - Install shade trees near picnic tables
- Rebuild Hourglass playground
- Enhance bike rider safety along the roads adjacent to Mira Mesa Community Park where the road has been narrowed
- Resurface the following streets:

- Camino Santa Fe south of Mira Mesa Blvd.
- Gold Coast to Flanders
- Calle Dario
- Pegasus Ave.
- Trebol Street.
- Install flashing lights at the following crosswalks:
 - Challenger Middle School
 - Sandburg Elementary School
 - Salk Elementary School
- Complete Traffic Signal Optimization along Mira Mesa Blvd
- Advocate for additional park rangers to monitor Canyon Hills Resource Park

The General Development Plan (GDP) for Canyon Hills will return to the Mira Mesa Recreation Council in the fall. Our office can work with the Recreation Council on the feasibility of additional park rangers as a part of the Canyon Hills GDP.

- Evaluate feasibility of installing traffic calming measures along Westview Parkway between Mira Mesa Blvd and Black Mountain Road

Mira Mesa Boulevard was the first street in San Diego to receive Traffic Signal Optimization. Our office will continue to advocate for the extension of the system throughout Mira Mesa Boulevard.

- Repave the following streets:
 - Calle Dario

Calle Dario is scheduled to be repaved this year on an asphalt overlay contract.

- Hillery Drive

Hillery Drive was repaved last month on an active asphalt overlay contract.

- Rickert Road

Rickert Road was repaved in Fiscal Year 2014.

- Evaluate feasibility of installing blinking pedestrian crosswalks near the following schools:
 - Challenger Middle
 - Sandburg Elementary
 - Salk Elementary

Our office will follow up with Traffic Engineering staff to conduct a study for lighted pedestrian crosswalks at these locations.

- Replace descriptive signs at Camino Ruiz Park

Our office will contact Park and Recreation staff on replacing the 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

This project is temporarily on hold until a funding for a feasibility study is identified.

Park Village

Ongoing Objectives:

- Evaluate options for additional exit(s) to be used during disasters/evacuations

The City Council will vote on the approval of the Merge 56 development later this calendar year. This project includes the connection of Camino Del Sur from Park Village Road to the 56 freeway.

- Identify funding opportunities to beautify medians

Provided CPPS funding to the Park Village MAD to go toward a weather-based irrigation controller (WBIC) A WBIC helps to provide a healthy, beautiful landscape while reducing water use.

- Encourage greater reporting & compliance of code enforcement, especially as they apply to residential issues

Our office encourages residents to report neighborhood issues through the Get It Done app, so they can be effectively tracked and monitored.

- Create opportunities for greater community engagement among Park Village residents and identify opportunities to involve Park Village residents in other district issues/events

Our office regularly informs the Rancho Peñasquitos Planning Board, Rancho Peñasquitos Town Council, and post on social media (Nextdoor/Facebook) of upcoming events in the district. (I.e. D6 Toss, budget briefing, Toys 4 Tots, Mark Hamill Dr.).

- 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

The D6 staff continue to work directly with Northeastern Division officers, and offer assistance to residents interested in creating a neighborhood watch program on their block.

Current Objectives:

- Address minor crimes and increase safety
- 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

The Adobe drainage requests are a part of Capital Improvement Project S12004: This project provides for various improvements to serve park users, such as accessibility upgrades to the children’s play area, drainage repair at the rear parking lot, and creation of a parking area in the northwest corner to accommodate overflow parking.

- Rework ventilation system to improve air circulation at Canyonside Recreation Center

The Rancho Peñasquitos Planning Board has agreed to use \$133,000 in community funds to fund a design for an HVAC unit. In addition, Rancho Peñasquitos Rec Council voted to fund the HVAC unit, if funding permits, once the design is completed and the project cost is known. (Approx. \$400,000)

- Retrofit the potable irrigation system to connect to the existing recycled water on Black Mountain Road

This project is temporarily on hold until an appropriate funding source is identified.

- Construct a Restroom facility at Peñasquitos Creek Park

This project is temporarily on hold until an appropriate funding source is identified.

- Resurface Park Village Road

Large majority of Park Village east of Dormouse was resurfaced early last year. Portions of Park Village Road west of Dormouse have been resurfaced recently as well.

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

Our office has reached out to Park and Recreation for additional brush management in Sorrento Valley. In addition, the Fire Department will be conducting inspections of the various canyons in the City of San Diego.

- 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

The City of San Diego installed several community identification signs in Sorrento Valley.

- 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.

Our office will reach out to Economic Development to discuss business driven banners.

- 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

Our office reached out to Park and Recreation staff, and conducted additional brush management on Calle Cristobal and Sorrento Valley Boulevard earlier this year.

New Objectives:

- Explore traffic calming measures in the following areas:
 - Along Sorrento Valley Blvd.
 - Greenshade Road and Ocean Heights Way
- Explore strategies to decrease homelessness in canyons
- Help educate Sorrento Valley business owners regarding the process to form a business improvement district or maintenance assessment district

My staff has met with the Sorrento Valley Town Council regarding a business improvement district for the businesses in the area.

- Review options to secure funding to conduct feasibility study of establishing a neighborhood park on Mira Sorrento Blvd

This project is temporarily on hold until a funding source is identified by City staff.

- Repave Sorrento Valley Blvd

Sorrento Valley Boulevard to Vista Sorrento Parkway was slurry sealed in 2014, and is currently under moratorium.

Miramar

New Objectives:

- Explore zoning changes to help meet the City's development goals
- Reactivate volunteer code enforcement teams for Miramar Road
- Explore traffic calming measures, and increase speeding enforcement on Miramar Road during off-peak traffic times

- Resurface street and replace/install medians from I-15 to I-805
- Review street sweeping schedule and enhance weed abatement
- Explore new options for improving traffic flow on Miramar Road during peak traffic times
- Create a Miramar Road Signage District, or overlay to current City code, and help reduce excessive business signage along the street.

This item was passed through Council last December.