

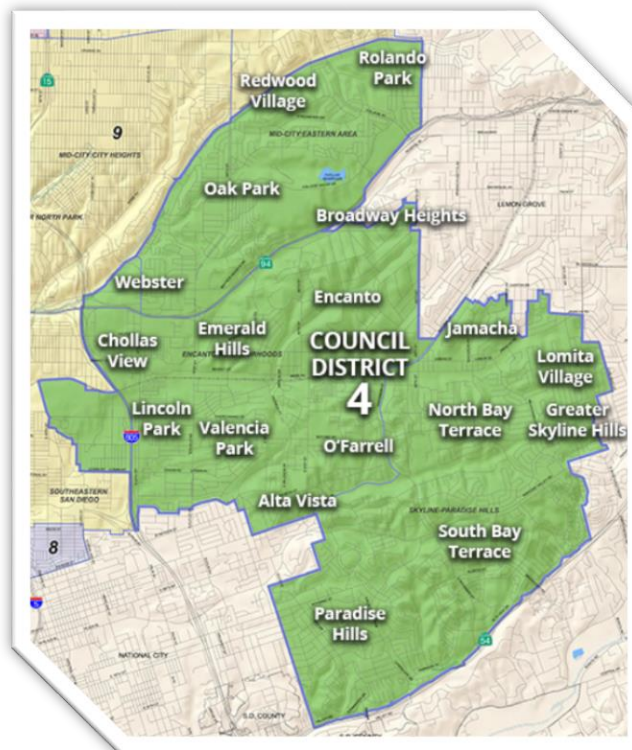


San Diego City Council District 4 Work Plan

Introduction

San Diego City Council District 4 is a diverse community, rich with dedicated individuals advocating for an improved quality of life for their families and their fellow community members. In addition to advocating for better neighborhood services, community members are also passionate in tackling social, economic, and environmental issues inherent in the City of San Diego. As a result, to leave a lasting positive impact and a legacy of engaged community members, the Office of Councilmember Monica Montgomery, through genuine conversations with community members, has identified district-wide and community-specific priorities for District 4. This work plan will serve as the basis upon which the Office of Councilmember Monica Montgomery will hold the City of San Diego accountable to implementing and upholding a dignified quality of life for all community members in District 4.

COUNCIL DISTRICT 4



Strategic Plan

District 4 has a population of over 142,000 community members with different ethnicities, sexual orientations, religious and socioeconomic backgrounds, all conglomerating in an area that is roughly 21.4 square miles. As a result, it is critical that the strategic plan reflect the needs of District 4's inherent diversity. The priorities set forth in this workplan were captured through genuine conversations with community members and with District 4's established Community Planning Groups (CPGs) and town councils.

Currently, there are four CPGs in District 4 covering distinct neighborhoods in the community.

COUNCIL DISTRICT 4 CPGs

Group Name	Meeting Times	Chair
Chollas Valley Community Planning Group	3rd Mon – 6:30 PM	Kenneth Marlborough
Eastern Area Communities Planning Committee	2nd Wed – 7:00 PM	Linda Godoy
Skyline-Paradise Hills Community Planning Committee	2nd Tue – 7:00 PM	John Mooney
Southeastern Planning Committee	2nd Mon – 6:00 PM	Steve Veach

CPGs are community organizations formed to advise the City of San Diego on land use-based community goals and development proposals. CPGs are established in conformance with City policies and are officially recognized organizations by the City. To instill change in a community, community members must engage with their respective community plan created by the CPG.

Each CPG covers different neighborhoods in District 4. Each neighborhood may or may not have a town/village council or neighborhood association. If community members are unable to attend CPGs, they are encouraged to attend town/village council meetings to stay informed with events and voice their concerns regarding neighborhood issues. Community concerns captured in town/village councils and neighborhood associations are relayed back to the respective CPGs.

COUNCIL DISTRICT 4 Town/Village Councils & Neighborhood Associations

Chollas Valley Community Planning Group	Eastern Area Communities Planning Committee	Skyline-Paradise Hills Community Planning Committee	Southeastern Planning Committee
<ol style="list-style-type: none"> 1. Alta Vista 2. Broadway Heights <ul style="list-style-type: none"> • <i>Broadway Heights Community Council</i> 3. Chollas View <ul style="list-style-type: none"> • <i>Chollas View Community Council</i> 4. Emerald Hills <ul style="list-style-type: none"> • <i>Emerald Hills Neighborhood Council</i> 5. Encanto <ul style="list-style-type: none"> • <i>Encanto Lunch Bunch</i> 6. Lincoln Park <ul style="list-style-type: none"> • <i>Sea Breeze Tenant Meeting</i> 7. Valencia Park 8. O'Farrell 	<ol style="list-style-type: none"> 1. Redwood Village <ul style="list-style-type: none"> • <i>Redwood Village Community Council</i> 2. Rolando Park <ul style="list-style-type: none"> • <i>Rolando Park Community Council</i> 3. Oak Park <ul style="list-style-type: none"> • <i>Oak Park Community Council</i> 4. Webster <ul style="list-style-type: none"> • <i>Webster Community Council</i> 	<ol style="list-style-type: none"> 1. Bay Terraces <ul style="list-style-type: none"> • <i>Bay Terraces Community Association</i> 2. Lomita <ul style="list-style-type: none"> • <i>Lomita Village Town Council</i> 3. Jamacha <ul style="list-style-type: none"> • <i>Jamacha Community Council</i> 4. Paradise Hills <ul style="list-style-type: none"> • <i>Paradise Hills Recreation Council</i> • <i>Paradise Hills Village Council</i> 5. Skyline <ul style="list-style-type: none"> • <i>Greater Skyline Town Council</i> • <i>Martin Luther King Jr. Council</i> • <i>Skyline Hills Recreation Council</i> 	<ol style="list-style-type: none"> 1. Mountain View

The participation of community members from District 4's CPGs and respective town/village councils and neighborhood associations was instrumental in the strategic plan to outline the work plan priorities.

After Councilmember Monica Montgomery's swearing-in on December 10, 2018, the Councilmember and her staff diligently engaged with community members through one-on-one meetings and attending CPGs and town council meetings. Since taking office, Councilmember Montgomery has engaged in over 40 meetings with community members and staff has attended over 63 community meetings to gather the important district-wide and community-specific priorities outlined in this work plan. In addition, the Council Office has had numerous briefings with city staff to stay informed on updated policies and to give city staff feedback as to whether those policies work for District 4 residents.

District-Wide Priorities

The northernmost part of District 4 starts at Rolando Park and moves its way down south to Paradise Hills. Mountain View and Lincoln Park sit in the west and Jamacha and Lomita Village make up the eastern area of District 4. Based on interactions with the community, the work plan identifies three district-wide priorities to help with improving the overall quality of life in District 4:

1. *Economic Opportunity for All*
2. *Police Reform*
3. *Safe and Healthy Communities*

These priorities, coupled with community-specific priorities, compose the work plan of the Office of Councilmember Monica Montgomery.

1. *Economic Opportunity for All*

According to 2010 SANDAG census data, District 4's average household income was \$52,963 compared to San Diego's regional household income of \$63,586. Close to 56% of households in District 4 made less than \$60,000, and 15.5% of the population in District 4 lived below the poverty level. The Office of Councilmember Montgomery will prioritize the following services to achieve Economic Opportunity for all residents in District 4.

- Workforce development
- Local Hire
- Community Benefits Agreements
- Youth Employment and Workforce Development
- Equal Opportunity Contracting (EOC)
- Small Business Development and Assistance
- Business Development to Increase Tax Base
- Balance Development retail/commercial in main thoroughways (Imperial Avenue, University Avenue, Federal Boulevard, Reo Drive)

2. Police Reform

Ensuring good relations between law enforcement and our underserved communities is a high priority. The City must provide sufficient resources and take the necessary steps to develop policies that will begin to rebuild the trust between our underserved communities and the San Diego Police Department (SDPD). We must be willing to work together and make our neighborhoods safe for both our residents and officers. To ensure this safety, the Office of Councilmember Montgomery will prioritize the following:

- Community Oriented Policing
- Review of Use of Force Policies
- Police Trainings, Metrics and Impacts
- Continued Implementation and Monitoring of State Bills
- Fair and Impartial Policing
- Decriminalization of the Homeless and those suffering from Mental Illness
- Policy Review and Reform of the Community Review Board on Police Practices
- Police Recruitment and Retention

3. Safe and Healthy Communities

The conditions of our streets, sidewalks, housing, and public green spaces are critical to the overall quality of life for District 4 community members. We want District 4 to be a hub of infrastructure development that will bring our district into the 21st century. We will have livable, walkable, and bikeable neighborhoods in conjunction with providing optimal City and social services to both the general and most vulnerable populations in District 4. Below are the priorities of the Office of Councilmember Monica Montgomery to ensure District 4 is safe and healthy.

- Senior Services
- Quality Middle-Income and Affordable Housing
- Maintenance and Repair of Streets Classified as “Unimproved Roads”
- Transition Dangerous Corridors to Complete Corridors
- Neighborhood Code Compliance
- Streetlights
- Urban Forestry Program
- Climate Action Plan (CAP) Implementation
- Veteran Services
- Non-profit Development and Support
- Healthy Food Options
- Monitor Independent Living Facilities

Community-Specific Priorities

Each community in District 4 has its own unique qualities and needs. Past generations built and maintained our communities and neighborhoods. We have the task of improving them for generations to come. Below is a list of neighborhoods and their priorities:

Alta Vista

Alta Vista is bordered by Encanto in the north, Paradise Hills in the south, National City in the west, and Bay Terraces in the east.

1. ***City Programs***
 - More promotion of various city rebate programs for beautification.
2. ***Traffic Studies***
 - Alta Vista has various cul-de-sacs that need updated traffic mitigation.
3. ***Street Maintenance***
 - Making sure that streets are swept and maintenance of traffic signs is kept up.

Broadway Heights

The community of Broadway Heights is bounded on the north and east by the City of Lemon Grove, on the south by Mallard Street, and on the west by Federal Blvd.

1. ***Traffic Calming***
 - Reducing speed on Mallard in both directions. The community specifically wants to see an all-way stop sign at Charlene and Mallard.
2. ***Martin Luther King Jr. Promenade***
 - Make it known that the promenade is a place to visit for San Diegans and tourists and putting forth a City of San Diego resolution declaring the promenade to be a permanent San Diego fixture and legacy.

Chollas View

Chollas View is bounded by State Highway 94, on the south by the San Diego Arizona Eastern Railroad tracks, on the east by Euclid Avenue, and on the west by Interstate 805.

1. ***Safety & Maintenance of Parks / Public Spaces***
 - Currently, Gompers Park is the only park in the neighborhood. Maintenance is required for this park.
2. ***Street Maintenance***
 - Making sure that streets are swept and maintenance of traffic signs is kept up.
3. ***Recreation Center***
 - Pursue joint use with area schools (Chollas Mead Elementary, Horton Elementary and Gompers Preparatory) to increase recreational opportunities for residents.
4. ***Development of Pocket Park at 44th and Castana***
5. ***Designate Chollas Creek Watershed as a Regional Park***

Emerald Hills

Emerald Hills is bordered by Oak Park and California State Route 94 in the north, Chollas View in the west, Encanto in the east, and Valencia Park in the south.

1. *Live Well Center / Tubman-Chavez Transition*
 - Ensuring that the Live Well Center provides services and resources that align with the needs of the community.
2. *Addressing Independent Living Facilities, Sober Living Properties & Nuisance Properties*
 - Working with the City Attorney's Office and the San Diego Police Department to identify addresses, apply city code enforcement, and work with county and state partners to create regulations for Independent Living Facilities.
 - Working to close the methadone clinic in the Rite Aid shopping center.
3. *Traffic Calming to Reduce Speeding*
 - Revisiting the traffic study to address locations that are identified as needing a stop sign to reduce speeding and future accidents.
4. *Assessing Trees*
 - Requesting city staff to assess trees that need to be removed, assess tree roots causing sidewalks to rise, and work with the Urban Forestry Board.
5. *Organizing More Community Clean-Ups*
 - Organizing more community clean-ups within the community and Emerald Hills Park.

Encanto

Encanto is made up of two communities. North Encanto is bounded on the north by Mallard Street, on the south by Akins Avenue, on the east by the City of Lemon Grove, and on the west by 60th Street. Imperial Avenue is between the two communities. South Encanto is bounded on the north by Imperial Avenue, on the south by Skyline Drive, on the east by 69th Street, and on the west by 60th Street.

1. *Unallocated undergrounding district*
 - Most of North Encanto is unallocated for undergrounding. Must get on the list to receive undergrounding.
2. *Illegal dumping*
 - Regular community clean-ups to deter illegal dumping in empty lots of the neighborhood.
3. *Affordable housing density*
 - District needs to see more market-rate housing to balance affordable housing that currently exist in the district.
4. *More retail options*
 - Healthy and quality retail must be brought to District 4 to elevate economic development.
5. *Canyons/storm drain/rain issues*
 - North Encanto is heavily rural and hilly. Assessment of storm drains in the area and maintenance must be done.

Lincoln Park

Lincoln Park is bounded on the north by the San Diego Trolley line, on the south by the City of National City, on the east by Euclid Avenue, and on the west by Interstate 805.

1. ***Tenant Rights***
 - Lincoln Park has a high concentration of large apartment complexes. Tenants must know their rights.
2. ***Homelessness***
 - Plan must be set in place to get people living in their cars the resources they need and off the streets.
3. ***Illegal Dumping***
 - Regular community clean-ups to deter illegal dumping in empty lots of the neighborhood.
4. ***Street Maintenance***
 - Making sure that streets are swept and maintenance of traffic signs is kept up.

O'Farrell / Valencia Park

O'Farrell is situated in the middle of District 4 with Bay Terraces on the southeast side, Encanto on the north side, Emerald Hills and Valencia Park on the west side and Alta Vista on the south side.

Valencia Park is surrounded by Market Street in the north, by the City of National City and Division Street in the south, by Valencia Parkway in the east, and by Euclid Avenue in the west.

1. ***Valencia Business Park***
 - Work to create a new design plan with the City of San Diego for Valencia Business Park.
2. ***Assessing Trees***
 - Working with city staff to assess trees, maintain consistent tree trimming schedules, and ensure that trees are healthy and not liable to fall on homes.
3. ***Fixing Our Streets***
 - Checking on the status of street repair and how current city infrastructure projects are impacting the quality of our streets.

Redwood Village

Redwood Village is bordered by University Avenue in the north, College Avenue in the east, Streamview Drive in the south, and 54th Street in the west.

1. **Noise Nuisance on the west side of Chollas Parkway between University Avenue and 54th**
 - Large semi-trucks regularly park on Lea Street and Chollas Parkway and run their loud engines at various times of the day and night, disturbing residents.
2. **Illegal Dumping**
 - Streamview Drive between Gayle and Michael Streets
 - Rock Place
 - Chollas Parkway between University and 54th Streets
3. **Streamview Drive Improvements**
 - The community wants to see landscaping in the medians and not just paved medians; there is an especially popular walking path design that the Redwood Village Community Council supports.
4. **Homeless Encampments**
 - Chollas Creek (along Chollas Parkway)
 - Rock Place
 - Easements behind private homes on Boren St, which is directly adjacent to College Avenue
5. **Stop sign at Gayle and Hughes**
 - Following City procedures and regulations to petition for a needed stop sign.

Rolando Park

Rolando Park is bordered by College Avenue in the west, Highway 94 in the south, the City of La Mesa in the east, and University Avenue in the north.

1. **Traffic Calming – reducing vehicle speed at the following locations**
 - Rolando Boulevard between Celia Vista and University
 - Aragon Drive between Celia Vista and University
 - Vista Grande Drive between Celia Vista and Racine
2. **Improve Rolando Park Business District**
 - Investigate the possibility of forming a Business Improvement District
3. **Sidewalks**
 - Placement of missing sidewalks: University Avenue, on 69th from Waite to Livingston, and Rolando Boulevard.

Oak Park

This community is bounded on the north by Streamview Drive, on the south by Bayview Heights Drive, on the east by College Grove Way, and on the west by Chollas Parkway and Euclid Avenue.

1. ***Addressing Independent Living Facilities & Nuisance Properties***
 - Working with the City Attorney's Office and the San Diego Police Department to identify addresses and apply city code enforcement.
 - Work with county and state partners to create regulations.
 - Work to close the methadone clinic in the Rite Aid shopping center.
2. ***Planning for New Oak Park Library***
 - Support the Oak Park Friends of the Library in getting a capital improvement program (CIP) number and assist with identifying funding.
3. ***Reviving North Chollas Park***
 - Improve park maintenance to decrease waste and encampments.
 - Explore park improvement projects, such as providing shade for Gloria's Amphitheater, improving lighting and power near the lake, and enhancing public use (i.e., dog park, hiking trails, etc.).
4. ***Improving Street Lighting***
 - Checking on the status of street light improvement for the 54th Street corridor, near the Oak Park Elementary ballfield, and 52nd and Pirotte Street.
5. ***Developing Commercial Properties and Empty Lots***
 - Explore the development of healthier grocery stores and find alternative use for empty lots on the south side of Thorn Street.

Webster/Ridgeview

Webster is bordered by Oak Park in the northeast, Chollas Creek in the northwest, and Chollas View in the south.

1. ***Quality of Contractor Work***
 - Assessment of work done by some contractors must be done. Various streets are left a mess after construction, impacting quality of life in Webster.
2. ***Improved Communication regarding City Projects***
 - Ensure that constituents receive proper notice of the undergrounding process.
3. ***Neighborhood Boundary /Banner Signs***
 - Clear neighborhood boundaries must be established and banners should be reflective of those neighborhood boundaries.
4. ***Business Corridor***
 - Attention and support must be brought to businesses along Federal Boulevard.
5. ***Urban Forestry***
 - More trees in the neighborhood are needed to ensure goals of the City's climate action plan.

Bay Terraces

Bay Terraces is bordered by Skyline in the north, Alta Vista in the northwest, and Paradise Hills in the southwest.

1. ***Greening of Woodman and Paradise Valley Road medians***
 - Beautification is key to improve the walkability of our district. Greening of the medians in Paradise Hills will also help the City meet its climate action goals.
2. ***Skyline Hills Library Garden***
 - Community gardens are key to not only beautifying a city, but also providing economic opportunity through community-sustained agriculture and farmers' markets.
3. ***Ongoing Support of Community Clean-Ups***
 - Key to keeping the city well maintained.
4. ***Improved Maintenance and Upkeep of Parks***
 - Our parks are precious and need to be maintained to ensure physical and social wellness for our community members.

Lomita Village / Jamacha

Lomita Village is a community centrally located in southeast San Diego. It is surrounded by Lemon Grove (Jamacha Road) in the north, Spring Valley (Cardiff Street) in the east, Paradise Hills (W. Worthington) in the south, and Encanto (Meadowbrook) in the west.

Jamacha borders the Skyline Hills neighborhood in the west and south. Jamacha is named after the Jamacha Valley and Rancho Jamacha, a Mexican land grant estate.

1. ***Preparing for Undergrounding***
 - Ensuring that the City informs residents within the underground utility district (UU789) of utility companies associated with the work, streets impacted by trenching, work on private properties, removal of poles, removal of overhead lines, and associated cost that come with the project.
2. ***Traffic Calming Near Schools***
 - Introducing more traffic calming practices near local elementary and middle school zones to reduce speeding.
3. ***Assessing Trees***
 - Working with city staff to assess if trees near the old water tower are safe.
4. ***Fixing Our Streets***
 - Checking on the status of street repair and how current city infrastructure projects are impacting the quality of our streets.
5. ***Improving Our Parks***
 - Ensuring a safe and healthy environment for youth who attend schools adjacent to parks by requesting better lighting and park maintenance at Keiller Neighborhood Park, Skyline Recreation Center, and Lomita Park.

Paradise Hills

Paradise Hills is bounded by Bay Terraces on the northeast side, and National City on the west side.

1. ***Construction of Sidewalks***
 - For decades, the sidewalks in certain areas have been neglected. The City of San Diego has a list of unfunded sidewalks in Paradise Hills. We will actively find funding for the sidewalks and move forward with construction.
2. ***Weed Abatement along Reo Drive***
 - Reo Drive is a key thoroughfare in Paradise Hills. Community members have identified that weed abatement must be done to improve walkability on Reo Drive into Paradise Hills.
3. ***Street Lights***
 - Street lights are key to safety in any community. We will be holding the City of San Diego accountable for getting street lights funded and constructed.
4. ***Potomac Landfill***
 - The landfill on Potomac Street has been vacant for decades. We will work with community members to figure out the most effective use of the space. We will work with the City of San Diego to move forward with design and construction.

Skyline

Skyline Hills is bordered by Encanto in the west, Jamacha-Lomita in the north, and Bay Terraces in the south.

1. ***Improving Our Parks***
 - Providing recreation programs for youth.
 - Improving lighting and building maintenance projects for the Marie Widman Park (Encanto Park) and Martin Luther King Jr. Recreation Center.
2. ***Organizing More Community CleanUps***
 - Organizing more community clean-ups to address illegal dumping in canyons and streets, graffiti throughout the community, reinstalling community marques, illegal posting of signs, and weeds.
3. ***Bringing the MLK Parade Back to the Community***
 - Encouraging the MLK Parade, which used to be held on Skyline Drive, to occur before the Annual Martin Luther King, Jr. Festival.
4. ***Fixing Our Streets***
 - Checking on the status of street repair and how current city infrastructure projects are impacting the quality of our streets.
5. ***Addressing Nuisance Properties***
 - Ensuring safe communities by encouraging positive neighbor relations and enforcing code compliance for nuisance properties when necessary.

Conclusion

This is a significant time in the history of southeastern San Diego, as the resolve of community members is united with the resolve of its Councilmember. Passion and commitment to community is monumental in District 4. The Office of Councilmember Monica Montgomery is dedicated to collaborating and engaging with District 4 community members to serve as a relentless force to achieve the identified goals and priorities in this work plan. These goals and priorities will only be achieved through COMMUNITY, COURAGE, and CONSISTENCY. Now is the time to become the change we wish to see.