

Councilmember Chris Cate



Neighborhoods First Coalition Mid-Year Strategic Plan Update

Jasmine Seafood Restaurant

June 24, 2015

Strategic Plan

Neighborhoods First Coalition Initial Strategic Plan

Introductory Statement

San Diego City Council District 6 is a microcosm of the City of San Diego. It is comprised of many of the largest, and most diverse neighborhoods in San Diego, and is home to an array of small businesses, flourishing high-tech and bio-tech companies, and growing craft breweries. 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.

Background

District 6 includes a number of vibrant neighborhoods and organizations that advocate on their behalf. Town Councils and Community Planning Groups serve on behalf of the residents in each of these neighborhoods, identifying neighborhood specific issues and identifying solutions to these problems.

Neighborhood	Town Council			Planning Group		
Clairemont	Clairemont Town Council			Clairemont Community Planning Group		
Kearny Mesa	N/A			Kearny Mesa Planning Group		
Mira Mesa	Mira Mesa Town Council			Mira Mesa Community Planning Group		
Park Village	Rancho Council	Peñasquitos	Town	Rancho	Peñasquitos	Community Planning Group
Sorrento Valley	Sorrento Valley Town Council			Mira Mesa Community Planning Group		

The Neighborhoods First Coalition (NFC) will 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 the needs of the residents are expressed to other District 6 residents, the councilmember, and other City officials.

Members of the Coalition have been selected due to their longstanding commitment toward the betterment of their neighborhood. These individuals have committed their time to working on develop of a strategic plan outlining the critical issues across the district, as well as working toward identifying and implementing a solution. Members will also be working with the City Council office to advocate for solutions and inform District 6 residents about how their voice can be heard.

Members of the Neighborhoods First Coalition are:

Clairemont	Mira Mesa	Rancho Peñasquitos	Sorrento Valley	Kearny Mesa
Stephen Groce	Mitz Lee (Chair)	Andy Berg	Arnie Edner	Dr. Allen Chan
Shirley Gilbert	Bari Vaz	Helen Quintanilla	Ken Kaplan	
	Kim Tran Dang		Wayne Cox	
	Joleen LeachTomonaga			

Purpose

The following plan is a working document that outlines District-wide goals, neighborhood goals and 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 NFC members. This plan will be a working document, and will be updated as members of the NFC continue to meet with residents throughout the district and hear concerns and potential solutions to solve problems.

District-Wide Goals

The NFC has developed the following goals that are of the highest priority to each of the neighborhoods within District 6. These priorities reflect the input from each of the

members of the NFC and residents. 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

The poor condition of our streets, sidewalks, water mains and sewer pipes are easily noticed by anyone traveling across the district. With \$1 billion in backlogged projects, our community is still waiting for city hall to pay attention and begin investing in our infrastructure. As the physical condition of our neighborhoods have declined, so too has our ability to keep open library and park and recreation facilities for our children and neighbors. 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.

Objectives:

- Increase participation of residents in the Community Planning Group Capital Improvement Program (CIP) planning process – *In Progress*

This objective is currently in progress and will be an ongoing project. We will be actively engaging the NFC, local Planning Groups and Town Councils each fall as the following year's CIP projects are being evaluated, through town hall style hearings, letters and announcements at community meetings. We will use the feedback provided by our community members to provide direction to the appropriate departments as well as the Mayor's office.

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

In the spring of this year (2015) the City Council approved departmental development of a new policy for Process Improvement and Streamlining for Capital Improvements Program (CIP) Delivery. This multi-part process improvement will ensure effective management of cash in the CIP. Effective cash management will support timely project completions, asset capitalizations for accurate financial reporting, and will allow for excess funds to be allocated efficiently to priority projects. This year, Olive Grove Park was added to the CIP list and \$500,000 was reallocated from a closed CIP to the park for improvements. We will continue to monitor the city department's progress and identify projects within District 6.

- Continue the “District 6 Pothole Patrol” to proactively identify needed street repairs – *In progress*

This objective is currently in progress and will be a continuing project. We are working on a multi-pronged approach to ensure District 6 potholes are reported and addressed in a timely manner:

- *Continuing to work with the Mayor’s office on an application to quickly report potholes (among other neighborhood blights) to the respective Council Office and City Department*
 - *Exploring partnerships with local Chambers to assist in reporting potholes to Council staff*
 - *Mailing 199 letters informing constituents on how to and who to report potholes to at the City*
 - *Exploring a “Citizen Pothole Patrol” program wherein high-school students can participate in to receive a letter of recommendation from the Councilmember*
- Provide easy access to ongoing status reports of projects in the planning, construction and completion phases within the district – *In progress*

This objective is currently in progress and will be a continuing project.

- *We are in the process of developing a one-stop-shop website for the residents of District 6 to easily access progress reports on on-going projects within their neighborhoods*
- *Mailing 199 letters informing residents when street repairs and resurfacing will be performed in their neighborhoods*
- *Monthly updates at local planning committee and town council meeting on park projects, street repairs and other infrastructure improvements within their neighborhoods*

Traffic

The growing population in San Diego, the deterioration of our streets and the lack of funding to interconnect traffic signals has lead 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.

Objectives:

- Advocate for funding of signal optimization for traffic lights throughout the district – *Complete*

This objective is complete for now. We have successfully advocated for the funding of ten (10) new intersections in the Sorrento Valley/Mesa area to alleviate traffic impacts. These intersections will be modified with Traffic Signal Optimization technology to adapt to live traffic conditions. Studies have demonstrated a reduction in travel time in the range of 9-21 percent due to the implementation of this new system. We were able to secure \$1.5 million in TransNet dollars for all phases of this project. Construction is expected to commence later this year. We will continue advocating for funding to implement this system throughout other high traffic impact areas of District 6. We will continue to monitor the city department's progress on this project.

- Develop an official community transportation committee comprised of local businesses, residents and stakeholders – *Ongoing*

We are in the process of exploring the creation of neighborhood transportation sub-committees and encourage participation from each neighborhood in District 6. This objective is an ongoing project.

- Evaluate and promote alternative transportation methods such as bike sharing, vanpools, and increased transit options – *In progress*

This objective is currently in progress and will be a continuing project. Promoting multi-modal forms of transportation is a crucial component to enhancing the quality of life for all San Diegans. Working closely with District 6 community representatives on the City's Bike Advisory Board, we are reviewing all options to increase road safety for cyclists. As the City continues to ramp up its road repaving efforts, the Transportation and Stormwater Department closely tracks all opportunities to restripe bike lanes with an increased buffer between cyclists and vehicles. In addition, SANDAG has been working to bolster its Bus Rapid Transit program by incorporating modernized transit signal priority systems to reduce commute times and increase service frequency.

In light of the upcoming community updates planned for Clairemont and Kearny Mesa, I look forward to engaging with the community, business leaders, and City staff to identify opportunities and solutions to incorporate more multi-modal forms of transportation. It is imperative we enhance our older communities by providing a variety of transit options for residents and businesses.

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

It is imperative we work closely with regional partners and agencies to incorporate solutions that will alleviate transit concerns. As an advocate for the neighborhoods of District 6, we will continue to explore opportunities to identify transit solutions in partnership with the Metropolitan Transit System.

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

Please see traffic signal and multi-modal objective above.

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 community meetings and understanding the value of communicating with government and elected officials. But residents cannot do it on their own. Our city and elected officials 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 and provide an easy avenue for them to participate in community meetings and interact with government officials.

Objectives:

- Encourage and facilitate neighborhood self-identification and 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 – *Ongoing*

This objective is in progress and will be an ongoing project. We have compiled a database of service organizations as well as city services that could be useful to the residents of District 6 that we will be adding to our D6 website. For a more neighborhood centric approach, please see next objective.

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

This objective is in progress and will be complete by the end of the year. My office is nearly done with a complete list of services for neighborhoods from police to recreation centers and libraries as well as contact information for barking dogs, shopping cart removal, pothole reporting and much more. These will be linked to our website, and printed in brochure form for each neighborhood.

- Provide outreach presentations to service and community organizations throughout the district about the NFC and the Resident's Guide and encourage participation – *In progress*

This objective is a continuing project. Our hope is to have the complete residents guide available before we start our "road show" to present to our District 6 service and community organizations in the fall. In addition, staff attends all town council, community planning and recreation council meetings monthly.

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

This objective is currently in progress and will be a continuing project.

- *Our office was the first San Diego City Council office to have an official Nextdoor page. We announced our official launch (6/3/15) with a press conference in Mira Mesa.*
- *We are in the process of creating a Neighborhood Watch brochure highlighting Nextdoor and encouraging constituent participation*
- *We are mailing 199 letter monthly to promote constituent participation in Nextdoor*
- *Partnering with Nextdoor to develop a postcard program inviting residents to join their Nextdoor neighborhood network*

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

This objective is currently in progress and will be a continuing project.

- *February 15, 2015 – UCSD Alumni Day of Service: Ross Elementary (Clairemont)*
- *April 11, 2015 – Annual Canyon Day Clean Up (Mesa College)*
- *April 25, 2015 – I Love a Clean San Diego Creek to Bay Clean Up (Clairemont)*

- Create a centralized volunteer program database that allows groups and individuals seeking to volunteer to coordinate – *In review*

We are currently vetting the feasibility of this project. We are in the process of compiling a list of non-profits and other organizations who offer volunteer opportunities to list on our website for easy constituent access.

- Develop an NFC website that includes a database of service organizations in the district, calendar of neighborhood events, Resident's Guide, contact information for government officials, and any other information that would be deemed useful for residents – *In review*

This is an NFC activity, not a Council activity. We are, however, developing an external Council District 6 website that will offer all of the above with a user friendly format that the City websites do not offer.

Other Community Engagement Activities

CPPS/TOT GRANTS FOR Fiscal Year 2014

Clairemont Day at the Bay	\$2,500.00	UPAC	\$10,000
D6 Night Market	\$10,000.00	SDPD Northern (NW Signs)	\$5,391.36
Mira Mesa Senior Center	\$1,000.00	SDPD Eastern (Security Cameras)	\$4,134.00
Filipino American SCA	\$2,500.00	Balboa Library	\$7,636.32
Operation Samahan	\$2,500.00	Clairemont Library	\$6,691.52
RISE San Diego	\$4,000.00	Mira Mesa Library	\$3,272.09
North Clairemont Library	\$4,162.58	SDPD Northeastern (Patrol Bike)	\$2,145.18
Pacific Arts Movement	\$1,500.00	Fiesta de los Penasquitos	\$2,500.00
Serra Reading Program Mira Mesa and North Clairemont Libraries			\$4000.00

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 businesses is able to grow and expand here in San Diego. With more than 100,000 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 begin employing our residents again.

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

Objectives:

- Advocate for expansion of our Economic Growth Division and Business Improvement District support services - *Ongoing*

This objective is currently in progress and will be a continuing project. Our office supports the Mayor's decision to establish a separate Economic Development Department to focus strictly on the growth of San Diego's local economy. We will be utilizing our 199 program and social media to promote the business support services offered by the City such as the Storefront Improvement Program, Business Industry Incentive Program, access to start-up resources and capital, and the Cal Competes program.

Business owners from across the District are exploring opportunities to unite and collaborate on strategies that will promote the areas where they operate. The Convoy District has taken important steps to work with property and business owners to revitalize this cultural hub. We have partnered with local Convoy leaders by providing resources and information to guide their implementation of a formalized business district. Our office is in the process of identifying boundaries for a banner district to draw more attention and foot traffic to the neighborhood. Business leaders are hosting a streetscape design workshop in June to develop a vision for the community. It is anticipated that the Convoy District will receive their non-

profit status later this year or early next. Once that objective is achieved, our office will begin reaching out to property owners to formalize a financing mechanism to support the district. These monies can be utilized for aesthetic improvements to the right-of-way, banner district maintenance, design and promotion, and community events.

- Dedicate at least one (1) District 6 staff member to hold the position of small business liaison to assist business owners with city issues - *Complete*

The council representatives for Council District 6 are tasked with the responsibility of engaging with constituents, residents, and business owners to obtain a comprehensive understanding of community issues. Our council reps attend local chambers of commerce and economic development council meetings on a regular basis to provide updates and information regarding business support services offered by the City. Each Council Representative is available to assist any constituent business owner or start-up in navigating city processes. This objective is complete.

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

This objective is currently in progress and will be a continuing project. From early on in our administration, we engaged with key industry stakeholder groups like BOMA, NAIOP, EDC, North San Diego Business Chamber, and the San Diego Regional Chamber of Commerce to gather feedback on economic development initiatives that will bolster San Diego's economy. Our office will be making efforts to further highlight the vibrant District 6 craft beer industry by hosting regular "Craft with the Councilman" townhalls to discuss the economy and local issues.

- Promote internships between businesses and students/individuals seeking to gain experience in the private sector – *In progress*

This objective is currently in progress and will be a continuing project. Our office strongly supports the Workforce Partnership and its Connect2Careers program, which provides summer internship opportunities for students interested in entering high-tech and life science industries. With the adoption of the FY16 Budget, Council approved \$100,000 to support this key program. Our office will be utilizing social media and the 199 program to highlight this opportunity for hands-on STEM job experience.

- Promote Science, Technology, Engineering and Math (STEM) programs sponsored by the education and workforce community

Please see objective above.

- Promote workforce development programs specifically offered to veterans – *In progress*

This objective is currently in progress and will be a continuing project. Our office is exploring opportunities to bring back the City's previous mentorship program for veterans interested in starting their own businesses or participating in City contracts.

- Continue to expand partnership between the tourism industry and restaurants to advocate for the promotion of "San Diego Craft Beers" in businesses and establishing more educational tours for visitors – *Ongoing*

This objective is currently in progress and will be a continuing project. Our office has been conducting meetings with owners and operators of all craft breweries in District 6. Out of the approximately 20 breweries in the district, our office has met with over half in order to establish relationships, understand issues and concerns, and formulate a strategy to promote this industry. After each meeting, a survey is submitted to each brewery to gain a better understanding of distribution, number of employees, and production in order to provide a snapshot of this economic activity in the district. Along with the assembling of that data, a website and branding campaign is being developed. Our office is currently designing a sample logo that can be utilized as a sticker to be placed on each of the breweries and restaurants that serve beer from the district. The option of a banner district, particularly in the Miramar corridor, is being explored as promotional strategy. Social media is also being utilized by incorporating creative hashtags such as #Beerimar and #Beerimesa to draw attention to the district. Meetings are in the process of being scheduled with the Tourism Authority, Craft Beer Association, and the Brewers Guild to discuss the craft brew economy and strategies to promote District 6 as a destination. Partnerships with Uber and touring companies are being evaluated to offer promotional opportunities for district excursions.

- Coordinate between brewery owners and property owners within Miramar area to identify strategic partnerships to further increase the number of breweries – *Ongoing*

Please see objective above.

Public Safety

The paramount responsibility of our city government is to provide for the safety of its residents. As the city's fiscal problems persisted, investment in basic public safety services declined. While funding for our police department is left to our elected leaders at 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 located right next to homes. It is important residents are prepared and are helping neighbors in case of an emergency.

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

Objectives:

- Increase number of Neighborhood Watch street captains throughout the district - *Ongoing*

This objective is currently in progress and will be a continuing project. In the first six months in office, over 26 new block watches have officially come on board with 30+ more in the beginning stages of formation. We have supplied these groups with \$5,391.36 worth of brand new Neighborhood Watch signs and are extending the offer of signs to any new watch group that comes onboard in District 6.

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

This objective is currently in progress and will be an ongoing project. We will continue to provide CPPS funds and will start looking for organizations willing to match funds in the future.

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

This objective is currently in progress and will be an ongoing project. We post crime prevention, safety, and other useful tips on Facebook, Twitter and Nextdoor.

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

This objective is currently in progress and will be an ongoing project. Currently we re-post major crime occurrences from SDPD and will start working with them on neighborhood statistic updates.

- Increase the number of residents participating in Community Emergency Response Team certification – *Ongoing*

This objective is currently in progress and will be an ongoing project.

- *We mail 199 letters monthly informing residents of the CERT program and upcoming training courses*
- *Collaboration with American Red Cross to expand the CERT program*
- *CERT information is available at all events via the District 6 Booth*

- Develop an Emergency Response Council in each neighborhood in District 6 to prepare for disaster response – *In progress*

We will start this project in the fall.

- Improve fire safety throughout the district by facilitating neighborhood resident training in cooperation with Fire Department programs – *Ongoing*

This objective is currently in progress and will be an ongoing project.

- *We will be holding a smoke alarm/CO2 installation event in conjunction with the Red Cross to provide free smoke detectors to high-risk areas.*
- *Developing a Fire Safety brochure that will be available online and hard copy*
- *199 letters about defensible space and neighborhood fire safety*
- *Once we have our Emergency Response Council formed, we will utilize those groups as a forum for further fire education*

- Review the feasibility of Neighborhood Code Compliance volunteer teams to handle minor infractions – *In review*

We will start this project in the fall.

- Evaluate opportunities to update pet restrictions to designated “Cool Zones” in city facilities – *In review*

We will start this project in the fall.

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, 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 fill good-paying jobs.

Objectives:

- Continue to develop relationships between schools and local companies to develop and expand STEM programs – *In progress*

Please see Connect2Carrers in the Jobs and Economic Development section.

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

The FY16 budget included expanded hours for the Library Department's afterschool program that serves students in census tracts with low test scores. The budget also included funding to triple internet speeds in all branch libraries to ensure those students have adequate access to online resources. We are working with non-profits within D6 to identify additional partnership opportunities.

- Encourage student participation in mentoring and job training programs offered by local companies and trade associations – *In progress*

Please see Connect2Carrers in the Jobs and Economic Development section.

Neighborhood Specific Objectives

Each of the goals listed above have been further broken down by each neighborhood. Listed are specific actions (also known as objectives) the city and each neighborhood can take to help accomplish each goal. These actions are not the only ones that may be taken, and the NFC will be consistently looking for input regarding additional actions that may be taken.

Clairemont

Objectives:

- Review opportunities to create an off-leash dog area at Olive Grove Park – *Complete*
 - *We reviewed the request to have an off-leash dog park at Olive Grove Park. We reached out to the parks and recreation department and they outlined the new updated process for creating a designated dog park in an existing City Park. This process is very cumbersome and with the new requirements involved, it would be very difficult to create or carve out certain sections of an existing park and designating it as a new dog park use at Olive Grove Park.*
 - *Through meetings with city staff we've learned that the feasibility of an off-leash dog park at this site is slim. If the neighborhood would like to pursue an off-leash dog park in the area, an alternative site would be necessary.*

- Continue to advocate for allocation of funding for Balboa Avenue Revitalization Action Program projects - *Complete*
 - *There are two Balboa Avenue Funds that were created as a result of the transfer of Balboa Avenue from a state highway to the City. We cannot advocate for additional dollars for these funds, but these are interest earning funds.*
 - *The first fund can be used for the maintenance of Balboa Avenue as well as Capital Improvement projects within the Balboa Avenue corridor. In the last couple years, this fund has been completely expended and was used in part to fund the Balboa Avenue Improvement project as well as several projects that will be started this upcoming fiscal year.*
 - *Projects Completed:*
 - *Balboa Ave and Moraga Ave: Upgrade two (2) pedestrian curb ramps*
 - *Balboa Ave from Mt Culebra to Mt Everest: Installation of sidewalk at the north side of Balboa Ave between Mt Culebra and Mt Everest*
 - *Balboa Ave and Mt Everest Blvd: Install stop bars*
 - *Balboa Ave and Mt Everest Blvd: Upgrade curb ramps (2)*
 - *Balboa Ave and Cannington Dr/Mt Albertine Ave: Install six (6) pedestrian countdown timers*
 - *Balboa Ave and Charger Blvd/Hathaway St: Remove (2) extended island noses*
 - *Balboa Ave and Charger Blvd/Hathaway St: Curb ramps (2) to straighten the crosswalks*
 - *Balboa Ave and Mercury St: Install eight (8) pedestrian countdown timers*
 - *Balboa Ave and Pennisi Dwy: Upgrade three (3) pedestrian ramps*
 - *Balboa Ave and Ponderosa Ave: Upgrade three (3) pedestrian ramps*
 - *Balboa Ave and Ruffin Rd: Upgrade four (2) pedestrian ramps*
 - *Following is a list of improvements that have been sent to Public Works Engineering for design and construction. These improvements are currently in the early design phase:*
 - *Balboa Ave between Genesee and Mt Abernathy: Install median landscaping*
 - *Balboa Ave and Kearny Villa Rd: Upgrade curb ramps, install signal poles with signal mast arms for all approaches, install ped countdown timers, upgrade vehicle heads, install Polara Audio Pedestrian Signal (APS), and install Emergency Vehicle Preemption (EVPE).*
 - *Balboa Ave and Moraga Ave: Install signal pole with signal mast arm for EB traffic, install ped countdown timers, upgrade vehicle heads, and install EVPE.*
 - *Balboa Ave and Mt. Alifan Dr/Mt. Aberthany Av: Upgrade curb ramps, install signal poles with signal mast arms for EB & WB Traffic, install ped countdown timers, upgrade vehicle heads, install Polara APS, and install EVPE.*
 - *Balboa Ave and Viewridge Ave: Upgrade curb ramps, install signal poles with signal mast arms for WB, NB, & SB traffic, implement protected left turn phasing for NB-SB traffic, install ped countdown timers, upgrade vehicle heads, install Polara APS, install marked crosswalks, and install EVPE.*

- *The second is the endowment fund that utilizes interest earned on the principal invested in the fund to cover maintenance costs for the median. This fund is partially expended and is managed by the Parks and Recreation Open Space Department. It is used for general upkeep and maintenance of the Balboa Avenue Median.*
- Partner with programs and seek out resources to address homelessness in Tecolote Canyon – *Ongoing*
 - *We have worked closely with the Police Department and residents of the surrounding area so that when a homeless issue arises in the Tecolote Canyon area, residents know to contact our office or the police department immediately so that the Homeless Outreach Team can be dispatched to address the issue.*
 - *We have advocated for additional resources to be allocated towards services for the homeless population.*
 - *Within the FY16 Budget, there is an allocation of \$2 million additional dollars directed towards homeless solutions. We will be advocating for the direction of a large portion of that money to the Tecolote Canyon Area.*

Kearny Mesa

Objectives:

- Work with business owners, community leaders and city staff to promote the “Convoy District” as a top tourist destination in San Diego – *Ongoing*
 - *Immediately after taking office, we reached out to the “Convoy District” team to let them know that it is one of our top priorities to brand the area.*
 - *Had multiple meetings with the Convoy team to discuss options going forward. These include PBID, banner district, and MAD. These meetings also involved discussing and advising on what each of these options would require in terms of process.*
 - *Through these meetings, developed an understanding that the long term goal would be to create a PBID. In the short term, we discussed creating a banner district to move the needle in the direction of branding the district.*
 - *Connected the Convoy team with City Staff Liz Studebaker who is the BID Advocate within the Mayor’s Economic Development Department. She will be working with our office and the Convoy Team on navigating the PBID and banner district processes.*
 - *We have reached out to several large business owners and leaders in the Convoy area and brought them into the larger conversation in order to unify our effort.*
 - *There is a charrette scheduled by the Convoy District team to discuss and come up with a long term vision and design for the District. Our office will be actively participating in this process.*
- Review opportunities to increase floor-area ratio within planning group area – *Ongoing*
 - *We have worked very closely with the Kearny Mesa Planning Group and several large businesses in the KM area on increasing the FAR.*

- *We have advocated the community plan of Kearny Mesa be prioritized for funding AND have successfully secured funding in the FY16 budget for the update process to begin for KM.*

Mira Mesa

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 – *Ongoing*

Currently our office is working on the restoration of the Senior Center. We have contributed CPPS funding to help with the cleanup of the Senior Center, and our office has held meetings with both the Epicentre and the Senior Center to discuss the future of a possible Civic Center.

We will be holding a roundtable or townhall style meeting in the fall to solicit further input on the neighborhood’s vision for the Civic Center.

- Review opportunities to utilize public/private partnership with local universities to commence a Community Plan Update - *Ongoing*

Our office has met with City staff about the schedule for a Community Plan Update. Kearny Mesa and Clairemont are both slated for Community Plan Updates this year and our office will continue to advocate for Mira Mesa to be included in the next cycle of Community Plan Updates.

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

Currently the Councilmember is featured in both the Mira Mesa Town Council Newsletter, and Mira Mesa Living. Our office is the first Council office to have a Nextdoor page, and will continue to work with the community to create more opportunities for outreach. We welcome additional input from the community as we evaluate this project.

- 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 – *Ongoing*

Our office has met with both Parks & Recreation and the Recreation Council on the proposed joint-use projects at Wangenheim and Maddox schools. Our office was successful in facilitating the approval of the Westview Shade Structure, and will work with City staff to ensure that future shade projects in Mira Mesa are built successfully. The Westview Shade Structure will begin construction this year (2015).

- Open a dialogue between the California High-Speed Rail Authority, City and County government, local community groups, and residents regarding the Escondido to San Diego segment of the rail line and evaluate any potential negative impacts it may have on Miramar College, residents and local businesses – *In review*

We will start this project in the fall.

Park Village

Objectives:

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

Our office has met with both developers of the Merge 56 and Rhodes Crossing. These projects will be instrumental in building the connection of Park Village Road to the 56, by completing Camino del Sur.

We have also held a community coffee on the Merge 56 development project and included the discussion of an evacuation route.

- Identify funding opportunities to beautify medians – *In review*

In light of our current drought situation, this project has been placed on hold.

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

Code enforcement received nine (9) new full-time employee positions in the budget passed by the council for FY16.

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

Our office donated CPPS funding to the PQ Fiesta and the Rancho Penasquitos Little League. We have participated in many of the events in Penasquitos and would like to work with the Town Council and the NFC to engage Park Village in future events.

- Create greater awareness and accountability among Park Village residents to report crime to allow North Eastern Police Station to appropriately respond & add more patrol based on accurately reported needs – *Ongoing*

Our office has worked with the Community Relations Officer for Northeastern Division on how we can assist them with additional grant funding for their station. Our office encourages the use of Nextdoor to receive further information from both SDPD and the Council office.

Sorrento Valley

Objectives:

- Advocate for public/private partnership with the Homeowners Association to develop "Overlook Park" – *Complete*

We facilitated and held numerous meetings with and Parks and Recreation staff and community stakeholders to evaluate the options for Overlook Park. While the outcome of the meetings was less than ideal, there is a path forward should the community choose to pursue it. Currently, the residents in Sorrento Valley have opted not to move forward with this project.

- Evaluate possible additional traffic calming measures to reduce speeding along Sorrento Valley Boulevard and Calle Cristobal (e.g. speed meters or traffic patrols) – *Ongoing*

We will be providing SDPD Northwestern Division with CPPS funding for speed trailers in FY16. We will request that these trailers be placed along Sorrento Valley Blvd. and Calle Cristobal to deter speeders.

- 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 - *Ongoing*

Please see the Community Engagement section above.

- 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 – *Ongoing*

By working with the community, our office has successfully come to an agreement to have Sorrento Valley neighborhood signs built. These signs are currently being designed by the City, and will come back for further community input.

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

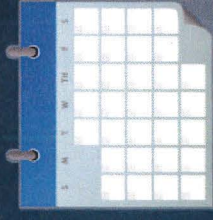
Neighborhood organizations are asked to put priority submission items on agendas in the fall

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



Prezi