



## **Neighborhoods First Coalition 2016 Strategic Plan**

### **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 growing craft breweries. Within 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**

#### **Town Councils and Community Planning Groups**

District 6 includes a number of vibrant neighborhoods with organizations that advocate on their behalf. Town Councils and Community Planning Groups serve the residents and businesses in each of these neighborhoods, identifying neighborhood specific issues and solutions. The participation by the organizations below is fundamental to the development of the District 6 Strategic Plan.

<b>Neighborhood</b>	<b>Town Council</b>	<b>Planning Group</b>
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 Peñasquitos Town Council	Rancho Peñasquitos Community Planning Group
Sorrento Valley	Sorrento Valley Town Council	Mira Mesa Community Planning Group

## 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 a 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 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:

<b>Clairemont</b>	<b>Mira Mesa</b>	<b>Park Village/ Rancho Peñasquitos</b>	<b>Sorrento Valley</b>	<b>Kearny Mesa</b>
Stephen Groce	Mitz Lee (Chair)	Andy Berg	Arnie Edner	Dr. Allen Chan
Shirley Gilbert	Bari Vaz	Helen Quintanilla	Wayne Cox	
	Kim-Trang Dang			

## **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 2016 Strategic Plan Process**

On June 24<sup>th</sup>, 2016 leaders from the participating Town Councils and Planning Groups were invited to a Strategic Plan Kick-Off dinner hosted by the NFC. Councilmember Chris Cate provided progress and further effort underway against the goals and objectives in the 2015 Strategic Plan. The NFC briefed the organizations on the 2016 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 August 3<sup>rd</sup>, and continuing through September 2<sup>nd</sup>, 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 constituents aware of the Strategic Plan process/timeline and encouraged them to provide input through either their local town council or planning group, through an NFC Open Forum, or directly to his office.

In September the NFC held an Open Forum workshop to gather input directly from individuals. By October 15<sup>th</sup> all information received, whether through organization or individual was collated on a spreadsheet for final review and processing by the NFC.

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 will be updated with progress and plans 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*

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.

Objectives:

- Increase participation of residents in the Community Planning Group Capital Improvement Program (CIP) planning process
- Review opportunities to allow for reallocation of project funds to those closer to completion
- Continue the “District 6 Pothole Patrol” to proactively identify needed street repairs
- Provide easy access to ongoing status reports of projects in the planning, construction and completion phases within the district
- Help simplify the approval processes for both public and private construction projects to reduce time and unnecessary administrative costs

### *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:

- Develop an official Community Transportation Committee comprised of local businesses, residents and stakeholders
- Evaluate and promote alternative transportation methods such as bike sharing, vanpools, and increased transit options
- Work with the Metropolitan Transit Service (MTS) to review existing routes, survey neighborhoods, and realign bus routes to better suit community needs
- Review current traffic patterns and determine if signal reconfiguration/restriping is beneficial
- Continue to apply for State Grant assistance for roadway and street repairs

## *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.

Objectives:

- Encourage and facilitate neighborhood self-identification
- 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
- Develop a Resident's Guide, available on-line and in print, that provides neighborhood and city specific contact information to address common residential issues
- Provide outreach presentations to service and community organizations throughout the district about the NFC and the Resident's Guide and encourage participation
- Encourage participation in Nextdoor and provide updates on neighborhood specific issues when necessary
- Hold quarterly neighborhood clean-ups throughout recreational areas across District 6

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

## *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 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 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.

Objectives:

- Advocate for expansion of our Economic Growth Division and Business Improvement District support services
- Partner with business organizations to host quarterly small business forums to identify common growth initiatives and provide assistance for implementation
- Promote internships between businesses and students/individuals seeking to gain experience in the private sector, and Science, Technology, Engineering and Math (STEM) programs sponsored by the education and workforce community
- Promote workforce development programs specifically offered to veterans
- 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
- Coordinate between brewery owners and property owners within District 6 to identify strategic partnerships to further increase the number of breweries

## *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 right next 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.

Objectives:

- Increase number of Neighborhood Watch street captains throughout the district
- Identify opportunities to assist in the funding of new Neighborhood Watch signs for newly created programs
- Utilize social media to provide basic crime prevention tips to residents
- Increase distribution of crime statistics for each neighborhood to inform residents of what is occurring
- Increase the number of residents participating in Community Emergency Response Team certification
- Develop an Emergency Response Council in each neighborhood in District 6 to prepare for disaster response
- Improve fire safety throughout the district by facilitating neighborhood resident training and cooperation with Fire Department programs
- Review the feasibility of Neighborhood Code Compliance volunteer teams to handle minor infractions
- Evaluate opportunities to update pet restrictions to designated “Cool Zones” in city facilities

## *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.

Objectives:

- Continue to foster relationships between schools and local companies to develop and expand STEM programs and student participation in mentoring and job training programs offered by local companies and trade associations
- Explore options to expand partnerships with other venues and non-profits to provide before-and after-school programs

## **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:

- Review opportunities to create an off-leash dog area at Olive Grove Park or a neighboring park
- Partner with programs and seek out resources to address homelessness in Tecolote Canyon

#### Current Objectives:

- Clairemont Community Entry signs on medians located on:
  - North Genesee between SR-52 freeway and Appleton Avenue
  - Southeast Genesee between Marlesta Drive and Osler Drive
- Install new pour-in-place fall mats for the playground at North Clairemont Recreation Center.
- Drought tolerant tree replacement for tree lost during water cut backs at North Clairemont Recreation Center.
- Enhance the center median streetscape and storm drainage between North Genesee and SR-52 freeway.
- Install center median and streetscape on Moraga Avenue South and Balboa Avenue.
- Add benches and landscaping to the courtyard space at the Balboa Public library.
- Complete design and permitting for Olive Grove Park Capital Improvement Project.
- Finalize a lease agreement with an operator for Senior Services at the North Clairemont Recreation Center formally known as the “Live Well 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.
- Coordinate with the Street Department to institute a policy where burned out street lights will be replaced within 72 hours of notification.
- Add a street light on Mt. Acadia Blvd. between Mt. Alifan and Mt. Blanco.



- Allocate funding for 6 street lights on the 4100 block of Mt. Alifan. (Lights have already been approved)
- Conduct traffic studies on high speed and traffic streets used as bypass routes to develop traffic calming measures on the following areas:
  - Moraga Avenue
  - Mount Acadia Drive
  - Mount Alifan Drive
  - Cadden Way
- Repair or re-surface the following list of streets:
  - Chateau Drive
  - Balboa Arms Drive
  - Mount Hubbard Avenue
  - West Mount Henry Avenue
  - Clairemont Mesa Blvd. (Clairemont Drive to 805)
  - SE Genesee Avenue (between Mount Alifan Drive and Marlesta Drive)
  - Moraga Avenue South (between Balboa Avenue and W Fox Avenue)
- Add a sidewalk to bridge the North sidewalks on Balboa Avenue from Mount Culebra Avenue and Clairemont Drive.
- Install shade structures for all tot lots in the North Clairemont parks.
- Upgrade access to playground in 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
- 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
- Add sidewalks to the north and south sides of Balboa Avenue from just east of the Clairemont Drive intersection to Mt. Everest Blvd
- Install curb ramp at the NW corner of Mt. Blanca Drive and Mt. Acadia Blvd intersection at Horizon High School.
- Mitigate traffic on Flanders and create safe walkway entrances to the new Jonas Salk Elementary School
- Add two sections of sidewalk on the east side of Genesee Avenue from Mt. Herbert to Sauk Avenue.
- Allocate funding for pedestrian cross walk and lights at the intersection of Eckstrom Avenue (Project already approved)
- Complete traffic studies to explore traffic calming measures such as lane reductions speed humps/roundabouts, 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
- Install smart lights at Rolfe Road and Clairemont Mesa Blvd.

## **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
- Review opportunities to increase floor-area ratio within planning group area

Current Objectives

- Establish a Banner District in the Convoy area and corresponding Convoy marketing campaign.

## **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
- Review opportunities to utilize public/private partnership with local universities to commence a Community Plan Update
- Evaluate the feasibility of creating a “Mira Mesa Community Newspaper” and website through sponsorship/grant opportunities
- 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
- 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

## Current Objectives

- 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.
- Return \$500,000 that was deposited into the Mira Mesa Teen Center Fund to the Mira Mesa Community Fund so that the community of Mira Mesa can determine how the money will be spent.
- Develop a streamlined road map for handling revenue from Recreation Councils. The plan should encourage the assistance of Recreation Councils and continued donation of funds and volunteer energy on community park improvements.
- Work with a consultant to facilitate a workshop to develop General Development Plan (GPD) for both Wagenheim and Maddox Neighborhood Parks.
- Workshop for Phase 2 of Mira Mesa Community Park, which is planned to include an Aquatic Center and wheel friendly plaza.
- Construct additional shade structures at Mesa Verde and Mesa Viking Neighborhood Parks and one in the tot lot area of Hourglass Field Community Park.
- Repave Marbury Street

## Park Village

### Ongoing Objectives:

- Evaluate options for additional exit(s) to be used during disasters/evacuations
- Identify funding opportunities to beautify medians
- Encourage greater reporting & compliance of code enforcement, especially as they apply to residential issues
- Create opportunities for greater community engagement among Park Village residents and identify opportunities to involve Park Village residents in other district issues/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

## Current Objectives

- 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

- Rework ventilation system to improve air circulation at Canyonside Recreation Center
- Retrofit the potable irrigation system to connect to the existing recycled water on Black Mountain Road.
- Construct a Restroom facility at Penasquitos Creek Park
- Resurface Park Village Road

## **Sorrento Valley**

### Ongoing Objectives:

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

### Current Objectives

- 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.
- Complete 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.
- Pursue traffic calming measures for speeding on Sorrento Valley Blvd., including performing a traffic study to explore options including: adding speed trailers and moving the west-bound traffic speed beacon to the eastern edge of Pacific Ridge.