



NFC Kick-Off



2016 Strategic Plan Update

July 11, 2016

Mira Mesa Senior Center

History of the NFC



WEHN? — Launched during the Chris Cate City Council Campaign

WHAT? — Mechanism to gather and centralize District Priorities

Timeline



Summer 2014: NFC was formed and held inaugural meetings

Fall 2014: Strategic Plan written and adopted by NFC



Winter 2015: Strategic plan implemented in FY 16 budget priority memo

Spring 2015: NFC formally adopts bylaws and sets year goals and timeline



The Interaction between City Hall, the NFC and District 6

2016 Objectives



These objectives way to hold Council Office accountable

Strategic Plan has both district wide and neighborhood specific objectives

Objectives have served as guidance since Day 1 in office

Staff developed an internal plan to achieve these objectives

Objectives have helped guide our policy goals and budget priorities

Infrastructure Objectives

Increase the amount of investment in infrastructure in D6 and increase resident participation in prioritizing projects

Simplify permit approvals

ONGOING PROJECT

CIP streamlining measures implemented

Development Services Department reforms, including flat fees for small projects.

Recently voted to keep General Plan Maintenance Fee as a flat fee.

Opportunities for reallocation of projects funds ✓

Council Approved a new cash management system.

District 6 was successful in transferring \$500k from a closed out CIP for improvements in Olive Grove Park, which is now #2 on the Waterfall List.

Provide easy access to ongoing projects ✓

Letters, emails and Nextdoor posts for any streets repairs or large projects

Monthly Updates at community meetings of ongoing projects and improvement

District CIP projects posted online

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Traffic Objectives

Reduce congestion on neighborhood streets
and promote alternative
transportation options

Explore traffic reconfiguration

Ongoing efforts to review existing routes, light stems,
and bicycle lanes to identify potential changes to
reduce traffic congestion and make our roads safer for
all modes of transportation.

Review current bus routes

Ongoing project to work with Metropolitan
Transit Systems (MTS) and regional partners to
incorporate solutions that will alleviate traffic
concerns.

Promote Alternative Transportation Methods

SANDAG working to bolster Bus Rapid Transit program
and is incorporating modernized transit signal priority
systems to reduce traffic congestion.

Worked with Zip Car to bring program to Kearney
Mesa and Convoy.

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Community Engagement Objectives

Increase the transparency of information for residents and level of civic participation

Introduce NTC concept to neighborhood groups

Last fall, Chris and NTC members presented presentation, strategic plan and timeline to community groups through D6 to solicit input for the 2016 Strategic Plan.

Encourage & facilitate neighborhood self-identification

Provided funding for Clairemont neighborhood monument sign
Helped facilitate the implementation of a Conroy Banner District

Create centralized volunteer database to increase coordination

Working with community groups and non-profit organizations to use existing volunteer database platforms in District 6.

Promote and Participate in Nextdoor

District 6 was the first office to launch a Nextdoor Page.
Monthly Mailing to residents letter explaining Nextdoor and how to sign up
Regularly post to Nextdoor and respond to constituent concerns voiced through Nextdoor.

Quarterly Neighborhood Community Service

January-Free pre-filled sandbag event
March-PQ Canyon Preserve Repair
April-I Love a Clean San Diego Creek to Bay
Organizing Charity Corn Hole Tournament benefitting the SDPD and SDPD Foundations

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Job Creation & Economic Growth

Increase the ability of small businesses and entrepreneurs to locate and/or expand their businesses.

Advocate for Expansion of Economic Growth

Passed new legislation to support Home-Based
Businesses operate and grow

Allocated funding to launch "One Stop Shop"
Business Portal for businesses

Continue to promote city programs like the
Storefront Improvement Program, Business
Industry Incentive Program, & Cal
Competes Tax Credit



Promote internships between businesses and students

Prioritized and secured funding for Workforce
Partnership Connect2Careers program

Facilitated expansion of Reality
Changers to include Mira Mesa High
School

Promote veteran workforce development

Working with several non-profits, including The Rosie Network, to expand and promote existing job training and entrepreneurship programs specifically developed for veterans and military spouses.

Advocate for promotion of "San Diego Craft Beers"

Partnered with AleSmith to brew D6 Session Saison,
with a portion of proceeds donated to Psych Armor

Partnered with Uber to provide rides highlighting
D6 breweries during SD Craft Beer Week

Partnered with National University to study the
economic impact of San Diego craft beer

Working to establish a Miramar Banner
District

Launched D6beer.com

Public Safety Objectives

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

Neighborhood Watch

Expanded D6 Neighborhood Watch program Mira Mesa, increasing the number of active block captains to 30

Participated in the City's first Neighborhood Watch Summit, which took place in Clairemont.

Continue to encourage Neighborhood Watch recruitment at all community events

Provided funds to purchase 200 new Neighborhood Watch signs

Develop Emergency Response Council

Partnered with the Office of Homeland Security to create an Evacuation Guide for Sorrento Valley Businesses

Currently working on developing Evacuation Guide for Rancho Penasquitos

Utilize Social Media to provide crime prevention tips

Posting crime prevention, safety, and tips on Facebook, Twitter, and Nextdoor.

Office mailings providing tips and helpful numbers

Improve fire safety

Planning emergency pet safety event, where residents will receive fire safety and evacuation tips, and free emergency pet kits.

Regularly send fire safety information letters and post to Nextdoor

Ongoing project to expand and promote a district wide Emergency Response Council

Ongoing project to develop fire safety brochure

Public Safety Objectives

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Neighborhood Watch

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Clairemont Objectives

Clairemont Senior Center – Ensured the necessary bridge funding was allocated to reopen the center last fall and ensure it remains open until a permanent operator is found.

Provided funding for new Clairemont monument sign

Funding for 3 of the 6 requested street lights on Mt. Alifan has been allocated.

Olive Grove Park improvements – Advocated for funding in FY17 Budget Priority Memo. While no funding was allocated, the park is #2 on the CIP Waterfall List.

Initiated traffic studies for all locations identified in the NFC Strategic Plan.

Community Plan Update – Funding allocated for update; Project launched this past June.

Kearny Mesa Objectives

Convoy District- A Banner District has been formed, and staff is working on branding the district as a tourist destination !

Community Plan Update -Funding has been allocated and a Community Plan Update is in progress 👍

Mira Mesa Objectives

Epicentre Building – Currently searching for an operator for the Epicentre building. Request for Proposals (RFP) is scheduled to open this summer.

Community Plan Update– Funding has been allocated to begin the Community Plan Update for Mira Mesa

Evaluate possibility of creating Civic Center withing Mira Mesa–On going project, need to solicit community input on vision and ideas.

At termination of Epicentre lease, \$500,000 was returned to the Mira Mesa Community Fund.

Mira Mesa Senior Center – Permanent operator has been identified and a new roof and HVAC has been installed. Solar panels are scheduled to be installed in October.

Our office is working with City Staff to give flexibility of appropriate uses to Senior Center operators.

Park Village Objectives ✓

Encourage more code compliance and reporting- City recently launched the "Get It Done" app to increase ease of reporting.

Greater awareness and participation - Partnered with SDPD to host Neighborhood Watch information and recruitment meeting at the Rancho Penasquitos Library.

Evaluate options for additional exits during disasters-ongoing project, Camino Del Sur extension is attached to the anticipated Merge 56 Project. Additionally, our office has worked with the Office of Homeland Security to start the process to develop an Emergency Evacuation Plan.

Canyonside Community Park - CIP created to install new HVAC system

Resurface Park Village Rd. - Slurry seal completed, new buffer bike lanes have been painted. ADA improvements scheduled to be installed on Park Village Rd. between Ragweed and Black Mountain Rd.

Sorrento Valley Objectives

Neighborhood identification - An application for Sorrento Valley community signs has been submitted, but our office is unaware of its progress.

Speed Reduction - Purchased two speed trailers through CPPS grant funding. These trailers are mobile and will be placed strategically throughout the neighborhood.



Fire Safety - Coordinated with the Office of Homeland Security to develop an Emergency Evacuation Plan for the businesses in Sorrento Valley

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