

CITY OF PASADENA • NORTHWEST COMMISSION
SIX-MONTH STRATEGIC OBJECTIVES

February 2018 – July 2018 (UPDATED 3-13-2018)

CITY OF PASADENA MISSION:

The City of Pasadena is dedicated to delivering exemplary municipal services, responsive to our entire community, and consistent with our history, culture and unique character.

NORTHWEST COMMISSION ROLES AND PURPOSES

1. Serve as monitoring body and voice for the Northwest Community.
2. Work with the City Manager and staff on updating and revising the Northwest Community Strategic Plan.
3. Provide ongoing oversight of the implementation of the Plan.
4. Provide periodic advice to the City Council on Northwest issues.
5. Work with the City Manager and staff to promote economic development activities in Northwest Pasadena.
6. Provide periodic advice to the Council on economic development activities, *Land Use and Public Safety in Northwest Pasadena*.
7. Provide an annual report of the Implementation of the Plan's projects and programs to the City Council and community.

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<ul style="list-style-type: none"> Monthly update 					
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STRATEGIES	LED BY	STATUS			COMMENTS
		DONE	ON TARGET	REVISED	
<p>PRESENT RECOMMENDATIONS TO THE CITY COUNCIL THROUGH PRESENTATIONS FROM VARIOUS CITY DEPARTMENTS</p> <ul style="list-style-type: none"> CIP CDBG Housing Land Use Public Safety 	NW Commission				

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<p>ADVOCATE FOR THE COMMUNITY BY LEARNING COMMUNITY NEEDS FROM COUNCIL DISTRICTS 1, 3 AND 5</p> <p>Action Steps</p> <ul style="list-style-type: none"> ○ Attend all Council District Meetings and Activities ○ Refine surveys and compile them into a report for review and action by the Commission <p>Participate in community events.</p> <ul style="list-style-type: none"> ● Better health, Better Life Health Fair & Conference (Nov) ● La Pintesca Tree Lighting (Dec) ● State of the City Address (Jan.) ● Black History Month Celebrations (Feb and March.) ● Family Fun Day (May) ● Juneteenth (June) ● 44th District Block Party (June & Aug.) ● Parks After Dark (June - August) ● National Night Out (August) ● Latino Heritage Jamaica and Parade (Oct.) ● New Businesses Welcome Letter ● Church Events ● Collaborate Pasadena Meetings ● NWC Meetings 	NW Commission				<p>Update and send surveys to Commissioner Romo for translation. Invitation to all Councilmembers inviting them to a NW meeting Short term: Add zip code and Census tract Add 311 link</p> <p>Welcome letter from the NW Commission to new businesses</p>

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<p>OUTREACH TO THE COMMUNITY</p> <p>Northwest Commission Newsletter</p> <p>Action Steps</p> <ul style="list-style-type: none"> ○ Review the comments for next steps 	NW Commission				<p>Commissioner Frammolino to provide strategic communications plan in April, 2018.</p> <p>Commission to outreach to PCC President by April 2018.</p> <p>Commission to discuss the status of the newsletter in April 2018.</p>

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<p>MONITOR IMPLEMENTATION OF THE CAPITAL IMPROVEMENT PROJECTS</p> <p>Action Steps</p> <ul style="list-style-type: none"> ○ Establish project timeline for all CIP activities. <ul style="list-style-type: none"> • Hear from residents and follow up on CIP needs May-August • Northwest Commission discusses CIP requests September • Review full list in October at NWC meeting • Submit projects to City staff in November • Sub-committee meets with PW staff in February • Staff presents CIP projects in March • Commissioners attend public hearings before the Planning Commission, Transportation Commission and City Council in April ○ Engage community in providing input regarding projects (Sources: HS&R newsletter, Business License Renewal, Collaborate Pasadena, PUSD Peach Jar and 311 Application reports). 	<p>Cindy Schnuelle, Kimberly Douglas and NW Commissioners</p>				

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<p>SUPPORT ECONOMIC DEVELOPMENT ACTIVITIES</p> <p>Action Steps</p> <ul style="list-style-type: none"> ○ Work with City staff and Councilmembers to promote economic development activities in the Northwest. ⊖ Explore youth internship opportunities in various fields ○ EdTech –support their economic strategic plan update and implementation 	<p>Cindy Schnuelle, Steve Darden, Rogelio Ramirez and Ralph Frammolino</p>				

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<p>ADVOCATE ACTIVELY IN PLANNING AND DEVELOPMENT PROCESS FOR ROBINSON PARK and HERITAGE SQUARE SOUTH</p> <p>Action Steps</p> <ul style="list-style-type: none"> ○ Participate on RP Steering Committee. ○ Receive updates on the Heritage Square (South) project. 	<p>Steve Darden, Craig Washington and Sandra Chen Lau</p>				<p>Next RP Steering Committee meeting is March 27, 2018 Notify Commission of timeline for Grand Opening</p>