

**City of Pasadena Northwest Commission  
Strategic Plan: 07/01/2021 – 06/30/2022**

**Mission:**

1. Serve as a monitoring body for the Northwest community.
2. Work with the City Manager and staff on updating and revising the Northwest Strategic Plan.
3. Provide ongoing oversight on 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 in Northwest Pasadena.
7. Present an annual review of the implementation of the plan's projects and programs to the City Council and the community.
8. Recommend policies, procedures, programs and legislation to promote and ensure communication, civic involvement, and social and cultural environments to the Northwest residents of Pasadena.
9. Consult and cooperate with other public agencies and commissions on matters relevant to the Commission.

**FY 2021-2022 Objectives:**

Objective #1 – Advocacy

Objective #2 – Outreach

Objective #3 – Northwest Commission Newsletter

Objective #4 – Economic Development

## **Objective #1 – Advocacy**

Advocacy via presentations and recommendations to the City Council, city departments and Commissions, and others in the following areas:

Commissioners: Schnuelle (Lead), Douglas, Shay, Amsbry

### **Action Items:**

- CIP – Recommend implementation of the Capital Improvement Program projects
  - July-September 2021: Receive input from the community for recommended CIP projects.
  - October 2021: Commission votes to recommend 2022-2023 CIP projects to the Public Works Department.
  - November 2021: Submit 2022-2023 CIP list of projects to Public Works.
  - March 2021: Public Works tentative presentation date on proposed projects/priorities.
- Review Community Development Block Grant (CDBG) Scoring Criteria for City Set-Aside Projects.
  - Presentation from Randy Mabson (Housing Department) on the criteria process
- HWPAC – Advocate for the Hahamongna Watershed Park Advisory Committee:
  - Educational Center CIP Item
  - Habitat Enhancement Plan
  - One Arroyo updates
- Public Safety (Lead: Shay)
  - Establish and maintain open communication and review possible collaborations with the Community Police Oversight Commission.
  - Attend Community Police Oversight Commission meetings and report back information to the ad hoc committee.
- Review redistricting efforts by City staff and make appropriate recommendations to City Council as they relate to the Northwest

### **Strategic Plan Updates:**

July 2021:

- Vice-Chair Schnuelle shared that the HWPAC met on Tuesday, June 22 and elected officers for FY 2021-2022, and the committee requested a tour in August of the annexed properties in Hahamongna.

- Vice-Chair Schnuelle attended Councilmember Rivas' District 5 office hours at a local business on Saturday, June 26 and shared the topics of discussion with the Commission.
- Staff (Osborne) will be scheduling a presentation for the Commission with Randy Mabson (Housing Department) to discuss the CDBG criteria process.

August 2021:

September 2021:

October 2021:

November 2021:

December 2021:

January 2022:

February 2022:

March 2022:

April 2022:

May 2022:

June 2022:

**Status:**

## **Objective #2 – Outreach**

Engage in community outreach to identify needs, share information and promote progress in areas of interest.

Commissioners: Bell (Lead), Cullins, Amsbry

### **Action Items:**

- Community Meetings/Events:
  - Attend and present at Councilmember District meetings.
  - Attend Pasadena Neighborhood Network meetings (Commissioner Schnuelle).
  - Provide a calendar of upcoming community events and city meetings.
- Northwest Commission Survey:
  - Finalize Northwest Commission survey by August 10, 2021.
  - Conduct surveys at community events as allowed per City reopening procedures.
- Informational Presentations – Monitor and assess issues of importance from the following presentations, but not limited to:
  - Police Department
  - Housing Department, Affordable Housing Task Force
  - Public Health Department presentations on programs impacting the Northwest.
- Communicate regularly with active neighborhood associations in the Northwest.

### **Strategic Plan Updates:**

July 2021:

- Vice-Chair Schnuelle and Commissioner Amsbry attended the Pasadena Neighborhood Network meeting on Thursday, July 1, which included a presentation from Darryl Dunn (CEO and General Manager, Rose Bowl Operating Company) about the financial situation of the Rose Bowl.
- The Commission requested staff to translate the Northwest Commission Survey to Spanish to provide an English and Spanish version once updated.
- The Northwest Commission Survey will be reviewed and updated by the Commission at the August meeting.

August 2021:

September 2021:

October 2021:

November 2021:

December 2021:

January 2022:

February 2022:

March 2022:

April 2022:

May 2022:

June 2022:

**Status:**

## **Objective #3 – Northwest Commission Newsletter**

Produce a quarterly newsletter that highlights the Northwest Commission's activities, new businesses that have opened, and issues confronting our residents.

Commissioners: Amsbry, Preyer, Cullins

### **Action Items:**

- Produce a quarterly newsletter.
- Distribution through City Councilmember email lists and neighborhood associations.

### **Strategic Plan Updates:**

July 2021:

- The Newsletter ad hoc committee is scheduled to meet the week of July 19 to discuss priorities.

August 2021:

September 2021:

October 2021:

November 2021:

December 2021:

January 2022:

February 2022:

March 2022:

April 2022:

May 2022:

June 2022:

### **Status:**

## **Objective #4 – Economic Development**

Work with City staff and Councilmembers to support economic development activities in the Northwest.

Commissioners: Carr (Lead), Sims, Shay

### **Action Items:**

- Receive a presentation from Dave Klug (Economic Development Division)
- Engage and promote new businesses in the Northwest:
  - Staff notifies Northwest Commission of new businesses
  - Commissioners make personal contact with business owners/representatives to learn about the business and introduce them to the role of the Northwest Commission
  - New businesses will be highlighted in the Northwest Commission newsletter
- Share resources from the Small Business Development Center (SBDC)
- Update the Northwest businesses webpage with new businesses

### **Strategic Plan Updates:**

July 2021:

- Chair Douglas shared an update from Commissioner Carr regarding the Home State restaurant, a new business in the Northwest, regarding a meeting he had with the manager to introduce the purpose and function of the Northwest Commission.
- Staff (Osborne) confirmed a presentation from Dave Klug (Economic Development Division) for the Commission meeting in August to discuss Economic opportunities in the Northwest.

August 2021:

September 2021:

October 2021:

November 2021:

December 2021:

January 2022:

February 2022:

March 2022:

April 2022:

May 2022:

June 2022:

**Status:**