

City of Pasadena Northwest Commission Strategic Plan: 07/01/2022 – 06/30/2023

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 2022-2023 Objectives:

Objective #1: Funding

Objective #2: Refuse

Objective #3: Neighborhood Preservation/Environmental/Public Safety

Objective #4: Economic Development

Objective #5: Housing

Objective #1 – CDBG Funding

Increase the NW Commission's advisory role related to CDBG funding for improvements to City facilities in NW Pasadena.

Commissioners: Sims, Cullins

Action Items:

- Determine City facilities that fall within the geographic area eligible for CDBG funding.
- Have presentation from Housing regarding application process for CDBG funding.
- Learn what improvements for NW City facilities are on the current list of priorities (if any).
- Engage City Staff of facilities to assess needs and desired improvements.
- Get community input and/or support for improvements to NW facilities.
- Recommend improvements (based on assessment) for CDBG funding to support.

Work Plan Updates:

July 2022:

- Schedule presentation from the Housing Department on the CDBG process for public services.
- Commissioner Collins recommended that the Commission review the survey to determine the needs of the community to determine priority for funding.

Status:

Objective #2 – Refuse & Dumping

Advocate for effective and long-term responses to refuse and dumping issues in NW Pasadena.

Commissioners: Preyer, Bell, Aragon

Action Items:

- Have presentation from Public Works Department to determine the City's past programs, services, and code enforcement for refuse pick-ups and dumping issues.
- Learn about responsibilities for property owners versus renters, and services, options and penalties for non-compliance.
- Get community input (property owners, renters, and business owners) on needs, concerns, and desires for addressing ongoing refuse and dumping issues.
- Promote information sharing to community members about refuse requirements, services and penalties.
- Get updates from Code Enforcement on progress and continuing concerns.
- Recommend the City reinstitute services in response to needs and concerns from community members.

Work Plan Updates:

July 2022:

- Schedule a presentation from the Public Works Department to explain the department's policy on bulky item dumping and pick up.
- The Commission will discuss ways to seek input from residents and businesses on their concerns.

Status:

Objective #3 – Neighborhood Preservation/Environmental/Public Safety

Advance Community Improvement Projects (CIP) issues and monitor projects that require coordination between multiple entities.

Commissioners: Cullins, Douglas

Action Items:

- Assess CIP needs in the NW.
- Get community input on NW CIP needs and priorities.
- Determine separate groups for Public Works projects versus maintenance.
- Submit CIP recommendations.
- Have presentations and/or reporting from City entities responsible for addressing CIP efforts.

Work Plan Updates:

July 2022:

- Staff (Osborne) to provide CIP schedule for the new program year.
- Invite Public Works to discuss issues with repairing sidewalks with asphalt patches, uprooted parkway trees and lighting issues due to root invasion.
- Provide a document illustrating the various divisions of the Public Works Department.
- Staff (Osborne) to follow up on the status of tree planting requested during the CIP process.

Status:

Objective #4 – Economic Development

Objective Statement: To be determined

Commissioners: Carr, Reyes

Action Items:

- Have presentations from the Economic Development department regarding resources and incentives available for new and existing businesses.
- Contact other government entities (City and LA County) regarding best practices for Economic Development Incentives
- Disseminate information to businesses about available resources and incentives.
- Identify any economic development plans or efforts specific to NW Pasadena.
- Get community input on the types of businesses and services desired in NW Pasadena.
- Recommend to the Economic Development Department about supporting local businesses.
- Promote and improve Northwest Business Directory as needed (pre/post launch).
- Canvas local businesses.
- Create a one-page document to distribute to businesses to provide information for the Business Directory.

Work Plan Updates:

July 2022:

- The Commission updated the action items.
- The Objective will be provided after discussion with Commissioner Carr.

Status:

Objective #5 – Housing

Promote efforts related to affordable housing and addressing homelessness.

Commissioners: Douglas, Bell

Action Items:

- Disseminate information to homeowners regarding the City's ADU program.
- Coordinate quarterly reporting on ADU increases and monitor concerns related to population density.
- Conduct research about available resources and incentives.
- Coordinate presentation related to Heritage Square-South and how placements will be made for the previously unhoused residents.

Work Plan Updates:

July 2022:

- Commissioner Douglas mentioned the groundbreaking for Heritage Square-South and the importance of monitoring the project.
- Commission to review the email from the Pasadena Continuum of Care regarding a survey to determine Housing gaps.

Status: