

**City of Pasadena Northwest Commission
Strategic Plan: 07/11/2023 – 06/11/2024**

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 2023-2024 Ad Hoc Committees:

Ad Hoc Committee re: Objective #1: Neighborhood Preservation/Public Safety

Ad Hoc Committee re: Objective #2: Economic Development

Ad Hoc Committee re: Objective #3: CDBG Funding

Ad Hoc Committee re: Objective #1 – Neighborhood Preservation/Public Safety

Objective Purpose: Promote equitable Northwest neighborhood preservations through advancing CIP projects and monitoring activities related to housing and public safety.

Commissioners: Yopez Hernandez, Nava-Angeles, Aragon, Carr

Action Items:

- Support staff in completing a status of activities named in the 1985 Northwest Community Plan.
- Assess CIP needs in Northwest, including gathering community input, and make recommendations (maintenance and safety concerns).
- Conduct Annual Community Survey and concurrently encourage resident reporting via City app.
- Assess equitable enforcement of new neighborhood or city regulations (**Citywide reports vs. for Northwest only**).
- Share information with the community on refuse requirements, services, and penalties.
- Receive reports/updates on new housing projects in Northwest.

Strategic Plan Updates:

July 2023:

- No update provided

August 2023:

- The Commission received an update on the Hope Housing Project in Northwest Pasadena from Jim Wong, Senior Project Manager, Department of Housing.
- Staff (Osborne) reported she informed the Department Directors the Commission is assisting with the review of the 1985 Northwest Community Plan goals and stressed the importance of department staff providing the requested information in a timely manner when contacted by the ad hoc committee.
- Commissioner Aragon reported that she, Chair Carr, and Commissioner Ogbodo assisted at the commission table during Assemblymember Chris Holden's Annual Community Resource Fair and Block Party on Saturday, August 5, and distributed the Commission's community and business surveys to residents.

Status:

Ad Hoc Committee re: Objective #2 – Economic Development

Objective Purpose: Support economic development activities in the Northwest

Commissioners: Reyes, Ogbodo, Cullins, Carr

Action Items:

- Promote the Northwest Business Directory.
- Northwest Business Survey to new businesses:
 - Disseminate in conjunction with welcome letter
 - Analyze the results and add businesses to the directory
- Northwest Business Survey to residents:
 - Disseminate and analyze results.
- Continue to build a relationship with the Economic Development Department.

Strategic Plan Updates:

July 2023:

- Commissioner Reyes reported the ad hoc committee met in July and discussed the priorities for the ad hoc committee to complete the action items.

August 2023:

- The ad hoc committee is reviewing the business surveys completed at the Juneteenth Festival on Saturday, June 17, and Assemblymember Chris Holden's Annual Community Resource Fair and Block Party on Saturday, August 5.
- Commissioner Reyes requested Staff (Osborne) set up a meeting with the Economic Development Division staff to discuss the action items for the objective. Staff (Osborne) requested the ad hoc committee send her their weekday availability to enable her to arrange the meeting.
- Staff (Osborne) reported a press release was going to be sent to local media regarding the Northwest Business Directory.

Status:

Ad Hoc Committee re: Objective #3 – CDBG Funding

Objective Purpose: Recommend improvements to City facilities and offer prioritization for addressing the improvements.

Commissioners: Cullins (lead), Ogbodo, Yen, Carr

Action Items:

- Using the inventory of City facilities, determine what needs exist.
- Engage the Department for facilities to determine their desires for improvement.
- Gather input from community members regarding desired enhancements.

Strategic Plan Updates:

July 2023:

- No update provided

August 2023:

- Vice Chair Yopez Hernandez appointed Commissioner Yen to the CDBG Funding ad hoc committee.
- Staff (Osborne) advised the ad hoc committee that she can provide a list of City owned facilities in the Northwest to assist with making recommendations for improvements. The Committee lead, Commissioner Cullins stated that he would let staff know when they would like to receive the list.

Status:

Northwest Commission Presentation Calendar FY 2023-2024

To be scheduled:

- Presentation from Department of Housing regarding update on the final Homelessness Plan
- Presentation from Outward Bound Adventures on their mission, purpose, and possible collaboration with the Northwest Commission

July 2023:

- None

August 2023:

- Memo from Department of Housing on the Hope Housing Project – Jim Wong, Senior Project Manager, Department of Housing

September 2023:

- Presentation from Pasadena Citizens Service Center (CSC) regarding an update and training on the CSC service map – Lari Burney, 311 Call Center Representative and Lydia Diaz, Customer Service Representative

October 2023:

-

November 2023:

-

December 2023:

-

January 2024:

-

February 2024:

-

March 2024:

-

April 2024:

-

May 2024:

-

June 2024 Annual Meeting

July 2024:

-

(updated August 8, 2023)