

SIX-MONTH STRATEGIC OBJECTIVES

July 2015 – January 2016 (UPDATED 09-23-2015)

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 for the Northwest Community.
2. Work with the City Manager and staff on updating and revising the Northwest 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 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.

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THREE-YEAR GOAL:

**ADVOCATE TO THE CITY COUNCIL ON BEHALF OF THE NEEDS
OF THE NORTHWEST COMMUNITY**

The work of the Commission is strategically anchored – for the next six months - in three areas:

- 1. Advocate for the Northwest Community by
 - Staying informed on issues of concern to the NW community
 - Representation on various advisory and policy groups
 - Making recommendations to the City Council*
- 2. Partner with existing groups to:
 - Establish ongoing participation with community groups and gather feedback
 - Increase awareness of the role of the Northwest Commission in the community*
- 3. Promote Economic Development and Infrastructure Improvements in the Northwest Community*

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STRATEGIES	LED BY	STATUS			RESOURCES	COMMENTS
		DONE	ON TARGET	REVISED		
<p><i>Advocate for the Northwest Community</i></p> <p>Objective <i>Request presentations to the NWC</i></p> <p>Action Steps Advocacy Agenda</p> <ul style="list-style-type: none"> Requested presentations: <ul style="list-style-type: none"> Police – monthly presentations CDBG update on approved projects General Plan – Update Asst. City Attorney-Brad Fuller Antonio Watson- Heritage Square project Rozanne Adanto –Presentation DWP- Rebate & Drought updates Youth Organizations <p>Objective <i>Present Recommendations to the City Council</i></p> <ul style="list-style-type: none"> In person presentations to City Council sub-committees In person presentations during public comment at Council meetings 	<p>Lola Osborne/NW Commissioners</p> <p>Chief or designated officer Housing Department Planning Department City Attorney's Office Finance Department Villa Parke Water & Power Various</p> <p>NWC Commissioners</p>					<p>OBA in November</p>

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STRATEGIES <i>Partner with existing groups</i>	LED BY	STATUS			RESOURCES	COMMENTS
		DONE	ON TARGET	REVISED		
<p>Objective <i>Learn community needs/Introduce Northwest Commission by door to door visits in Council Districts 1, 3 and 5.</i></p> <p>Action Steps Commit 2 hours, six times, on Saturdays for organized, group door-knocking</p> <ul style="list-style-type: none"> Review surveys and compile them into a report for review and action by the Commission. 	<p>Craig Washington NW Commissioners</p> <p>(Fernando Serrano) , Craig Washington, Michelle Richardson -Bailey, and Cindy Schnuelle</p>					<p>Saturday, September 26,2015 Lead: Craig Washington Villa-Parke area</p>

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<p>Objective <i>Produce monthly newsletters</i></p> <p>Action Steps</p> <ul style="list-style-type: none"> • Consider adding a “Save the Date” column • Provide updates based on NWC’s prior month’s agenda • Consider promoting event’s scheduled in local parks • Consider highlighting leaders of Neighborhood Associations and other community leaders each month • Dashboard-Heritage Square 20/20 • Translation 	(Sheryl Turner) Justin Chapman, Hilda Delgado, and Craig Washington					
<p>Objective <i>Participate in community events, as appropriate</i></p> <p>Action Steps Bring invitations to participate in events to the NWC</p>	Lola Osborne					Human Services Commission, October 14, 2015 to support Youth Master Plan

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STRATEGIES <i>Monitor implementation of the Capital Improvement projects for the Northwest community</i>	LED BY	STATUS			RESOURCES	COMMENTS
		DONE	ON TARGET	REVISED		
<p>Objective <i>Monitor CIP process</i></p> <p>Action Steps Participate in the CIP process as a CIP Subcommittee Review quarterly CIP report at <u>11/10/2015</u> NWC meeting Submit Capital Improvement projects on time to City: - Reaffirm assignments of districts to Commissioners at <u>9/08/2015</u> NWC meeting - Define CIP parameters at <u>09/08/2015</u> NWC meeting - Commissioners collect ideas from district residents from door knocking prior to <u>10/05/2015</u> -Commissioners submit ideas to NWC by <u>10/05/2015</u> -Review full list at <u>10/13/2015</u> NWC meeting -Compile and submit final list by <u>11/2015</u> -PW staff presentation to NWC <u>3/2016</u></p>	(),Hilda Delgado, Michelle R-Bailey and NW Commissioners					

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<p>Advocate for the Northwest Community</p> <p><i>Objective</i> Monitor private projects, new business licenses and code enforcement cases</p> <p>Action Steps Distribute reports at NWC meetings</p>	<p>LED BY</p> <p>Lola Osborne</p>					