

**CITY OF PASADENA • NORTHWEST COMMISSION**  
**SIX-MONTH STRATEGIC OBJECTIVES**  
**June 2014 – December 2014 (UPDATED 7-26-14)**

**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 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. Present an annual review of Plan implementation to the City Council and 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 four 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 community participation
  - Raise awareness of the Northwest Commission in the community*
- 3. Advocate actively in planning and development process for Robinson Park (phase 2) on behalf of community needs*
- 4. Monitor implementation of the Capital Improvement projects for the Northwest community*

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STRATEGIES	LED BY	STATUS			RESOURCES	COMMENTS
		DONE	ON TARGET	REVISED		
<i>Advocate for the Northwest Community</i>						
<b>Objective</b> <b><i>Request presentations to the NWC</i></b>  <b>Action Steps</b> Draft Advocacy Agenda Review, revise, approve Advocacy Agenda at June 12 meeting  <ul style="list-style-type: none"> <li>• Create calendar of presenters:               <ul style="list-style-type: none"> <li>Police – use of force presentation</li> <li>710 Update</li> <li>Economic Development</li> <li>CDBG update on approved projects</li> <li>General Plan – Draft Environmental Impact Report</li> </ul> </li> </ul>	Lola/All Commissioners	X				Talking points and handouts
<b>Objective</b> <b><i>Present Recommendations to the City Council</i></b>  <b>Action Steps</b> Create calendar of recommendation presentations Present Capital Improvement Projects	Lola NWC Commissioners	X	X			
<b>No action in this current plan</b> Community Development Block Grants	NWC Commissioners					

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STRATEGIES <i>Partner with existing groups</i>	LED BY	STATUS			RESOURCES	COMMENTS
		DONE	ON TARGET	REVISED		
<b>Objective</b> <b><i>Outreach to groups/partner with groups by Advocacy Agenda</i></b>  <b>Action Steps</b> Affordable housing Violence prevention Youth and education Civic engagement Economic development - Make 5 or 6 group contacts with 1 – 6 groups in six months - Report findings to NWC	Noel (Annette) Tarek (Fernando) Sheryl (Fernando, Yuan, Allen) Cindy (Allen, Hilda) Craig (Michelle, Allen, Cindy)		X			

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		DONE	ON TARGET	REVISED		
<b>Objective</b> <b><i>Receive updates from the community</i></b>  <b>Action Steps</b> Respond to requests by community resources to share updates - E.g. Hahamanga; 710 Freeway; community gardens/hunger  <b>Objective</b> <b><i>Learn community needs/Introduce Northwest Commission by door to door visits in Council Districts 1, 3 and 5.</i></b>  <b>Action Steps</b> Review, revise, approve door to door visit at June 12 meeting – - Develop brief Advocacy Agenda to share - Develop talking points/elevator pitch to share - Develop leave behind materials for those not home Commit 3 hours, six times, on Saturdays or summer evenings for organized, group door-knocking Recruit Ambassadors and Day One youth to participate - Collect statistics - Collect stories to share for advocacy - Collect Capital Improvement Project ideas Collect CDBG priorities	Lola		X			
	Michelle  NWC Commissioners Lola NWC Commissioners	X X X	X			June 21, 2014 first meeting Saturday, July 26, 2014 date for the second meeting

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STRATEGIES <i>Partner with existing groups</i>	LED BY	STATUS			RESOURCES	COMMENTS
		DONE	ON TARGET	REVISED		
<b>Objective</b> <i>Produce monthly newsletters</i>  <b>Action Steps</b> Create monthly newsletters Requests articles from NW Commission Interview Council members, Mayor, Commissioners	Sheryl		X			
<b>Objective</b> <i>Participate in community events, as appropriate</i>  <b>Action Steps</b> Bring invitations to participate in events to the NWC - E.g. Assemblymen Block Parties; Parks after Dark events	Lola		X			

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STRATEGIES <i>Advocate actively in planning and development process for Robinson Park (phase 2)</i>	LED BY	STATUS			RESOURCES	COMMENTS
		DONE	ON TARGET	REVISED		
<b>Objective</b> <i>Advocate actively in the Robinson Park (Phase 2) Steering Committee</i>  <b>Action Steps</b> Participate regularly in RPSC meetings - Every other month in summer - Every month in fall/winter - Share calendar of meetings with NWC  Attend community meetings - Send NWC Commissioner - Or staff delegate  Report community needs to NWC - Articulate community needs  Advocate for community needs as appropriate	Michelle (Craig, Hilda, Lola)  Michelle (Craig, Hilda, Lola)  Michelle (Craig, Hilda, Lola)  Michelle (Craig, Hilda, Lola)		X			

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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		
<b>Objective</b> <i>Monitor CIP process</i>  <b>Action Steps</b> Participate in the CIP process as a CIP Subcommittee Review quarterly CIP report at July 10 NWC meeting Submit Capital Improvement projects on time to City - Reaffirm assignments of districts to Commissioners at June 12 NWC meeting - Define CIP parameters at June 12 NWC meeting Commissioners collect ideas from district residents from door knocking prior to September 1 -Commissioners submit ideas to NWC by September 1 -Review full list at September 11 NWC meeting -Compile and submit final list by September 30	Noel (and Hilda, Yuan, Michelle) Noel (and Hilda, Yuan, Michelle) Noel (and Hilda, Yuan, Michelle) NWC Commissioners NWC Commissioners Noel (and Hilda, Yuan, Michelle) Noel (and Hilda, Yuan, Michelle)	X	X			District 1: Shawky, Shay, Serrano and Perry District 3: Chen, Delgado and Washington District 5: Noel, Schnuelle and Turner Richardson-Bailey: All districts



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<b>Objective</b> <b>Monitor private projects</b>	Craig/Lola		X			
<b>Action Steps</b> Distribute development report at NWC meetings - Bring to NWC meetings	Craig/Lola		X			
Email activity report of small developers Engage private developers in a friendly way	Craig		X			
<b>Objective</b> <b>Monitor public private partnerships</b>						
<b>Action Steps</b> Identify public/private partnerships Promote in newsletter	Sheryl Sheryl		X X			