

**CITY OF PASADENA • NORTHWEST COMMISSION**  
**SIX-MONTH STRATEGIC OBJECTIVES**

March 2015 – July 2015 (UPDATED 04-16-15)

**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>  |  |        |           |         |           |  |
| <p><b>Objective</b><br/> <i>Request presentations to the NWC</i></p> <p><b>Action Steps</b><br/>           Advocacy Agenda</p> <ul style="list-style-type: none"> <li>• Create calendar of presenters:<br/>             Police – monthly presentations<br/>             Economic Development<br/>             CDBG update on approved projects<br/>             General Plan – Update<br/>             Health Department-Health Officer<br/>             City Attorney-Brad Fuller<br/>             Urban Forestry – Fruit trees<br/>             Antonio Watson- Heritage Square project</li> </ul> <p><b>Objective</b><br/> <i>Present Recommendations to the City Council</i></p> <ul style="list-style-type: none"> <li>• In person presentations to City Council sub-committees</li> <li>• In person presentations during public comment at Council meetings</li> </ul> <p><b>Action Steps</b><br/>           Create a calendar of recommendation presentations</p> | <p>Lola Osborne/NW Commissioners</p> <p>Chief or designated officer<br/>           Economic Dev.<br/>           Housing Department<br/>           Planning Department<br/>           Health Department<br/>           City Attorney's Office<br/>           Public Works Department<br/>           Finance Department</p> <p>NWC Commissioners</p> |        |           |         |           | <p>Presentation to the Ed-Tech Committee in June regarding NW Commission accomplishments</p> |

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| STRATEGIES<br><i>Partner with existing groups</i>   | LED BY   | STATUS |  |         | RESOURCES  | COMMENTS |
|---|--|--------|--|---------|--|----------|
|   |  | DONE   | ON TARGET  | REVISED |  |          |
| <b>Objective</b><br><b><i>Outreach to groups/partner with groups</i></b><br><br><b>Advocacy Agenda:</b><br>Affordable housing <ul style="list-style-type: none"> <li>• Get updates on affordable housing efforts</li> <li>• Get updates on property code enforcement violations in NW</li> <li>• Community Benefits for Heritage Square project</li> </ul> Violence prevention<br><br>Youth and education <ul style="list-style-type: none"> <li>• Invite youth-serving organizations to make presentations</li> </ul> Civic engagement <ul style="list-style-type: none"> <li>• Consider topic specific items to attract the Neighborhood Associations to the meeting.</li> <li>• Draft a letter outlining the NWC mission to be sent to each Association inquiring about their neighborhood concerns.</li> <li>• Attend the neighborhood Association meetings and survey the results of their concerns and forward this information to the City Council</li> <li>• Attend Business District meetings</li> <li>• Attend City Council District Meetings</li> </ul> Economic development <ul style="list-style-type: none"> <li>- Make 3 group contacts with 3 groups in six months</li> <li>- Report findings to NWC</li> </ul> | <br><br><br>(Sheryl Turner) and Allen Shay<br><br><br>(Justin Chapman), Yuan Chen and Fernando Serrano<br><br>Steve Darden (Yuan Chen)<br><br>(Yuan Chen) Cindy Schnuelle, Hilda Delgado and Allen Shay<br><br><br>(Yuan Chen) Hilda Delgado and Cindy Schnuelle |        | <br><br><br><b>X</b><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><b>X</b> |         | <br><br><br>Heritage Square 20-20-20<br><br><br>Include an article in the May newsletter.<br><br><br><br><br><br>Attended City functions representing the Commission.<br>Invite an NLVBA representative to come and speak. |          |

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|---|--------------------------------------|----------------------------------|-----------|----------|-----------|--|
|   |                                      | DONE                             | ON TARGET | REVISED  |           |  |
| <b>Objective</b><br><i>Learn community needs/Introduce Northwest Commission by door to door visits in Council Districts 1, 3 and 5.</i> | Craig Washington<br>NW Commissioners |                                  | <b>X</b>  |          |           | Saturday, April 11 <sup>th</sup> – Lead is Steve Darden – CDistrict 1- North of Washington Blvd at El Molino |
|   |                                      | Lola Osborne<br>NW Commissioners |           | <b>X</b> |           |  |

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|---|---|--------|-----------|---------|-----------|-------------------------|
|   |   | DONE   | ON TARGET | REVISED |           |                         |
| <b>Objective</b><br><i>Produce monthly newsletters</i><br><br><b>Action Steps</b> <ul style="list-style-type: none"> <li>• Consider adding a “Save the Date” column</li> <li>• Provide updates based on NWC’s prior month’s agenda</li> <li>• Consider promoting event’s scheduled in local parks</li> <li>• Consider highlighting leaders of Neighborhood Associations each month</li> </ul> | (Sheryl Turner) Justin Chapman, Hilda Delgado, and Craig Washington |        | X         |         |           | April Edition completed |
| <b>Objective</b><br><i>Participate in community events, as appropriate</i><br><br><b>Action Steps</b><br>Bring invitations to participate in events to the NWC  | Lola Osborne  |        | X         |         |           |                         |

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|  |   | DONE   | ON TARGET | REVISED |           |   |
| <b><i>Advocate actively in planning and development process for Robinson Park (phase 2)</i></b>  |   |        |           |         |           |   |
| <b>Objective</b><br><b><i>Continue to actively engage in the Robinson Park (Phase 2) Steering Committee</i></b> <ul style="list-style-type: none"> <li>• Participate on Steering Committee</li> <li>• Advocate for enhancements not funded by Phase 2</li> <li>• Participate in community fundraiser</li> </ul> <b>Action Steps</b><br>Participate regularly in RPSC meetings<br>- Share calendar of meetings with NWC<br>Attend community meetings<br>- Send NWC Commissioner or staff delegate<br>-Report community needs to NWC - Articulate community needs<br>Advocate for community needs as appropriate | (Michelle R-Bailey), Craig Washington, Hilda Delgado and Lola Osborne |        | <b>X</b>  |         |           | Community Fundraising Effort underway<br>Preliminary Design Review to be submitted in April<br><br>Next Steering Committee meeting in May or June |
| <b>Objective</b><br><b><i>Actively engage in the Heritage Square (North &amp; South) projects</i></b>  | (Michelle R-Bailey), Allen Shay and Steve Darden                      |        | <b>X</b>  |         |           |   |

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| STRATEGIES<br><i>Monitor implementation of the Capital Improvement projects for the Northwest community</i>   | LED BY   | STATUS |           |         | RESOURCES | COMMENTS   |
|---|--|--------|-----------|---------|-----------|--|
|   |  | DONE   | ON TARGET | REVISED |           |  |
| <p><b>Objective</b><br/><i>Monitor CIP process</i></p> <p><b>Action Steps</b><br/>                     Participate in the CIP process as a CIP Subcommittee<br/>                     Review quarterly CIP report at <b>06/09/2015</b> NWC meeting<br/>                     Submit Capital Improvement projects on time to City:<br/>                     - Reaffirm assignments of districts to Commissioners at 07/14/2015 at NWC meeting<br/>                     - Define CIP parameters at __09/08/2015__ NWC meeting<br/>                     Commissioners collect ideas from district residents from door knocking prior to __10/05/2015__<br/>                     -Commissioners submit ideas to NWC by __10/05/2015__<br/>                     -Review full list at __10/13/2015__ NWC meeting<br/>                     -Compile and submit final list by __11/2015__<br/>                     -PW staff presentation to NWC __3/2016__</p> | <p>(Yuan Chen( Hilda Delgado, Michelle R-Bailey)<br/>                     NW Commissioners</p> |        |           |         |           | <p>Made a recommendation to the City Council to approve the FY 2016 CIP on March 12, 2015.</p> |



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|   |              | DONE   | ON TARGET | REVISED |           |          |
| <b>Advocate for the Northwest Community</b><br><br><i>Objective</i><br><i>Monitor private projects, new business licenses and code enforcement cases</i><br><br><b>Action Steps</b><br>Distribute reports at NWC meetings | Lola Osborne |        | X         |         |           |          |