CITY OF PASADENA • NORTHWEST COMMISSION

SIX-MONTH STRATEGIC OBJECTIVES

December 1, 2012 – June 1, 2013 (UPDATED 1-10-13)

	THREE-YEAR GOAL: ***ADVOCATE TO THE CITY COUNCIL ON BEHALF OF THE NEEDS OF THE NORTHWEST COMMUNITY*** ***Strategic Focus:*** *The work of the Commission is strategically anchored in six areas:* *1) Advancing existing community projects/programs;* *2) Advocating for physical improvements in the NW community;* *3) Assessing community needs;* *4) Outreaching and engaging the community;* *5) Promoting the NW's assets/positives to enhance the social and economic well-being of the entire community; and* *6) Ensuring optimal effectiveness of the Commission so it is an influential voice in addressing the needs of the NW community*

TIMELINE	LED BY	STRATEGIES	STATUS			RESOURCES	COMMENTS
			DONE	ON TARGET	REVISED		
• Develop agenda at Dec. or Jan. Commission Meeting • To be determined at the Jan Commission Meeting (Ongoing)	Commissioners: Tarek Shawky Fernando Serrano	**STRATEGIC FOCUS:** ***Advancing existing community projects/programs*** ***Goal:*** **Partner with Side Street & Armory Arts Programs in support of a successful neighborhood "listening" event.** ***Strategies*** 1. Set a date for the event 2. Promote the event with e-blast (including to the faith community) 3. Ask elected and appointed city leaders to attend 4. Create the agenda for the meeting and extra effort to promote the Commission 5. Participate in the event through engagement and interaction with a different entity at least once a month ***Desired Outcomes:*** • Community engagement that enhances the ability of neighbors to "listen" to each other (increased communication) • Pilot project on ways we can partner with other organizations with common goals • Gain visibility for the Commission • Existing Community Based Organizations • Attendance at least once a month at an event that fulfills the strategies above –report out every month at commission meeting		X			. Commission Meeting at Side Street Projects- Thursday, April 11, 2013

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ONGOING JANUARY 17, 2013 ONGOING JANUARY 29, 2013	Commissioners: Bryant Lyles Jose Noel Toro	**STRATEGIC FOCUS:** ***Advocating for physical improvements in the NW community*** ***Goal:*** • Verify CIP projects in the NW all the way through to completion • Be the community's voice to insure NW is influential in the Heritage Square design ***Strategies*** 1. **CIP** • Receive quarterly reports on CIP projects • Create Commission's list of priority CIP projects for the NW 2. **HERITAGE SQUARE** • Draft letter to Council • Attend Dec 10th Design Commission Meeting to provide inputs/express concerns • Have community meeting regarding final design and request rep from Design Commission to attend community meeting ***Desired Outcomes:*** • **CIP** ○ CIP projects completed within proper timeframes • **HERITAGE SQUARE** ○ Community has say about design of Heritage Square		X			
Ongoing	Northwest Commission Subcommittee (Chair-lead)	Complete a survey of the community (e.g., call former PAC chairs, call neighborhood association presidents, walk streets and document issues found) regarding the condition of the NW Pasadena infrastructure and report the results to the Commission as a part of the CIP recommendation process.			X	Committee members will contact community members and report back to Commission	Chair Richardson-Bailey, Commissioners Lyles and Ertler (All Commissioners)

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Once per month Commissioners engage and visibly support a new group	Commissioners: Tarek Shawky Fernando Serrano	**STRATEGIC FOCUS:** ***Outreaching and engaging the community*** ***Goal:*** Partner with existing community groups (religious, residential, social organizations and professional organizations) to establish ongoing community participation ***Strategies*** • Identify the groups • Establish rapport / relationship with the groups • Nurture relationships with the target group • Identify ongoing/future events • Participate in the events by assigning Commissioners as needed ***Desired Outcomes:*** • Establish a presence in the community by the Commission • Get 100% participation and engagement by all NW Commissioners •		X			

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6-months	Commissioners: Dr .Nicholas Benson Melissa Ertler Hoyt Hilsman	**STRATEGIC FOCUS:** ***Promoting the NW's assets/positives to enhance the social and economic well-being of the entire community*** ***Goal:*** Produce leaflet promoting the neighborhoods of NW ***Strategies*** 1. Draft text for the leaflet (incorporate findings from prior work on Marketing Plan) 2. Coordinate with Pasadena Board of Realtors to develop content of leaflet and build ally relationship 3. Print and produce the leaflet 4. Distribute leaflet to realtors and business groups ***Desired Outcomes:*** • Enhance the perception of the NW with realtors and businesses to promote economic development • Meeting with realtors and business groups eventually to discuss outcomes • Continue with the email blast every two months		X			

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	Commissioners Michelle Richardson-Bailey Allen Shay	**STRATEGIC FOCUS:** ***Ensuring optimal effectiveness of the Commission so it is an influential voice in addressing the needs of the NW community*** ***Goal:*** Text Engage the community by meeting them where they live and work in an effort to build relationships and gain their confidence in the Commission's ability to successfully address their concerns. ***Strategies*** 1. Ensure the Commission clearly establishes processes, communicates the process prior to approaching issues, and remains committed to the process. 2. Have attended no less than 90% of all regularly scheduled NW Commission meetings and the Strategic Planning Retreat 3. Review and make recommendation(s) to the NW Commission for action regarding revising rules and regulations of the Commission ***Desired Outcomes:*** • Community participation in the meetings. • The community to seek out the commission to address their issues and hear their opinions		X			
Ongoing	Northwest Commission (Chair-lead)	Ensure the Commission clearly establishes processes, communicates the process prior to approaching issues, and remains committed to the process.			X		Commissioners Shay, Serrano and Shawky
Ongoing	Each Commissioner	Have attended no less than 90% of all regularly scheduled NW Commission meetings and the Strategic Planning Retreat.		X			Chair Richardson Bailey and Staff

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	Allen Shay Fernando Serrano Annette Perry Melissa Ertler Tarek Shawky	**STRATEGIC FOCUS:** ***Assessing community needs*** ***Goal:*** **Identify community needs and develop and implement effective responses** ***Strategies*** 1. Link to work associated with CIP strategies 2. Link to work associated with existing assessments ***Desired Outcomes:*** • Increase attendance at commission meetings • Review existing assessments and include implementation items in Commission work plan		X			