

CSPNC Strategic Plan

Vision:

To improve our community and the quality of life for all stakeholders. We will leverage the expertise, talents and skills of our Board and stakeholders to promote education, collaboration, partnership, relationship building, and a positive community dialogue. We will stand up and stand together to make a difference.

Goals:

- 1) Co-host and support at least three (3) impactful and engaging events of interest to Coastal Stakeholders, at various locations throughout the NC area, to improve community engagement and outreach, in partnership with other local community groups and organizations (e.g., certified neighborhood watch groups, non-profits, and others). We will contribute and sponsor others' events in exchange for significant exposure for our NC and advancement of issues of strategic importance to the CSPNC area.
- 2) Partner with HANC and the Central and Northwest NCs on issues of regional interest, and co-host informative events such as a town hall meeting on the most pressing issues (e.g., homelessness, public safety and policing, business climate and permitting, street repair and maintenance, waterfront development).
- 3) Partner with our elected Councilperson, our Supervisor, and other elected officials to implement programs and activities that address the needs of the community. These include, but are not limited to:
 - a. Public Safety and police resources
 - b. Environmental sustainability
 - c. Resolution and remediation of the Paseo del Mar landslide area
 - d. Port affairs and development
 - e. Housing and homelessness
 - f. Community appearance and cleanliness
- 4) Maintain a high level of visibility within the community by engaging through various media channels and becoming actively involved in emerging issues, acting as a conduit for information, and a resource for stakeholders to resolve problems and concerns within the jurisdiction and purview of the NC. To accomplish this, we will actively:

- a. Engage via Facebook, twitter, and other social media channels
 - b. Create an FAQ to address common/recurring stakeholder questions
 - c. Develop a resource guide for Coastal stakeholders
 - d. Maintain a robust and dynamic website that includes relevant and updated information.
- 5) Participate in the Clean Streets LA Challenge and conduct at least three (3) clean-ups within the Coastal area to improve the cleanliness score.

Solutions:

- 1) We need better partnership with the other NCs and community groups, and to learn more about them and their priorities. Solution – engage the people who are leaders of these groups and find ways to collaborate and partner with them.
- 2) We have spent a tremendous amount in the past on outreach, but can still be more successful. Solution – increase the use of in person outreach, neighborhood events co-hosted with other organizations, and leverage new and social media to increase outreach and messaging while reducing costs.
- 3) We'd like to have more folks involved in our meetings and our process. Solution – keep the meetings on point, short, and focused on topics of the most importance to the community.
- 4) Getting involved can be difficult. Solution – create different opportunities, of different sizes and commitment levels, for everyone, including youth, the elderly, and those with limited time, to be able to participate in.

Budget:

- 1) Outreach: \$9,700
 - 2) Operations: \$7,300
 - 3) NPGs: \$5,000
 - 4) CIPs: \$10,000
 - 5) Elections: \$5,000
- TOTAL: \$37,000**