



GENERAL PLAN UPDATE

1887 - 2009 - 2012 - 2050

***Community SWOT Questionnaire
City Council Meeting
January 5, 2010***

"A National City"

← CALIFORNIA →
NATIONAL CITY
 1887
 INCORPORATED

2009

PREPARE

2010

CREATE

2011

IMPLEMENT

2012

IMPLEMENT

◆ 125th Anniversary

Implementation →
 (Neighborhood Action Plans, CIP, Land Use Code)

◆◆ City Council Public Hearings / Adoption


◆◆ Planning Commission Hearings

█ EIR Prepared

█ Draft GPU, Land Use Code, & CIP Prepared

◆◆◆ Additional Community Meetings

◆◆◆◆ February-June - City Council Working Meetings

We are here  █ Nov/Dec/Jan - Community SWOT Questionnaire

◆ November 14 - Community Meeting (Neighborhood Councils Breakfast)

◆ October 20 - Planning Commission / City Council Joint Meeting

█ June-August - Fellowship Program / Background Report

◆ March 21 - Strategic Planning Workshop

1887

2050

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	Helpful	Harmful
Existing	S Strengths	W Weaknesses
Future	O Opportunities	T Threats

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8 Questions Asked:

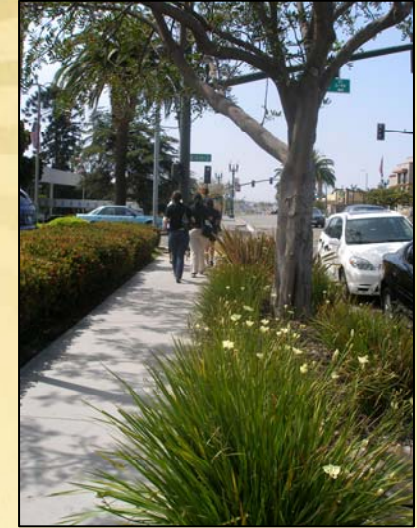
- *What do you like best about your neighborhood?*
- *What do you like best about National City?*
- *What do you like least about your neighborhood?*
- *What do you like least about National City?*
- *How could your neighborhood be improved?*
- *How could National City be improved?*
- *What could stand in the way of improving your neighborhood?*
- *What could stand in the way of improving National City?*

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Example:

- What do you like best about your neighborhood?
(Example Answer: Living within walking distance of a community park)
- What do you like least about your neighborhood?
(Example Answer: Freeway noise)



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Example:

- How could your neighborhood be improved?
(Example Answer: Implement a Neighborhood Watch Program)
- What could stand in the way of improving your neighborhood?
(Example Answer: Inability to attract and retain businesses)



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Distribution:

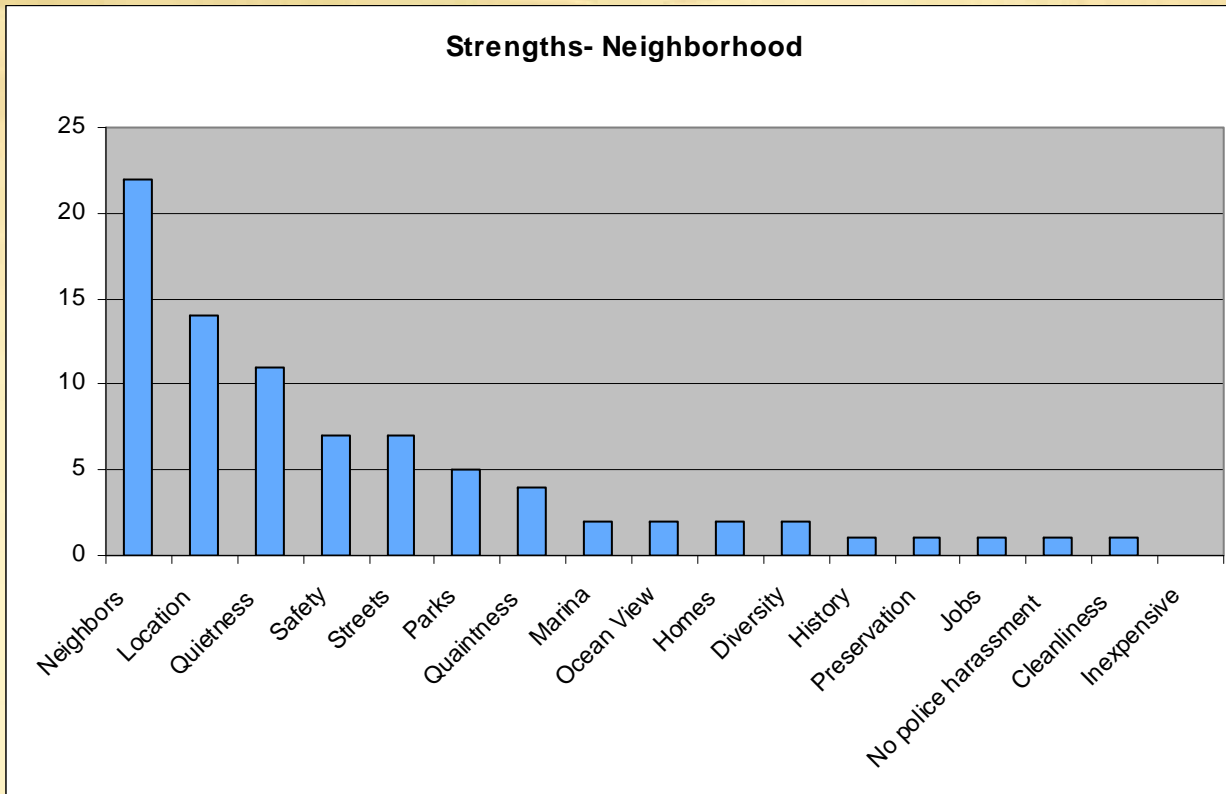
- *Presentation and exercise at Neighborhood Council Breakfast on November 14*
- *Press release on November 23*
- *83 responses as of December 30*



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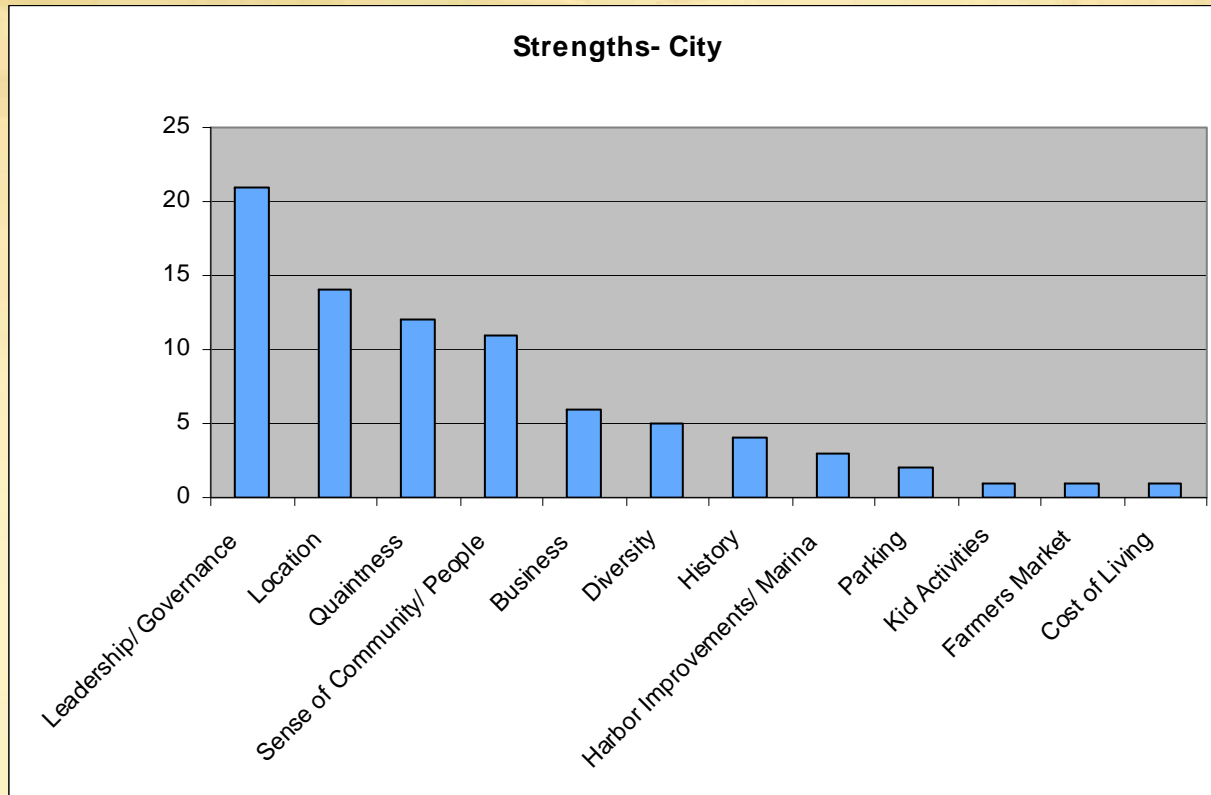
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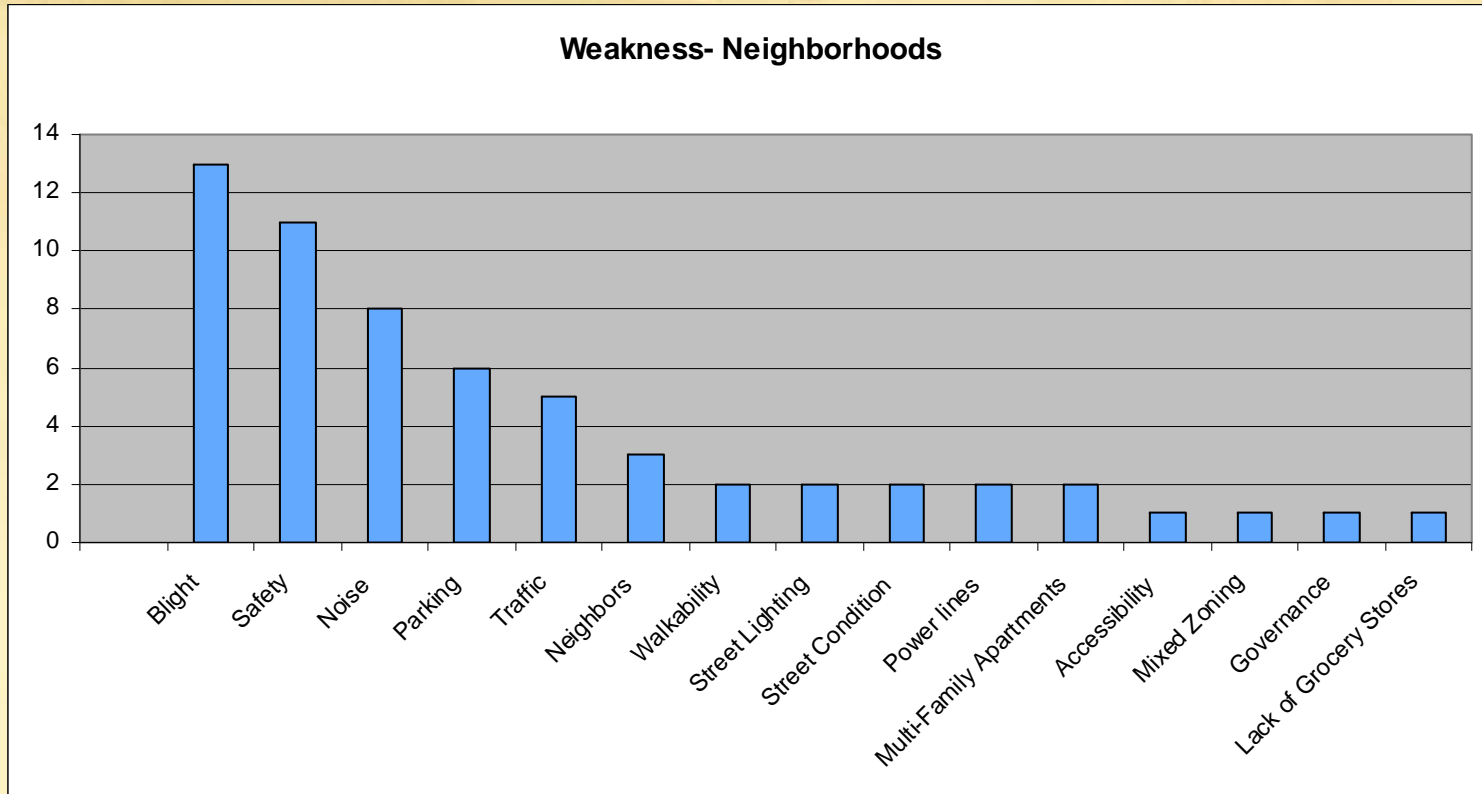
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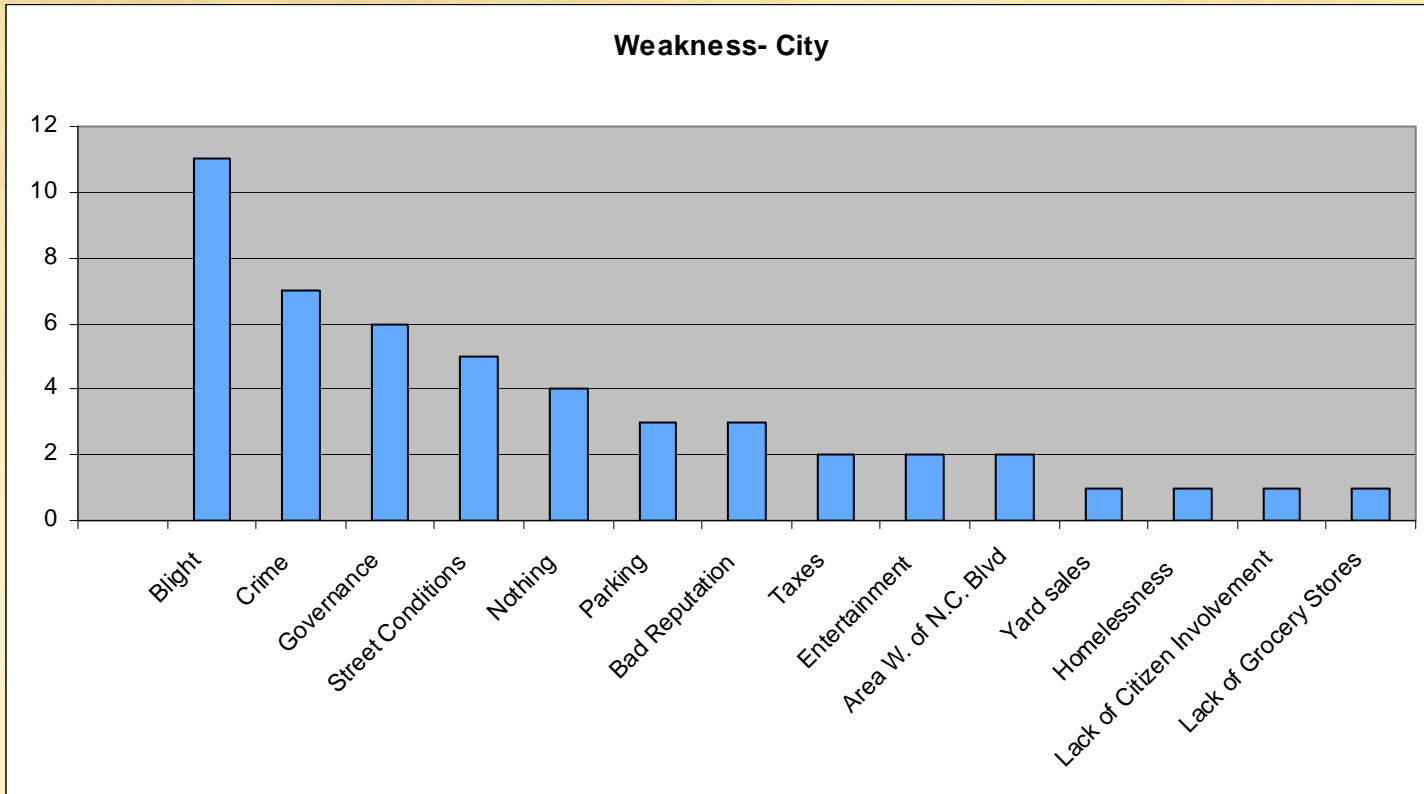
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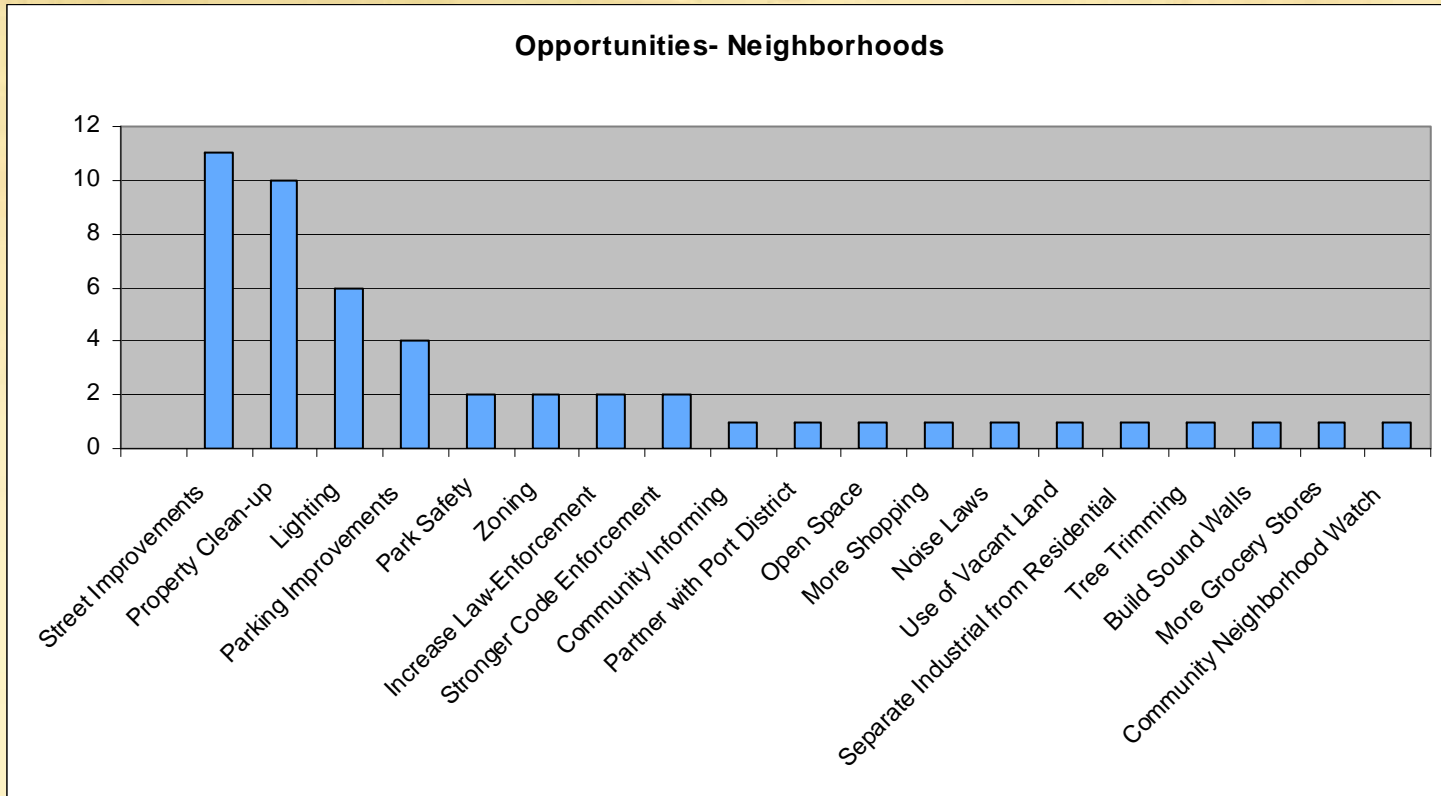
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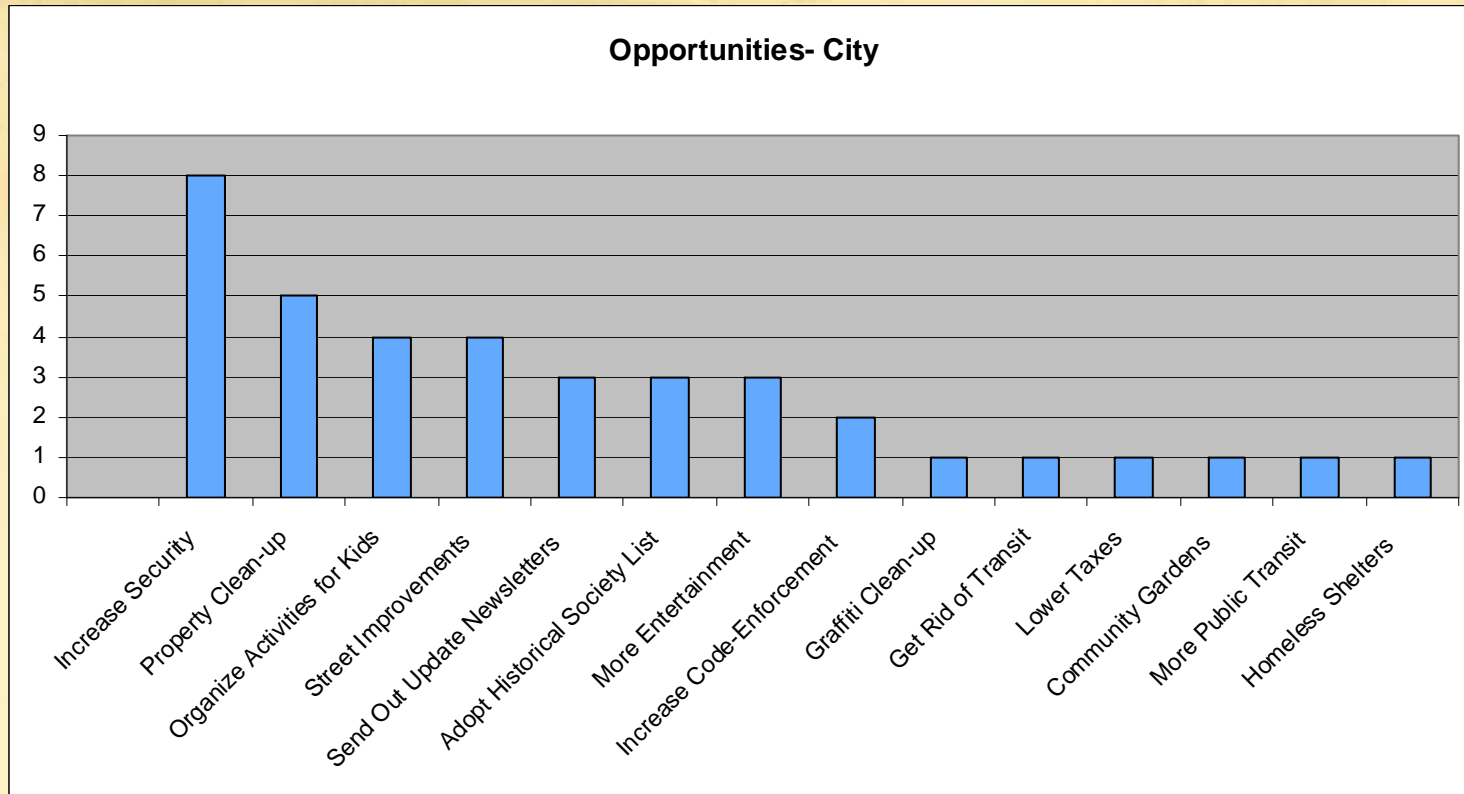
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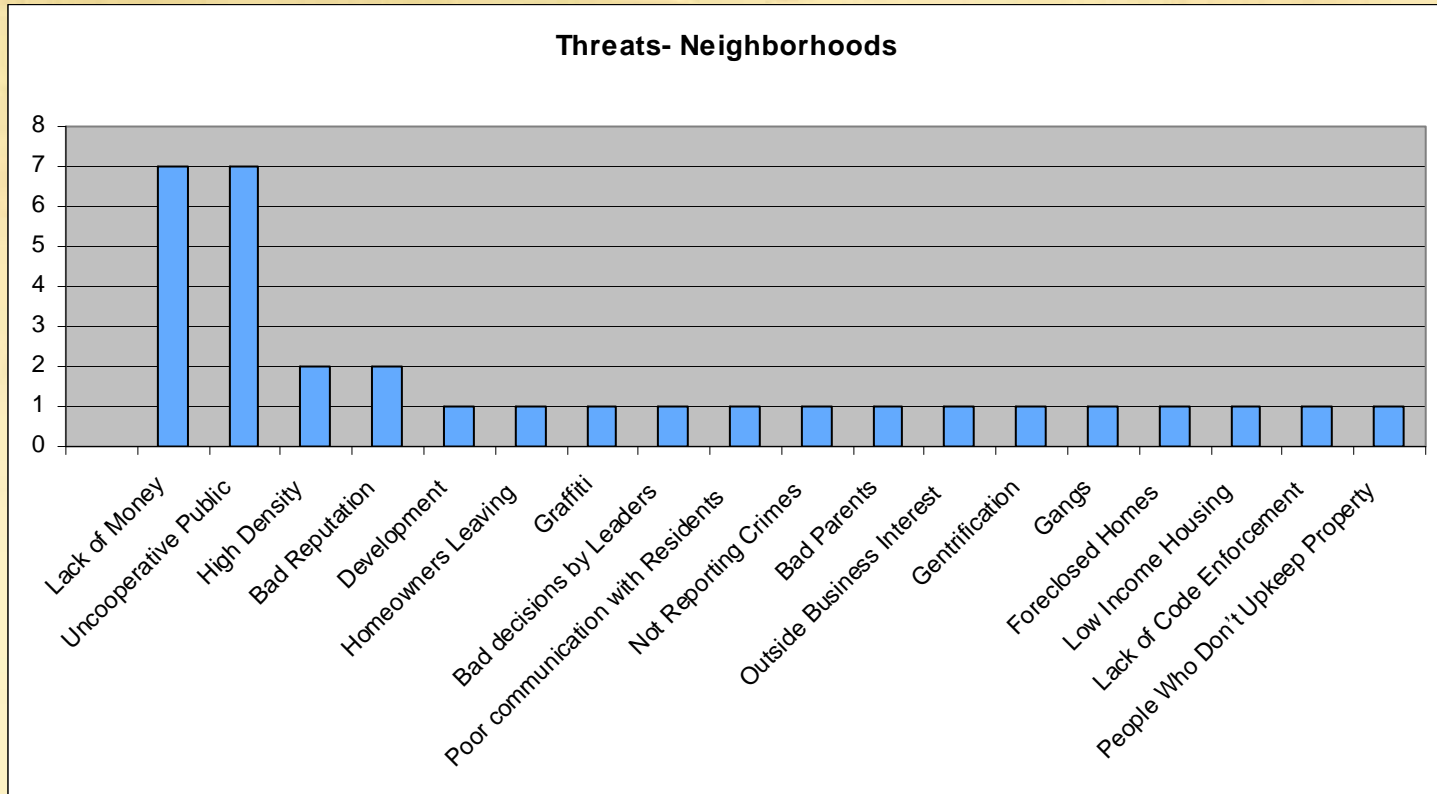
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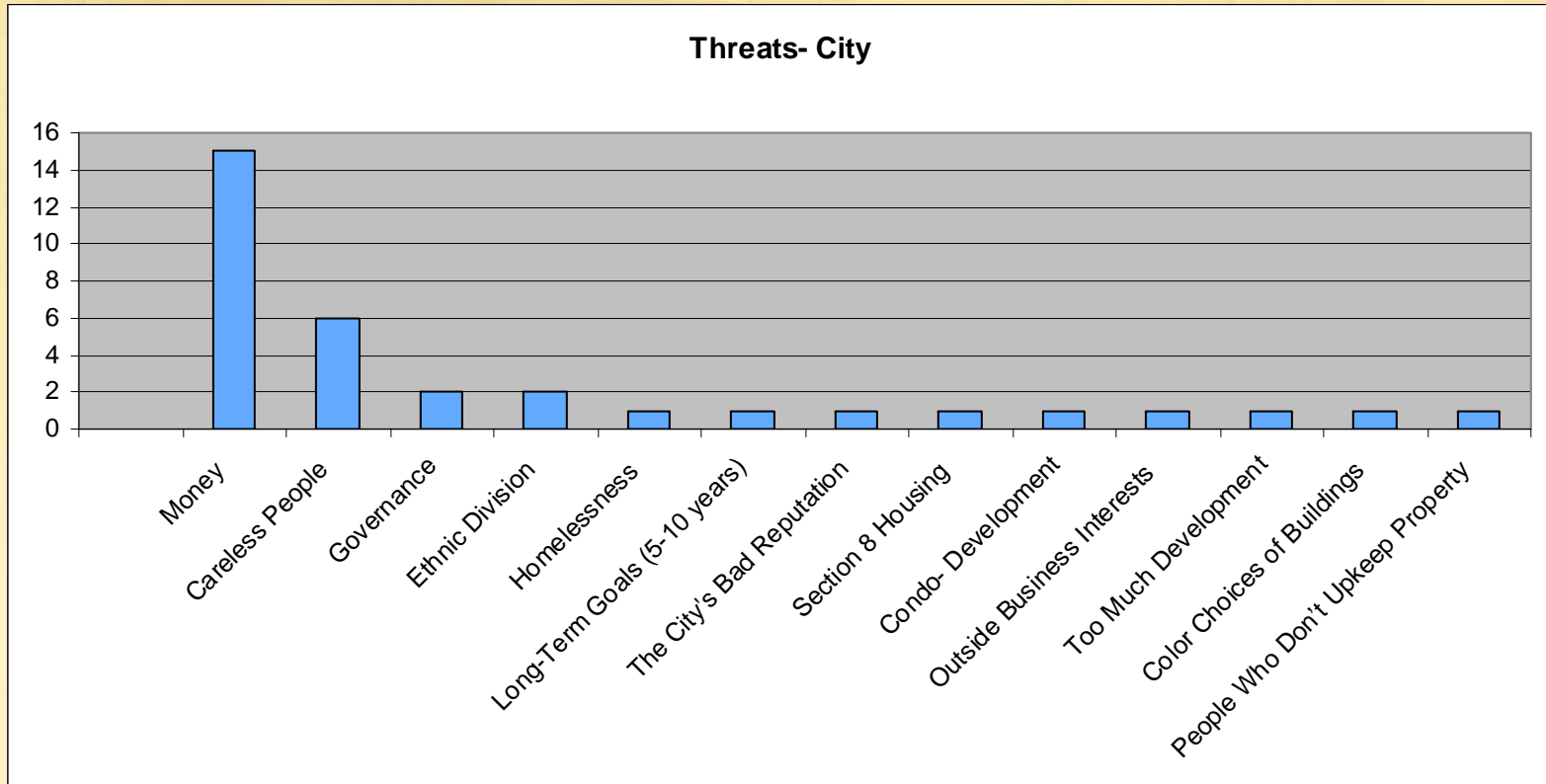
Results:



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Results:



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Next Steps:

- *New multiple-choice questionnaire*
- *Goal of 1,000 responses*
- *Respondents to be included in drawing for gift*
- *Final results presented at community workshops in February*



Example New Questionnaire:

What do you like best about National City?

1. Easy access to highways/the regional transportation network.
2. Residents who are active and involved in city activities.
3. Business-friendly climate.
4. City commitment to positive change and improvements.
5. City government and leadership.
6. Urban location with a small town feel.
7. Its historic and cultural resources.
8. Other. Please specify _____.

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Discussion

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