

DRAFT – PPCC Executive Committee Two-Year Strategic Plan (2026–2028) Vision

To strengthen the Pacific Palisades Community Council as the trusted, nonpartisan voice of the community—leading our recovery, fostering civic engagement, and helping build a safer, stronger, and more resilient Pacific Palisades for generations to come.

Pacific Palisades is more than a place—it is a community built over generations through its neighborhoods, schools, businesses, civic institutions, natural environment, and, most importantly, its people. The Palisades Fire changed our physical landscape, but it did not diminish the connections and sense of community that make this town special. As we rebuild, we have a once-in-a-generation responsibility not simply to restore what was lost, but to preserve what we value, strengthen what can be improved, and ensure that Pacific Palisades remains a vibrant, connected community where people can live, work, learn, gather, and thrive.

PPCC's role is to help bring the community together around that shared future—ensuring that residents have a voice in the decisions that will shape the Palisades for decades to come.

Mission

The purpose of the Pacific Palisades Community Council shall be to (1) be a forum for the consideration of Community issues, (2) be an advocate for Pacific Palisades to government and private agencies upon issues where there is broad Community agreement, as reflected by two-thirds of the Board Members voting on any one of those issues at a PPCC Meeting, and (3) assist other organizations in the Palisades which want help in accomplishing their objectives or projects, which the PPCC determines to support.

Reflections on the Pacific Palisades Community Council Following the Palisades Fire

The Palisades Fire fundamentally changed our community and transformed the role of the PPCC. In response, PPCC adapted to meet the moment by serving as a trusted convener, advocate, and source of reliable information.

Key Accomplishments

1. Strengthened Government Partnerships

Brought together local, state, and federal agencies, along with newly appointed governmental representatives, to introduce them to the community and provide residents with direct access to accurate, timely information.

Created regular opportunities for government officials to hear directly from the community and respond to residents' concerns.

2. Served as the Community's Voice
Established an efficient, organized line of communication between the Palisades community and government agencies.

Elevated community priorities and advocated for practical solutions that supported recovery and rebuilding.

3. Unified the Community

Brought together neighborhood organizations, nonprofits, businesses, schools, faith-based organizations, and volunteers under one collaborative structure.

Established the Community Recovery Coordinating Council (CRCC), Advisory Task Forces (ATFs), and PPCC committees to focus on critical recovery issues.

Expanded community participation by welcoming new organizations, subject matter experts, and community leaders into the recovery process.

4. Became a Trusted Source of Information

Served as a neutral, transparent, and nonpartisan forum where residents could receive factual updates and engage in respectful dialogue.

Established PPCC as a trusted "single source of truth" by providing consistent information and following open, democratic processes.

5. Modernized Governance

Updated PPCC's bylaws to reflect the realities of a post-fire community.

Adapted governance to address recovery priorities, temporary living arrangements, elections, and board eligibility while maintaining fair and democratic representation.

6. Achieved Meaningful Advocacy Results

Successfully advocated for policies that directly benefited fire survivors, including permit fee waivers and other recovery-related initiatives.

Continued advocating for improvements that remove barriers to rebuilding and support the longterm recovery of Pacific Palisades.

Looking Forward

As the community transitions from emergency response to long-term recovery and revitalization, PPCC is uniquely positioned to continue serving as the community's trusted voice, bringing people together, building consensus, and advocating for a stronger, more resilient Pacific Palisades.

Year One: Continue to Build the Foundation (2026–2027)

1. Lead the Community Recovery

Continue serving as the trusted community convener throughout the Palisades fire recovery.

Objectives

Advocate for the timely rebuilding and revitalizing of homes, condos, apartments, mobile homes, businesses, schools, parks, community institutions, and critical infrastructure.

Strengthen partnerships with city, county, state, and federal agencies.

Provide regular, transparent updates to residents regarding recovery efforts.

Leverage PPCC's Committee structure, the Community Recovery Coordination Council (CRCC), and the Advisory Task Forces (ATFs) to coordinate advocacy, share information, and advance and implement community priorities, including time sensitive health and safety matters such as evacuation plans.

Continue convening government agencies, nonprofits, business leaders, and community organizations to solve problems collaboratively.

2. Grow Membership and Community Engagement

Broaden participation to ensure every segment of the Palisades community has a voice.

Objectives

Increase participation from residents, businesses, schools, nonprofits, faith organizations, neighborhood associations, and civic groups.

Recruit, mentor, and develop future community leaders.

Expand outreach through newsletters, social media, community meetings, special events, and Neighborhood Emergency response leaders and the Block Captain network.

Welcome and engage returning residents and those rebuilding in the community.

Build a comprehensive community database, including organizations, residents, contact information, and neighborhood affiliations.

Expand participation by inviting additional organizations representing key community interests to participate in the CRCC ATFs."

3. Increase PPCC Awareness and Visibility

Strengthen public understanding of PPCC's role and value.

Objectives

Clearly communicate PPCC's mission, accomplishments, and advocacy efforts.

Improve website/calendar

Position PPCC as the central forum for civic dialogue, collaboration, and problem-solving.

Strengthen relationships with local media and community partners.

Celebrate community milestones and recognize volunteers and organizations making meaningful contributions.

Increase attendance and participation at PPCC meetings and events.

4. Streamline Governance and Meetings

Create efficient, productive, and action-oriented governance.

Objectives

Develop focused, strategic meeting agendas.

Prioritize discussion of issues requiring community input, policy recommendations, or advocacy.

Utilize consent calendars and written committee reports whenever appropriate.

Establish annual committee work plans with measurable goals and deliverables.

Ensure meetings remain inclusive, transparent, respectful, and efficient.

Clearly define follow-up actions, timelines, and accountability.

5. Strengthen Organizational Capacity

Build a sustainable organization positioned for long-term success.

Objectives

Clarify the roles and responsibilities of committees, Advisory Task Forces, and Executive Committee members.

Develop leadership succession and mentoring opportunities.

Improve communications, records management, and institutional knowledge.

Explore sustainable funding sources, sponsorships, grants, and fundraising opportunities.

Develop annual strategic priorities and performance measures.

Year Two: Expand Impact (2027–2028)

1. Transition from Recovery to Revitalization

Continue rebuilding and create a stronger Pacific Palisades.

Objectives

Transition from emergency recovery to long-term community planning.

Advocate for resilient infrastructure improvements, including wildfire mitigation, transportation, utilities, and public safety.

Support revitalization of the Palisades business district.

Promote wildfire preparedness, emergency planning, and long-term resilience initiatives.

Advance projects that improve quality of life for future generations.

2. Build a More Connected Community

Strengthen relationships throughout the community.

Objectives

Expand civic participation across every neighborhood.

Foster collaboration among civic organizations, schools, nonprofits, and businesses.

Increase volunteerism and committee participation.

Create programs and events that strengthen neighborhood connections and community pride.

Continue building partnerships that unite the community around shared priorities.

3. Become the Community's Trusted Voice

Establish PPCC as the civic organization representing Pacific Palisades.

Objectives

Serve as the leading forum for thoughtful, respectful discussion of community issues.

Develop meaningful policy recommendations on issues affecting the Palisades.

Strengthen relationships with elected officials and public agencies.

Ensure balanced, transparent, and inclusive representation of diverse community perspectives.

Continue advocating for solutions that reflect broad community consensus.

Regularly evaluate progress toward strategic goals and adjust priorities as needed.

Retreat Outcomes

4. Modernize Operations

Improve organizational effectiveness through technology and data.

Objectives

Enhance the PPCC website and digital communications.

Improve membership management and community engagement tools.

Develop performance metrics and annual work plans.

Evaluate meeting formats and technology to maximize participation.

Strengthen organizational efficiency through modern communications and data management systems.

5. Ensure Long-Term Sustainability

Build an organization that remains strong for decades to come.

Objectives

Establish long-term financial stability.

Preserve institutional knowledge through documentation and transition planning.

Develop future community leaders.

Create governance systems that ensure continuity regardless of leadership changes.

Our EC should achieve:

A shared vision for PPCC's role over the next two years.

Three to five organizational strategic priorities.

Annual committee goals and measurable work plans.

Clear success metrics for each strategic objective.

A communications and community engagement strategy.

An implementation timeline with assigned accountability.

Agreement on key milestones and methods for measuring progress throughout the year.

Guiding Principles

As PPCC enters this next chapter, our work will be guided by several core principles:

Transparency in decision-making and communications.

Collaboration across neighborhoods, organizations, and all levels of government.

Inclusivity by welcoming diverse viewpoints and broad community participation.

Efficiency through focused meetings, clear priorities, and measurable outcomes.

Resilience by building a stronger, safer, and more connected Pacific Palisades.

Service by always placing the interests of the community first.

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