



The City of



# Economic Development

## MEETING NOTES

### San Diego Promise Zone

#### Healthy Communities Meeting Notes

Thursday, August 8 | 10:00 AM – 11:30 AM | via Zoom

**Healthy Communities Goal:** *Promote access to healthcare and healthy foods*

#### In Attendance:

**Circulate San Diego** (Cierra Johnson), **City of San Diego – Promise Zone** (Zachary Engberg, Daniel Hamilton, Ian Hembree, Donika Moreno, Rebeca Nava-McClellan, Domanic Riley, Brandon Tran, Amber Weber, Roosevelt Williams), **City of San Diego – Urban Forestry** (Olivia Mabee), **County of San Diego** (Alondra Estrada-Lam, Cassandra Muniz, Hugo Salgado), **I Love to Glean** (Karen Clay), **Kate Sessions Commitment** (Anne Fege), **Logan Heights Community Development Corporation** (William Burties), **San Diego City Council – District 8** (Lizzie Rodriguez), **San Diego Food System Alliance** (Rachel Oporto), **Urban Collaborative Project CDC** (Christopher Olfato)

#### Meeting Notes:

##### Welcome, Introductions, and Agenda Review:

- Introduction of two new co-chairs after Hugo Salgado and Meghan Murphy's terms of service as co-chairs ended in May:
  - Karen Clay of I Love to Glean who will lead the Healthy Foods objective.
  - Alondra Estrada-Lam from the San Diego County of Health and Human Services who will lead the Active Transportation and Active Living objective.
- Two VISTA members supporting the Healthy Communities working group were introduced; they are both very interested in community gardens and urban farming:
  - Rebeca (Bex) Nava-McClellan (Communications Assoc.)
  - Zachary Engberg (Grants and Research Assoc.)
- Meeting will be focused on re-familiarizing everyone with the Promise Zone through a data presentation and review of prior Tactical Plans and how they relate to the newly implemented Logic Models.
- Culture share: *"In honor of school starting this month, what is a back-to-school memory or tradition from childhood, college, or with your own kids, that you hold fondly?"*

##### Partner Announcements:

- **Rachel Oporto:** San Diego Food System Alliance will be holding their 4th Annual Community Gathering on October 17. Link: <https://www.theannualgathering.org/>
- **Christopher Olfato:** UCP will be holding their Shine Forever Gala on August 9 from 6-9 p.m. Link: [Shine Forever Registration](#)
- **Lizzie Rodriguez:** Councilmember Moreno's office will be hosting Bailando in the Barrio from 12 – 4 p.m. on September 21, 2024.

Click the following links to stay connected to the San Diego Promise Zone

[Newsletter](#) | [Website](#) | [Email](#) | (619) 236-6700 | 1200 Third Ave, 14<sup>th</sup> Floor, San Diego, CA 92101

- **Lizzie Rodriguez:** On August 24, 2024, from 10–12 p.m, there will be a free Healing Arts Workshop for January storm survivors at Sherman Heights Community Center. Artwork by the community will be exhibited at SHCC throughout September.
- **Anne Fegé:** Diane Moss of Project New Village received a \$100,000 stipend in recognition of unending devotion to improving community health from the Conrad Prebys Foundation. KPPS also did an interview with her about PNV's Farmer's Market.
- **William Burties:** Logan Heights CDC hosts a Community Market every 3rd Saturday of the month from 12-4 p.m. in partnership with Project New Village. It will be located at Gilliam Space this month. Those interested can receive a \$10 voucher for fresh fruits and vegetables if you sign up for the Logan Heights CDC newsletter. Also on September 19 the Logan Heights CDC will be holding its Bi-annual Job Fair at the Logan Heights Recreational Center.

### **Promise Zone Updates:**

- During the summer working group interim, the Promise Zone hosted four events: Barrio Logan Business Walk, Inclusive Public Engagement, and Co-operative Convening I & II.
- New schedule for all working group meeting is presented with all future Healthy Communities meeting being scheduled for the 2nd Thursday of every month.
- This month's Community Spotlight is **Clovis Honoré of GRID Alternatives**. The HC working group is considering honoring Diane Moss as a future Community Spotlight. If you have a community member who deserves recognition, please submit a nomination for a future spotlight at this google forms link:  
<https://docs.google.com/forms/d/e/1FAIpQLSehhdTURu9Xb6lywuyh4z4y9JgqDCFxmXdNgSheNjaDp8Hw/viewform?usp=sharing>
- The Promise Zone's August Newsletter was finalized and released at 9 a.m. on August 8. Link to sign up for the mailing list is here: [City of San Diego, Economic Development Department : Sign Up to Stay in Touch \(constantcontact.com\)](#)

### **Data Presentation: Available in pdf form at this Google Drive folder**

- Big takeaways from Amber's Promise Zone data presentation:
  - Median age is lower in Promise Zone than San Diego proper.
  - Average number of people in Promise Zone household is 3+ in comparison to the 2+ that is typical across the rest of San Diego.
  - Between 2016 and now: Decrease in those who consider themselves Hispanic; Growth in those who consider themselves belonging to two or more races; Population decrease as people are leaving San Diego due to affordability issues; Household income has increased due to minimum wage hike; Poverty rate in Promise Zone fell from 35% to 22%; There has been an overall increase in the number of people utilizing Public Health insurance.
  - CAL Enviro survey shows that atmospheric pollution has become worse in Promise Zone since 2014.
- Zachary presented on Community Gardens that are inside of, or service, the Promise Zone, including seven residential or public gardens and 15 school gardens that are only accessible for students or school garden staff. Please reach out to Zachary ([zengberg@sandiego.gov](mailto:zengberg@sandiego.gov)) with info on these or additional gardens in the SDPZ.

- Anne Fege mentioned that her organization has been working with SDSU interns to map tree cover/canopies and impermeable surfaces across San Diego. Can supply data or training to Zachary if needed to add trees to mapping.
- Lizzie Fields explains that the City has started a tree planting initiative/street tree inventory and would be willing to provide the Promise Zone with the data.
- Olivia Mabee scheduled a meeting with Amber to go over the City's tree data.
- Bex presented on the San Diego Hunger Coalition, which shows that there are 1 in 4 San Diegans who are food insecure. 1 in 2 Promise Zone residents are food insecure especially after the closure of the local Wal-Mart in Logan Heights, incl. 51% in Logan Heights and 31% in Encanto neighborhood.
- Alondra presented on collision data across San Diego and highlighted that they tend to be concentrated in Central San Diego and East County. Barrio Logan is especially prominent with 1.4K collisions tracked. Entrances to City parks are also not particularly safe with many bike crashes being located in these areas.

### **Healthy Communities Logic Model Breakout Groups:**

**Group 1:** Increase Access to Healthy Foods ([View Objective 1 Logic Model here](#))

**Attendance:** Karen, Bex, Roosevelt, Ian, Cassandra Muniz, William Burties, Christopher Olfato, Rachel Oporto, Amber Weber

- 1.1 Identifying community gardens: Found 15 urban farms as previously noted by Izzy Rosada, Project New Village – see Zachary's gardens map
- 2.1 Community Engagement: Begin online marketing to those that want to participate
  - Use Project New Village Mt. Hope Community Garden as model of possibilities
- 3.1 Working on engaging with food system organizations
- 4.1 Policy: No progress so far on getting new community gardens; LHCDC started a farmers' market: [People's Produce @ Logan Heights Community Market](#)
- 5.1 Community Outreach: Know where food is grown, how we can access it
  - Rachel Oporto: Would love to look at it closer and locate other data. Sounds like there's been a lot of work done to understand the food landscape in the PZ
  - First thing that comes to mind: what does the community want for solutions?
  - Are available resources being utilized and are they growing the food landscape?
- Big question: How to grow food without access to land?
  - Access to seeds, mulch, saving water for plants, irrigation systems
  - Bex explained that a major goal for the group will be seed libraries and how easy the process of applying for one can be. Mentions the Audobon Society native seed library giveaway and how having a DIY cupboard is the only requirement.
- Discussing how to re-implement safety objectives into working group goals
  - What kind of safety aspects – food, personal, professional?
  - Get input from Master Gardeners'
  - Kitchen safety element could be incorporated
- Big challenge in access to free food is the timing
  - The time and frequency: often during working hours
  - Consistency of food products
- Grab and grow program

- Ready to plant baby tomatoes

**Group 2:** Support Opportunities for Active Transportation and Active Living ([view Objective 3 Logic Model here](#))

**Attendance:** Alondra Estrada-Lam, Zachary Engberg, Daniel Hamilton, Domanic Riley, Brandon Tran, Lizzie Rodriguez, Anne Fege, Cierra Johnson, Olivia Mabee, Hugo Salgado

- Group initially felt that the identifying tree location/tree inventory goal had been satisfied prior to meeting. Noted that City Transportation department was in charge of tree maintenance. Will update with info from Olivia (City Transportation) and Anne (Kate Sessions Commitment)
- Group will continue to monitor tree situation as City's [Trees for Communities settlement project](#) will only pay for tree watering and maintenance on for three years, or until money runs out.
- Resident Leadership Academy program may have already been completed by UCP, though there is interest in continuing RLA program through County of San Diego services.
- "Assessment of current facilities," "identify sites," and "seek funding" were felt by group to be too broad and vague to be achievable. Will seek to par down in future meeting.

**Final Comments and Farewell:**

- Lizzie mentions that new developments in the Promise Zone, specifically District 8, without parking or affordable units have many in the community concerned.
- Karen brought up that on July 24 the County of San Diego convened a regional food insecurity work group, the [meeting notes are here](#). They'll have another meeting on the topic on September 4 and a final meeting in November.

**Meeting Conclusion:**

- **Meeting day for next month:** Thursday, September 12, 2024, 10:00 am-11:30 am
- Digital Comment Box: <https://us16.list-manage.com/survey?u=e913b9d30ca18b3436360cf47&id=62c8f5dc2f>