



The City of



Economic Development

MEETING NOTES

San Diego Promise Zone

Healthy Communities Meeting Notes

Thursday, September 12, 2024 | 10:00 AM – 11:30 AM | via Zoom

Healthy Communities Goal: Promote access to healthcare and healthy foods

In Attendance:

AlterCare Line (Zachary Denysenko), **City of San Diego – Economic Development Department** (Michele Marano), **City of San Diego – Planning** (Paola Boylan), **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 III), **City of San Diego – Urban Forestry Program** (John Ide, Olivia Mabee, Brian Widener), **County of San Diego – Health and Human Services Agency** (Alondra Estrada-Lam, Shadeh Rassoulkhani), **County of San Diego – Office of Equitable Communities** (Cassandra Muniz), **Diverse Research Now** (Renarda Jones), **I Love to Glean** (Karen Clay), **Kate Sessions Commitment** (Anisah Enciso, Anne Fege), **Leah's Pantry** (Selena Alvarado Martinez), **Logan Heights Community Development Corporation** (William Burties), **Meals on Wheels** (Aisse Saaib), **San Diego City Council – District 8** (Lizzie Rodriguez), **San Diego Community Power** (Melissa Elder), **San Diego Food System Alliance** (Rachel Chapa Oporto), **San Diego Hunger Coalition** (Joseph Kendrick), **UCSD Center for Community Health** (Lan Nguyen), **Urban Collaborative Project CDC** (Alix Aceituno, Craig Jones), **U.S. Department of Housing and Urban Development** (Megan Emme), Elizabeth Castelo

Meeting Notes:

Welcome, Culture Share, and Partner Announcements

- Culture share: *"In honor of fall solstice on September 21, what is a meal, food, or dish that you connect with fall/autumn?"*
- Paola Boylan: **The City of San Diego** is creating a new initiative for a [child & teen friendly public spaces design manual](#) that will offer a design menu that developers can look at in order to make public spaces comfortable for caregivers, young women, children, and those with disabilities. A new [Healthy Cities, Healthy Residents \(HCHR\)](#) coalition is forming with a commitment of 7 meetings throughout next year and a half. Contact Paola at publicspaces@sandiego.gov for more info or to join the coalition.
- Melissa Elder: **San Diego Community Power** is building a "power network" to leverage regional relationships re: equity and communities of concern. [Join the mailing list and see events at their website](#) or contact Melissa, melder@sdcommunitypower.org.
- Renarda Jones: **Diverse Research Now** is hosting a "Chow & Chat" at their office, 4101 University Ave, San Diego, CA 92105, on Sept. 26 from 6:00-8:00 PM. The event is in honor of World Alzheimer's Month, dedicated to raising awareness and fostering hope. We invite you all, [RSVP here!](#)

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

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

- Selena Alvarado Martinez: **Leah's Pantry** kicked off monthly garden lessons at elementary sites, including Sherman. If anyone has resources or would like to volunteer, contact selene@leahspantry.org or visit [Volunteer – Leah's Pantry](#).
- Karen Clay: Presentation from San Gabriel Valley Council of Governments in the **Live Well SD Food Insecurity Workgroup** for South Region on Wednesday, Sept. 25, 2024, at 9:00 am. To register, please send message to Cassandra.Muniz1@sdcounty.ca.gov.
- Karen Clay: **I Love to Glean**, in partnership with Lizzie Rodriguez of **District 8 Councilmember Moreno's** office, is seeking to provide food aid to flood victims. Many residents are either living in their cars or lost their cars in the flood and are camping in their backyards. They are looking to do a block-by-block survey to indicate resident's immediate food needs. Partnership began on Sept. 5 so initiative is still in the early going, and any help would be appreciated, reach out at info@ilovetoglean.org.

Promise Zone Announcements

- The Promise Zone published the September Newsletter on September 5, which you can [subscribe to and read via our website](#). If you know a community member(s) who deserves recognition, please submit a nomination for a spotlight [at this google form](#).
- Civic Engagement Associate VISTA Ian Hembree will be completing his year of service on Nov. 6, 2024, and the Promise Zone team is in the process of interviewing applicants.
- Promise Zone Program Manager Amber Weber recently presented on the Promise Zone's economic activity at the Sept. 5 **City-County Reinvestment Task Force** meeting. The full meeting is available to [watch via YouTube here](#), and Amber's presentation begins at the 45:45 mark.
- The Promise Zone and [Outside The Lens](#), will be hosting the **San Diego Youth Career P.O.W.E.R. Hour**, a workshop and networking event for young professionals (15+) at The Wonder Lab, 125 14th St., San Diego, CA, 92101 on Thursday, Oct. 17, 2024, from 5:00-7:00 PM. [RSVP to attend here](#), and please reach out to Zachary Engberg, zengberg@sandiego.gov, if you're interested in being a vendor or sponsor.
- The **Economic Development Department** [opened its Capacity Building Grant for proposals](#). The grant is meant to support small businesses and non-profits in underserved areas with grants ranging from \$10,000 to \$30,000 along with technical assistance for non-personnel expenses. [Apply here](#) by Friday, Sept. 27, 2024, at 5:00 PM. For questions, please contact Michele Marano, mmarano@sandiego.gov.
- The EDD will release the annual **Community Development Block Grant (CDBG)** notice of funding availability (NOFA) on Oct. 7, 2024, with upcoming workshops and resources to help prepare for the request for proposals (RFP) [available here](#).
- If you're interested in shaping policy, the **City's Consolidated Plan Advisory Board (CPAB)** is seeking new members to fill vacancies for Council District 1, 4, 6, and 9. [Apply to join the board here](#) or reach out to Michele Marano, mmarano@sandiego.gov, or Nadine Hassoun, nhassoun@sandiego.gov.
- The **Prebys Foundation** is accepting proposals for the [Prebys Sparx Challenge](#), a \$1.1M initiative aimed at improving youth mental health through arts, culture, and nature. Nonprofits in San Diego or partnering with local nonprofits are invited to [register here by Nov. 7, 2024](#), and apply by Dec. 4, 2024.

- The **USDA National Institute of Food and Agriculture** [launched the Community Food Projects Competitive Grants Program](#) and is accepting proposals for Planning Projects (PP) and Community Food Projects (CFP) that fight food insecurity through developing community initiatives that promote self-sufficiency in low-income communities with awards ranging from \$25,000 to \$400,000. [The deadline to apply is Friday, Nov. 7, 2024.](#)

Presentation: Trees for Communities Update

John Ide, City of San Diego Urban Forestry Program, jide@sandiego.gov

[The full presentation in .pdf form is available to view via this Google Drive folder.](#)

- City's Urban Forestry Program maintains 250,000 to 600,000 street trees.
- Trees for Communities program has \$4.6 million in funding. City has recently received \$10,000,000 in funding from the U.S. Forestry Service for its Ready, Set, Grow campaign. U.S. Forestry grant includes funding for LIDAR (Light Detection and Ranging) analysis.
- Beginning in April 2024, the Urban Forestry Program has planted 816 trees, held 14 community meeting regarding tree planting, and conducted 9,000 waterings.
- There are 12,479 trees in the Promise Zone and 2,037 vacant sites where trees can be planted. Promise Zone had 13% tree canopy cover in 2014.
- City Council approved LIDAR tree analysis in May. LIDAR analysis requires a large amount of computing power, which is why data is being sent to vendor to process and return to City by the end of the year. Once data is returned will be able to compare tree cover with 2014 data. City's goal for tree coverage is 35%.

Presentation: Nutrition Insecurity in Promise Zone

Joseph Kendrick, SD Hunger Coalition, joseph@sdhunger.org

[The full presentation in .pdf form is available to view via this Google Drive folder.](#)

- Success for San Diego Hunger Coalition (SDHC) means there is No Meal Gap. Meals provided should be culturally appropriate.
- Meal Gap = (Total Meals Required by At-Risk Population) - (Self-Purchased Meals) - (Food Assistance)
- Food insecurity is based on self-reported data, while nutrition insecurity isn't.
- Measure used by SDHC is 200% of federal poverty level.
 - Ex. Single member households that make under \$30,120 are considered nutrition insecure, while a family of four that make under \$62,400 are considered nutrition insecure as well.
- Since June 2022, nutrition insecurity in San Diego has increased 2%, from 23% to 25%.
- In Promise Zone, Census tract 50 is experiencing a 61% meal gap and tract 51.03 is experiencing a 77% meal gap. [Link to Census Tracker here](#)
- 55% of meal assistance in San Diego is CALFresh, while school-provided meals make up an additional 26%.
- Enrollment for CALFresh is higher in Promise Zone (80%) than San Diego County (65%)
- Overall, the hunger sector (e.g. CALFresh, Food Banks, etc.) covers 88% of the meal gap in Logan Heights (90,000 out of 116,000 total). In Area Code 92101, it provides 67,000 meals, and in 92102, it provides 19,000.

- 80% of those eligible for CALFresh are enrolled, but 3,970 people who are eligible haven't managed to enroll. *If these 3,970 people enrolled, the 163,000 meals added would close the meal gap in Promise Zone.*
- In the future, the San Diego Hunger Coalition is looking to increase its measurement from 200% to 215% (Posted as answer to question in chat).
- [New Countywide Dashboard is available on SDHC website here.](#)
- **SAVE THE DATE:** The San Diego Hunger Coalition's 50th Anniversary is on November 21, 2024, from 3:00 – 8:00 p.m.

Healthy Communities Logic Model Breakout Groups

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

Attendance: Karen Clay, Bex Nava-McClellan, Roosevelt Williams III, Ian Hembree, Brandon Tran, Cassandra Muniz, Rachel Chapa Oporto, Amber Weber, Aisse Saaib, Joseph Kendrick

- **Bex** is currently creating brochures for victory gardens, and will follow up with Diane Moss on growing spaces.
- 2.1.2 (marketing plan) and sub-activities will be updated.
- **Karen:** How can the organizations present support this work?
- **Rachel:** Any leadership training + resources, different channels, advocacy list, community newsletter/relations that any resource can go through, coordinated community engagement (tabling @ socials), flyers + resources, Rachel's willing to share!
- **Joseph:** Same sentiments with them, have 2-3 newsletters we can collaborate on.
- **Amber** received an email from a community member who would like to start a community garden, but the property identified is in the right-of-way.
- 3.1.6, Meet with Food Justice Action Plan, was added. Meals on Wheels interested on working towards this objective.

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, Michele Marano, Lizzie Rodriguez, Anne Fege, John Ide, Olivia Mabee, Brian Widener, Craig Jones, Elizabeth Castelo, Melissa Elder, Megan Emme, Zachary Denysenko

- **Brian:** City conducted Tree Inventory in 2018 and 2021 – 2022. Looking for areas where concrete can be removed, and trees planted. Public document contains information on survey of potentially plantable areas. Documents may not be up to date as things change quickly in 2 years. Areas not benefited by EHC planning grant still require trees.
- **Zach:** Can we join up with GIS mapping person to not duplicate efforts?
- **John:** CGI is contractor that the Urban Forestry Dept. is working with, and their in-house GIS specialist is Kevin. It takes time to sync new LIDAR data with City operating software. At the moment, they can only share mapping data as CSV.
- **Zach:** One of the Logic Model activities is to connect with Groundwork, is there overlap?
- **Brian, John:** Tree King is Thad Winkle at Groundwork San Diego. Trees for Communities and Ready, Set, Grow programs overlap with areas that Groundwork already works in. Urban Forestry is focused on Street Trees and City Parks, while Groundwork is thinking

about planting trees on Private Property. Looking to collaborate with Groundwork in the future about the Trees for Community and Ready, Set, Grow campaigns.

- **Anne:** GIS intern from SDSU is about to start. Wants to re-convene Tree Mapping Group. Can meet on Zoom intermittently on a separate schedule from Working Group.
- **Brian:** EHC is planting more than the 700 trees identified on website.
- **Craig:** Presented a proof of concept for Chollas View from Encanto Planning Area that they are planning to add trees meets the City's criteria for street right-of-way and CAEnviro standards. 30% tree canopy coverage is City minimum, but only 4 out of 297 parcels currently meet that threshold. No need for LIDAR as existing mapping data will suffice for tree planting program.
- **Brian:** Would like access to Kate Session's mapping data as it will assist them with tree planting especially when placing trees on the back of right of way streets. Trees placed on backside of right of way have a risk of falling into yards rather than the roadway.
- **Anne:** Kate Sessions' mapping data in Chat: <https://katestrees.org/tree-mapping/>
- **Lizzie:** Can coordinate/facilitate tree planting efforts in the San Ysidro area.

Final Comments and Farewell:

Meeting Conclusion:

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