



The City of



Economic Development

MEETING NOTES

San Diego Promise Zone

Housing Affordability Meeting Minutes

Thursday, September 5, 2024, | 10:00 - 11:30 AM | Via [Zoom](#) | Meeting ID: 161 652 8469

Working Group Goal: Increase access to quality affordable housing in the SDPZ.

In Attendance

City of San Diego (Michele Marano) **City of San Diego – Promise Zone** (Amber Weber, Donika Moreno, Zach Engberg, Brandon Tran, Ian Hembree, Domanic Riley, Daniel Hamilton), **Community HousingWorks** (Stephen Swiecicki), **Logan Heights CDC** (Felix Lopez), **San Diego Housing Commission** (Jon Rios, Azucena Valladolid), **Tiny Home Central** (Ellen Stone), **Urban Collaborative Project** (Barry Pollard), **U.S. Department of Housing and Urban Development** (Megan Emme)

Meeting Notes

Welcome & Introductions

- Co-chairs welcomed partners and reviewed the agenda. The co-chairs also welcomed a new co-chair, Adria Fox, who will be working alongside Jon Rios and Barry Pollard to support the working group.
- The Promise Zone team introduced the newest team member, intern Brandon Tran, who will be assisting the Housing Affordability working group alongside AmeriCorps VISTA Ian Hembree.
- The culture share prompt for the meeting was: *"In consideration of 'Take a Penny, Leave a Penny Day,' what is an act of kindness that you have done recently or benefited from, within your neighborhood?"*

Promise Zone & Staff Updates

- The team hosted both an all-partner meeting on May 7 at the Elementary Institute of Science and our first Cooperative Convening on May 14 at Cafe X.
- The team also held a Business Walk in Barrio Logan on June 27 and then organized an Inclusive Public Engagement event for PZ residents, facilitated by the Dept of Race & Equity, which was held at San Diego Made Factory on July 11.
- The Promise Zone team hosted a second Cooperative Convening (online) on July 31, which focused on worker co-ops.
- The next Housing Affordability working group meeting will be on **October 31, 2024** instead of November 7.

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

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

- Promise Zone Program Manager Amber Weber and Co-chair Jon Rios presented at the City-County Reinvestment Task Force meeting on September 5.

Promise Zone Presentations and Q&A:

Data Presentation

- VISTA Ian Hembree analyzed census data from 2016 to 2022 specific to the Promise Zone, which Amber introduced and presented, highlighting key demographic and housing affordability data trends.
 - Population – The Promise Zone population slightly decreased while the San Diego population slightly increased. The median age in both the Promise Zone and San Diego rose from 2016 to 2022.
 - Demographics – The Hispanic population decreased slightly in the Promise Zone, and those belonging to two or more races increased.
 - Household Size and Composition – The average household size in both the Promise Zone and San Diego decreased. Family households in the Promise Zone decreased, while nonfamily households increased.
 - Income and Socio-Economic Factors – Household income has increased (possibly due to minimum wage hike); Poverty rate in Promise Zone fell from 35% to 22%.
 - Housing Affordability – Rent burden has decreased in the Promise Zone from 72% to 61%; the Promise Zone has also seen a +386% spike in the “10 or more apartments” housing category; there is also a 1% increase in homeownership, parallel to San Diego’s 1% increase.

Logic Models & Breakout Rooms

- Jon introduced the logic model framework that the breakout rooms within the meeting will be using. The goal of improving Housing Affordability has three formal objectives, but the working group decided to narrow the focus to the two objectives: First: Access to affordable housing with proximity to transit, healthy food, and green space; Second: supporting first-time homebuyers, renters, and people without housing.

Subgroup 1 Objectives: *1) Create and preserve affordable housing.*

- Topics covered in the first breakout room include:
 - The Promise Zone has naturally occurring affordable housing due to the fact that much of the housing stock is older.
 - New voucher standards have made it more expensive to build housing as vouchers help subsidize cost.
 - Vouchers may be covered at the next meeting.
 - The group discussed holding a Tiny Home showcase to bring partners together and get them more involved.

Subgroup 2 Objectives: *1) Support first time home buyers, renters, and people without housing.*

- Topics covered in the second breakout room include:
 - Identifying a centralized place for low-income individuals to locate housing and move-in assistance.
 - Identifying the best places to locate housing options.

Next Steps & Adjourn

- The co-chair thanked those who attended the meeting and encouraged them to leave any feedback through the [Digital Comment Box](#).

Next Meeting

Thursday, October 31, 2024 | 10:00 – 11:30 AM | Via Zoom

Via Zoom ([Link to Sign Up](#)) | (Meeting ID: 160 869 8761)