



The City of



# Economic Development

## MEETING NOTES

### San Diego Promise Zone

#### Healthy Communities Meeting Notes

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

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

#### In Attendance:

**52nd Congressional District Office of Juan Vargas** (Genevieve Fong), **Barrio Botany** (Christina Abuelo), **Blue Shield California** (Ale Ricardez), **City of San Diego – Economic Development Department** (Michele Marano), **City of San Diego – Planning** (Paola Boylan, Myles San Agustin), **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** (Olivia Mabee), **County of San Diego – Health and Human Services Agency** (Alondra Estrada-Lam, Hugo Salgado), **County of San Diego – Office of Equitable Communities** (Cassandra Muniz), **I Love to Glean** (Karen Clay), **Kate Sessions Commitment** (Anisah Enciso, Anne Fege), **Leah's Pantry** (Selena Alvarado Martinez), **LEARN** (Lee Bardon), **Logan Heights Community Development Corporation** (William Burties), **Meals on Wheels** (Aisse Saaib), **Project New Village** (Diane Moss), **San Diego City Council – District 8** (David Huerta), **San Diego Parks Foundation** (Imani Robinson), **San Diego State University** (Elizabeth Castelo), **Urban Collaborative Project CDC** (Christopher Olfato), **U.S. Department of Housing and Urban Development** (Megan Emme), **Via International** (Elisa Sabatini)

#### Meeting Notes:

##### Welcome, Culture Share, and Partner Announcements

- Culture share: *"How do you connect with nature in San Diego?"*
- **Christopher Olfato:** On Saturday October 12, 2024, from 10 a.m. to 12:30 p.m. CalTrans will be closing traffic at the 43rd St on and off-ramps at Interstate 805 and allowing community members to walk and bike the highway while helping to clean it up. Caltrans, SANDAG, Mundo Gardens, and the Urban Collaborative Project CDC will host this which will include live art demonstrations and other engaging activities. The entrance to the event will be across from Southcrest Park Plaza.  
**Link:** <https://www.kpbs.org/events/2024/10/12/caltrans-reconnecting-communities-i-805-freeway-ramp-closure-event>
- **Lee Bardon:** San Diego LEARN offers hundreds of free courses in skills such as HVAC, Electrification, Renewable Energy, and more. In October they will be hosting 26 webinars on a variety of topics. For more info contact Lee Bardon at [lbardon@rhainc.com](mailto:lbardon@rhainc.com).
- **Bex on behalf of Melissa Elder:** San Diego Community Power will be establishing a Power Network. The Power Network will be a new way to partner with like-minded

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community organizations and help San Diego Community Power shape a sustainable future for the San Diego region. Those interested must complete a Request for Qualification (RFQ) to join the network. The RFQ will be open until November 11, 2024 at 5 p.m. Informational workshops will be held on Oct. 16, 22, and 26. You can register for workshops [here](#) and find more general information [here](#).

- **David Huerta:** Planning will be holding a meeting at Mountain View Community Center on Oct. 14 and at Logan Heights Library on Oct. 17. On Oct. 23 and 25 there will be a Halloween Carnival. There will be a Town Hall on Nov. 13 at Our Lady of Guadalupe Church. Lastly, on Oct 12 from 9 a.m. to noon. there will be a Dumpster Drop-off at Boston Ave & S 30th Street for residents to dispose of unwanted items for free.
- **Imani Robinson:** The Mt. Hope Neighborhood Group is putting on a Hispanic Heritage Month Celebration on Sat., Oct. 12, 2024, from 10:00 AM - 2:00 PM. Celebrate with lunch, music, face painting, and more at this free event! **Link:** [mounthopesd.com/hispanic-heritage-month](https://mounthopesd.com/hispanic-heritage-month)

### **Promise Zone Announcements**

- The Promise Zone published the October Newsletter on Oct. 3, 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 this is his last Healthy Communities meeting. He would like the opportunity to continue working within the Promise Zone partner network.
- The Promise Zone and [Outside The Lens](#), will be hosting the first **San Diego Youth Career P.O.W.E.R. Hour**, a workshop and networking event for young professionals (15+) at Outside The Lens, 125 14th St., on Thurs, Oct. 17, 2024, from 5:00-7:00 PM. Please reach out to Zachary Engberg, [zengberg@sandiego.gov](mailto:zengberg@sandiego.gov), if you're interested in being a vendor or sponsor for future P.O.W.E.R. Hour events.
- The EDD released the annual **Community Development Block Grant (CDBG)** notice of funding availability (NOFA) on Oct. 7, 2024, read requirements and apply [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](mailto:mmarano@sandiego.gov), or Nadine Hassoun, [nhassoun@sandiego.gov](mailto: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](#).

- Jack's Community Grant from **Jack in the Box** is now available until November 1, 2024. Grants are typically in the \$5,000 to \$10,000 range and support general operation and capacity building for non-profits. You can apply [here](#).

### **Presentation: Project New Village Transformative Climate Communities, "The Village"**

Managing Director Diane Moss, [ndm@projectnewvillage.org](mailto:ndm@projectnewvillage.org)

- Project New Village (PNV) is 1 of 8 beneficiaries of the TCC Grant. Each beneficiary is responsible for implementing the program in their area of operation. The 8 neighborhoods included in the TCC grant are Barrio Logan, Logan Heights, Sherman Heights, Stockton, Shelltown, Mount Hope, Grant Hill, and Southcrest.
  - Impact area was adjusted to include Mt. Hope, so that PNV could be included.
- After receiving community input, PNV will use its TCC funding to construct a Community Garden and Grocery Store/ Resource Center called "The Village."
  - People like Trader Joe's but there is no Trader Joe's in community. Want grocery store to imitate what people like about Trader Joe's.
- The current plan for the market is to include a commercial kitchen, patio, garden, market w/ stalls, and a debt services business who will be a tenant on the second level.
  - Advisor Rich Warren wanted to make second level of The Village into housing but had to be pared down due to lack of parking space on Market Street.
  - Mark Seal's Architecture Firm has helped plan the layout and are assisting with the permit process that requires a fully detailed floor plan before the City grants its approval. Bringing to fruition has been learning process.
- Planting fruit trees on property also required permits and approval. Now The Village has several fruit trees and one large nut tree. The 2nd level floorplan remains open for anyone who wants to move in there, e.g. emergency services in case of recurrence of flooding.
- Purchasing land for The Village was financed by Alliance Healthcare Foundation and the Healthy Food Financing Initiative Reinvestment Fund (HHFI).
- At this point in time, PNV is finalizing design, raising capital, preparing for permits, and planning site operation.

### **Presentation: Healthy Cities, Healthy Residents Program**

Paola Boylan, Senior Planner, City Dept. Of Planning, [publicspaces@dandiego.gov](mailto:publicspaces@dandiego.gov)

- The Healthy Cities, Healthy Residents programs, sponsored by County of San Diego's Live Well San Diego and CAL Fresh Healthy Living initiatives, hopes to make San Diego a Child and Teen Friendly City that's most importantly fun.
  - Working on Design Guide over next few years that will direct long-term vision.
  - Currently at the beginning/planning stages.
- Looking to enhance options for play in public and privately-owned public spaces.
- Currently researching childhood uses of public space.
  - Would like kids and teens to share ideas.
  - Design will be inclusive of all genders, income levels, and abilities.

- More public spaces should be inviting play spaces and not simply designated playgrounds. There should be more hang-out spots for teens including streets, libraries, and open spaces.
- Want parents to feel safe, kids to be more independent. Want to promote physical activity, while minimizing risk.
  - Goals are to feel comfortable in spacious areas, create moments to pause and play, support independence, and inspire curiosity and learning.
- Would like to build coalition of non-profits and businesses to assist with design manual.
  - HC action plan goal: Place one Promise Zone resident on the resident coalition.
  - Businesses give input on municipal codes that prevent kid-friendly places.
  - First meeting will tentatively be scheduled for the first week of November 2024.
    - Hope to hold 7 sporadic HCHR Coalition meetings in the next 1.5 years.
    - Community members who attend will have chance to benefit from LiveWell San Diego's Resident Leadership Academy.
    - There is no website at the moment, but it is being worked on.

### **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, Ian Hembree, Donika Moreno, Anne Fege (first half), Diane Moss, Cassandra Muniz

#### Notes:

- Group likes the term "action plan" over "logic model."
- Bex created a flier with a lot of resources outlining how to "victory garden" on a budget
  - Flier links to composting, water rebate, fruit trees resources.
  - Want to update the .gov urban farming webpage with more information.
  - Diane Moss: Distribute at public libraries also.
- Marketing plan will be complete by end of year.
- Setting up available land for new growing spaces?
  - e.g. Fruit trees, PNV, support that effort – The Giving Grove, Fruit Tree Planting Foundation, [SDGE Healthy Communities Fruit Trees Program](#), etc.
  - No ideas at the moment for where land may be, contact Amber if any arise.
- Zach's garden map is complete.
- Consuelo from San Diego Food System Alliance is working on existing policies related to food systems and urban planning.
- Update marketing plan for groups, e.g. events directory, by Dec. 2024.
- Karen is meeting with a flood recovery group for food; anyone interested in joining her can contact Karen at [info@ilovetoglean.org](mailto:info@ilovetoglean.org).

**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, Amber Weber, Christina Abuelo, Elizabeth Castelo, Megan Emme, Anne Fege (second half), David Huerta

**Notes:**

- Follow-up on tree mapping: Anne Fege and Zachary will discuss how to proceed with GIS mapping team with goal of putting GIS map of trees in the Promise Zone on website.
- Elizabeth Castelo presented flyer from Skyline Hills Community Group about a City of San Diego grant to plant trees in Skyline/Paradise Hills. Looking for people to assist or provide feedback.
- Alondra would like organizations that help youth to get in touch with Paola as she would like to see the Healthy Cities, Healthy Residents Program continue to grow.
- Invite City personnel behind Get It Done app to provide updates on requests they've received from Promise Zone residents and how many of those requests they've completed.
  - Amber's contact at Get It Done is no longer employed at the City and is researching new POC.
- Alondra mentioned that there are high collision rates close to schools. She would like the perspective of the youth on street safety near schools.
  - SANDAG completed Fatal 15 survey on most dangerous streets in San Diego.
- Alondra, Amber, and Zachary will meet to re-organize logic model/action plan.
- Circulate SD is a potential future speaker as they do a lot of work on traffic safety.
- Promise Zone team aiming to have beta website in beginning of December.

Final Comments and Farewell:

**Meeting Conclusion:**

- **Meeting day for next month:** Thurs., Nov. 14, 2024, 10:00-11:30 AM
- Digital Comment Box: <https://us16.list-manage.com/survey?u=e913b9d30ca18b3436360cf47&id=62c8f5dc2f>