



The City of



Economic Development

MEETING NOTES

San Diego Promise Zone

Healthy Communities Meeting Notes

Thursday, November 14, 2024 | 10:00 – 11:30 AM | via Zoom

Healthy Communities Goal: Promote access to healthcare and healthy foods

In Attendance (23):

Barrio Botany (Christina Abuelo), **City of San Diego – Economic Development Department** (Michele Marano), **City of San Diego – Promise Zone** (Zachary Engberg, Daniel Hamilton, Donika Moreno, Bex Nava-McClellan, Domanic Riley, Oscar Silva, 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), **Families For Safe Streets San Diego** (Laura Keenan), **FoodShed Cooperative** (Casey Ng), **I Love to Glean** (Karen Clay), **Kate Sessions Commitment** (Anne Fege), **San Diego Community Power** (Melissa Elder), **San Diego Parks Foundation** (Imani Robinson), **Second Chance Youth Garden** (Daria Van Nice), **Urban Collaborative Project CDC** (Christopher Olfato), **U.S. Department of Housing and Urban Development** (Megan Emme), **Watering Hope** (Anayo Nworjih)

Meeting Notes:

Welcome, Culture Share, and Partner Announcements

- Culture share: *In the spirit of Thanksgiving, in your family or close friend group, what does it look and feel like when you gather for a meal?*
- **Community Climate Conversations** – Urban Collaborative Project CDC hosted two panels – Nov. 14 at Jackie Robinson YMCA and Nov. 19 at CSUSM Innovation Hub – as part of the **Community Climate Conversations: From Idea to Reality** series. The Nov. 14 meeting was centered around community gardens, while the [Nov. 19 session was around active transportation](#). Reach out to Christopher Olfato, c.olfato@ucproject.org, Carmina Paz, c.paz@ucproject.org, or the Office of Sustainability & Environmental Justice at osej@sdcounty.ca.gov with questions or to learn more.
- **South Region Assessment for Chemical Exposures (ACE)** - Starting the week of **Oct. 21, 2024 through Nov. 22, 2024**, people who live, work, or recreate near the Tijuana River Valley and Imperial Beach have an opportunity to fill out an online survey to assess the impact of untreated waste: [South Region ACE FAQ](#). To learn more, e-mail Cassandra Muniz, Cassandra.Muniz1@sdcounty.ca.gov, or p.hs.southregionhealth.hhsa@sdcounty.ca.gov.
- **Jacobs Center Turkey Giveaway** – The Jacobs Center for Neighborhood Innovation will be hosting their Second Annual Turkey Giveaway and Resource Fair on **Sat., Nov. 23**, from 10:00 AM – 2:00 PM. The turkeys will be first-come first-serve. Contact Emilio R. Galvan, EMILIO@COMMUNITYWRAPAROUND.ORG, with any questions.

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

- **Safe Streets for All Virtual Open House** – The Safe Streets for All San Diegans program now has a “virtual open house” website with interactive features open until **Monday, Dec. 2**: <https://ss4asd.com/index.html>, incl. pages for all 3 efforts to reduce traffic-related injuries and deaths by lowering speeds and identifying safety projects in areas of acute needs. Learn more and provide your input by answering a series of questions for each effort. Specifically, the **Historically Disadvantaged Community Quick Build Program** is part of the Promise Zone’s efforts around the REACH initiative that co-chair Alondra Estrada-Lam, Alondra.estrada@sdcountry.ca.gov, is spearheading.
- **LiveWell South Regional Leadership Meeting** – The LiveWell and County of San Diego’s [South Regional Community Leadership team](#) will meet in-person on **Dec. 9** from 12-3:00 PM at the LiveWell Eastlake Hub. The theme of the meeting will be solutions to homelessness. Reach out to Cassandra Muniz, Cassandra.Muniz1@sdcountry.ca.gov, with questions or to RSVP.

Promise Zone Announcements

- **Newsletter** - Check out the November edition for grant opportunities, announcements, and our job board: [Sign Up](#)
- **New Civic Engagement Associate VISTA** – Ian Hembree finished his year of service, and recent SDSU political science grad Oscar Silva started his role as the new Civic Engagement Associate Americorps VISTA on Nov. 4. He will support the Housing Affordability working group and Steering Committee. **Welcome, Oscar!**
- **Promise Zone All-Partner meeting** – The Promise Zone will not hold Zoom working group meetings in December in lieu of an **in-person, all-partner meeting on Thurs., Dec. 5, from 2:00 – 4:00 PM, at SD Made Factory**, [RSVP at this google form](#).
- 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 Nadine Hassoun, nhassoun@sanidiego.gov.
- **P.O.W.E.R. Hour recap** – On Thurs., Oct. 17, the Promise Zone hosted the first Career P.O.W.E.R. Hour at Outside The Lens. The theme, Put Your Best Foot Forward: Presenting Yourself to Employers, featured workshops on building a resume and online portfolio, mock interviews, and headshots with a mobile closet for 28 attendees, including 9 job-seekers, with the goal of preparing them to go after a job at our flagship Youth-Led Career Expo in March 2025.

Healthy Foods Presentation: FoodShed Cooperative, Regenerative Agriculture

Equitable Distribution Lead, Casey Ng, casey@foodshedcoop.com

Presentation available to access at [this Canva link \(view only\)](#)

- Foodshed Cooperative started March 2020 in City Heights, Hub on 3340 Fairmount; run by ~50 small-scale farmers, deliver food to individuals via CSA boxes and markets and to larger institutions such as food banks, Feeding San Diego, SDSU Brightside, UCSD, etc.
 - Grow, aggregate, pack, deliver all over San Diego
- Industrial vs. Regenerative Agriculture
 - Industrial: mono-crop, tilling, pesticides, large-scale, excess water, soil degrading
 - Regenerative: focus on soil health, crop diversity and rotation, natural pest management, drought tolerance and water efficiency, carbon dioxide sinks

- 3 major facets: 1) Thriving Farms, 2) Equitable Distribution, and 3) Mobilize Communities
 - USDA Climate Smart Incentive program
- Theory of Change:
 - Investment → Rising Supply → PIVOT → Rising Demand → Environment
- Foodshed \$\$\$ re-distribution: 100% farmer-owned, 80% production, 20% distribution
 - Current food system rates: 15% farmer-owned, 15% production, 85% distribution
- Mutual aid, not charity! Goal is food sovereignty

Active Transportation Presentation: Families For Safe Streets (FFSS)

San Diego Chapter Founder, Laura Keenan, keenan.bike@gmail.com

Presentation available to access in [this google drive folder \(view only\)](#)

- Families for Safe Streets started in 2014, over 20 chapters in U.S., fights to support survivors and the families of victims of preventable road accidents.
- Matt Keenan was killed in a traffic accident while biking on the street on the way to the movies in 2021; Laura Keenan started San Diego Families for Safe Streets chapter to advocate for safer streets.
 - Power of stories paired with data – [view FFSS story map here](#)
- World Day of Remembrance for Road Traffic Victims, [Nov. 17](#)
 - Honoring 258 bicycle riders killed and the thousands injured in San Diego County
- Getting Kids to School Safely with 3 major asks:
 - 1) Fix the Fatal [15 Most Dangerous Intersections](#) with lead pedestrian intervals, high-visibility crosswalks, lifesaving other safety measures;
 - 2) Reduce speeds in school zones using AB 43;
 - 3) Invest countermeasures along the 6 Critical corridors along routes to school, as identified by [SANDAG Regional Safety Focus Network](#) – 6% of the region's roads account for 54% of all crashes

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, Donika Moreno, Amber Weber, Roosevelt Williams III, Christina Abuelo, Melissa Elder, Cassandra Muniz, Casey Ng

Notes:

- Marketing plan created, outreach of prepared gardening resource guides and maps to organizations beginning in December at All-Partner Meeting and when updated website is live.
- Flood victims survey of 2300 families from SD VOAD results should come in soon; flood food recovery group is defining and executing the process to find feeding organizations.
 - Karen contacted Feeding SD pantries, they would like to be informed about survey results and next steps.
- SD VOAD Long Term Recovery Group partnering with SD Food Bank, will follow up
 - Out of 7 orgs feeding people in PZ, 2 have commercial kitchens that can be used to meal prep and have seating for 40 people.
 - 2 other agencies needed transportation, but scheduling worked out and they can share 1 truck together

- Barrio Botany goal to install gardens in elementary schools; does backyard gardening workshops which are 8 weeks long at Sherman Elementary School.
- SD Community Power pilot project that is a continuation/collaboration with County which places refrigerators with healthy food options in storefronts.
 - Will get more details about number of fridges in PZ and depending on success of pilot, could be a goal to obtain more fridges in PZ.

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, Oscar Silva, Megan Emme, Anne Fege, Laura Keenan, Imani Robinson

Notes:

- Action plan activity: Establish relationships with bike orgs, grateful that Families for Safe Streets is here, invite to return for future meetings, be stakeholder in our action plan
- Question: What output metrics can we use to measure “more biking” or better/safer biking infrastructure or other outcomes?
 - Answer: Events, SANDAG data, # of crashes; bike usage data is lacking in general; remember to address people who potentially aren’t riding because they don’t feel safe – what is that population? How do we reach them, count them?
- Should we add element to action plan activities of understanding perspectives of residents (survey), and what infrastructure would get them to ride a bike? Has an organization/agency already done this?
- Quick builds (roundabout made from plastic and paint to put up rapidly) are an option that we are already doing through REACH, can help with bike safety.
 - FFSS would be interested in quick build on Florida St. near Balboa Park

Final Comments and Farewell:

Meeting Conclusion:

- **Meeting day for next month:** All-Partner Meeting on Thurs., Dec. 5, 2-4 PM, at SD Made Factory, RSVP [here](#)
- Digital Comment Box: <https://us16.list-manage.com/survey?u=e913b9d30ca18b3436360cf47&id=62c8f5dc2f>