

Increasing Access to Healthcare and Healthy Foods Working Group
Family Health Centers, 5160 Federal Blvd., Training Room 2
Aug. 16, 2018
Meeting Notes

Partners in Attendance

County of San Diego, City of San Diego, U of California at San Diego, Urban Corps and Feeding San Diego.

Welcome and Introductions

Members introduced themselves, and the format for the meeting was made clear. The meeting would be structured around Urban Agriculture's next steps and implementation phase.

Updates on All-Partner Meeting

- Assessed that people interested in the Opportunity Zones
 - Interested in a one-pager
- Gallery Walk Activity
 - Feedback focused on Opportunity Youth engagement
- Urban Corps: Discussed hearing about the work each group was doing from the co-chairs helped to identify how its organization can partner with different working groups.
 - Was able to connect to Increasing Access to Healthcare and Healthy Foods and Creating a Priority of Safety working groups through that activity
 - Was able to connect and provide services to groups that were previously going out of state
 - Activity established that nutrition education classes through the county working with urban corps
 - Activity established that Jackie Robinson YMCA was able to identify unused land organization owns that could be used for Urban Agriculture projects
 - Discussions are beginning around that topic
 - Agreed to reach out with specific meeting around land available from YMCA and bring all interested partners to the table

Urban Agriculture Incentive Zones (UAIZ)

- SDPZ has identified addresses of owners of properties that qualify for UAIZ

- County has up to \$2,000 to contribute for targeted postcard mailer.
 - Work with San Diego Food System Alliance (SDFSA)
 - Reach out to tax assessor office for informational mailings
 - Idea to send out mailer as if they have 'won' something to incentivize participation
 - Leverage opportunities with slow foods
- Idea generated for a news release regarding UAIZ program and sending people to the website.
 - Urban Agriculture working group talked about drumming up more media around it
 - Idea generated for having the City send an informational campaign
 - Identified there is a report from Los Angeles saying no one is using it UAIZ in Los Angeles
- Methods to incentivize land use from owners
 - If owner looks at the program, can we provide what the social benefit will be by producing an Urban Agriculture program in your area, and how we can market in the community that this person helped increase social determinants of health
 - Graphic is being created at the moment showing the entire process of the Urban Agriculture cycle
 - Identified there is no place to pay the fee necessary to apply for UAIZ on a parcel.
 - Could the City somehow waive the fee for Promise Zone parcels that request UAIZ title?
 - Can the program be tied into placemaking fees from the City?
 - Perhaps through grant program and revolving loan fund?
 - Question: Are there any producers who are looking to expand and are looking for Urban Agriculture plots?
 - Question: Are there retailers looking to be involved in purchasing co-op?
 - Restaurants in the area want a close parcel to grow locally
 - They front the money and get 'x' amount of what comes out of it and leftover could be sold at farmers markets?
 - As retailers find more value from farms will invest more or expand
 - University of California at San Diego Center for Community Health is doing a study on Urban Agriculture supply and demand side
 - Showing retailers likely will not invest capital in local program because not enough demand and other options
 - Program tried earlier, and retailers didn't pay for products they requested

- SDFSA has been contacted by people interested in plots of land.
 - City of Long Beach has set up a \$53 monthly fine for undeveloped lots that do not create Urban Agriculture on them
- Persons around the table are interested in plots of land
 - Issues arose who will maintain and where will water come from
 - How is it controlled if garden is open to the community?
- San Diego Food System Alliance
 - Has meetings at different community gardens showing how they are operated
 - Can we tap into organizations training folks interested in gardening and then give them the space to do it?
 - Wild Willow is one
- Information needed for contacting property owners
 - Agreement on the growers are there; we need the property owners.
 - Need water meter. If owner installs one, when they sell the property later, they can sell it for more.
 - Can we contact a realtor?
 - Find the holding companies are and contact them for land they are sitting on
 - Identify companies then search all holdings in San Diego
 - Pitch UAIZ tax incentive benefits
 - Can develop on all the properties
 - Or can we use the CoStar real estate software that the City has?
 - Can hold an event with these people explaining the benefits to save money.
 - Prop 68
 - Funds rolling out for green infrastructure, etc.
 - Grants for parks
 - What is a park? Does urban agriculture count?
 - For state parks grants, need to partner with the City
 - Another grant has to go directly to the City
- How do we identify that foods grown in this area stay in the SDPZ?
 - Send directly to farmers market
 - Produce Good
 - Its goods go to organizations with the most need and distribution channels
 - Sending to service providers
 - Begs the question: What is the purpose of Urban Agriculture?
 - To increase healthy food?
 - Increase economic opportunity?

- Increase placemaking in the community?
 - How many square feet do we need to say we have created “access”
- Can use a contract with producers expanding in the community to provide services to community such as:
 - Give tours to residents
 - Show how the garden works
 - Teach workshops on gardening
 - Above are all types of programming

Action Items

- City needs to identify when the city will have fee structure in place?
- SDFSA follow up on potential producers
- Placemaking: does it fall under this program for grants?
- Identification of grants that can assist in making this happen
- Cresgy has placemaking grant.
- Identify people who would be interested in subgroup meeting for Jackie Robinson YMCA.

Updates

- Live Well Center
 - County and Jacobs Center for Neighborhood Innovation are getting land from Taubman Chavez center.
 - Building a social service center on that property
 - The community sees this as a mega welfare building, and county is attempting to reframe the perception.
 - County is hosting tours of the Live Well Center in Escondido to see what it looks like.
 - Busing people up from Jacobs to show what the center will be
 - Working on doing a film of the Escondido Live Well Center
 - County is looking for contractors to design and build the center
- Live Well Neighborhoods
 - Pilot that invests in resident-driven cradle to college and career outcomes for southeastern San Diego neighborhoods
 - Funding is coming from the County. On Sept. 11, it's going to the Board of Supervisors for funding amount
 - Modeled off Promise neighborhoods
 - Still looking for what resources residents would like
 - Elderly is a topic that keeps coming up
 - Piloted in the Promise Zone
 - 1-year planning phase then 2-3 years of implementation

- **Next Meeting Date:**
- Third Thursday of Each Month
- Sept. 20, 2014, 3-4:30 p.m.
- Family Health Centers, 5160 Federal Blvd., Training Room 2