



The City of



Economic Development

MEETING NOTES



Creating a Priority of Safety Working Group

April 16, 2019, 3–4:30 p.m.

Valencia Park/Malcolm X Library

5148 Market St., San Diego, CA 92114.

Meeting Notes

In Attendance: City of San Diego Promise Zone (SDPZ), AmeriCorps VISTAs, City of San Diego Economic Development Department (EDD), SAY San Diego, Homestart, Deputy Chief of Staff - Council District 4, South Bay Community Services, San Diego Police Department.

Welcome and Introductions: Working Group Co-chair Mary Baum of Say San Diego and SDPZ Director Katherine Crow opened the meeting

Working Group Goal: Create a priority of safety within the Promise Zone by engaging and empowering residents, revitalizing infrastructure and bridging technology gaps.

Subgoal A:

- Make safety everyone's priority (residents, businesses, schools) through community events and the use of technology to engage residents and inform community policing, restorative justice, culturally-responsive and trauma-informed approaches.

Subgoal B:

- Advocate for infrastructure improvements (e.g., wider sidewalks, better lighting) that deter crime and improve the quality of community amenities making the SDPZ a safer place to live, play, and work.

Key Updates from San Diego Promise Zone (SDPZ):

- Asset Mapping Survey:
 - The SDPZ recently launched a [survey](#) to understand assets in the Promise Zone and identify gaps. New partners were urged to complete the short three-minute survey.

Key Update about the Creating a Priority of Safety Working Group:

- Rosa Ana from Harmonium will no longer be continuing as the Co-Chair of the Creating a Priority of Safety Working Group.

Get It Done App Outreach:

- **Long-term objective**
 - Create a priority of safety and reduce crime hotspots within the SDPZ by engaging/empowering residents and revitalizing infrastructure.
- **Video**
 - A [promotional video](#) was shown to everyone to understand the usage and functions of the Get It Done app.
- **Baseline:**
 - Neel Dharwadkar, the SDPZ AmeriCorps VISTA, presented insights on the [baseline](#) for the Get It Done App requests.
 - Total reports in the SDPZ beginning January 2019 till end of March more than 4,000.
 - The density of requests is higher on the northern and western side of the SDPZ.
 - It would be important to breakdown the requests by the type to better understand the nature of requests.
 - Other metrics like completion rate and average time for completion might be able to be tracked in the near future.
 - The baseline would help to measure progress and attribute the impact of the Working Group promotion efforts towards increasing usage and adoption of the Get It Done app.
 - The geographical map can help to understand areas that use the app vs areas that do not.

- **Outreach Collateral:**
 - 100 count pocket-sized foldouts with Get It Done information were distributed to Partners present in the meeting.

- **Other events / meetings:**
 - An efficient way to promote the app would be to tap onto existing or scheduled events and meetings in the community and leverage programs.
 - For example:
 - Crime-free Multi Housing Program
 - Urban Collaborative resident agent meetings
 - Home visiting programs
 - Town council meetings
 - Apartment complex managers

- **Use of Technology:**
 - Technology can help direct efforts in an efficient way to promote the GID app.
 - For example, the use of geo-maps and social media.
 - The community presentation can also include interactive content to teach people how to use technology.

Action Items and Follow-ups:

- Mary to share updated strategy document after incorporating the changes discussed in this meeting.
- San Diego Police Department (SDPD) to share current efforts underway to promote the GID app and help the Working Group understand ways in which everyone can support the SDPD in their efforts.

Next Meeting Date:

Location: Valencia Park/Malcolm X Library, 5148 Market Street, San Diego, CA 92114.
Sept. 17, 2019, 3-4:30 p.m.