



The City of



# Economic Development

MEETING NOTES



## Creating Jobs Working Group

Oct 17, 2018, 2–3:30 p.m.

San Diego Workforce Partnership

3910 University Ave., #400, San Diego, CA 92105

## Meeting Notes

**In Attendance:** Harder + Co, City of San Diego Promise Zone (SDPZ), AmeriCorps VISTAs, U.S. Department of Housing and Urban Development (HUD), San Diego City College (SDCC), City of San Diego Economic Development Department (EDD), San Diego Workforce Partnership (SDWP), San Diego Housing Commission Achievement Academy, BAE Systems, San Diego Futures Foundation, Heartland YouthBuild Construction Careers, Local Initiatives Support Corporation (LISC) and South Bay Community Services

**Welcome and Introductions:** Co-chairs Karmin Noar, San Diego Workforce Partnership, and Lydia Moreno, City of San Diego Economic Development Department, opened the meeting.

### **Review of Goals and Activities of other Promise Zone Working Groups:**

Activities of the other Promise Zone Working Groups were reviewed, including a brief overview of the past important events:

- Increasing Economic Activities Working Group
  - Three business walks by the Working Group to understand the background, history and needs of the businesses in the Promise Zone and to identify areas of collaboration
- Increasing Access to Affordable Housing
  - Goal to create 10,000 new units in the next 10 years. Focus on developing ADUs (Accessory Dwelling Units) that are additional small housing units in the backyard of larger houses. This can increase the inventory of available affordable housing significantly.

- Creating a Priority for Safety
  - Current focus is on the Get it Done app that allows residents to report non-emergency issues and track progress on the issue. Residents can report a wide range of issues, including graffiti, dumping, abandoned cars and potholes, by simply taking pictures of the issue/incident from their phones.
- Increasing Access to Healthcare and Healthy Foods
  - Focus on urban agriculture and leveraging AB 551 that grants a tax break to owners of vacant land for five years if it's used for urban agriculture. Recent development was a meeting between the Jackie Robinson YMCA and Urban Corps to use a vacant strip of land at the YMCA for a pilot project on urban farming.
- Improving Educational Opportunities
  - Focus on Opportunity Youth with programs like Gateway to College and encouraging participation in STEAM activities.
  - There was a joint meeting in June between Improving Educational Opportunities, Increasing Economic Activities and Creating Jobs Working Groups to foster cross-collaboration.
  - There are plans to hold a joint meeting in January with the Improving Educational Opportunities Working Group.

### **Overview of Trauma-Informed Care (TIC):**

- Definition:
  - Trauma Informed Care (TIC) is an organizational structure and treatment framework that involves understanding, recognizing, and responding to the effects of all types of trauma. Trauma Informed Care also emphasizes physical, psychological and emotional safety for both consumers and providers, and helps survivors rebuild a sense of control and empowerment.
- Prevalence:
  - The CDC (Center for Disease Control and Prevention) statistics on abuse and violence in the United States are sobering. It reports that one in four children experiences some sort of maltreatment (physical, sexual or emotional abuse).
  - Nicole Bracy from Harder + Co enlightened the group on the disproportionate cases of Trauma affecting communities of color.
- Research on Workforce and TIC:
  - For an organization to embrace a TIC model fully, it must adopt a trauma-informed organizational mission and commit resources to support it. This entails implementing an agency-wide strategy for workforce development

that is in alignment with the values and principles of TIC and the organization's mission statement.

- Role of San Diego Promise Zone Partners in TIC advocacy:
  - Karmin Noar from San Diego Workforce Partnership spoke about a training program it created for a company to help inform engagement strategies and mentorship for youth affected by trauma.
  - Connect2Careers program initiated by the Economic Development Department at the City of San Diego seeks to build trust by providing a continuous engagement for the youth with mentors, which helps sustain a higher level of interest and motivation among them and prevents attrition.

### **Advanced Manufacturing / maritime industry employment pipeline:**

- Oct. 4 Manufacturing Day Update:
  - The event was a resounding success with the participation from more than 290 high school students and 15 businesses and organizations. Activities included a job fair with companies, tours for high school students and a startup panel.
  - The event aimed to expose students to different industries and educational and training programs.
  - Event organizers are hoping to receive a higher participation from Promise Zone businesses and residents for future events.
- Attrition Concerns:
  - BAE Systems reported around 25% attrition in the industry. It is also looking to scale up hiring through career fairs.
- Collaboration between San Diego Promise Zone Partners:
  - Terri Steele from Heartland YouthBuild Construction Careers offered to advocate for a \$9 million grant application to the Department of Labor called "Scaling Apprenticeship through Sector-Based Strategies" from the San Diego City College when she would meet Congresswoman Davis.
- City College Pre-Apprenticeship Program:
  - A 10-week program that takes place every Saturday. Classes held onsite at City College and instructor are experienced professionals from the industry. The program includes tuition reimbursement (up to \$3500 a year).

### **Member Updates:**

- Christian from NASSCO has left San Diego and moved to Rhode Island, following his promotion.

**Next Meeting Date:**

Third Wednesday of each month  
San Diego Workforce Partnership  
3910 University Ave., #400, San Diego, CA 92105  
Nov. 21, 2018, 2-3:30 p.m.