



The City of



Economic Development

MEETING NOTES



Creating Jobs Working Group

Sept. 19, 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), Workshops for Warriors, Pay It Forward Media, San Diego Housing Commission Achievement Academy

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:

- Creating Jobs Working Group
 - City College activity and site tour to understand the training for manufacturing jobs. The Working Group discussed the possibility of a second site tour early next year.
 - Joint meeting between Improving Educational Opportunities and Creating Jobs Working groups to foster cross-collaboration.
- Increasing Economic Activities Working Group
 - Business walk by the Working Group to understand the background, history and needs of the businesses in the Promise Zone and to identify areas of collaboration.

- The Storefront Improvement Program resonated to a large extent, with many business owners expressing interest to participate in the program that now provides a 30 percent higher rebate for Promise Zone businesses.
- A great highlight of the event and an epitome of collective impact in action was the discussion with Ernie, the Salud manager, who's looking to hire skilled cooks. Christina Bibler will connect him with Kitchens for Good, an organization in the Promise Zone that provides culinary training to people with criminal records or who are homeless or victims of domestic violence.
- Increasing Access to Affordable Housing Working Group
 - 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 a large house. This can increase the inventory of available affordable housing significantly.
 - The state of California just recently changed guidelines to encourage the building of ADUs, making it timely to focus on ADUs in the implementation phase of this Working Group.
 - With nearly 20,000 to 30,000 more military personnel slated to move into San Diego over the next 10-15 years, the demand for housing is only going to increase.
- Creating a Priority for Safety Working Group
 - Current focus is on the Get it Done app that allows residents to report complaints about non-emergency issues and also track progress on the issue. Residents can report a wide range of issues, including graffiti, dumping, abandoned cars and potholes, by simply taking a picture of the issue/incident from their phones.
- Increasing Access to Healthcare and Healthy Foods Working Group
 - 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.
 - Recently there was a joint meeting in June between Improving Educational Opportunities, Increasing Economic Activities and Creating Jobs Working Groups to foster cross-collaboration.

Overview of HUD Programs in the Promise Zone region:

- Opportunity Zones:
 - San Diego Promise Zone is the only Promise Zone in the country to completely fall under census tract areas designated as Opportunity Zones and thus have a 100 percent overlap.
 - The program was initiated as part of the new tax bill in December 2017 and seeks to encourage investments in low- and moderate-income (LMI) communities with an incentive of saving on capital gains taxes.

- EnVision Center:
 - A recent HUD initiative establishes an EnVision Center as a one-stop-shop for public assistance very close to the Promise Zone boundary and seeks to serve LMI residents from the Promise Zone.
 - Focus areas: healthcare services, character development, education and job training.
 - With the advent of the EnVision Center, San Diego Housing Commission can broaden the scope of its work to engage people outside of Section 8 voucher recipients and serve people from the housing wait list.

Overview of CDBG Funding, Programs and Activities:

- Stephen Maduli-Williams, Community Development Program Manager in the City of San Diego Economic Development, provided an overview of the Community Development Block Grant (CDBG) program.
- Start of the CDBG fiscal cycle with RFQ process initiation on Sept. 1. 2018
- Deadline is Sept. 30 to submit RFQ applications
- Annual budget increased by \$10 million to around \$40 million due to incremental program income from redevelopment schemes, with around \$250 million to be spent over the next 5-6 years.
- Priority projects include workforce development, affordable housing, revitalization of neighborhoods, business assistance and public infrastructure improvements
- Focus on nonprofits that serve LMI communities as CDBG funding is only mandated to be used for LMI communities
- 1 bonus point for organizations serving communities in the Promise Zone
- Launching a new program focused on funding sustainability-related projects for families and businesses; e.g., installation of solar panels
- Another program slated to be launched is the Neighborhood Business Improvement Program that seeks to provide capital to small and medium businesses to invest in improving their infrastructure

- Plans to invite RFP for Catalytic Neighborhood Investment Program that allocates roughly \$5 million to \$7 million for projects that could generate economic activity in LMI neighborhoods
- Current status: 136 contracts currently managed with annual budget quadrupled
- Last year \$1.3 million invested in workforce development to encourage hiring tech workers from opportunity youth by providing tech training and internships to LMI communities (TechHire)
- Path towards tech career enabled 178 people to receive training with an investment of \$750,000 and more than 75 percent got employed
- CONNECT2Careers initiative matches underserved youth to career opportunities
- Mentorship program identifies opportunity youth and mentees get paid by working at the City of San Diego
- Vision is to touch more industries or focus areas and widening reach to LMI communities
- City of San Diego Nonprofit Academy provides training to local nonprofits in collaboration with University of San Diego. Programs received a huge response with large oversubscription of events.
- Accelerator program initiative as part of the Nonprofit Academy works with budding nonprofits that currently don't have the capacity for financial auditing to help it build that capacity in order to qualify for CDBG and other Federal and foundational grants. Those grants require financial audits as a pre-requisite to qualify. Up to \$50,000 is provided to one organization, with an overall program budget of \$500,000. We're expecting higher applicants this year due to promotion and awareness about the program.
- Recent 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.
- In that context, discussed the possibility of obtaining CDBG funding for a potential Urban Corps initiative. The lending library would allow community members to borrow and lend equipment for urban agriculture while cutting down cost and fostering community engagement. There's also a Capacity Building Program through which the Economic Development Department gives up to \$20,000 in grants to smaller nonprofits on a rolling basis without any deadline Urban Corps could explore applying for this grant for its capacity-building projects in workforce development, technical systems integration, capital acquisition, etc.
- Smaller organizations could have improved prospects for CDBG funding by collaborating with emerging and larger organizations who receive more than \$50,000 and \$100,000 in grants, respectively, from CDBG.

Upcoming Events and Activities:

- Stephen Maduli-Williams's CDD team is currently soliciting input for the next 5-year Consolidated Plan for 2020-2024. There's a survey available on the EDD website to determine goals and needs. Once City Council approves the Consolidated Plan, the CDBG-funding criteria is bound by those goals.
- Manufacturing Day is on Oct. 3, providing information on financing and insurance for small and medium manufacturing businesses and encouraging the hiring of opportunity youth from the Promise Zone.
- Discussion around training opportunities for trauma-informed care. Barrio Logan-based shipbuilder General Dynamics-NASSCO expressed interest for training its staff on trauma-informed care. Rosa Ana from Harmonium and Robin from South Bay Community Services are engaged in the discussion in the next working group meeting.

Next Meeting Date:

Third Wednesday of each month
San Diego Workforce Partnership
3910 University Ave., #400, San Diego, CA 92105
Oct. 17, 2018, 2-3:30 p.m.