

**Creating Jobs Working Group
San Diego Workforce Partnership
3910 University Ave., Suite 400, San Diego, CA 92105
Jan. 17, 2018, 2-4 p.m.
Meeting Notes**

In Attendance: Harder + Co., San Diego Promise Zone, AmeriCorps VISTA, Workshops for Warriors, Heartland Youth Build, MAAC, San Diego Housing Commission, South Bay Community College, San Diego Workforce Partnership, City of San Diego Economic Development Department.

Announcements

- Logic Models are finished and will be available at sandiego.gov/promisezone as living documents.
- The first draft of the Strategic Plan was presented to the Working Group. It includes all Promise Zone partners, a Promise Zone map, a mission statement, the six goal areas and subgoals. The group gave no feedback on the Strategic Plan.
- The Community Survey will be presented at the All-Partner Meeting on Jan. 25. This Survey is to be repeated every two years and be compared against Census demographics.

Review of November Working Group Meeting

In November, the Creating Jobs Working Group finished its logic model development phase. A focus was placed on coordinating more closely with other Working Groups, specifically, Increasing Educational Opportunities. The group clarified language in its last subgoal defining “anchor institutions” as any large employer within the SDPZ. The rest of this subgoal concerned developing relationships with these anchor institutions as a means of connecting residents to 500 new jobs and possibly apprenticeships within the SDPZ.

Community Survey

Overview:

- The Community Survey was conducted with support from Harder + Co., San Diego State University and AmeriCorps.
- Four AmeriCorps VISTA members and one SDSU professor trained and coordinated 120 SDSU senior criminology students to collect more than 400 Community Surveys from the residents of Barrio Logan, Encanto, Southeastern and Logan Heights.
- Surveys were conducted at sites evenly dispersed throughout the Promise Zone and residents had to be at least 18 years old and live in the Promise Zone. Subjects were approached and interviewed at random.
- Harder + Co. cleaned, organized and visualized the data.

Components:

The Survey captured the following data on each resident: educational attainment, housing situation, perceptions of safety, frequency of park usage and reasons, employment situation, frequency of neighborhood meeting attendance, source of goods, perception of neighborhood assets, and much more.

Analysis:

- Neighborhood meeting attendance was low overall. The Working Groups, especially Creating a Priority of Safety, hope to increase this attendance as a way to involve residents in community development.
- Residents responded as needing to leave the Promise Zone very often for goods. The Increasing Economic Activities Working Group hopes to increase purchases within the Promise Zone to support local businesses.
- Residents perceived healthy food as accessible in the Promise Zone. This came as a surprise and will affect the Increasing Access to Healthcare and Healthy Foods Working Group's focus on increasing healthy food consumption.
- Recreation, pharmacies and groceries were the highest in demand for desired neighborhood infrastructure. Finally, the most popular assets of the Promise Zone were its people and proximity to desirable infrastructure.

Review/Comment:

- The Working Group commented that it was encouraging to see a larger population than expected looking for work. It was suggested that we further define "employed" by differentiating between taxed and untaxed (legal versus under the table).
- It was suggested that we add a follow-up question about why residents are choosing to buy outside the Promise Zone.
- Educational attainment captured by the Survey was higher than the Working Group expected.
- A concern was voiced about the level of diversity of the students conducting the surveys. In response Harder + Co. assured the students looked similar to the residents demographically: even split of women and men with a high Hispanic population.

Homelessness

- During January, the Working Groups have focused on how each goal area may influence the homelessness epidemic in San Diego. In the Creating Jobs Working Group meeting, San Diego Workforce Partnership explained its outlook and strategy when engaging with homelessness.
- SDWP takes the position that many are one hardship away from becoming homeless. In response to this belief, they provide rapid-response efforts that are engaged when they receive notifications of layoffs.

- The group voiced interest in investing resources in better supporting SDWP in these services through improved integration with the City of San Diego or the San Diego Housing Commission. It also would like to foster more communication between organizations. A focus was placed on developing services with less visible homeless (couch-surfers) in mind.

Updates:

- The All-Partner Meeting on Jan. 25 will review our planning process, look to our next phases, and review our indicators. A Grant Searching Workshop will follow the meeting. Taught by the Promise Zone HUD liaison, the Workshop will focus mainly on federal grants but touch on other types as well. You can RSVP through Eventbrite.
- Heartland Youth Build is looking to move into a new space. They are interested in moving into the SDPZ. They require space for its campus and tiny homes, an acre at minimum.
- San Diego Continuing Education North City Campus is hosting the California State Assembly on Jan. 26. It will give and an update on the status of men/boys of color in San Diego focusing on mental health and youth empowerment.

Next Meeting Date:

Third Wednesday of each month
San Diego Workforce Partnership
Feb. 21, 2018, 2-4 p.m.