

Appendix 1:

FY 2020 - 2024 Consolidated Plan Outreach and Marketing Materials

Fiscal Year 2020 – 2024 Consolidated Plan**OVERVIEW**


The City in partnership with LeSar Development Consultants (LDC), launched an in-depth and collaborative effort to consult with elected officials, City departments, community stakeholders, residents, and beneficiaries of entitlement programs to inform and develop the priorities and strategies contained within this five-year plan. Consultation strategies included the formation of community outreach partnerships with housing, service, and mental health providers; workforce developers; community advocates; and others. Partnership members informed their clients and program beneficiaries that an important planning process was being undertaken and encouraged active participation by beneficiaries. Community outreach partnerships were also forged with elected leaders, community planners, businesses, public agencies and departments (City and region) to spread the word about the Consolidated Planning process.


COMMUNITY FORUMS

Eight Consolidated Plan Community Forums were conducted to introduce the City's Five-Year Consolidated Plan and federal programs, and to solicit input from residents and workers in the City on the level of need for various types of improvements that can potentially be addressed by the Consolidated Plan. The forums were held primarily in low-to moderate-income communities and sought to obtain broad input from the City's diverse communities. To promote attendance at the forums, targeted social media posts were done to reach a broader audience. Also, press releases and television appearance were done to promote the events. A total of 226 individuals participated in the forums and provided feedback on what they considered as the housing, economic, and community development priorities within the City.

City of San Diego
Five-year Consolidated Plan
2020-2024

Community Forum
Malcom X Library
July 10, 2018



 Economic Development Department

Consolidated Plan Introduction


The Consolidated Plan:

- Is created every 5 years
- Assists the City to determine community needs
- Provides a community-wide dialogue

Share What's on Your Wish list and Help Identify:

- Housing Needs
- Economic Development Needs
- Public Facilities and Infrastructure Needs
- Homelessness Needs
- Community Development and Public Service Needs

THE CITY OF SAN DIEGO
FISCAL YEAR 2015- 2019 CONSOLIDATED PLAN
AND
FISCAL YEAR 2015 ACTION PLAN



Consolidated Plan and Action Plan SAN DIEGO 1


The City of San Diego Con Plan FY 2015-2019





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CDBG Community Development Block Grant	HOME HOME Investment Partnership
FEDERAL PROGRAMS	
HOPWA Housing Opportunities for Persons with HIV/AIDS	ESG Emergency Solutions Grant

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 Economic Development Department

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SD Economic Development Department

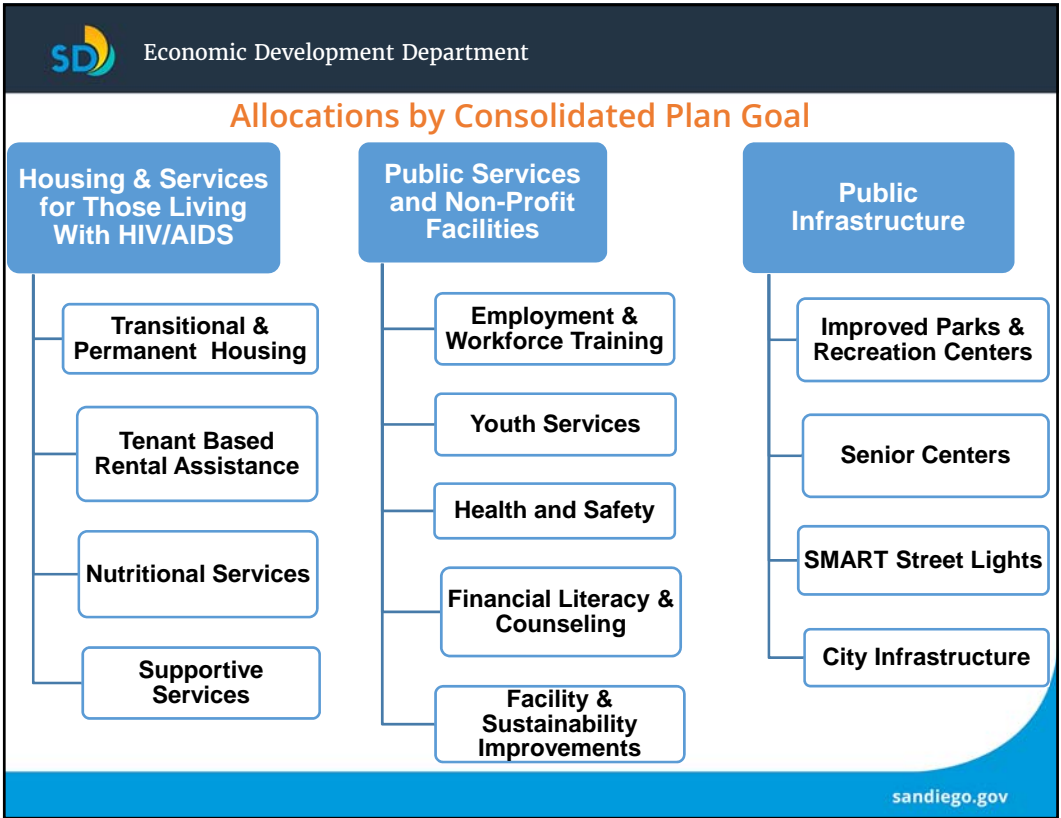
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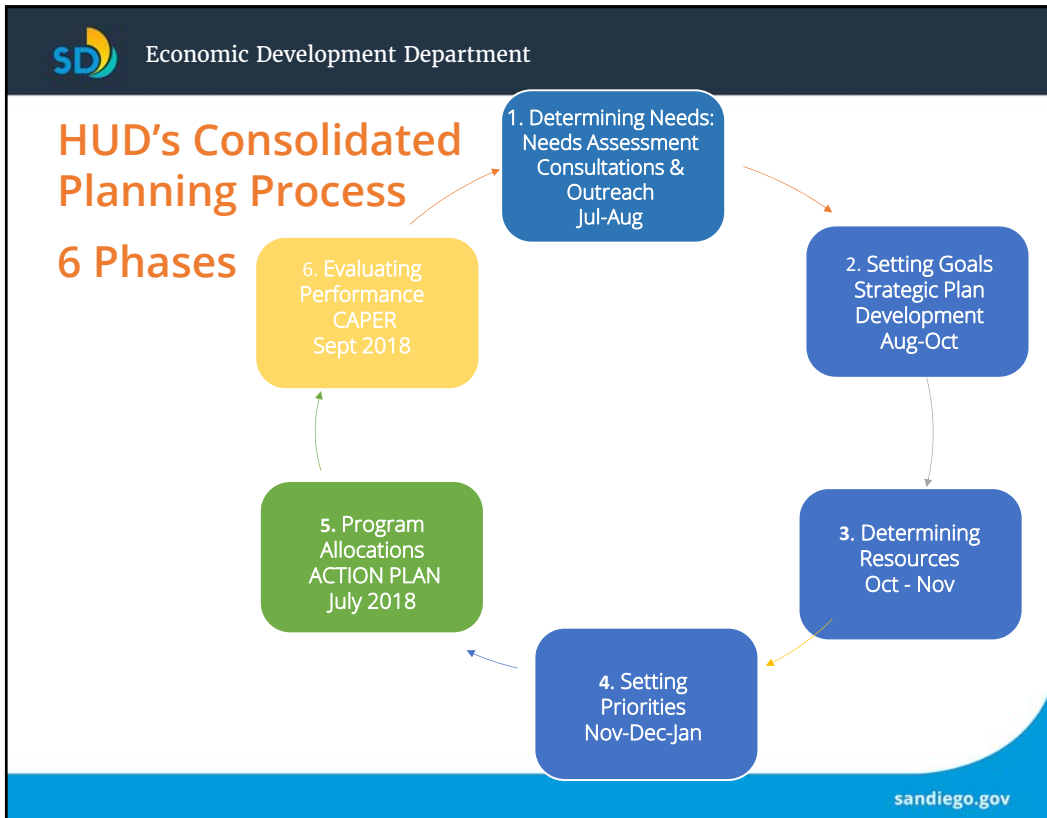
SD Economic Development Department

Allocations by Consolidated Plan Goal

Job Readiness & Economic Development	Housing & Support for Individuals Experiencing Homelessness	Affordable Housing
<ul style="list-style-type: none"> Small Business Counseling Microenterprise 1:1 Technical Assistance Small Business Loan & Grant Capital Early Stage Development Incubator 	<ul style="list-style-type: none"> Overnight Shelters and Transitional Housing Supportive Services (Employment & Financial Literacy) Health & Safety Day Centers & Navigation Support 	<ul style="list-style-type: none"> Construction of New Affordable Housing Units Multifamily Affordable Housing Rehabilitation First Time Home Buyer Financial Assistance Sustainability Improvements

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Household Income Limits

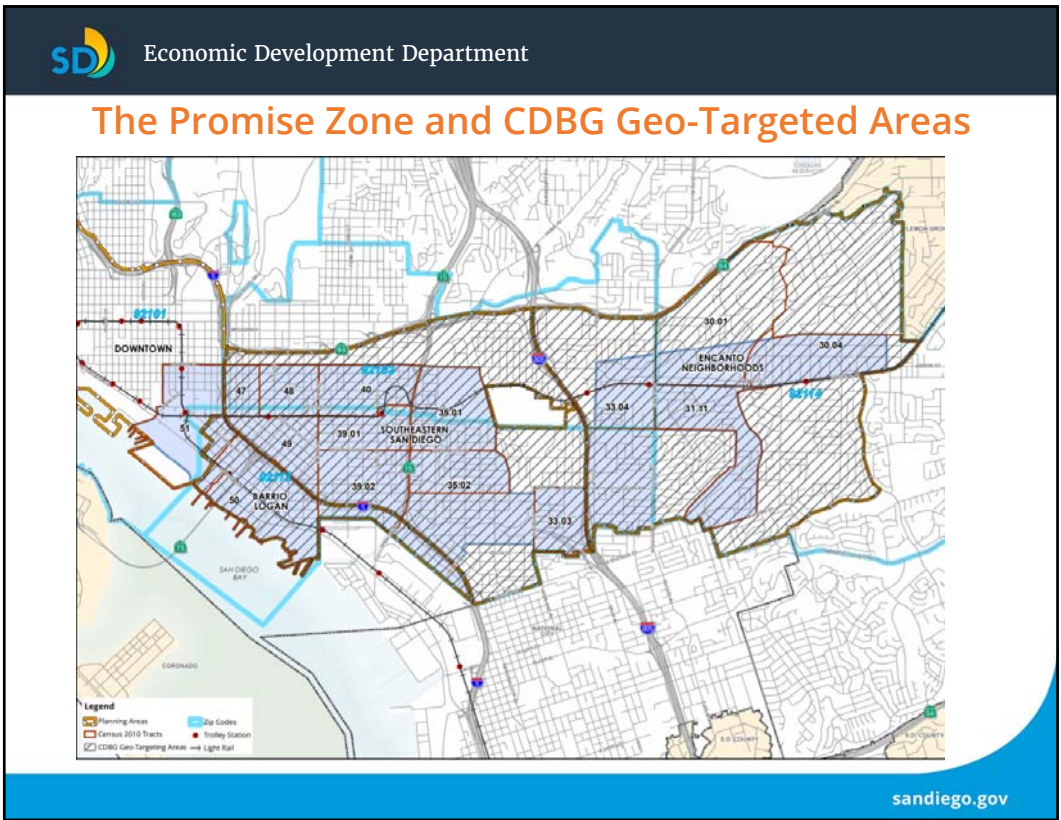
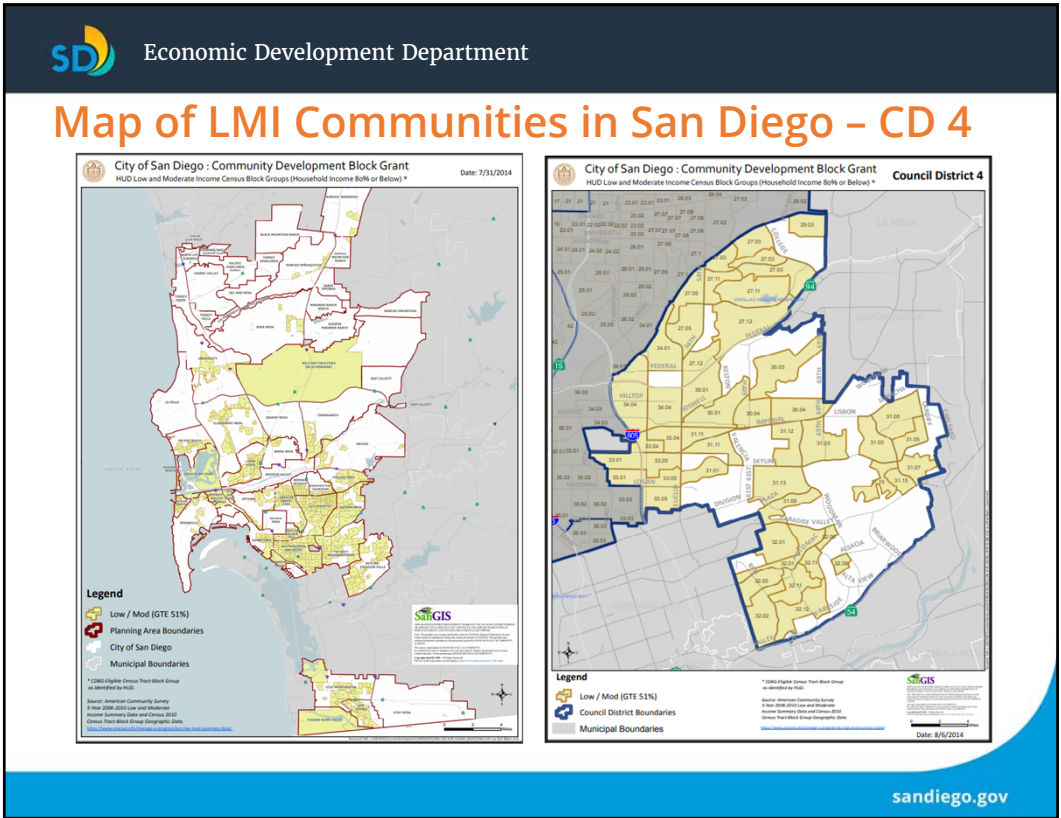
The City of **SAN DIEGO**


CDBG INCOME LIMITS*
FOR CITY OF SAN DIEGO
(Effective 04-16-18/Published April 2018)

HOUSEHOLD SIZE	EXTREMELY LOW INCOME LIMITS (0-30% of median)	VERY LOW INCOME LIMITS (31-50% of median)	LOW/MODERATE INCOME LIMITS (51-80% of median)
1	\$0 - \$20,450	\$20,451 - \$34,100	\$34,101 - \$54,500
2	\$0 - \$23,400	\$23,401 - \$38,950	\$38,951 - \$62,300
3	\$0 - \$26,300	\$26,301 - \$43,800	\$43,801 - \$70,100
4	\$0 - \$29,200	\$29,201 - \$48,650	\$48,651 - \$77,850
5	\$0 - \$31,550	\$31,551 - \$52,550	\$52,551 - \$84,100
6	\$0 - \$33,900	\$33,901 - \$56,450	\$56,451 - \$90,350
7	\$0 - \$38,060	\$38,061 - \$60,350	\$60,351 - \$96,550
8	\$0 - \$42,380	\$42,380 - \$64,250	\$64,251 - \$102,800

*Income limits are set by HUD and are subject to change

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 Economic Development Department

Poverty Levels by Community Planning Area

Community Planning Area	Poverty Rate	Number of Residents Below Poverty Line
Valencia Park (Southeastern San Diego)	34%	19,077
Linda Vista	20%	5,880
San Ysidro	29%	8,054
Barrio Logan	41%	1,929
Skyline- Paradise Hills	12%	7,902
City Heights	29%	21,44
Downtown	23%	6,660

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 Economic Development Department

Estimated CDBG Resources

Fiscal Year	Annual Allocation*	Program Income	Total Estimated Amount
2020	\$10,573,000	\$24,402,800	\$34,975,800
2021	\$10,255,881	\$12,500,000	\$22,755,811
2022	\$9,948,135	\$12,500,000	\$22,448,135
2023	\$9,649,961	\$12,500,000	\$22,149,961
2024	\$9,360,462	\$12,500,000	\$21,860,462

**Annual allocation is based on an anticipated 3% decrease in funding*

Please note that the City receives annual funds through HOME, HOPWA and ESG programs as well.

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Initial San Diego Needs Assessment



Remove Slide San Diego Today




Lowest-income renters in San Diego County spend 69% of their income on rent, leaving little for essentials such as food, transportation, and health care costs.



The San Diego Housing Commission administered 14,698 Section 8 Vouchers in FY 2015-2016 and has a 7-10 year waiting list (approximately 80,000 households).




The San Diego County Elder Index calculates that a single senior who rents a home needs \$23,688 to cover expenses. The average social security payment is less than \$16,000 annually.

 Economic Development Department


Housing Market and Affordability Data

Renting in San Diego




- 1-bedroom: \$1,400 | 2-bedroom: \$1,816 | 3-bedroom: \$2,612 *(Fair Market)*
- Income needed to afford a 2-bedroom in San Diego: \$72,800
- Lowest-income renters in San Diego County spend 69% of their income on rent, leaving little for essentials such as food, and health care costs.
- San Diego Housing Commission administers about 14,698 Section 8 Vouchers and has a 7-10 year waiting list (approximately 80,000 households)

Owning a Home in San Diego




- Median Home Value: \$625,500
- Median Household Income: \$63,400
- Maximum Home Price Affordability: \$290,875 (for median household income of \$63,400)
- 53.1% of owner-occupied households are White, 27.8% are Black, and 31.8% are Latino.

San Diego County needs 143,800 more affordable rental units to meet demand




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REMOVE SLIDE Additional Housing Market and Affordability Data

Total Housing Units: 527,049




47.6% owner-occupied units and 53.4% renter-occupied units

Approximately 46,000 affordable and available units in San Diego County




San Diego County's low income housing tax credit production increased by 64% while state production decreased by 45% in 2016-17


San Diego County needs 143,800 more affordable rental units to meet demand





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Community Statistics

 **13,643 cases of HIV and 15,899 cases of AIDS in 2016**
In 2015, San Diego County had the second largest number of newly diagnosed HIV disease cases in California.
1% of AIDS cases in the nation and 9% of AIDS cases in CA have been diagnosed in San Diego County.


 **379,130 (11.7%) people are food insecure**
Families who are food insecure lack access to sufficient quantity of affordable and nutritious food.


 **\$50 million in needed ADA upgrades**
for City owned buildings, sidewalks, curb ramps, and street crossings.


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Economic Statistics

 **City of San Diego Unemployment Rate: 3.1% (2018)**
The unemployment rate measures those are willing and able to work, but are jobless.
In 2015: the unemployment rate for Black or African American individuals was 12% and for Latino individuals 9%, compared to 5.9% for White individuals.
20% of youth between 16-24 are unemployed or in low wage jobs.


 **San Diegans living below poverty level: 15.6%**
The poverty line attempts to measure the amount of income needed to satisfy basic needs.
23.4% of Black or African American households, 21.8% of Latino households, and 11.1% of Asian households were below poverty level compared to 10% of White households. (2015)


 **San Diegan children living below poverty level: 19.7% (1 in 5 children)**

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Economic Statistics

 **San Diego Small Business Development**
 Minority-owned businesses are underrepresented, represent only 37% of small business owners in San Diego despite accounting for nearly 60% of the general population. A small business owner is twice as likely to be White.


 **San Diegans Educational Attainment**
 16% of San Diegans lack a High School Diploma
 35% of San Diegans, 25 and older lack the credentials to fill living wage positions

EDUCATIONAL ATTAINMENT RATES BY RACE AND ETHNICITY


■ LESS THAN HIGH SCHOOL ■ BACHELOR'S DEGREE OR HIGHER

Race/Ethnicity	Less than High School	Bachelor's Degree or Higher
Hispanic	34%	15%
Black	8%	25%
Asian	13%	34%
White	12%	49%


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Homelessness Statistics

 **Total Homeless Persons in San Diego County (2018): 8,576**

- Homeless persons in the City of San Diego: 4,912

 **Of unsheltered homeless individuals in San Diego County in 2018:**

- 669 (13%) are veterans
- 1,400 (28%) are chronically homeless
- 659 (13%) are youth

 **102 Homeless families with children**

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Your Participation

What's on your wish list?



 Economic Development Department

We need your input!

Please take our community needs survey available online at sandiego.gov/cdbg



The City of **SAN DIEGO**

wants to hear what's on your wish list!

The City receives millions of dollars each year from the federal government to invest in low- and moderate-income (LMI)* communities. The City's Consolidated Plan is created every five years and assists the City in determining community needs. The Consolidated Plan's planning process serves as the framework for a community-wide dialogue to identify housing, economic, and community development priorities.

Your responses will remain anonymous. This survey will close on August 31, 2018.

*LMI refers to individuals and families with incomes below 30%, 50%, and 80% of the median income.

start press ENTER

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We need your input!



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Ranking Community Needs

- First Priority**
- Second Priority
- Third Priority
- Fourth Priority

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Next Steps



 Economic Development Department

Anticipated Timeline

Estimated Date	Task
July-August 2018	Continue Community Outreach
September 2018	Establish Consolidated Plan Goals at City Council
October-February 2018	Data analysis and continued outreach to stakeholders
March-April 2019	Public Comment Period: Annual Action Plan & Consolidated Plan
May 2019	Submit Annual Action Plan & Consolidated Plan to HUD

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Thank you!



Questions or More Information?
Please contact:

City of San Diego
Community Development Division
CDBG@sandiego.gov

Erica Snyder
(619) 236-0612 X 114
Erica@lesardevelopment.com



Sources

- 2017 Housing Inventory Count, San Diego City and County CoC: https://www.hudexchange.info/resource/reportmanagement/published/CoC_HIC_CoC_CA-601-2017_CA_2017.pdf
- 2018 WeAllCount Annual Report, San Diego County: <https://www.rtfhsd.org/wp-content/uploads/2017/06/2018-WPoint-in-Time-Count-Annual-Report.pdf>
- American Community Survey 2016 1-year estimates
- California Housing Partnership Corporation: <https://1p08d91kd0c03rlxhmhtydr-wpengine.netdna-ssl.com/wp-content/uploads/2017/05/San-Diego-County-2017.pdf> and <https://1p08d91kd0c03rlxhmhtydr-wpengine.netdna-ssl.com/wp-content/uploads/2018/05/San-Diego-2018-HNR.pdf>
- City of San Diego, What is Affordable Housing?: <https://www.sandiego.gov/housing/whatis>
- City of San Diego Housing Inventory Annual Report: <https://www.sandiego.gov/mayor/news/releases/city-releases-first-annual-report-housing-affordability-supply-production>
- Feeding America: <https://feedingsandiego.org/hunger-research/hunger-study/>
- MarketPointe Realty Advisors Report: <http://www.sandiegouniontribune.com/business/real-estate/sd-fi-rent-vacancy-20180403-story.html>
- SANDAG: <http://datasurfer.sandag.org/dataoverview>
- San Diego Housing Commission: <http://www.sdhc.org/Rental-Assistance/Waiting-List-Applicants/>
- San Diego County Health and Human Services
- UCLA Center for Healthy Policy Research: <http://askchisne.ucla.edu/programs/health-disparities/elder-health/elder-index-data/Pages/elder-index-data.aspx#eidata>
- US Department of Housing and Urban Development
- The Urban Institute: <http://apps.urban.org/features/rental-housing-crisis-map/>
- Zillow: <https://www.zillow.com/research/data/>



1. How can the City be more inclusive in the programs supporting low-to-moderate-income individuals and communities?

2. Rank the need for the following from 1-6, with 1 being the highest need:

- _____ Economic Development: Revitalizing communities and promoting economic opportunities for residents by focusing on job creation and small business development.
- _____ Public Facilities and Infrastructure: Investing in public facilities like parks and recreation centers and infrastructure for low-to-moderate-income residents by making it easier to navigate their communities.
- _____ Affordable Housing: Investing in housing programs and services that increase the opportunity for LMI households to rent or own safe and affordable housing in their communities.
- _____ Housing & Support for Individuals Experiencing Homelessness: Projects that provide supportive services and housing for people experiencing homelessness or a housing crisis.
- _____ Public Services: Investing in community services and nonprofit programs that serve vulnerable populations such as unemployed individuals, youth, and immigrants.
- _____ Improvements to Nonprofit Facilities: Investing in physical improvements to nonprofit facilities where services to vulnerable populations are provided.

3. What are the most pressing needs in your community?

4. Select and rank the FOUR most pressing needs in your community based on the following list with 1 being the most critical/essential. You may also place one of the stickers on the board with the red sticker being the first priority, green second, yellow third, and blue fourth.

- ___ Assistance starting a small business
- ___ Job creation (assisting small businesses with creating more positions)
- ___ Small business counseling and assistance
- ___ Increased access to low interest loans and grant capital for small businesses
- ___ Storefront Improvements
- ___ Improvements to City parks (playground equipment, improved accessibility, ADA upgrades)
- ___ Improvements to recreational & senior centers
- ___ Improvements to nonprofit facilities (examples include expansion of community clinics, additional rooms for supportive services, ADA upgrades)
- ___ Improved sidewalks and streetlights (can also include streetlights with "smart" sensors)
- ___ Increasing availability of affordable housing
- ___ Rehabilitation of existing affordable housing
- ___ First-time homebuyer financial assistance programs and workshops (assistance can be used for closing costs)
- ___ Homeless-designated transitional and permanent housing
- ___ Homelessness supportive services (can include case management, medical referrals, housing navigation assistance)

- ___ Storage Centers for those experiencing homelessness
- ___ Centralized homelessness resources (wrap around services for homeless assistance)
- ___ Youth services (includes job training, College readiness, services for at-risk youth)
- ___ Workforce development (vocational trade certificates, soft skill development, education)
- ___ Employment training (training for a specific field of work)
- ___ Nutritional Services (example includes meal deliveries for LMI populations)
- ___ Services for those with disabilities
- ___ Financial education & counseling programs
- ___ Nonprofit Sustainability improvements (can include energy efficient programs to serve more clients)
- ___ Services for those living with HIV/AIDS
- ___ Survivors of domestic violence services
- ___ Programs supporting vulnerable populations
- ___ Services for single female head of household



COMMUNITY FORUMS



HOW WOULD YOU SPEND **\$125 MILLION** IN YOUR COMMUNITY OVER THE NEXT FIVE YEARS?

Did you know the City receives millions of dollars each year from the federal government to invest in low- and moderate-income communities?

STRENGTHENING OUR COMMUNITIES

- Improved sidewalks and streetlights?
- Public services to support youth, seniors, veterans or other underserved groups?
- Improvements to recreation centers, parks and libraries?
- Employment training and workforce development?
- Small-business advisory services and loans?
- Services and shelters for those experiencing homelessness?
- Financial assistance for first-time homebuyers?
- Increasing access and availability of affordable housing?
- Energy and water efficiency improvements for homes or nonprofit facilities?



WE WANT TO HEAR FROM YOU!

You are invited to share your thoughts and suggestions at a series of community forums. In addition to the community forums, or if you are unable to attend, please take a few moments to complete this short online survey available at: <https://sandiego.cd>

FEDERAL ENTITLEMENT GRANT PROGRAMS:

- Community Development Block Grants (CDBG)
- HOME Investment Partnerships (HOME)
- Emergency Solutions Grants (ESG)
- Housing Opportunities for Persons with AIDS (HOPWA)



Every five years, the City creates a document called the “Consolidated Plan” to identify community needs and priorities. **We need your help!**

Attend a community forum to share what’s on your wish list for the City’s next Five Year Consolidated Plan!

CDBG@sandiego.gov

IMPROVING OUR NEIGHBORHOODS

Valencia Park

Malcolm X Library
Performing Arts Center
5148 Market St.
San Diego, CA 92114

Tuesday, July 10, 2018

Linda Vista

Linda Vista Library
Meeting Room
2160 Ulric St.
San Diego, CA 92111

Monday, July 16, 2018

San Ysidro

San Ysidro Civic Center
212 W Park Ave.
San Diego, CA 92173

Thursday, July 19, 2018

Barrio Logan

Woodbury University
San Diego
2212 Main St.
San Diego, CA 92113

Monday, July 23, 2018

Skyline

Skyline Hills Library
Multipurpose Room
7900 Paradise Valley Rd. San
Diego, CA 92114

Wednesday, July 25, 2018

City Heights

City Heights/Weingart Library
Performance Annex
3795 Fairmount Ave.
San Diego, CA 92105

Tuesday, July 31, 2018

Downtown

Central Library
Shiley Suite
330 Park Blvd.
San Diego, CA 92101

Wednesday, August 1, 2018



**ALL MEETINGS ARE
6:00 TO 7:30 P.M.**

Be sure to tell us what's on your wish list by taking our quick survey online at www.sandiego.gov/cdbg

Information will be made available in alternative formats upon request by contacting Erica Snyder at 619-236-0612 x114 or erica@lesardevelopment.com.

Requests for disability-related modifications or accommodations required to facilitate meeting participation, including requests for auxiliary aids, services or interpreters, require different lead times, ranging from five business days to two weeks. Please keep this in mind and provide as much advance notice as possible in order to ensure availability. Assistive Listening Devices (ALDs) are available upon request.

Questions? Contact CDBG@sandiego.gov



Economic
Development

منتديات اجتماعية

كيف ستنفق 125 مليون دولار
في مجتمعك

خلال السنوات الخمس القادمة؟

هل تعلم أن المدينة تتلقى ملايين الدولارات كل عام من الحكومة
الفيدرالية للاستثمار في المجتمعات ذات الدخل المنخفض والمتوسط؟



تقوية مجتمعاتنا

تحسين الأرصفة وأضواء الشوارع؟
الخدمات العامة لدعم الشباب، وكبار السن، وقدامى المحاربين أو غيرهم من الفئات المحرومة من الخدمات؟
تحسينات على مراكز الترفيه والمنتزهات والمكتبات؟
التدريب على العمل وتنمية القوى العاملة؟
الخدمات الاستشارية الصغيرة والقروض؟
الخدمات والملاجئ لأولئك الذين يعانون من التشرد؟
المساعدة المالية لمشتري المساكن لأول مرة؟
زيادة الوصول إلى وتوافر السكن بأسعار معقولة؟
تحسينات تتعلق بكفاءة الكهرباء والمياه للمنازل أو المرافق غير الربحية؟

نريد أن نسمع منك!

أنت مدعو لمشاركة أفكارك واقتراحاتك في سلسلة من منتديات المجتمع. بالإضافة إلى
منتديات المجتمع، أو إذا كنت غير قادر على الحضور، يرجى تخصيص بعض الوقت لإكمال
هذا الاستبيان القصير على الإنترنت: sandiego.gov/cdbg.

برامج المنح الفيدرالية:

منح التنمية المجتمعية الإجمالية (CDBG)
شركات الاستثمار المنزلي (HOME)
منح حلول الطوارئ (ESG)
فرص الإسكان للأشخاص المصابين بالإيدز (HOPWA)

كل خمس سنوات، تقوم المدينة بوضع وثيقة
تسمى "الخطة الموحدة" لتحديد احتياجات
وأولويات المجتمع. نحن نحتاج مساعدتك!

يمكنك حضور منتدى لمشاركة ما تريده في
قائمة أمنياتك بشأن الخطة الموحدة السنوية
الخامسة للمدينة!



سان إسييدرو

مركز سان إسييدرو المدني

212 W Park Ave.
San Diego, CA 92173

الخميس، 19 يوليو 2018

ليندا فيستا

غرفة اجتماعات
مكتبة ليندا فيستا

2160 Ulric St.
San Diego, CA 92111

الأثنين، 16 يوليو 2018

فالنسيا بارك

مكتبة مالكوم إكس
ومركز الفنون المسرحية

5148 Market St.
San Diego, CA 92114

الثلاثاء، 10 يوليو 2018

سي تي هايتس

سي تي هايتس / مكتبة وينجارت
ملحق الأداء الاستعراضى

3795 Fairmount Ave.
San Diego, CA 92105

الثلاثاء، 31 يوليو 2018

سكاي لينز

الغرفة متعددة الأغراض
مكتبة سكاي لينز هيلز

7900 Paradise Valley Rd. San
Diego, CA 92114

الأربعاء، 25 يوليو 2018

بورو لوغان

جامعة وودبيري

2212 Main St.
San Diego, CA 92113

الأثنين، 23 يوليو 2018

وسط المدينة

المكتبة المركزية

330 Park Blvd.
San Diego, CA 92101

الأربعاء، 1 اغسطس 2018



تكون مواعيد جميع الاجتماعات
من 6:00 إلى 7:30 مساءً

سيتم توفير المعلومات بتنسيقات بديلة عند الطلب عن طريق الاتصال بـ إيريك
سنايدر على الرقم 619-236-0612 الرقم الداخلي 114 أو عبر البريد الإلكتروني
erica@lesardevelopment.com

طلبات التعديلات المتعلقة بالإعاقة أو التسهيلات اللازمة لتسهيل المشاركة في
الاجتماعات، بما في ذلك طلبات المساعدة أو الخدمات أو المترجمين الفوريين،
تتطلب فترات زمنية مختلفة تتراوح بين خمسة أيام عمل إلى أسبوعين. يرجى
أخذ ذلك في الاعتبار وإعطاء أكبر قدر ممكن من الإشعار المسبق من أجل ضمان
توفرها. أجهزة المساعدة على الاستماع (ALDs) متوفرة عند الطلب.

إذا كنت غير قادر على حضور
أحد حوارات مجتمعنا، فاحرص
على إخبارنا بما هو موجود في
قائمة أمنيائك عن طريق تعبئة
الاستبيان السريع عبر الإنترنت
على:

sandiego.gov/cdbg



DIỄN ĐÀN CỘNG ĐỒNG



**QUÝ VỊ SẼ SỬ DỤNG 125 TRIỆU ĐÔ LA
NHƯ THẾ NÀO CHO CỘNG ĐỒNG CỦA MÌNH
TRONG VÒNG 5 NĂM TỚI**

Quý vị có biết Thành phố nhận được hàng triệu đô la mỗi năm từ chính quyền liên bang để đầu tư vào các cộng đồng có thu nhập thấp và vừa phải?

XÂY DỰNG CỘNG ĐỒNG CỦA CHÚNG TA VỮNG MẠNH HƠN

Nâng cấp hệ phố và hệ thống đèn đường?

Dịch vụ công hỗ trợ thanh thiếu niên, người cao tuổi, cựu chiến binh hoặc các nhóm đối tượng chưa được phục vụ đúng mức?

Nâng cấp các trung tâm giải trí, công viên và thư viện?

Đào tạo lao động và phát triển nguồn nhân lực?

Dịch vụ tư vấn và khoản vay cho các đơn vị kinh doanh quy mô nhỏ?

Dịch vụ và nơi trú ngụ cho những người vô gia cư?

Hỗ trợ tài chính cho những người mua nhà lần đầu?

Tăng cường tiếp cận và lựa chọn nhà ở với giá cả phải chăng?

Cải thiện hiệu quả sử dụng năng lượng và nguồn nước cho các hộ gia đình hoặc các cơ sở phi lợi nhuận?



CHÚNG TÔI MUỐN NGHE Ý KIẾN CỦA QUÝ VỊ!

Chúng tôi hoan nghênh quý vị nêu lên suy nghĩ và đề xuất của mình tại chuỗi diễn đàn cộng đồng. Ngoài các diễn đàn cộng đồng, hoặc nếu quý vị không thể tham dự, mong quý vị vui lòng bỏ chút thời gian trả lời bảng khảo sát trực tuyến **tại: <https://www.sandiego.gov/cdbg>**

CÁC CHƯƠNG TRÌNH TRỢ CẤP CỦA LIÊN BANG:

Trợ cấp Phát triển Cộng đồng (CDBG)

Hợp tác Đầu tư NHÀ Ở (HOME)

Trợ cấp Giải pháp Khẩn cấp (ESG)

Cơ hội Nhà ở cho những Người sống chung với AIDS (HOPWA)



Cứ mỗi 5 năm một lần, Thành phố sẽ biên soạn một tài liệu có tên gọi “Kế hoạch Tổng thể” để xác định các nhu cầu và nội dung cần ưu tiên của cộng đồng. **Chúng tôi cần sự trợ giúp của quý vị!**

Quý vị vui lòng tham gia diễn đàn cộng đồng để chia sẻ nguyện vọng của mình đối với Kế hoạch Tổng thể 5 năm tiếp theo của Thành phố!

CDBG@sandiego.gov

NÂNG CẤP CÁC KHU PHỐ CỦA CHÚNG TA

Valencia Park

Trung tâm Nghệ thuật
Trình diễn Thư viện Malcolm X
5148 Market St.
San Diego, CA 92114
Thứ Ba, ngày 10 / 7 / 2018

Linda Vista

Phòng họp
Thư viện Linda Vista
2160 Ulric St.
San Diego, CA 92111
Thứ Hai, ngày 16 / 7 / 2018

San Ysidro

Trung tâm Hành chính
San Ysidro
212 W Park Ave.
San Diego, CA 92173
Thứ Năm, ngày 19 / 7 / 2018

Barrio Logan

Đại học Woodbury
San Diego
2212 Main St.
San Diego, CA 92113
Thứ Hai, ngày 23 / 7 / 2018

Skyline

Phòng Đa năng
Thư viện Skyline Hills
7900 Paradise Valley Rd. San
Diego, CA 92114
Thứ Tư, ngày 25 / 7 / 2018

City Heights

Khu Trình diễn
Thư viện City Heights/Weingart
3795 Fairmount Ave.
San Diego, CA 92105
Thứ Ba, ngày 31 / 7 / 2018

Trung tâm

Shiley Suite
Thư viện Trung tâm
330 Park Blvd.
San Diego, CA 92101
Thứ Tư, ngày 1 / 8 / 2018



**TẤT CẢ CÁC CUỘC HỌP
ĐỀU DIỄN RA
TỪ 6:00 ĐẾN 7:30 TỐI**

Hãy chắc chắn cung cấp danh sách nguyện vọng của quý vị cho chúng tôi bằng cách điền vào bảng khảo sát trực tuyến nhanh tại www.sandiego.gov/cdbg

Để tiếp nhận thông tin dưới các dạng thức khác, vui lòng liên hệ Erica Snyder qua số điện thoại **619-236-0612 x114** hoặc gửi email đến địa chỉ erica@lesardevelopment.com.

Thời gian xử lý các yêu cầu sửa đổi hoặc điều chỉnh cần thiết để hỗ trợ sự tham gia của người khuyết tật trong các buổi họp, bao gồm các yêu cầu thiết bị, dịch vụ phụ trợ hoặc phiên dịch là khác nhau, dao động trong khoảng từ 5 ngày làm việc đến 2 tuần. Xin quý vị vui lòng lưu ý nội dung này và thông báo trước cho chúng tôi sớm nhất có thể để đảm bảo thời gian thực hiện. Thiết bị Hỗ trợ Nghe (ALD) có thể được cung cấp theo yêu cầu.

Có thắc mắc? Hãy liên hệ CDBG@sandiego.gov



Economic
Development



MGA FORUM NG KOMUNIDAD



PAANO MO GAGASTUSIN ANG \$125 MILLION SA IYONG KOMUNIDAD SA SUSUNOD NA LIMANG TAON?

Alam mo ba na ang Lungsod ay tumatanggap ng milyun–milyong dolyar bawat taon mula sa pamahalaang pederal upang ipuhunan sa mga komunidad na may mababa at katamtamang kita?

PAGPAPATIBAY NG ATING MGA KOMUNIDAD

Pinabuting mga bangketa at mga kalye?
Mga pampublikong serbisyo upang suportahan ang mga kabataan, matatanda, beterano o ibang grupong di–sana–nalarapat?
Pagpapabuti sa mga lugar na pasyalan, parke at librarya?
Pagsasanay sa trabaho at pagpapaunlad sa puwersa ng manggagawa?
Mga serbisyonng payo hinggil sa mga maliliit na negosyo at pautang?
Mga serbisyo at tahanan para sa mga nakakaranas ng kawalan ng matitirhan?
Tulong pinansiyal para sa mga bibili ng bahay sa unang pagkakataon?
Madaling nakakamit at availability ng murang pabahay?
Mga pagpapabuti para makatipid sa enerhiya at tubig sa mga bahay at pasilidad na di–pangnegosyo?



GUSTO KA NAMING MARINIG!

Inaanyayahan kang ibahagi ang iyong mga nasa isip at suhestiyon sa isang serye ng mga forum ng komunidad. Dagdag pa sa mga forum ng komunidad, o kung hindi ka makakadalo, mangyaring kumpletuhin nang ilang sandal itong maikling online survey: sandiego.gov/cdbg

PAGKAKALOOB NG PEDERAL MGA GRANT NA PROGRAMA:

Community Development Block Grants (CDBG)
HOME Investment Partnerships (HOME)
Emergency Solutions Grants (ESG)
Housing Opportunities for Persons with AIDS (HOPWA)



Bawat limang taon, ang Lungsod ay gumagawa ng isang dokumento na tinatawag na “Pinagsamang Plano” upang tukuyin ang mga pangangailangan at prayoridad ng komunidad. **Kailangan namin ang tulong mo!**

Dumalo sa isang forum ng komunidad upang ibahagi kung ano ang mga inaasam mo para sa Susunod na Limang Taong Pinagsamang Plano ng Lungsod!

CDBG@sandiego.gov

PAGPAPABUTI NG ATING MGA KAPITBAHAY

Valencia Park

Malcom X Library
Performing Arts Center &
5148 Market St.
San Diego, CA 92114

Martes, Hulyo 10, 2018

Linda Vista

Linda Vista Library
Meeting Room
2160 Ulric St.
San Diego, CA 92111

Lunes, Hulyo 16, 2018

San Ysidro

San Ysidro Civic Center
212 W Park Ave.
San Diego, CA 92173

Huwebes, Hulyo 19, 2018

Barrio Logan

Woodbury University
San Diego
2212 Main St.
San Diego, CA 92113

Lunes, Hulyo 23, 2018

Skyline

Skyline Hills Library
Multipurpose Room
7900 Paradise Valley Rd. San
Diego, CA 92114

Miyerkoles, Hulyo 25, 2018

City Heights

City Heights/Weingart Library
Performance Annex
3795 Fairmount Ave.
San Diego, CA 92105

Martes, Hulyo 31, 2018

Downtown

Central Library
Shiley Suite
330 Park Blvd.
San Diego, CA 92101

Miyerkoles, Agosto 1, 2018



**LAHAT NG PAGPUPULONG AY
6:00 HANGGANG 7:30 P.M.**

Kung hindi ka makakadalo sa isa sa aming mga Talakayan sa Komunidad, tiyaking sabihin sa amin kung ano ang iyong inaasam sa pamamagitan ng pagsagot sa aming mabilis na survey online sa sandiego.gov/cdbg!

Ang mga impormasyon ay makukuha sa ibang mga format kapag hiniling sa pamamagitan ng pagkontak kay Erica Snyder sa **619-236-0612 x114** o sa erica@lesardevelopment.com.

Ang mga kahilingan sa pagbabago o pagtugon sa mga pangangailangan na maykaugnayan sa kapansanan para mapadali ang paglahok sa pagpupulong, kabilang ang mga hiling para sa mga auxiliary aid, mga serbisyo o tagapagsalin, ay nangangailangan ng ibang panahon, na mula limang araw na may trabaho hanggang dalawang linggo. Mangyaring tandaan ito at magbigay ng napakaagang abiso hangga't maaari upang matiyak na may magagamit. Ang Assistive Listening Devices (ALDs) ay available kapag hiniling.

**May tanong? Makipag-ugnayan sa
CDBG@sandiego.gov**



**Economic
Development**



FOROS COMUNITARIOS



¿CÓMO INVERTIRÍA USD \$125 MILLONES EN SU COMUNIDAD EN LOS SIGUIENTES CINCO AÑOS?

¿Sabía que la Ciudad recibe millones de dólares cada año del gobierno federal para invertir en comunidades de bajos y medianos ingresos?

FORTALECER A NUESTRAS COMUNIDADES

- ¿Mejoras en aceras y luces de alumbrado público?
- ¿Servicios públicos ayudar a adultos, ancianos u otros grupos no atendidos?
- ¿Mejoras a centros de recreación, parques y bibliotecas?
- ¿Capacitación laboral y desarrollo de una fuerza de trabajo?
- ¿Servicios de consultoría y préstamos para pequeños negocios?
- ¿Servicios y refugios para aquellos que no tienen un hogar?
- ¿Asistencia financiera para quienes compran una vivienda por primera vez?
- ¿Un mayor acceso y disponibilidad de viviendas económicas?
- ¿Mejoras en ahorro de energía y agua para viviendas o instalaciones sin fines de lucro?

QUEREMOS SABER DE USTED

Estás invitado a compartir sus opiniones y sugerencias en una serie de foros comunitarios. Adicionalmente a los foros comunitarios, o si no pudiese asistir, tómese unos minutos para llenar esta pequeña encuesta: sandiego.gov/cdbg

PROGRAMAS FEDERALES DE SUBVENCIONES:

- CDBG (Subsidios globales para desarrollo de la comunidad)
- HOME (Sociedades de inversión para VIVIENDAS)
- ESG (Subvenciones para soluciones de emergencia)
- HOPWA (Oportunidades de vivienda para personas con SIDA)



Cada cinco años, la Ciudad crea un documento denominado el “Plan Consolidado” para identificar las necesidades y prioridades de la comunidad.

Necesitamos su ayuda.

Asista a un foro comunitario para compartir lo que desee para la Ciudad en el siguiente plan consolidado de cinco años.

CDBG@sandiego.gov

MEJORA DE NUESTROS VECINDARIOS

Valencia Park

Malcolm X Library
Performing Arts Center &
5148 Market St.
San Diego, CA 92114

Martes, 10 de julio, 2018

Linda Vista

Linda Vista Library
Meeting Room
2160 Ulric St.
San Diego, CA 92111

Lunes, 16 de julio de 2018

San Ysidro

San Ysidro Civic Center
212 W Park Ave.
San Diego, CA 92173

Jueves, 19 de julio, 2018

Barrio Logan

Woodbury University
San Diego
2212 Main St.
San Diego, CA 92113

Lunes, 23 de julio, 2018

Skyline

Skyline Hills Library
Multipurpose Room
7900 Paradise Valley Rd. San
Diego, CA 92114

Miércoles, 25 de julio de 2018

City Heights

City Heights/Weingart Library
Performance Annex
3795 Fairmount Ave.
San Diego, CA 92105

Martes, 31 de julio, 2018

Downtown

Central Library
Shiley Suite
330 Park Blvd.
San Diego, CA 92101

Miércoles, 1 de agosto, 2018



**TODAS JUNTAS SON DE
6:00 A 7:30 P.M.**

Si no puede asistir a uno de nuestros diálogos comunitarios, asegúrese de decirnos que desea en su lista llenando nuestra rápida encuesta en sandiego.gov/cdbg

Habrà información disponible en formatos alternativos por solicitud, poniéndose en contacto con Erica Snyder al 619-236-0612 Ext. 114 o a erica@lesardevelopment.com.

Las solicitudes de modificaciones o adaptaciones relacionadas a incapacidades necesarias para facilitar la participación en reuniones, incluyendo solicitudes de ayudas auxiliares, servicios o intérpretes exigen de plazos distintos que varían de cinco días laborables hasta dos semanas. Tenga esto presente y avísenos con la mayor anticipación posible para asegurar una disponibilidad. Hay disponibles por solicitud ALDs (dispositivos de audición de ayuda por sus siglas en inglés).

¿Preguntas? Póngase en contacto con CDBG@sandiego.gov

 Economic
Development

COMMUNITY NEEDS SURVEY

A Community Needs Survey was conducted to solicit input from residents and workers in the City of San Diego. Respondents were informed that the City was updating the Consolidated Plan for federal funds that primarily serve low- to moderate-income residents and areas. The questionnaire polled respondents about the level of need in their respective neighborhoods for various types of improvements that can potentially be addressed using entitlement funds. A total of 1,237 survey responses were collected in six different languages: English, Spanish, Tagalog, Vietnamese, Mandarin, and Arabic.

Consolidated Plan Survey

Please complete this survey and share what’s on your wish list. The City of San Diego receives millions of dollars each year from the federal government to invest in low- and moderate-income (LMI)* communities. The consolidated plan is created every five years and assists the City to determine community needs. The planning process to create the Consolidated Plan serves as the framework for a community-wide dialogue to identify housing, economic, and community development priorities. Your participation is anonymous.

The survey will close on August 31, 2018.

**Low- and moderate- income (LMI) refers Individuals and families with incomes below 30%, 50%, and 80% of the median income.*

1. Please indicate the community planning area in which you live

Barrio Logan –Promise Zone	Golden Hill	North Park	San Ysidro
Black Mountain Ranch	Kearny Mesa	Ocean Beach	Scripps Ranch
Carmel Mountain Ranch	Kensington-Talmadge	Old Town San Diego	Serra Mesa
Carmel Valley	La Jolla	Otay Mesa	Skyline Paradise Hills
Encanto – Promise Zone	Linda Vista	Otay Mesa-Nestor	Southeastern San Diego – Promise Zone
City Heights	Midway Pacific Hwy Corridor	Pacific Beach	Tierrasanta
Clairemont Mesa	Miramar Ranch North	Pacific Highlands Ranch	Tijuana River Valley

College Area	Mira Mesa	Peninsula	Torrey Highlands
Del Mar Mesa	Mission Beach	Rancho Bernardo	Torrey Hills
Downtown/Centre City	Mission Valley	Rancho Encantada	Torrey Pines
East Elliott	Navajo	Rancho Peñasquitos	University
Eastern Area	Normal Heights	Sabre Springs	Uptown
Fairbanks Ranch Country Club		San Pasqual Valley	Via de la Valle

2. Please indicate your employment status

- a. Employed Full Time
- b. Employed Part Time
- c. Unemployed – receiving unemployment benefits
- d. Unemployed – not receiving unemployment benefits
- e. Homemaker
- f. Student
- g. Self-Employed
- h. Retired
- i. Other:

3. Please indicate your primary source of income

- a. Salary/ wages from employment
- b. Self-employment (business owner or independent contractor)
- c. Disability
- d. Cash Aid
- e. Other:

4. Which area of need is of greatest interest to you?

- a. Economic Development (small business assistance)
- b. Public Facilities and Infrastructure (e.g., sidewalks, streetlights, and libraries)
- c. Housing (affordable housing)

- d. Homelessness
- e. Community Development and Public Service (workforce development and nonprofit building rehabilitation)

Economic Development

Investment in economic development revitalizes communities and promotes economic opportunity to residents. CDBG funds can cover a wide variety of economic development activities including business incubators, loans for businesses, microenterprise assistance activities (business with 5 or fewer employees), and job creation; ultimately generating income to residents.

In the City's previous 2015-2019 Consolidated Plan, the Economic Development goal was listed as: *Enhance the City's economic stability and prosperity by increasing opportunities for job readiness and investing in economic development program.*

Please select up to three (3) of the most critical economic development needs in your Community Planning Area.

- a. Microenterprise programs (assists low- and moderate-income (LMI) residents to launch new microbusinesses – businesses with 5 employees or less -- or expand existing ones, for example, through technical assistance)
- b. One-on-one business counseling / training for small business entrepreneurs
- c. Small business incubator for LMI communities (organizations that promote the growth and success of startup and early stage companies)
- d. Low-interest loan capital for small businesses and/or microenterprises
- e. Grants for small businesses
- f. Storefront improvement programs
- g. Job creation
- h. Other:

Public Facilities and Infrastructure

Investing in public facilities and infrastructure is intended to benefit LMI residents by making it easier to navigate LMI neighborhoods. Public facility improvements can include City-owned facilities such as recreation centers, community centers, libraries, parks, streetlights, and sidewalk improvements.

In the City's previous 2015-2019 Consolidated Plan, the Public Facilities & Infrastructure goal was listed as: *Strengthen neighborhoods by investing in the City's critical public infrastructure needs.*

Please select up to three (3) of the most critical public facility and infrastructure needs in your Community Planning Area.

- a. Accessibility for persons with disabilities
- b. Health/medical clinic service expansion
- c. Accessibility and safety improvements to community centers
- d. Energy retrofits
- e. Street lighting installation/retrofitting
- f. Public parks
- g. Libraries
- h. Sidewalks
- i. Recreation and community centers
- j. Senior centers
- k. Nonprofit facility improvements
- l. Removing lead-based paint hazards
- m. Other:

Smart City Infrastructure

The City is embarking on new initiatives toward sustainability, resiliency, and economic growth. This includes infrastructure to include energy efficient streetlights, city operations to better streamline the permitting process, and accessibility to alternative forms of transportation.

Please select the Smart City Initiatives you would you like to see in your Community Planning Area.

- a. Energy efficient streetlights
- b. Electric vehicle charging stations
- c. Broadband internet access for community
- d. Tree sensors
- e. Water recycling
- f. Permitting for solar panels
- g. Optimizing time of streetlights based on traffic demand
- h. Increase bicycle infrastructure
- i. Other:

Housing

Investment in housing programs and services increases the opportunity for LMI households to rent or own safe and affordable housing in their communities. The rehabilitation of affordable housing units and providing rental assistance are some examples of activities that the City has previously engaged in.

In the City's previous 2015-2019 Consolidated Plan, the housing goal was listed as: *Improve housing opportunities by creating and preserving affordable rental and homeowner housing in close proximity to transit, employment and community services.*

Please select up to three (3) the most critical housing needs in your Community Planning Area.

- a. Rehabilitation of single family homes owned and occupied by LMI housing
- b. Rehabilitation of affordable apartments (multi-family housing)
- c. Construction of new affordable multifamily rental units
- d. Rehabilitation of existing multifamily rental units and ensuring those units are affordable to LMI households
- e. Installation of energy and/or water efficiency home improvements for single-family homes owned and occupied by LMI households
- f. First-time homebuyer education programs
- g. Home improvement programs for seniors
- h. Down payment/ closing cost assistance for first time home-buyers
- i. Fair Housing services (assistance to individuals experiencing discrimination based upon a race, color, religion, national origin, gender, familial status, disability)
- j. Housing for individuals and families living with HIV/AIDS
- k. Other:

Homelessness

Investing in social services and supports for people experiencing homelessness or housing crises, as well as investing in long- and short-term housing, alleviates and prevents homelessness in San Diego. Examples of this type of investment include providing shelter and services such as case management.

In the City's previous 2015-2019 Consolidated Plan, the Homelessness goal was listed as: *Assist individuals and families to stabilize in permanent housing after experiencing a housing crisis or homelessness by providing client-appropriate housing and supportive services.*

Please select up to five (5) of the most critical Homelessness needs in your Community Planning Area.

- a. Acquisition of facilities to serve people experiencing homelessness
- b. Rehabilitation or expansion of facilities to serve people experiencing homelessness
- c. Emergency/ overnight shelter (short term housing and supportive services)
- d. Day center (services without overnight lodging)
- e. Outreach (compassionate enforcement)
- f. Transitional housing and case management

- g. Workforce and employment services specifically dedicated to individual's experience homelessness
- h. Transportation assistance
- i. Homeless Navigation Center operations (centralized resources)
- j. Financial assistance / rapid re-housing (short term rent and utilities assistance)
- k. Case management (to assist individuals/families attain permanent housing)
- l. Construction of permanent supportive housing units
- m. Financial literacy
- n. Storage facilities/ lockers
- o. Homelessness diversion services (connects people experiencing homelessness with housing arrangements, financial assistance, etc. to avoid entering shelter)
- p. Homelessness prevention services
- q. Public Benefits
- r. Shelter for domestic violence survivors
- s. Substance abuse programs
- t. HIV/AIDS services
- u. Mental health services
- v. Landlord engagement and contingency funds
- w. Other:

Community Development and Public Services

Investment in community services and facilities that serve vulnerable populations create new opportunities for these residents. Examples include employment training programs and meal services for youth, seniors, people with disabilities and other underserved groups.

In the City's previous 2015-2019 Consolidated Plan, the Community Development and Public Services goal was listed as: *Invest in community services and non-profit facilities that maximize impact by providing new or increased access to programs that serve highly vulnerable populations such as youth, seniors and food insecure households.*

Please select up to three (3) of the most critical Community Development needs in your Community Planning Area.

- a. Improvements to or expansion of facilities owned and/or operated by nonprofit organizations serving vulnerable populations
- b. Financial education programs
- c. Nutritional programs for seniors
- d. Nutritional programs for individuals with disabilities
- e. Youth college preparation programs
- f. Employment re-entry services (for individuals recently released from incarceration)

- g. Employment and workforce development programs
- h. Job readiness training
- i. Youth workforce development programs
- j. Other youth supportive services
- k. Victims of domestic violence programs
- l. Supportive services for persons living with HIV/AIDS
- m. Trade certificate programs
- n. Other:

Thank you for completing this survey. Your feedback is important to the development of the City's 2020-2024 Consolidated Plan Goals.

MEDIA

MEDIA RELEASE



FOR IMMEDIATE RELEASE
Monday, July 9, 2018

CONTACT:
Anna Vacchi at 619-533-4510 or vacchia@sandiego.gov

City of San Diego Seeks Public Input on Community Investments

RESIDENTS INVITED TO ATTEND COMMUNITY FORUMS ON DISTRIBUTION OF DEVELOPMENT AND HOUSING FUNDS

SAN DIEGO – The City of San Diego is asking residents what investments they would like to see in their communities. The City is preparing a new five-year Consolidated Plan to identify community needs and priorities that will be submitted to the U.S. Department of Housing and Urban Development (HUD). HUD provides federal funds to the City of San Diego to invest in local communities, and the Consolidated Plan will guide distribution of the HUD funds over the five-year period (Fiscal Years 2020-2024).

The public is invited to share thoughts and suggestions at a series of upcoming community forums to be held throughout the City of San Diego in July and August 2018. Dates and locations for community forums can be found below and [here](#). An online community needs survey is also available [here](#).

“Understanding the communities’ priorities is critical to ensure San Diego is leveraging federal funds for the maximum possible benefit,” said Economic Development Director Erik Caldwell.

Federal Entitlement Grants under consideration include the Community Development Block Grant (CDBG) Program, Emergency Solutions Grant (ESG) Program, HOME Investment Partnerships Program (HOME) and Housing Opportunities for Persons with AIDS (HOPWA) Program. For more information on these programs, please visit sandiego.gov/cdbg.

Upcoming Community Forums:

Tuesday, July 10, 2018 – 6 p.m.

Valencia Park/ Malcolm X Library

5148 Market St.

San Diego, CA 92114

Monday, July 16, 2018 – 6 p.m.

Linda Vista Library

2160 Ulric St.

San Diego, CA 92111

Thursday, July 19, 2018 – 6 p.m.

San Ysidro Civic Center

212 W. Park Ave.

San Diego, CA 92173

Monday, July 23, 2018 – 6 p.m.

Woodbury University San Diego

2212 Main St.

San Diego, CA 92113

Wednesday, July 25, 2018 – 6 p.m.

Skyline Hills Library

7900 Paradise Valley Rd.

San Diego, CA 92114

Tuesday, July 31, 2018 – 6 p.m.

City Heights/ Weingart Library

3795 Fairmount Ave.

San Diego, CA 92105

Wednesday, August 1, 2018 – 6 p.m.

San Diego Central Library @ Joan A Irwin Jacobs Common

330 Park Blvd.

San Diego, CA 92101

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MEDIA ADVISORY



FOR IMMEDIATE RELEASE
Monday, July 16, 2018

CONTACT:
Anna Vacchi, 619-886-1462 or vacchia@sandiego.gov

City of San Diego Seeks Public Input on Community Investments

SECOND COMMUNITY FORUM TONIGHT ON DISTRIBUTION OF DEVELOPMENT AND HOUSING FUNDS

SAN DIEGO – The City of San Diego is asking residents how they would spend \$125 million in their communities. The public is invited to attend a forum tonight to voice their opinions, and complete an online survey.

The City is preparing a new five-year Consolidated Plan to identify community needs and priorities that will be submitted to the U.S. Department of Housing and Urban Development (HUD). HUD provides federal funds to the City of San Diego to invest in local communities, and the Consolidated Plan will guide distribution of the HUD funds over a five-year period (Fiscal Years 2020-2024).

“Understanding the communities’ priorities is critical to ensure San Diego is leveraging federal funds for the maximum possible benefit,” said Economic Development Director Erik Caldwell.

If you are unable to attend tonight, additional community forums are being held throughout the City of San Diego in July and August 2018. Dates and locations for community forums can be found below and [here](#). An online community needs survey is also available [here](#).

WHAT: Public Forum on Community Investments

WHEN: Monday, July 16, 2018, 6 – 7:30 p.m.

WHERE: Linda Vista Library
2160 Ulric St.
San Diego, CA 92111

Additional Forums:

Thursday, July 19, 2018 – 6 p.m.

San Ysidro Civic Center

212 W. Park Ave.
San Diego, CA 92173

Monday, July 23, 2018 – 6 p.m.

Woodbury University San Diego

2212 Main St.
San Diego, CA 92113

Wednesday, July 25, 2018 – 6 p.m.

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7900 Paradise Valley Rd.
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3795 Fairmount Ave.
San Diego, CA 92105

Wednesday, August 1, 2018 – 6 p.m.

San Diego Central Library @ Joan A Irwin Jacobs Common

330 Park Blvd.
San Diego, CA 92101

Link to survey: <https://datasd.typeform.com/to/ckKo5u>

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San Diegans Can Help City with Wish List for Federal HUD Funds

POSTED BY KEN STONE ON JULY 9, 2018 IN POLITICS | 99 VIEWS | 0 COMMENTS | [LEAVE A COMMENT](#)

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Memorial Community Park in Logan Heights was scene of Recreation Center Harvest Festival in 2017. Photo via sandiego.gov

How should San Diego spend its federal HUD funds? Residents can tell where the money can go by attending a series of seven forums between Tuesday and August 1.

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An online community needs survey is also [available here](#).

The city is preparing a new five-year Consolidated Plan to identify community needs and priorities that will be submitted to the U.S. **Department of Housing and Urban Development**.

HUD provides federal funds to invest in local communities, and the Consolidated Plan will guide distribution of the HUD funds over fiscal years 2020-2024, the city said Monday.

"Understanding the communities' priorities is critical to ensure San Diego is leveraging federal funds for the maximum possible benefit," said Economic Development Director Erik Caldwell.



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Federal Entitlement Grants under consideration include the Community Development Block Grant (CDBG) Program, Emergency Solutions Grant (ESG) Program, HOME Investment Partnerships Program (HOME) and Housing Opportunities for Persons with AIDS (HOPWA) Program. For more information on these programs, please visit sandiego.gov/cdbg.

Upcoming forums (all at 6 p.m.):

Tuesday, July 10, 2018

Valencia Park/ Malcolm X Library
5148 Market St.
San Diego, CA 92114

Monday, July 16, 2018

Linda Vista Library
2160 Ulric St.
San Diego, CA 92111

Thursday, July 19, 2018

San Ysidro Civic Center
212 W. Park Ave.
San Diego, CA 92173

Monday, July 23, 2018

Woodbury University San Diego
2212 Main St.
San Diego, CA 92113

Wednesday, July 25, 2018

Skyline Hills Library
7900 Paradise Valley Rd.
San Diego, CA 92114

Tuesday, July 31, 2018

City Heights/ Weingart Library
3795 Fairmount Ave.
San Diego, CA 92105

Wednesday, August 1, 2018

San Diego Central Library @ Joan A Irwin Jacobs Common
330 Park Blvd.
San Diego, CA 92101

SAN DIEGANS CAN HELP CITY WITH WISH LIST FOR FEDERAL HUD FUNDS was last modified: July 9th, 2018 by Ken Stone

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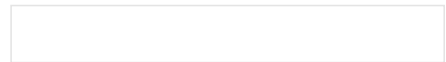
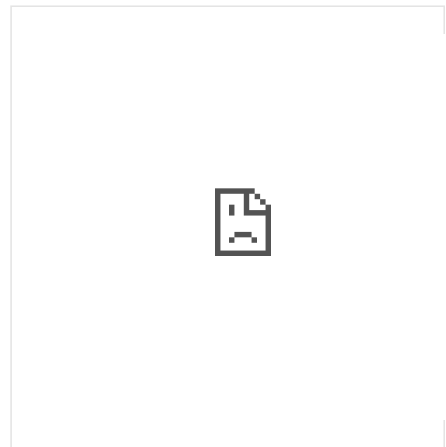


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City of San Diego seeking public input on housing development and funds

July 16, 2018 by [Lauren Phinney](https://www.kusi.com/bios/lauren-phinney/) (<https://www.kusi.com/bios/lauren-phinney/>)



The [City of San Diego](https://www.sandiego.gov/cdbg) (<https://www.sandiego.gov/cdbg>) is asking residents how they would spend \$125 million in their communities.

Erik Caldwell, Director of the Economic Development Department, visited the studio Monday morning to encourage viewers to attend upcoming [community forums](https://www.sandiego.gov/cdbg) (<https://www.sandiego.gov/cdbg>) about housing development and funds.

“Understanding the communities’ priorities is critical to ensure San Diego is leveraging federal funds for the maximum possible benefit,” said Caldwell.

The City is preparing a new five-year Consolidated Plan to identify community needs and priorities that will be submitted to the U.S. Department of Housing and Urban Development (HUD). HUD provides federal funds to the City of San Diego to invest in local communities, and the Consolidated Plan will guide distribution of the HUD funds over the five-year period (Fiscal Years 2020-2024).

Federal Entitlement Grants under consideration include the Community Development Block Grant (CDBG) Program, Emergency Solutions Grant (ESG) Program, HOME Investment Partnerships Program (HOME) and Housing Opportunities for Persons with AIDS (HOPWA) Program. For more information on these programs, please visit [sandiego.gov/cdbg](https://www.sandiego.gov/cdbg).

The public is invited to share thoughts and suggestions at a series of upcoming community forums to be held throughout the City of San Diego in July and August 2018. Dates and locations for community forums can be found below.

Upcoming Community Forums:

Tuesday, July 10, 2018 – 6 p.m.
Valencia Park/ Malcolm X Library
5148 Market St.
San Diego, CA 92114

Monday, July 16, 2018 – 6 p.m.
Linda Vista Library
2160 Ulric St.
San Diego, CA 92111

Thursday, July 19, 2018 – 6 p.m.
San Ysidro Civic Center
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3795 Fairmount Ave.
San Diego, CA 92105

Wednesday, August 1, 2018 – 6 p.m.
San Diego Central Library @ Joan A Irwin Jacobs Common
330 Park Blvd.
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**The City of San Diego
M E M O R A N D U M**

DATE: July 18, 2018

TO: Honorable Council President Myrtle Cole and Members of the City Council

FROM: Erik Caldwell, Director, Economic Development Department
via David Graham, Deputy Chief Operating Officer, Smart & Sustainable
Communities 

SUBJECT: FY 2020 – FY 2024 Consolidated Plan for HUD Entitlement Program

The Economic Development Department is requesting your input regarding the goals, community needs and expenditure priorities for the new five-year Consolidated Plan (FY 2020-FY 2024).

Background

The City of San Diego receives federal entitlement funds from the U.S. Department of Housing and Urban Development (HUD) to invest in local communities. The Consolidated Plan is a document required by HUD. The Consolidated Plan describes the strategies the City will pursue to address priority community needs, identifies objectives to measure progress, and guides investment of the HUD entitlement funds.

Federal entitlement grants addressed in the current five-year Consolidated Plan (FY 2015-FY 2019) include the Community Development Block Grant (CDBG) Program, Emergency Solutions Grant (ESG) Program, HOME Investment Partnerships Program (HOME), Housing Opportunities for Persons with AIDS (HOPWA) Program, and additional allocations of CDBG Program Income.

The current five-year Consolidated Plan (FY 2015-FY 2019) is guided by the following six goals:

- Enhance the City's economic stability and prosperity by increasing opportunities for job readiness and investing in economic development programs.
- Strengthen neighborhoods by investing in the City's critical public infrastructure needs.
- Improve housing opportunities by creating and preserving affordable rental and homeowner housing in close proximity to transit, employment and community services.

- Assist individuals and families to stabilize in permanent housing after experiencing a housing crisis or homelessness by providing client-appropriate housing and supportive service solutions.
- Invest in community services and non-profit facilities that maximize impact by providing new or increased access to programs that serve highly vulnerable populations such as youth, seniors and food insecure households.
- Meet the needs of persons with HIV/AIDS and their families through the provision of housing, health, and support services.

As the City updates its Consolidated Plan for FY 2020- FY 2024, it will consider recommendations for revising these goals.

Successes from the FY 2015-FY 2019 Consolidated Plan

HUD programs are primarily intended to serve individuals and areas that are low- and moderate-income. During FY 2015, the City completed a Geographic Targeting strategy to direct funds and create impact in areas with the most need. This initiative considered existing conditions like housing stock, public infrastructure, unemployment, income levels and other indicators to identify the Barrio Logan, City Heights, Encanto, Linda Vista, Southeastern and San Ysidro community planning districts as high-need areas of focus.

Increased administrative efficiencies were achieved during the FY 2015-FY 2019 Consolidated Plan period with the implementation of an online grants management system (ED Grants) using a Salesforce platform. Nonprofit partner agencies could submit grant funding requests, monthly programmatic reports and requests for reimbursement using this online portal. In addition, the volunteer Consolidated Plan Advisory Board was able to review and score funding proposals using this web-based application.

The City also began to formally evaluate the performance of its partner organizations upon completion of CDBG-funded projects. Fiscal, administrative and programmatic performance is considered in the evaluation, and performance standards in those areas are used to assign scores to the organization. Past performance scores are then factored into future CDBG project proposals and grant applications. Performance Report Cards can be found on the City's CDBG webpage [here](#).

The Consolidated Plan Update Process

The Consolidated Planning process is a collaborative one with ample opportunity for community engagement and input. It is especially important for the City to solicit feedback from low- and moderate-income beneficiaries of federal entitlement funded-projects. Your assistance in publicizing these community engagement efforts is appreciated.

The community participation and engagement process includes the following:

Community survey. The survey was released on July 2, 2018 and closes on August 31, 2018. The Community Survey is available [here](#) and on the CDBG webpage at:

<https://www.sandiego.gov/cdbg>. In addition to English, the survey will be available online in Spanish and hard copies will be available in Tagalog, Vietnamese, Mandarin Chinese and Arabic.

Community forums. Community members are invited to share their thoughts and suggestions at a series of community forums. Details can be found at the [Community Forums](#) link or on the CDBG [Calendar of Events](#). All meetings will be from 6:00 pm to 7:30 pm on the following dates:

- Valencia Park/Malcolm X Library | July 10
- Linda Vista Library | July 16
- San Ysidro Civic Center | July 19
- Barrio Logan–Woodbury University | July 23
- Skyline Hills Library | July 25
- City Heights Performance Annex | July 31
- Central Library | August 1

Stakeholder meetings and consultations. In addition to community forums, the City will host a variety of stakeholder meetings with subject-matter specific discussions during the months of July through September 2018. Subjects include: Community Economic Development, Homelessness, Affordable Housing, Refugees and Immigrants, Promise Zone, and Workforce Development. One-on-one consultations will be conducted with the San Diego Housing Commission and the County of San Diego.

The Consolidated Plan will include a housing needs assessment for the upcoming five-year period, an evaluation of City’s past performance in achieving its goals, and updated goals for the FY 2020–FY 2024 period.

Input Requested

Your recommendations regarding the FY 2020 – FY 2024 Consolidated Plan goals, priority community needs, and the expenditure of HUD entitlement funds are requested.

If you have feedback specific to the Consolidated Plan goals, please provide it on or before **August 7, 2018**. This might include a recommendation to make a prior goal more specific or to make it less specific, or to eliminate a goal all together. It is important for the City to confirm its FY 2020–FY 2024 Consolidated Plan goals before the release of the FY 2020 CDBG Request for Proposals in October 2018.

Please provide recommendations for priority community needs or the expenditure of HUD entitlement funds on or before **February 1, 2019**. These recommendations may be specific to your council district (for example, “I would like to see more of a focus on *xyz infrastructure projects*.”) or a change in Council Policy 700–02 (for example, “I would like to propose a revision to the set-aside of CDBG public service funds for homeless initiatives.”).

Anticipated Timeline

An anticipated timeline for the Consolidated Plan update process can be found on the following page.

Consolidated Plan - Anticipated Timeline

Community Survey	July 2, 2018 – August 31, 2018
Community Forums	July 10, 2018 – August 1, 2018
Councilmember Input: Consolidated Plan Goals	July – August 2018
Stakeholder Meetings	July – October 2018
Release of FY 2020 CDBG Request for Qualifications (<i>tentative date</i>)	September 4, 2018
City Council: Consideration of FY 2020–FY 2024 Consolidated Plan Goals	September 2018
Release of FY 2020 CDBG Request for Proposals (<i>tentative date</i>)	October 22, 2018
Councilmember Input: Consolidated Plan Budgetary Priorities	October 2018 – February 2019
Council Committee: FY 2020-FY 2024 Consolidated Plan presented for consideration	March 2019
Draft FY 2020-FY 2024 Consolidated Plan and FY 2020 Annual Action Plan released for 30-Day Public Comment	April 2019
City Council: Review and consideration of Draft FY 2020-FY 2024 Consolidated Plan and FY 2020 Annual Action Plan for approval	April 2019
FY 2020-FY 2024 Consolidated Plan and FY 2020 Annual Action Plan due to HUD	May 15, 2019

Questions / Additional Information

If you have any questions or would like to request a briefing regarding the Consolidated Plan process, please contact Michele Marano, Community Development Coordinator, at (619) 236-6381 or mmarano@sandiego.gov.

Erik Caldwell
 Director, Economic Development Department

EC/mrm

- cc: Kris Michell, Chief Operating Officer
 Stacey LoMedico, Assistance Chief Operating Officer
 David Graham, Deputy Chief Operating Officer
 Almis Udrys, Deputy Chief of Staff / Chief of Policy & Innovation, Office of the Mayor
 Jessica Lawrence, Director of Finance Policy and Council Affairs, Office of the Mayor
 Angela Colton, Fiscal & Policy Analyst, Office of the Independent Budget Analyst
 Lydia Moreno, Deputy Director, Economic Development Department
 Stephen Maduli-Williams, Community Development Program Manager, Economic Development Department
 Michele Marano, Community Development Coordinator, Economic Development Department



**THE CITY OF SAN DIEGO
OFFICE OF COUNCIL PRESIDENT MYRTLE COLE
OFFICE OF COUNCILMEMBER DAVID ALVAREZ
OFFICE OF COUNCILMEMBER GEORGETTE GÓMEZ**

M E M O R A N D U M

DATE: August 7, 2018

TO: Erik Caldwell, Director of Economic Development

FROM: Council President Myrtle Cole, District 4

Myrtle Cole

Councilmember David Alvarez, District 8

David Alvarez

Councilmember Georgette Gómez, District 9

Georgette Gómez

SUBJECT: Input on Fiscal Year 2020-2024 Consolidated Plan Goals

In response to your memo dated July 18, 2018, we are pleased to submit our input regarding proposed goals for the Fiscal Year 2020-2024 Consolidated Plan.

The process to develop the Consolidated Plan is conducted only once every five years, so it is imperative for our offices, along with critical stakeholders, to provide direct input on how the City of San Diego prioritizes and deploys the estimated \$125 million in Community Development Block Grant (CDBG) resources in low-to-moderate-income (LMI) communities.

The current goals in the Fiscal Year 2015-2019 Consolidated Plan aim to tackle some of the most pressing issues impacting our LMI communities in San Diego. However, we can be more targeted with these goals as we enter the new Consolidated Plan, so we can make a more equitable impact on the most disadvantaged families in our neighborhoods. With that said, we offer the following three goals for your consideration:

- 1. Incentivize equity and inclusive economic growth by facilitating opportunities for job readiness and economic development in LMI and previously incarcerated communities to create access to high-quality and well-paying jobs.**

In recent years the State of California has addressed issues of overpopulation of our state corrections facilities by passing progressive laws. We must be prepared to support efforts as many of these State laws provide opportunities for reintegration to society to people with low-level crimes and other misdemeanor charges. The City of San Diego should be able to provide access to jobs and careers to these individuals. Investing in their access to jobs will enhance quality of life and change the incarceration pipeline that exists in LMI communities.

Programs that support efforts of job readiness and economic development in LMI and previously incarcerated communities should include:

- Paid apprenticeship programs for people with criminal records
 - Provide those with little to no college or workforce experience with the tools and skills needed to succeed
 - Preparing people without college degrees for jobs with promising career paths
 - Union apprenticeship programs
 - Mental health and life skills trainings that focus on whole-self healing for historically marginalized individuals
 - Workforce development programs that support record expungement clinics and other similar approaches
 - An Equal Opportunity Contracting (EOC) Disparity Study
2. **Meet the unique and diverse needs of our Cali-Baja Mega-Region by providing housing, health, workforce, and citizenship or other legal services for immigrant and refugee families in San Diego.**

As we continue to promote our Cali-Baja Mega-Region and grow as a border community, we must invest in our local immigrant and refugee communities. As a next step, the City of San Diego should create an Office of New Americans where services and resources can be centralized. The Office can serve as a conduit for the City to partner with New American workforce programs and other programs that directly serve new arrivals.

The Office of New Americans should be inclusive of the following projects and services that could be funded through the new Consolidated Plan:

- Opportunities for civic engagement
- Small business programs
- Workforce development
- Education enrollment process (PreK-14)
- Safe & connected communities
- Inclusive health care (health & mental care)
- Centralized access to local non-profits and legal services

3. Development of Affordable Housing in Underserved Neighborhoods

The housing crisis in our city affects all San Diegans. However, lack of housing and a skyrocketing rental market most disproportionately affects low-income families who are increasingly at risk of becoming homeless. A recent study by the San Diego Housing Commission, "Addressing the Housing Affordability Crisis: San Diego Housing Production Objectives 2018-2028," noted that housing affordability impacts 100% of low-income residents and a large portion of moderate-income households in the City. As such, it is critical that we renew our focus on developing more affordable housing in LMI areas of our city. As a City we must prioritize and invest our CDBG funding in brick and mortar projects rather than temporary shelters, that only provide brief relief. Providing permanent housing that is affordable to working families not only prevents families from experiencing homelessness, but it also provides much needed housing to support our workforce for various industries critical to our city.

Conclusion

People who most often have the need for resources and intentional outreach are many times overlooked when it comes to providing services based on income. We hope that through these suggestions we can capture some of the concerns of the most vulnerable residents in our districts – residents who need tools and resources to lift out of poverty. We hope that this memo encourages you to take a closer look at the goals for the Fiscal Year 2020-2024 Consolidated Plan and how allocations for funding create real impacts for LMI residents in our City.

Thank you for organizing opportunities for constituents in our districts to provide feedback on the Consolidated Plan, such as the forums your staff facilitated at: the Malcolm X Library on July 10, San Ysidro Civic Center on July 19, Barrio Logan-Woodbury University on July 23, Skyline Hills Library on July 25, and City Heights Performance Annex on July 31, 2018, as well as the upcoming forum in Mountain View on August 29, 2018.

Upon completion of the Mountain View forum, we plan on submitting another memo with suggestions for specific and targeted expenditures that would positively impact LMI communities and could be funded out of CDBG or other HUD entitlements.

Thank you in advance for your consideration. If you would like to discuss further, please contact Matt Yagyagan at x35897 or myagyagan@sandiego.gov, Ruth O. Martin at x36501 or romartin@sandiego.gov, or Venus Molina at x67009 or vmolina@sandiego.gov.

cc: David Graham, Deputy Chief Operating Officer for Smart & Sustainable Communities
Lydia Moreno, Deputy Director, Economic Development
Stephen Maduli-Williams, Program Manager, Economic Development
Michele Marano, Community Development Coordinator, Economic Development
Erica Snyder, LeSar Development Consultants



**THE CITY OF SAN DIEGO
COUNCIL PRESIDENT GEORGETTE GÓMEZ, NINTH DISTRICT
COUNCILMEMBER MONICA MONTGOMERY, FOURTH DISTRICT
COUNCILMEMBER VIVIAN MORENO, EIGHTH DISTRICT**

M E M O R A N D U M

DATE: February 1, 2019

TO: Lydia Moreno, Interim Director, Economic Development Department

FROM: Council President Georgette Gómez, District 9
Councilmember Monica Montgomery, District 4
Councilmember Vivian Moreno, District 8

[Handwritten signatures in blue ink: "Lydia Moreno" and "Monica Montgomery"]

SUBJECT: Input on Fiscal Year 2020-2024 Consolidated Plan Expenditures

We are submitting this joint memo to provide input regarding proposed expenditures for the Fiscal Year 2020-2024 Consolidated Plan in line with the goals that were adopted by the Council last year.

The process to develop the Consolidated Plan is conducted only once every five years, so it is imperative for our offices, along with critical stakeholders, to provide direct input on how the City of San Diego prioritizes and deploys the estimated \$125 million in Community Development Block Grant (CDBG) resources in low-to-moderate-income (LMI) communities.

The adopted goals in the Fiscal Year 2020-2024 Consolidated Plan (located in Attachment 1) aim to tackle some of the most pressing issues impacting our LMI communities in San Diego. However, we can be more targeted with these goals as we enter the new Consolidated Plan, and aim to make a more equitable impact on the most disadvantaged families in our neighborhoods. We offer the following three categories of expenditures for your consideration over the next five years of the new Consolidated Plan:

- 1. Develop a Transit-Oriented Development Fund to support the creation of affordable and workforce housing in LMI census tracts.**

Applicable Consolidated Plan Goal:

GOAL #1: Increase and preserve affordable rental and homeowner housing to improve access to housing opportunities that reflect community needs.

Expenditure Proposal:

The housing crisis in San Diego falls especially hard upon our low-income and working families, who are increasingly at risk of becoming homeless. We must develop more housing that is affordable to low income San Diegans in the LMI areas of our City.

We propose using the additional CDBG program income currently funding the Reinvestment Initiative to create a transit-oriented development fund that will support the creation of affordable housing in LMI census tracts, along with the public infrastructure and business development necessary to support increased residential populations.

Nearly \$215 million in additional CDBG funding is coming back into the City over the next ten to fifteen years as repayment of CDBG program income from San Diego's redevelopment successor agency. The plan to expend this repayment of CDBG Program Income has been named the Reinvestment Initiative by staff. On April 25, 2017 the Council approved a Substantial Amendment to the FY 2015-2019 Consolidated Plan for the City's HUD Programs (Plan). Expenditures planned for the Reinvestment Initiative in FY2018 total \$17 million. Given that the City is in the final year of its existing consolidated plan, it is critical to reconsider how best to target this additional CDBG program income as soon as possible.

Given the urgency of the crisis, it is imperative that we expend this funding quickly and efficiently. The San Diego Housing Commission (SDHC) is best positioned to manage this new fund. SDHC could use existing staff to administer this fund and look to leverage it to receive more funding from public and private sources. We look forward to hearing input regarding this proposal from both the Economic Development Department and SDHC at an upcoming meeting of the Public Safety and Livable Neighborhoods Committee.

2. Invest in streetlights, sidewalks, and bike facilities to uplift the quality of life for our neighborhoods.

Applicable Consolidated Plan Goal:

GOAL #4: Support the development of vibrant, equitable, and adaptable neighborhoods by investing in public facilities and critical infrastructure.

Expenditure Proposal:

While there has been significant progress in expanding the City's Capital Improvements Program (CIP) with record investments over the past few years, we propose that a portion of CDBG funds be used to install infrastructure that would help uplift the quality of life in our highly urbanized neighborhoods.

According to the *FY 2020-2024 Five-Year Capital Infrastructure Planning Outlook (CIP Outlook)*, there are several asset classes that provide a basic level of service to our communities, yet remain underfunded and have significant need over the next five years. In Attachment 2 to this memo,

we've summarized information from the *CIP* Outlook into a table that shows that streetlights, bike facilities, storm water, parks, and sidewalks all have the greatest identified need over the next five years.

Due to community feedback in a series of Consolidated Plan forums that were conducted last summer, we recommend that the City deploy CDBG dollars to invest in streetlights (only 3.4% of need funded over next 5 years), bike facilities (3.9%), and sidewalks (18.6%) in our communities due to their historic underfunding and identified need.

We are suggesting specific street light locations in our districts in Attachment 3 to this memo.

3. Support equitable investments in quality public services for the most vulnerable populations in LMI census tracts.

Applicable Consolidated Plan Goal:

GOAL #3: Foster individual and household resiliency by investing in employment and workforce development programs and improving access to job opportunities.

GOAL #6: Invest in community services that promote equity and serve vulnerable populations including, but not limited to, refugees and recent immigrants, previously incarcerated, veterans, youth, seniors and food insecure households.

Expenditure Proposal:

Investments in specific social service providers should be made to promote equity for the most vulnerable populations. These providers should provide services for, and not limited to, youth, seniors, refugees, immigrants, previously incarcerated, veterans and food insecure households. The investment in quality services for the community, will have lasting impacts in not only the improved quality of life for individuals, but will serve as foundations propelling an individual towards self-sufficiency. The following are critical services/programs that should be accessible in the City of San Diego.

- **Financial Empowerment Centers:** The financial empowerment centers should provide low-income communities with free professional, one-on-one financial counseling to help residents acquire financial literacy and address their financial needs.
 - Financial literacy programs
 - Earned income tax credits
 - Small business development
 - Credit enhancements
 - Retirement planning

- **Office of New Americans:** To assist new immigrants and refugees on their new journeys in the United States. Services must include skills development, English classes

and access to other resources that would ease transition into a new life in the US as well as in the work force.

- **Youth Employment and Workforce Development:** The City needs to analyze, develop and implement a means to monitor the progress and outcomes for youth. According to the San Diego Workforce Partnership, 9.4% of youth are disconnected from school and work. The following services should be provided to serve San Diego's youth.
 - Employment preparation and assistance
 - Peer advising
 - Education and career coaching

- **Assistance for ex-offenders/previously incarcerated:** Workforce reentry programs are critical for ex-offenders and previously incarcerated individuals. As members of the community their needs must be addressed in a manner that upholds their dignity while providing a path for their economic development.
 - Paid internships
 - Education and workforce development
 - One stop shop career centers
 - Union apprenticeship programs
 - Mental health and life skills training focusing on self-healing
 - Expungement clinics
 - Legal Clinics

4. Initiate an Accessory Dwelling Unit (ADU) or Tiny Home Loan Pilot Project for LMI communities and those experiencing homelessness.

Applicable Consolidated Plan Goal:

GOAL #1: Increase and preserve affordable rental and homeowner housing to improve access to housing opportunities that reflect community needs.

GOAL #5: Assist individuals and families to gain stable housing after experiencing homelessness or a housing crisis by providing appropriate housing and service solutions grounded in best practices.

Expenditure Proposal:

With the continued challenge of a growing homeless population in San Diego, it is essential that we find innovative solutions for both transitional and permanent housing. Cities such as Los Angeles, Seattle, and Portland have developed programs through offering public land and funding to support temporary "Tiny Home Communities" for people experiencing homelessness. Tiny Homes are units smaller than 400 square feet that can be configured as either standalone

or modular. By establishing Tiny Home bridge communities, we can help provide a safer environment for vulnerable populations in the neighborhoods we serve, improve access to services for those experiencing homelessness, and help individuals in our districts transition to permanent housing.

The relative affordability and scalability of Tiny Homes make them an attractive option for low-to-moderate income housing. According to the American Tiny House Association, who gave a presentation to the Select Committee on Homelessness on November 15, 2018, the average total investment for a Tiny Home unit is \$85,000. With a rent of \$900 per month, or an annual rent of \$10,800, it serves as a great option to support our goal to keep housing affordable for all our communities.

Further, we propose that the City provide incentives to single-family property owners in San Diego that are willing to either construct a new Accessory Dwelling Unit (ADU), or renovate an existing unit that will house individuals and families transitioning out of homelessness. Further, this incentive program, coupled with a trusted technical assistance provider, could help impacted homeowners throughout the financing, design, and construction process.

We propose that we utilize CDBG funds to support an ADU or Tiny Home loan pilot project. Both ADUs and Tiny Homes can provide San Diegans in LMI census tracts with a cost-effective solution to a pressing issue that often lends itself to costly remedies.

Conclusion

People who most often have the need for resources and intentional outreach are often overlooked when it comes to providing services based on income. We hope that through these suggestions we can capture some of the concerns of the most vulnerable residents in our districts – residents who need tools and resources to lift out of poverty. We hope that this memo encourages you to take a closer look at expenditures from the Fiscal Year 2020-2024 Consolidated Plan and how allocations for funding create real impacts for LMI residents in San Diego.

Thank you in advance for your consideration. If you would like to discuss further, please contact our offices.

cc: Erik Caldwell, Deputy Chief Operating Officer for Smart & Sustainable Communities
Stephen Maduli-Williams, Program Manager, Economic Development
Michele Marano, Community Development Coordinator, Economic Development

ATTACHMENT 1: FISCAL YEAR 2020-2024 CONSOLIDATED PLAN GOALS

ATTACHMENT 2: SUMMARY OF CAPITAL ASSET NEEDS FY20-FY24, SORTED BY PERCENTAGE FUNDED

ATTACHMENT 3: PROPOSED STREET LIGHT LOCATIONS IN COUNCIL DISTRICTS 4, 8, AND 9

City of San Diego, Consolidated Plan Goals 2020-2024

GOAL 1: Increase and preserve **affordable rental and homeowner housing** to improve access to housing opportunities that reflect community needs.

Previous Consolidated Plan Goal: Improve housing opportunities by creating and preserving affordable rental and homeowner housing in close proximity to transit, employment and community services.

GOAL 2: Enhance the City's economic stability by investing in inclusive economic growth initiatives that develop and strengthen **small businesses and support local entrepreneurs**.

Previous Consolidated Plan Goal: Enhance the City's economic stability and prosperity by increasing opportunities for job readiness and investing in economic development programs.

GOAL 3: Foster individual and household resiliency by **investing in employment and workforce development** programs and improving access to job opportunities.

Previous Consolidated Plan Goal: Enhance the City's economic stability and prosperity by increasing opportunities for job readiness and investing in economic development programs.

GOAL 4: Support the development of vibrant, equitable, and adaptable neighborhoods by investing in **public facilities and critical infrastructure**.

Previous Consolidated Plan Goal: Strengthen neighborhoods by investing in the City's critical public infrastructure needs.

GOAL 5: **Assist individuals and families to gain stable housing after experiencing homelessness or a housing crisis** by providing appropriate housing and service solutions grounded in best practices.

Previous Consolidated Plan Goal: Assist individuals and families to stabilize in permanent housing after experiencing a housing crisis or homelessness by providing client-appropriate housing and supportive service solutions.

GOAL 6: Invest in **community services that promote equity and serve vulnerable populations** including, but not limited to, refugees and recent immigrants, previously incarcerated, veterans, youth, seniors and food insecure households.

Previous Consolidated Plan Goal: Invest in community services and non-profit facilities that maximize impact by providing new or increased access to programs that serve highly vulnerable populations such as youth, seniors and food insecure households.

GOAL 7: Finance **impactful nonprofit facility improvements** to provide new or increased access to programs that serve vulnerable populations or implement sustainability measures.

Previous Consolidated Plan Goal: Invest in community services and non-profit facilities that maximize impact by providing new or increased access to programs that serve highly vulnerable populations such as youth, seniors and food insecure household

Summary of Capital Asset Need, Funding and Gap in FY2020-2024

Asset Type	Need	Funding	Gap	Percent of needs funded
New Lifeguard Stations	\$ 17,319,697	-	\$ 17,319,697	0%
Streetlights	\$ 208,980,000	\$ 7,098,803	\$ 201,881,197	3.4%
Bike Facilities	\$ 129,261,000	\$ 5,055,000	\$ 124,206,000	3.9%
Storm Water	\$ 775,126,396	\$ 55,344,797	\$ 719,781,599	7.1%
Parks	\$ 180,424,834	\$ 21,564,157	\$ 158,860,677	11.9%
Sidewalks	\$ 153,350,000	\$ 28,580,083	\$ 124,769,917	18.6%
New Libraries	\$ 18,000,000	\$ 4,040,454	\$ 13,939,454	22.4%
Traffic Signals and ITS	\$ 147,092,600	\$ 35,630,000	\$ 111,462,600	24.2%
Existing GF Facilities	\$ 379,142,607	\$ 127,629,308	\$ 251,513,299	33.7%
Bridges	\$ 84,282,689	\$ 31,215,658	\$ 53,067,031	37%
Streets and Roads - Modifications	\$ 110,853,175	\$ 51,543,287	\$ 59,309,888	46.5%
Pure Water - Potable Reuse	\$ 1,426,675,130	\$ 1,426,675,130	-	100%
Water - Baseline CIP	\$ 855,837,043	\$ 855,837,043	-	100%
Wastewater - Baseline CIP	\$ 650,811,666	\$ 650,811,666	-	100%
Streets and Roads - Pavement	\$ 222,500,000	\$ 222,500,000	-	100%
New Fire Stations	\$ 124,992,447	\$ 124,992,447	-	100%
Landfills	\$ 49,350,000	\$ 49,350,000	-	100%
Parks - Mission Bay Improvements	\$ 45,062,754	\$ 45,062,754	-	100%
Airports	\$ 13,800,000	\$ 13,800,000	-	100%
Parks - Golf Courses	\$ 3,000,000	\$ 3,000,000	-	100%
Stadium	\$ 750,000	\$ 750,000	-	100%

Source: FY 2020-2024 Five Year Capital Infrastructure Planning Outlook

Proposed Street Light Installations in Council District 4

Title	Community	Estimate
Churchward Street east of Euclid Avenue 272', south side	Encanto Neighborhoods, Southeastern	\$ 10,000
Churchward Street east of Euclid Avenue 272', south side	Encanto Neighborhoods, Southeastern	\$ 10,000
Briarwood Road north of Alsacia Street 250'	Skyline-Paradise Hills	\$ 10,000
Briarwood Road south of Alsacia Street 260'	Skyline-Paradise Hills	\$ 10,000
47th Street north of Ocean View Boulevard 350', west side	Encanto Neighborhoods, Southeastern	\$ 5,000
47th Street south of Ocean View Boulevard 161', west side	Encanto Neighborhoods, Southeastern	\$ 10,000
47th Street south of Ocean View Boulevard 311', east side	Encanto Neighborhoods, Southeastern	\$ 10,000
Reo Drive south of Rancho Hills Drive 310', east side	Skyline-Paradise Hills	\$ 2,500
Reo Drive south of Rancho Hills Drive 310', west side	Skyline-Paradise Hills	\$ 2,500
Klauber Avenue south of Schimitar Drive 325', east side	Encanto Neighborhoods, Southeastern	\$ 10,000
S Woodman Street south of Arroyo Seco Way 335', west side	Encanto Neighborhoods, Southeastern	\$ 18,000
S Woodman Street south of Arroyo Seco Way 160', east side	Skyline-Paradise Hills	\$ 18,000
Radio Drive east of Winnett Street 293', north side	Encanto Neighborhoods, Southeastern	\$ 2,000
Cardiff Street at San Vicente Street, northwest corner	Skyline-Paradise Hills	\$ 20,000
Cardiff Street at San Vicente Street, southeast corner	Skyline-Paradise Hills	\$ 20,000

Proposed Street Light Installations in Council District 8

Title	Community	Estimate	High Accident	ID #
SAN YSIDRO				
Otay Mesa Road north of Beyer Boulevard 265', east side	San Ysidro	\$ 2,000		4508
Otay Mesa Road south of Otay Mesa Place 540', east side	San Ysidro	\$ 2,000		4509
San Ysidro (East) Boulevard north of Border village Road 320', east side	San Ysidro	\$ 15,000	Yes	3464
San Ysidro (East) Boulevard north of Border village Road 583', east side	San Ysidro	\$ 15,000	Yes	3465
San Ysidro (East) Boulevard north of Cam De La Plaza 212', west side	San Ysidro	\$ 15,000	Yes	3466
San Ysidro (East) Boulevard north of Cam De La Plaza 347', west side	San Ysidro	\$ 15,000	Yes	3467
San Ysidro (East) Boulevard north of Cam De La Plaza 350', east side	San Ysidro	\$ 15,000	Yes	3468
San Ysidro (East) Boulevard north of Cam De La Plaza 492', west side	San Ysidro	\$ 15,000	Yes	3469
San Ysidro (East) Boulevard north of Cam De La Plaza 495', east side	San Ysidro	\$ 15,000	Yes	3470
San Ysidro (East) Boulevard north of Virginia Avenue, east side	San Ysidro	\$ 15,000	Yes	3471
Antares Drive east of Caithness Drive 190', south side	San Ysidro	\$ 18,000		5170
Beyer Boulevard east of Cottonwood Road 185', south side	San Ysidro	\$ 15,000		3796
East Park Avenue north of Hall Avenue 155', east side	San Ysidro	\$ 15,000		3669
Howard (SB) Avenue north of Via Costina 300', east side	San Ysidro	\$ 15,000		3486
Tennie Street west of Sanger Place 260', north side	San Ysidro	\$ 8,000		4143
W Hall Avenue west of Cypress Drive 150', south side	San Ysidro	\$ 2,000		4877
OTAY MESA/NESTOR				
Del Sol Blvd east of Del Sur Blvd 230', south side	Otay Mesa-Nestor	\$ 18,000		5400
Del Sol Blvd west of Del Sol Lane 545', north side	Otay Mesa-Nestor	\$ 18,000		5402
Otay Mesa Road east of Remington Hills Drive 310', north side	Otay Mesa/ Remington Hills	\$ 15,000		4515
Otay Mesa Road west of Hawken Drive 310', south side	Otay Mesa/ Remington Hills	\$ 15,000		4518
Surf Crest Drive north of Sea Urchin Drive 125', west side	Otay Mesa	\$ 15,000	Yes	3257
Via de la Amistad east of Paseo de las Americas 450', north side	Otay Mesa	\$ 18,000		5346
Vista Santo Domingo south of Avnda De Las Vistas 1020', west side	Otay Mesa	\$ 15,000	Yes	4019
Dahlia Avenue west of Saturn Blvd 105', south side	Otay Mesa-Nestor	\$ 2,500		5418
Via de la Amistad east of Paseo de las Americas 1090', north side	Otay Mesa	\$ 18,000		5350
Palm Avenue east of Hawaii Avenue 480', south side	Otay Mesa-Nestor	\$ 15,000		3613
Palm Avenue west of Beyer Way 130', south side	Otay Mesa-Nestor	\$ 15,000		3610
Citrus Avenue west of Hollister Street 266', south side	Otay Mesa-Nestor	\$ 2,000		3591
Del Sol Lane south of Arruza Street 62', west side	Otay Mesa-Nestor	\$ 15,000		4938
Hollister Street north of Palm (SB) Avenue 435', west side	Otay Mesa-Nestor	\$ 2,500		5124
Iris Avenue west of 25th (SB) Street 170', south side	Otay Mesa-Nestor	\$ 15,000		3420
Gaywood Street south of Coronado (SB) Av 330', west side	Otay Mesa-Nestor	\$ 8,000		4696
Twining Avenue north of Kimsue Way 190', east side	Otay Mesa-Nestor	\$ 15,000		4692
NORTHERN COMMUNITIES				
Imperial Avenue west of 19th Street 210', north side	Southeastern San Diego	\$ 7,500		5650
Imperial Avenue west of 19th Street 220', south side	Southeastern San Diego	\$ 7,500		5652
Logan Avenue northwest of Sigsbee Street 184', south side	Barrio Logan	\$ 20,000	Yes	3355
Logan Avenue southeast of Beardsley Street 140', south side	Barrio Logan	\$ 15,000	Yes	3356
Logan Avenue southeast of Sigsbee Street 465', north side	Barrio Logan	\$ 15,000	Yes	3357
Newton Avenue northwest of Beardsley Street 153', north side	Barrio Logan	\$ 15,000	Yes	3366
Newton Avenue southeast of Sigsbee Street 150', north side	Barrio Logan	\$ 15,000	Yes	3367
S 16th Street north of Newton Avenue 150', east side	Barrio Logan	\$ 8,000		5027
S Evans Street south of Julian Avenue 180', west side, at alley	Southeastern San Diego	\$ 2,000		4020
Sigsbee Street south of Logan Avenue 164', at alley, northwest corner	Barrio Logan	\$ 10,000	Yes	3368
Island Avenue east of 27th Street 213', south side	Southeastern [Grant Hill]	\$ 2,000	Yes	3288
Market Street east of 27th Street 114', north side	Southeastern [Grant Hill]	\$ 15,000	Yes	3099
20th Street north of K Street 172', west side	Southeastern [Sherman Heights]	\$ 2,000	Yes	3063
J Street west of 20th Street 119', south side	Southeastern [Sherman Heights]	\$ 2,000	Yes	3065
L Street east of 22nd Street 285', south side	Southeastern San Diego	\$ 2,000	Yes	3223
Irving Avenue east of Sampson Street 155', south side	Southeastern San Diego	\$ 8,000		4926
24th Street, 135' north of Imperial Av, east side	Southeastern San Diego	\$ 2,000		4711
TOTAL COST:	50 Lights	\$ 567,000		

PROPOSED STREET LIGHT LOCATIONS IN COUNCIL DISTRICT 9

- **Castle Lighting:** It is imperative that we provide adequate lighting in the Castle neighborhood, which is inclusive of the following area:
 - South of University Ave. from Interstate-15 to Fairmount Ave.
 - North of Manzanita Canyon from Interstate-15 to Fairmount Ave.
 - East of Interstate-15 from University Ave. to Manzanita Canyon
 - West of Fairmount Ave. from University Ave. to Manzanita Canyon

I recommend that the City install 8 mid-block street lights in this community. In doing so, a private entity would match the investment with another 8 mid-block street lights.
Approximate cost: \$120,000.

- **Mountain View and Willie Henderson Sports Complex Lighting:** I propose that we install street lights in the following areas:
 - S 39th Street north of Superior Street at alley 120', west side streetlight
 - S 39th Street south of Imperial Avenue at alley 120', west side streetlight
 - 44th Street, north of K Street, at the end of cul-de-sac, west side
 - 44th Street, north of K Street, at the end of cul-de-sac, west side
 - 44th Street, north of K Street ~380', west side
 - 44th Street, north of K Street ~172', west side

Approximate cost: \$10,000.

- **Mt. Hope Lighting:** The community of Mt. Hope lacks sufficient street and parks lighting. It is imperative that we provide adequate lighting in Mountain View due to the high crime in the neighborhood. I propose that we install street lights in the following areas:
 - Federal Boulevard west of Home Avenue 940', at end of cul-de-sac
 - Southlook Avenue south of Gilmore Street 165', west side streetlight
 - Southlook Avenue south of Imperial Avenue 110', west side streetlight
 - Gavin Street, south of J Street ~175', east side
 - Carlos Street, north of J Street ~195', east side

Approximate cost: \$46,000.

- **Reservoir Drive Lighting:** I recommend the installation of street lights along Reservoir Dr. from Montezuma Rd. to Alvarado Rd. to mitigate the public safety concerns in the College Area. *Approximate cost: Unknown.*

- **Southcrest Lighting**

- Acacia Street west of South 35th Street 140', north side streetlight
- Delta Street east of Acacia Street 150', south side
- Delta Street east of Acacia Street 150', south side
- 35th Street north of Tompkins Street 135', west side
- S 38th Street south of Superior Street 160', east side
- S 39th Street south of T Street 150', east side
- 39th Street north of F Street 170', west side
- 39th Street south of Hilltop Drive 130', west side
- 42nd Street north of F Street 120', west side
- 42nd Street south of Hilltop Drive 170', west side

Approximate cost: \$67,500.



THE CITY OF SAN DIEGO

MEMORANDUM

DATE: April 16, 2019

TO: Honorable Council President Georgette Gómez, District 9
Honorable Councilmember Monica Montgomery, District 4
Honorable Councilmember Vivian Moreno, District 8

FROM: Christina Bibler, Director, Economic Development Department
via Ronald H. Villa, Assistant Chief Operating Officer 

SUBJECT: Response to Input on Fiscal Year 2020-2024 Consolidated Plan Expenditures

Consistent with the Consolidated Plan Goals approved by City Council in October 2018, as well as the Consolidated Plan Advisory Board (CPAB) stakeholder input process established in compliance with federal requirements and Council Policy 700-02, we appreciate the opportunity to review, incorporate, and provide further context related to your recommendations for the prioritization of Community Development Block Grant Funds (CDBG) expenditures as part of the FY 2020-2024 Consolidated Plan. In response to your recommendations, we are highlighting several existing initiatives that were approved as part of the 9-month process. In addition, based on your recommendations, we have made several adjustments to our proposed action item coming before Public Safety & Livable Neighborhoods Committee on April 17th.

Below you will find numbered responses to the four recommendations in your memo:

1. *Develop a Transit-Oriented Development Fund to support the creation of affordable and workforce housing in LMI census tracts.*

Consistent with the recommendation above, in FY 2020, the City seeks to invest \$2 million, in a Transit Oriented Development (TOD) Fund proposed by the Local Initiatives Support Corporation (LISC), whose goal is to raise a \$50 million TOD fund from a variety of sources. We have included this in the Action Plan and staff is prepared to invest in subsequent years. For every \$1 the City invests, National LISC will match the City's investment with \$4 of its own funds. The City's \$2 million investment will leverage an additional \$8 million to invest in affordable housing in San Diego. LISC applied for CDBG funding through the Catalytic Neighborhood Investment Program Request for Proposals (RFP) process and is part of the action for consideration at Public Safety & Livable Neighborhoods Council Committee (Attachment #9). It is expected that this project, along with all other FY 2020 CDBG recommendations for funding, will be presented to City Council for approval during the April 23rd meeting.

Over the past three years, the City has invested \$117,000,000 in CDBG program income in a variety of community serving projects. Of this total, the city allocated

\$42.9 million towards affordable housing programs (37%), of which \$22.5 million was awarded to the San Diego Housing Commission (SDHC) as part of an existing MOU with the City to support affordable housing rehabilitation programs including a housing revolving loan fund.

As a result of the recommendation above and by request of the SDHC, in FY 2020 the City intends to recapitalize the revolving loan fund with an additional \$10 million for affordable housing projects (Item 7). Over the FY2020-2024 Consolidated Plan 5-Year time frame, the City intends to invest 25% of its CDBG funds (\$26,000,000) in a variety of affordable housing projects. At the same time, the City and the SDHC will be amending the MOU to extend it throughout the next Consolidated Plan cycle (Item #12). Economic Development Department (EDD) and SDHC senior staff will meet quarterly to discuss affordable housing project pipelines and potential project readiness for funding. This effort will allow the City and SDHC to jointly manage and balance funding requests associated with project funding and to ensure the City meets HUD's annual timeliness requirements.

Further, EDD staff plans on continuing to engage with SDHC on the feasibility of creating a TOD for additional investment of CDBG funds in future years, which staff could bring back as an action item to City Council, should the concept mature.

2. *Invest in streetlights, sidewalks, and bike facilities to uplift the quality of life for our neighborhoods.*

Prior to receiving this recommendation, EDD staff was preparing to invest approximately \$1.5 million over the next five years in infrastructure projects described above. However, because of this recommendation, during the upcoming FY 2020-2024 Consolidated Plan period, EDD will increase its recommendation to a total of \$10 million over the next five-year period to invest in new streetlights, new sidewalks and potential bike facilities in CDBG-eligible communities. EDD will begin qualifying the locations on Attachment #3 included with your memo and work with Public Works and Transportation and Storm Water Departments to create a workplan that addresses eligible locations.

3. *Support equitable investments in quality public services for the most vulnerable populations in LMI census tracts.*

Historically, our public services RFP process has produced a wide range of applications generally serving vulnerable populations. EDD has prepared a five-year Consolidated Plan "look back" report/analysis which reviews goals vs. objectives, as well as other data metrics on investments made during the last Consolidated Plan period of 2015-2019. EDD has provided a copy of this report to your Council offices and it is available on-line at <https://www.sandiego.gov/cdbg>.

Every year, CDBG programming for public service activities is limited by a federal 15% cap (of total annual CDBG budget). Some of the projects recommended for FY 2020 public service activities are continuations of public service programs/projects approved by Council in FY 2019. This includes youth workforce development

programs like TechHire, the City Mentorship Program and CONNECT2Careers. In addition, every year \$1,318,078 is set-aside for several homeless shelters that the SDHC manages on the behalf of the City. The remaining balance of public services funds is part of the annual CBDG RFP process.

FY 2020 is the sixth year that the City's CBDG process for vetting project proposals is utilizing a federally-approved and City Council authorized scoring criteria by which to determine the feasibility and ranking of applications. All qualifying applications are reviewed and scored by CPAB members to determine which projects may be recommended for funding. In FY 2020, CPAB made recommendations of \$2,718,858 in funding to organizations that support vulnerable populations. Some of the organizations recommended for funding include; Urban Corps of San Diego County, San Diego Second Chance, Kitchens for Good, Mama's Kitchen and the Karen Organization of San Diego.

The timeline for this entire process generally takes a fiscal year:

RFQ process- September 4, 2018, to October 19, 2018

RFP process – November 16, 2018, to January 9, 2019

CPAB review and scoring – Completed March 7, 2019

Consolidated Plan Advisory Board (Approval) – April 10, 2019

PSLN – April 17th;

City Council – April 23rd.

In the future, because of this recommendation, we will request the types of public services mentioned in your memo and highlight in our subsequent RFP's.

In addition, because of this recommendation staff will issue a request for proposal for a feasibility study for the development of a Financial Opportunity Center (FOC) in San Diego in FY 2020. This feasibility study will focus on sourcing potential funding, programmatic models and operational strategies.

4. *Initiate an Accessory Dwelling Unit (ADU) and or Tiny Home Pilot Project for LMI communities and those experiencing homelessness.*

Staff currently is researching the development of a pilot program for garage conversions (ADU) with CBDG funds, due to this recommendation, with the goal of rolling out a program in FY 2021. To conduct this pilot, HUD is requiring that the City conduct a feasibility study before a pilot is launched. We expect to start the study fall of this year.

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Honorable Council President Georgette Gómez, District 9
April 16, 2019

We are available for any additional questions that you might have regarding the CDBG annual allocation process and we appreciate the opportunity to review these recommendations.

Respectfully,



Christina Bibler
Director, Economic Development Department

CB/smw

cc: Aimee Faucett, Chief of Staff, Office of the Mayor
Kris Michell, Chief Operating Officer
Andrea Tevlin, Independent Budget Analyst
Stacey LoMedico, Assistant Chief Operating Officer
Rolando Charvel, Chief Financial Officer
Erik Caldwell, Deputy Chief Operating Officer, Smart & Sustainable Communities
Jessica Lawrence, Director, Finance Policy & Council Affairs
Almis Udry, Deputy Chief of Staff Policy & Innovation, Office of the Mayor
Katie Keach, Director, Communications



MEMORANDUM

DATE: September 10, 2018

TO: Michele Marano, Community Development Coordinator, Economic Development
Leo Alarcon, Community Development Project Manager
Michelle Harati, Community Development Specialist

FROM: Erica Snyder, Principal, LeSar Development Consultants

COPY: Nadine Hassoun, Associate, LeSar Development Consultants

SUBJECT: Draft Fiscal Year 2020-2024 Consolidated Plan Goals

LeSar Development Consultants (LDC) is proposing the attached City of San Diego's 2020-2024 Consolidated Plan goals using the data collected through citizen and community participation (Attachment A). Citizen participation and stakeholder consultations are vital components for gathering input on priority needs and target areas.

Three hundred and forty-four participants provided in-person input into the 2020-2024 Consolidated Plan goals and priorities through a series of meetings. A total of 16 meetings were held, 8 community forums and 8 stakeholder meetings with 226 and 118 participants respectively. The forums and meetings were held at multiple locations throughout San Diego. Below provides an overview of the locations, dates, and number of attendees at each engagement:

Community Forum	Date	Location	Attendees
Valencia Park	July 10, 2018	Malcolm X Library	15
Linda Vista	July 16, 2018	Linda Vista Library	28
San Ysidro	July 19, 2018	San Ysidro Civic Center	25
Barrio Logan	July 23, 2018	Woodbury University	31
Skyline	July 25, 2018	Skyline Library	16
City Heights	July 31, 2018	City Heights/ Weingart Library	44
Downtown	August 1, 2018	San Diego Central Library	7
Mountain View	August 29, 2018	Mountain View Recreation Center	60
TOTAL			226
Stakeholder Meeting	Date	Location	Attendees
Consolidated Plan Advisory Board	July 12, 2018	Civic Concourse	12
Continuum of Care	July 18, 2018	211-San Diego	8
Community and Economic Development Grantees	July 17, 2018	Economic Development Department	18
City Heights Economic Development Collaborative	August 14, 2018	Price Building	23
Downtown Community Planning Council	August 15, 2018	Civic San Diego	3
San Diego Refugee Forum	August 21, 2018	International Rescue Committee	40
Nonprofit Focus Group 1	August 21, 2018	University of San Diego	5
Nonprofit Focus Group 2	August 22, 2018	University of San Diego	9
TOTAL			118

San Diego Headquarters
404 Euclid Ave, Suite 212
San Diego, CA 92114
619-236-0612 phone
619-236-0613 fax

Berkeley Office
2150 Kittredge St, Suite 3A
Berkeley, CA 94704
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Los Angeles Office
448 S. Hill Street, Suite 1105
Los Angeles, CA 90013
213-612-4545 phone
213-488-3468 fax

Members of the community and stakeholders ranked the highest needs and priorities in their communities or in the communities they serve during these meetings. Below are the aggregate ranking results from all community and stakeholder engagements:

Needs		Points
1	Affordable Housing	1111
2	Economic Development	889
3	Housing and Support for Individuals Experiencing Homelessness	840
4	Public Services	750
5	Public Facilities and Infrastructure	661
6	Improvements to Nonprofit Facilities	632

Priorities		Points
1	Increasing availability of affordable housing	227
2	Youth services	163
3	Centralized homelessness resources	146
4	Increased access to loan and grant capital for small business	110
5	Improved sidewalks and streetlights	107
6	Improvements to City parks	103
7	Homeless-designated transitional and permanent housing	91
8	Job creation for small businesses	73
9	Programs supporting vulnerable populations	71
10	Homelessness supportive services	71

Based on the feedback received, LDC drafted seven goals for the 2020-2024 Consolidated Plan for your consideration (Attachment B).

Recommended changes from the previous Consolidated Plan goals include:

Economic Development Goal:

- Creating two economic development goals based on the feedback received from the forums, as well as a memorandum from Council President Cole (District 4), Council Member Alvarez (District 8), and Council Member Gomez (District 9). The first economic development goal is proposed to focus on assistance for small businesses and local entrepreneurs, while the second goal focuses on employment and workforce development.
- Including “inclusive economic growth” within the goal focused on small business and entrepreneurs, based on input from Districts 4, 8 and 9 and increased interest in inclusivity from residents and stakeholders in the City.

Public Facilities & Infrastructure Goal:

- We do not recommend making significant changes to this goal as it is a continuing priority within the City of San Diego, as validated by the feedback from the community forums.

Affordable Housing Goal:

- We do not recommend making significant changes to this goal as it is a continuing priority within the City of San Diego, as validated by the feedback from the community forums.

Housing & Support for Individuals Experiencing Homelessness Goal:

- Adding “best practices” to Goal 5 to ensure the use of proven effective interventions to end homelessness, based on recommendations from Continuum of Care (CoC) stakeholders.

Public Services & Improvements to Nonprofit Facilities Goals:

- Developing separate goals for public services and nonprofit facility improvements given the diversity of needs within each area.
- Include the value of promoting equity for public and community programs that serve vulnerable populations, specifically acknowledging refugees and immigrant populations within the goal based on community and Councilmember feedback.

Housing & Support for Individuals Experiencing HIV/AIDS

- The City of San Diego is requesting City Council designate the County of San Diego as the Housing Opportunities for Persons with HIV/AIDS (HOPWA) alternative grantee as permitted within the Department of Housing and Urban Development’s regulations. If approved, the City would no longer have the administrative or reporting responsibilities for the HOPWA program and it would be the responsibility of the County of San Diego to address it within its Consolidated Plan. A goal will be developed to address housing and support for individuals experiencing HIV/AIDS should City Council not approve this action.

Lastly, areas for potential prioritization based on the memorandum from Districts 4, 8, and 9 include:

- Facilitating opportunities for job readiness and economic development in low-to-moderate-income and previously incarcerated communities to create access to high-quality and well-paying jobs.
- Meeting the needs of the Cali-Baja Mega-Region by providing housing, health, workforce and citizenship or other legal services for immigrant and refugee families in San Diego.
- Development of affordable housing in underserved neighborhoods.

ATTACHMENT A

City of San Diego, Consolidated Plan Goals 2020-2024 DRAFT

GOAL 1: Increase and preserve **affordable rental and homeowner housing** to improve access to housing opportunities that reflect community needs.

Previous Consolidated Plan Goal: Improve housing opportunities by creating and preserving affordable rental and homeowner housing in close proximity to transit, employment and community services.

GOAL 2: Enhance the City's economic stability by investing in inclusive economic growth initiatives that develop and strengthen **small businesses and support local entrepreneurs**.

Previous Consolidated Plan Goal: Enhance the City's economic stability and prosperity by increasing opportunities for job readiness and investing in economic development programs.

GOAL 3: Foster individual and household resiliency by **investing in employment and workforce development** programs and improving access to job opportunities.

Previous Consolidated Plan Goal: Enhance the City's economic stability and prosperity by increasing opportunities for job readiness and investing in economic development programs.

GOAL 4: Support the development of vibrant, equitable, and adaptable neighborhoods by investing in **public facilities and critical infrastructure**.

Previous Consolidated Plan Goal: Strengthen neighborhoods by investing in the City's critical public infrastructure needs.

GOAL 5: **Assist individuals and families to gain stable housing after experiencing homelessness or a housing crisis** by providing appropriate housing and service solutions grounded in best practices.

Previous Consolidated Plan Goal: Assist individuals and families to stabilize in permanent housing after experiencing a housing crisis or homelessness by providing client-appropriate housing and supportive service solutions.

GOAL 6: Invest in **community services that promote equity and serve vulnerable populations** including, but not limited to, refugees and recent immigrants, previously incarcerated, veterans, youth, seniors and food insecure households.

Previous Consolidated Plan Goal: Invest in community services and non-profit facilities that maximize impact by providing new or increased access to programs that serve highly vulnerable populations such as youth, seniors and food insecure households.

GOAL 7: Finance **impactful nonprofit facility improvements** to provide new or increased access to programs that serve vulnerable populations or implement sustainability measures.

Previous Consolidated Plan Goal: Invest in community services and non-profit facilities that maximize impact by providing new or increased access to programs that serve highly vulnerable populations such as youth, seniors and food insecure household

2020-2024 Consolidated Plan Update

Prepared for the City of San Diego

September 10, 2018

Community Forums and Feedback

LeSar Development Consultants (LDC) facilitated eight Consolidated Plan community forums with the support of City staff. The forums were held to introduce the City of San Diego’s Five-Year Consolidated Plan process and to solicit input from residents on the needs and priorities of their communities that can be addressed by the 2020-2024 Consolidated Plan.

The forums were held in low-to moderate-income (LMI) communities throughout Council Districts 3, 4, 7, 8, and 9, seeking to receive input from the City’s diverse residents. A total of 226 individuals participated in the forums and offered feedback on the potential housing, economic, and community development priorities for the City.

Community Forum	Date	Location	Attendees
Valencia Park	July 10, 2018	Malcolm X Library	15
Linda Vista	July 16, 2018	Linda Vista Library	28
San Ysidro	July 19, 2018	San Ysidro Civic Center	25
Barrio Logan	July 23, 2018	Woodbury University	31
Skyline	July 25, 2018	Skyline Library	16
City Heights	July 31, 2018	City Heights/ Weingart Library	44
Downtown	August 1, 2018	San Diego Central Library	7
Mountain View	August 29, 2018	Mountain View Recreation Center	60
TOTAL			226

Forum Structure

An introductory presentation on the process of the Consolidated Plan and on San Diego’s market conditions was given to help inform the discussion on priorities and needs. The presentation was followed by small group discussions. Participants in each discussion group were asked how the City can be more inclusive in programs supporting LMI residents and communities, and what the most pressing needs are in their communities. They were then asked to individually complete two ranking activities, one ranking overall need categories, and another ranking the top four priorities in their communities. Interpretation services were provided upon request.

The forums concluded with a review of the consolidated plan process timeline and opportunities to for residents to engage in the remainder of the Consolidated Plan process.

Feedback Themes and Results

Below are themes heard in the small group discussions and results from the ranking activities.

Inclusivity in Programs

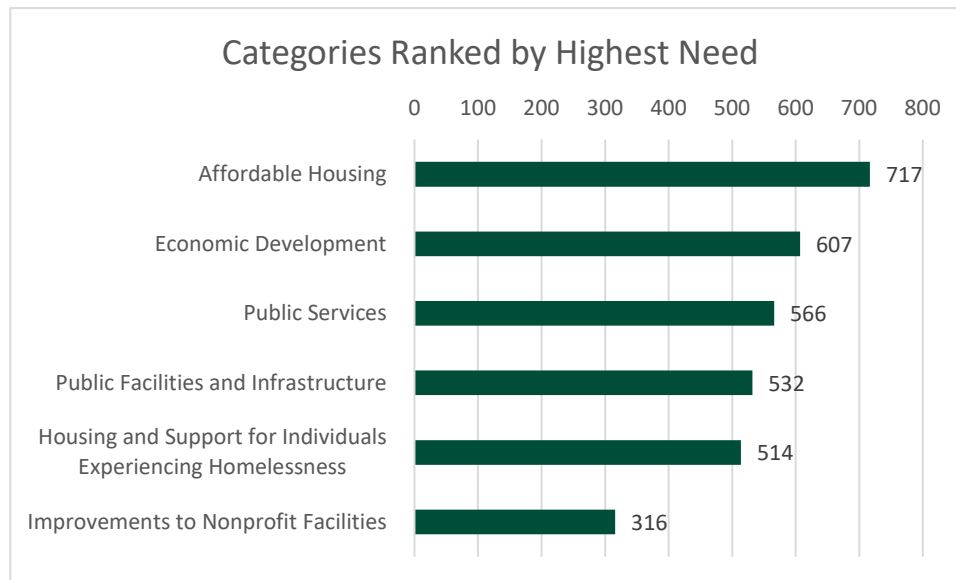
Within small groups, community members were asked how the City of San Diego can be more inclusive in programs supporting LMI communities. Answers were recorded on flip charts. Below are the themes heard throughout all community forums.

- Increase diversity and cultural competency of City staff
- Increase effectiveness of outreach efforts by partnering with community-based organizations
 - Publicize programs and services through easily-understood flyers posted or distributed at schools/colleges, community and recreation centers, libraries, community events and through community-based organizations and service providers in multiple languages
- Incentivize attendees with gift cards, raffle prizes
- Increase accessibility of programs, events, and meetings, by providing on-site childcare, meals or snacks, and holding them during non-work hours
- Increase City presence in communities, or increase communication between City staff or councilmembers and active community members
- Streamline Request for Proposals (RFP) process for community organizations to access funding

Ranking of Needs

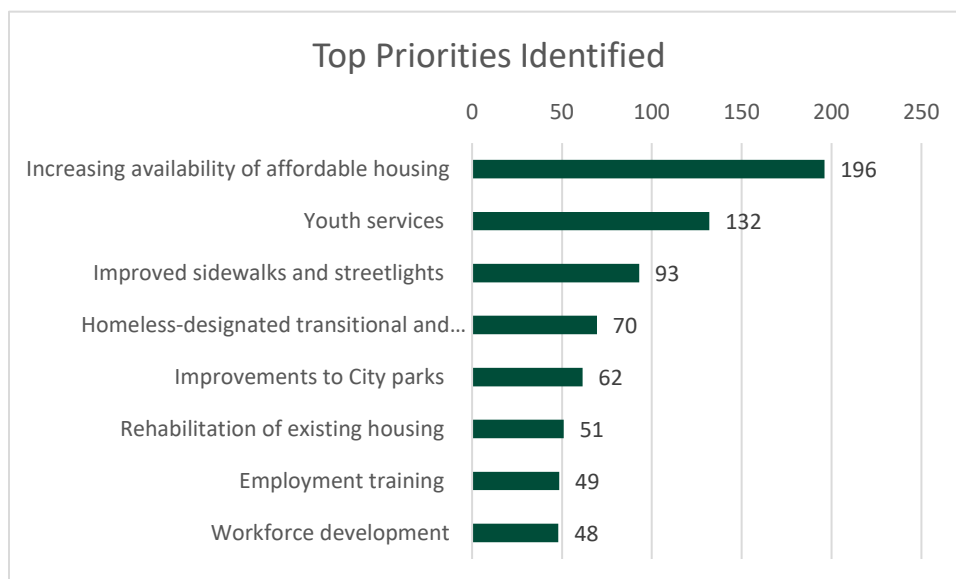
Community forum attendees were asked to rank six categories from one to six, with one being the highest need. The categories ranked were: economic development, public facilities and infrastructure, affordable housing, housing and support for individuals experiencing homelessness, public services, and improvements to nonprofit facilities.

Votes were tallied and weighted -- categories ranked as “1” or, highest need, received 6 points, categories ranked with a “2” received five points, and so on. Below are the aggregate results across all community forums, showing points received for each category.



Most Pressing Needs in LMI Communities

Participants were asked to select and rank the four most pressing needs in their communities. Votes were weighted -- needs ranked as “1” or, highest need, received four points, needs ranked as “2” received three points, and so on. Below are the aggregate results across all community forums, showing points received for the top eight needs in order of importance.



Other frequently identified needs include:

- Improvements to recreational and senior centers (45)
- Job creation for small businesses (44)
- Programs supporting vulnerable populations (42)
- Storefront improvement (40)
- Financial education and counseling programs (39)

- Increased access to loan and grant capital for small business (36)
- Homelessness supportive services (35)
- Homebuyer assistance programs (31)

Less frequently identified needs:

- Centralized homelessness resources (24)
- Assistance starting a small business (24)
- Services for single female head of household (23)
- Services for those with disabilities (22)
- Nutritional services (18)
- Nonprofit sustainability improvements (16)
- Survivors of domestic violence services (16)
- Improvements to nonprofit facilities (14)
- Small business counseling (12)
- Storage center for those experiencing homelessness (10)
- One-on-one microenterprise assistance (9)
- Mental health services (3)
- Services for those living with HIV/AIDS (3)

Most Pressing Community Needs: Themes by Council District

Participants were asked what they felt the most pressing needs in their communities are. Below are the themes we heard during the open-ended dialogue activity, organized by Council District. Complete notes from each community forum can be found in Appendix A.

Council District 3: San Diego Central Library

- Address lack of affordable housing and poor housing quality
 - Incentivize developers to build mixed-use housing
 - Increase housing density
 - Penalize landlords/property management companies violating buildings codes
 - Supportive services for low-income tenants
- Workforce development programs
- Housing for people experiencing homelessness programs and supportive services including mental health services
- Maintenance of road medians and increase in bike lanes

Council District 4: Malcolm X Library and Skyline Library

- Increase in affordable housing
 - Mixed-use housing
 - Rent control
 - Affordable housing for seniors
- Beautification of community with increase in urban forestry, green medians, parks and community gardens
- Increase and improve streetlights and sidewalks

- Increase employment training programs such as trade/vocational training, apprenticeship programs, trade certificate programs and job matching/placement opportunities targeting previously incarcerated residents, youth, and other vulnerable populations
- Housing First programs and supportive services for people experiencing homelessness
- Attract and retain more businesses (grocery stores, restaurants) to the community

Council District 7: Linda Vista Library

- Increase affordable housing availability and housing quality
- Expansion and rehabilitation of public spaces including library, recreation centers and parks
- Improve street safety and mobility with street lights, lighted signs, and pedestrian walkways
- Increase in businesses such as grocery stores in the community
- Job and volunteer opportunities and workforce development programs for youth

Council District 8: Barrio Logan/Woodbury University and San Ysidro Civic Center

- Increase availability of affordable housing by streamlining permitting process and preserve existing affordable housing
- First-time homebuyer assistance
- Services and programs for youth including college preparation programs and mental health services
- Education programs for adults, including digital literacy
- Repair streets and sidewalks, and improve pedestrian safety
- Improve parks and median landscaping
- Increase access to job opportunities for formerly incarcerated residents
- Small business assistance and mentorship programs
- Economic development strategies needed to attract tourism to area

Council District 9: City Heights/ Weingart Library and Mountain View Recreation Center

- Increase availability of affordable housing units and subsidize home rehabilitation
- Programs for youth including youth leadership programs, college preparation programs, and early childhood services
- Improve and increase sidewalks and street lights and pedestrian safety
- Community beautification
- Improved public transportation and subsidies
- Support for small businesses through technical assistance and storefront improvements
- Workforce development programs for youth and other vulnerable populations

Stakeholder Feedback

Stakeholder Meeting Summary Report

LeSar Development Consultants (LDC) and City staff facilitated eight stakeholder meetings to solicit input from organizations that serve and support low-to moderate-income (LMI) residents in San Diego. A total of 118 participants from non-profits, service provider agencies, and other community organizations provided feedback on the potential housing, economic, and community development priorities for the City. Stakeholder meetings were held with the Consolidated Plan Advisory Board (CPAB), Continuum of Care (CoC) agencies, the City Heights Economic Development Collaborative (CHEDC), the FY 19 Community and Economic Development Grantees, the Downtown Community Planning Council, and finally, two focus groups were held at the City of San Diego’s Nonprofit Academy.

Stakeholder Meeting	Date	Location	Attendees
Consolidated Plan Advisory Board	July 12, 2018	Civic Concourse	12
Continuum of Care	July 18, 2018	211-San Diego	8
Community and Economic Development Grantees	July 17, 2018	Economic Development Department	18
City Heights Economic Development Collaborative	August 14, 2018	Price Building	23
Downtown Community Planning Council	August 15, 2018	Civic San Diego	3
San Diego Refugee Forum	August 21, 2018	International Rescue Committee	40
Nonprofit Focus Group 1	August 21, 2018	University of San Diego	5
Nonprofit Focus Group 2	August 22, 2018	University of San Diego	9
TOTAL			118

Meeting Structure

An introductory presentation on the process of the Consolidated Plan and on San Diego’s market conditions was given to stakeholders to help inform the discussion on priorities and needs. The presentation was followed by open-ended dialogue. The interactive format of the meeting solicited strong participation by attendees.

Stakeholders in each meeting were asked how the City of San Diego could be more inclusive in the programs supporting low-to moderate-income (LMI) individuals and communities, and what the most pressing needs are of the clients they serve. They were then asked to individually complete two ranking activities, one ranking the overall need categories, and another ranking the top four priorities for communities they serve.

The forums concluded with a review of the consolidated plan process timeline and opportunities to for stakeholders to engage in the remainder of the Consolidated Plan process.

Feedback Summary

All stakeholder responses were recorded, and detailed meeting results can be found in Appendix B. Below is the summary of the feedback and input received at the stakeholder meetings.

Inclusivity in Programs

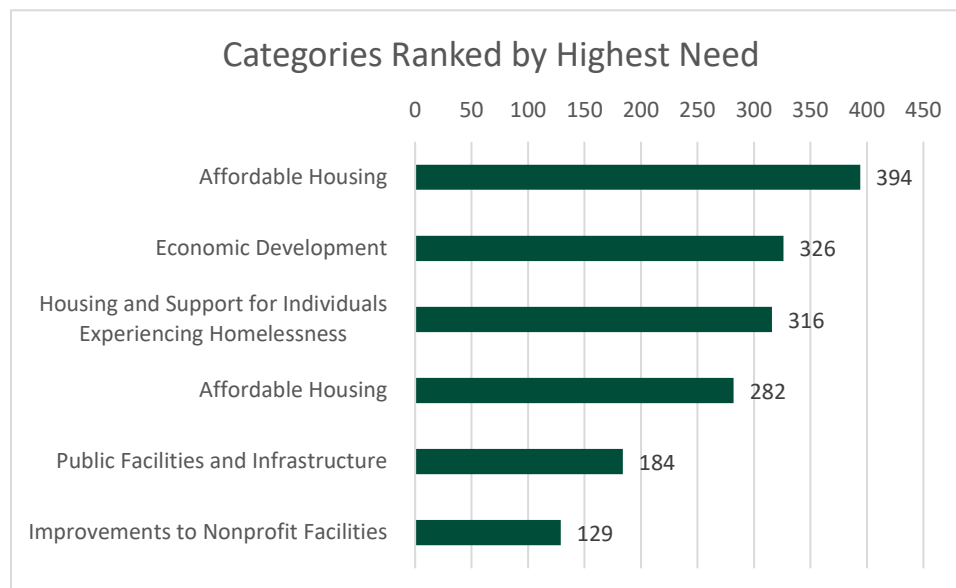
Stakeholders were asked how the City could be more inclusive in the programs supporting low-to-moderate-income individuals and communities. Below are the themes heard throughout all stakeholder meetings.

- Provide in-language and culturally relevant workshops and mentorship
- Address barriers to programs and services due to incarceration
- Increase transparency about projects funded in communities and make information on programs accessible to marginalized communities
- Increase accessibility of outreach materials to LMI and non-English speaking communities
- Contract with community organizations to assist with outreach for City events/programs
- Outreach at schools, churches, and community resource centers -- email is often not a good way to reach out to LMI communities who don't have access to computers/internet
- Meetings and events need to include food and childcare, and be held at schools or community centers on weekends and/or evenings to ensure accessibility for those who work multiple jobs and have young children

Ranking of Needs

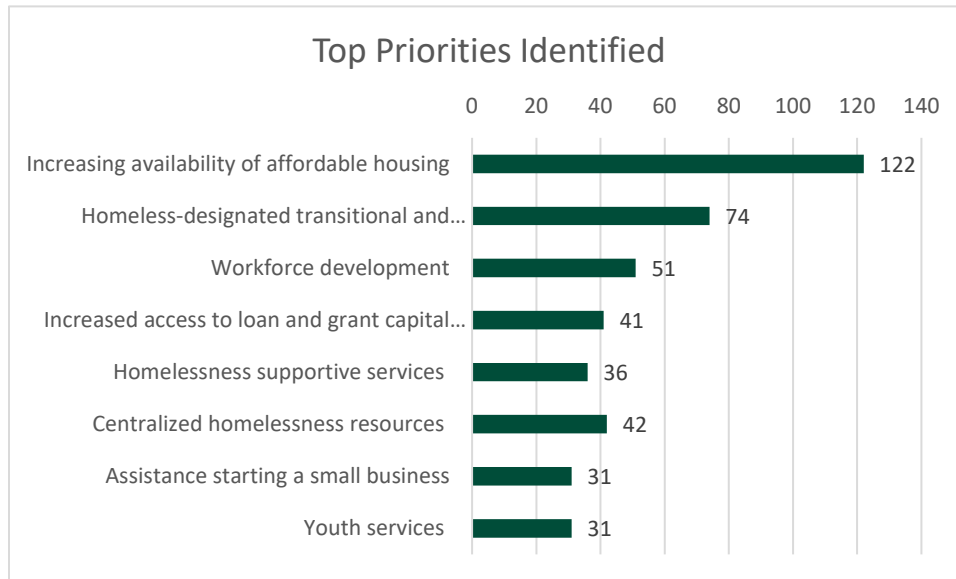
Stakeholders were asked to rank six categories from one to six, with one being the highest need. The categories ranked were: economic development, public facilities and infrastructure, affordable housing, housing and support for individuals experiencing homelessness, public services, and improvements to nonprofit facilities.

Votes were tallied and weighted -- categories ranked as "1" or, highest need, received 6 points, categories ranked with a "2" received five points, and so on. Below are the aggregate results across all stakeholder meetings, showing points received for each category.



Most Pressing Needs – Ranking Activity

Participants were asked to select and rank the four most pressing needs of their clients. Votes were weighted – categories ranked as “1” or, highest need, received four points, categories ranked with a “2” received three points, and so on. Below are the aggregate results across all stakeholder meetings, showing points received for the top eight needs in order of importance.



Other identified critical needs included:

- Programs supporting vulnerable populations (28)
- Improved sidewalks and streetlights (27)
- Job creation for small business (26)
- Rehabilitation of existing housing (19)
- Nonprofit sustainability improvements (13)
- Financial education and counseling programs (11)
- Small business counseling (11)
- Storage center for those experiencing homelessness (9)

Less frequently identified needs:

- Homebuyer assistance programs (8)
- Improvements to City parks (8)
- Services for single female head of household (8)
- Improvements to nonprofit facilities (7)
- Improvements to recreational and senior centers (3)
- Services for those with disabilities (3)
- Storefront improvement (3)
- Survivors of domestic violence services (1)
- One-on-one microenterprise assistance (0)
- Services for those living with HIV/AIDS (0)

Most Pressing Client Needs

Participants were asked what they felt were the most pressing needs of their clients. Below are the themes we heard across all meetings during the open-ended dialogue activities. Complete notes from each stakeholder meeting can be found in Appendix B.

- Economic Development
 - Business mentorship and incubators
 - Support for development of business corridors in LMI communities
 - Entrepreneurship programs, particularly for youth
- Public Facilities and Infrastructure
 - Improve sidewalks, streetlights and increase pedestrian safety
 - Better access to public transportation in areas where people seek services
- Affordable housing
 - Need for creative housing solutions including rehabilitation of old motels for housing, shared housing opportunities, and flexibility with Section 8 vouchers
 - Streamline and reduce stringent requirements for affordable housing developments
- Housing and support for individuals experiencing homelessness
 - Permanent supportive housing
 - Effective supportive services including mental health services, rental assistance, and business counseling services
- Transportation
 - Subsidize public transportation passes for LMI individuals
 - Expand public transportation route operating hours
- Public Services
 - Financial literacy programs
 - Employment training programs
 - Increased programs for vulnerable populations including youth and refugees

Appendix A

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Community Forum Summaries
City of San Diego, Consolidated Plan 2020-2024
Downtown
San Diego Central Library, August 1, 2018
Attendees: 7

- 1. How can the City be more inclusive in the programs supporting low to moderate income individuals and communities?**
 - More face-to-face communication between City staff and residents
 - City should work more closely with community organizations to foster civic engagement
 - Language of flyers/at events should be more accessible
 - Employ culturally competent individuals at the City

- 2. Categories, Ranked by Highest Need**
 1. Affordable Housing (32 points)
 2. Housing and Support for Individuals Experiencing Homelessness (31 points)
 3. Public Services (20 points)
 4. Public Facilities and Infrastructure (14 points)
 5. Improvement to Nonprofit Facilities (13 points)
 6. Economic Development (10 points)

- 3. What are the most pressing needs in your community?**
 - A. Economic Development
 - Work programs for people experiencing homelessness

 - B. Public Facilities and Infrastructure
 - Urban vs suburban park management
 - Bike lanes
 - Tree maintenance, new trees
 - Maintenance of road medians

 - C. Affordable Housing
 - Address lack of affordable housing (more flexibility in using Section 8 vouchers)
 - Need for mixed-use housing
 - Incentivize developers to build mixed use housing
 - High density, medium rise
 - Master lease units
 - Fine landlords/property management companies that are violating codes
 - Poor air quality in affordable apartments
 - Develop separate non-smoking vs smoking affordable housing
 - Smoking ban policy at multifamily complexes

 - D. Housing and Support for People Experiencing Homelessness
 - Need for housing
 - Work programs

- Programs targeted to end homelessness
- Better discharge policies of homeless individuals from hospitals (for example, in the past, patients experiencing homelessness have been dropped off at Balboa park in hospital gown)
- Family shelters

E. Public Services

- Meal nutrition services
- Medical care - access to quality doctors specialized in senior care
- Testing for mold in low-income housing
- Supportive programs for drug addiction
- Encourage use of MTS (or require use of public transportation if living in public housing)
- Mental health services (currently, siloed approach by agencies dealing with mental health has resulted in lack of communication)
- Enforcement of drug regulations
- Smoking cessation program
- More social services related to housing needed
- Supportive services for low-income tenants
- Legal services for landlord disputes (not just focused on evictions)

4. Top Four Pressing Needs in the Community:

1. Increasing availability of affordable housing (18 points)
2. Homeless-designated transitional and permanent housing (10 points)
3. Services for those with disabilities (5 points)
4. Centralized homelessness resources **and** rehabilitation of existing housing (4 points, tied)

Valencia Park
Malcolm X Library, July 10, 2018
Attendees: 15

1. How can the City be more inclusive in the programs supporting low-to-moderate income individuals and communities?

- Elected officials should publicize opportunities and events, and be open to receiving feedback from communities
- Increase direct outreach to LMI communities and increase outreach to service providers, county, schools, recreation and senior centers, libraries, and radio.
- Events for public should be held during non-work hours and weekends to make them more accessible for those who work.
- Greater accountability from City
- Partnering with non-traditional non-profits and faith-based organizations

2. Categories, Ranked:

1. Economic Development (29 points)
2. Affordable Housing (28 points)
3. Public Services (22 points)
4. Housing and Support for Individuals Experiencing Homelessness (21 points)
5. Public Facilities and Infrastructure (13 points)
6. Improvements to Nonprofit Facilities (11 points)

3. What are the most pressing needs in your community?

A. Economic Development

- Workforce development:
 - Job training
 - Apprenticeships
 - Trade certificates
 - Vocational training
- Job creation
- Continuing education in community college -- “Promise Program”
- Youth workforce programs
- Employment matching: connecting trained employees to employers (Malcolm X Library Solar)
- Storefront improvement
- Police patrol on bicycles to protect businesses
- Attract more businesses to southeastern San Diego (restaurants, grocery stores)

B. Public Facilities and Infrastructure

- Infrastructure projects
- Walkable streets

C. Affordable Housing

- Matching with opportunity in construction field and affordable housing need over the next 5-10 years
- Housing for seniors

D. Housing and Support for Individuals Experiencing Homelessness

- Housing for homeless individuals– Housing First model
- Increased outreach to people experiencing homelessness
- All-inclusive supportive services for people experiencing homelessness and a centralized location to receive services/ resources and case management
- Public locker and storage facilities for people experiencing homelessness

E. Public Services

- Community groups-based security and funding to support development of communal groups
- Safe spaces for youth after school

4. Top Four Pressing Needs in the Community

1. Job creation (14 points)
2. Workforce development (13 points)
3. Increasing availability of affordable housing (12 points)
4. Homeless-designated transitional and permanent housing (11 points)

Skyline
Skyline Hills Library, July 25, 2018

Attendees: 25

1. How can the City be more inclusive in the programs supporting low-to-moderate-income individuals and communities?

- Communication: Ads in public transportation, notices to students (high school, community colleges), flyers at schools/colleges, reach out to professors, coordinate with labor councils, Next Door app, booth at community events (example: Filipino-American Festival), library, reach out to community organizations (particularly those that serve minorities)
- Neighborhood council meetings, family resource centers
- Incentivize attendees with gift cards, raffles, etc.
- Partner with organizations already in the community

2. Categories, Ranked by Highest Need

1. Economic Development (61 points)
2. Affordable Housing (51 points)
3. Housing and Support for Individuals Experiencing Homelessness (50 points)
4. Public Facilities and Infrastructure (44 points)
5. Public Services (33 points)
6. Improvements to Nonprofit Facilities (25 points)

3. What are the most pressing needs of your community?

A. Economic Development

- Employment training programs:
 - Job training and job matching/placement opportunities
 - Trade/vocational training
 - Apprenticeship programs needed
 - Trade certificates – example: solar apprenticeship
 - Employment programs focusing on those with felonies
- Create job opportunities
- Greater investment in small businesses needed -- not chains, or large businesses
- Façade improvement – specifically around Imperial/Market/Euclid
- Financial education/ literacy
- Small nonprofits access to funding/ grant support
- Food desert, business desert
 - Need for grocery stores
 - Hotel
- Valencia Business Park needs development
 - Light industry, blue tech, grocery store, restaurants
- Workforce partnership should report job placement based on zip codes
- Address redlining practices by banks in the neighborhood

B. Public Facilities and Infrastructure

- Streetlights needed
- Beautification/ Landscaping – there is a lack of urban forestry
 - Plant low tolerant plants/foilage
 - Plant native plants, trees
 - Community garden
- Basic maintenance
 - Deferred maintenance – SB terraces shop center
 - Cleanup PV road weekly
 - Trash cans at bus stops
 - Trash pick-up
- Public transportation expansion
- Improved public facilities
- Code enforcement
- Illegal dumping in neighborhoods
 - Increase in dumping fees
- Landfill (1967)
- Skate park built 10 years ago

C. Affordable Housing

- More housing units needed – particularly affordable housing
- Empty lot – Alla View and Briarwood near 54th St – potential for housing development
- Senior housing
- Mixed-use housing
- Rent control
- Cost of housing too high –residents are cost burdened
- Mountain view and Breyer Wood – empty lot, possible development opportunity
- Senior housing and mixed use income housing
- Promise program

D. Housing and Support for Individuals Experiencing Homelessness

- Housing First programs
- Mental health services
- Interfaith shelter

E. Public Services

- Section 8 discrimination
- After-school programs
- Child care programs for single moms (example: 6 to 6 program)
- Digital lab centers
- Broadband investment – free internet
- Bus passes, ride sharing services for those in need

- Improvements to nonprofit capacities

4. Top Four Pressing Needs in the Community

1. Improvements to City Parks (16 points)
2. Increase in Affordable Housing (14 points)
3. Improvements to Sidewalks and Street Lights (11 points)
4. Employment Training **and** Homelessness Supportive Services (tied, 7 points)

Other Comments:

- Increase minimum wage
- Residents were concerned about control of JCNI over Southeastern San Diego, generational inequity and disenfranchisement in the community,
- Residents afraid to get assistance

Linda Vista
Linda Vista Library, July 16, 2018
Attendees: 28

1. How can the City be more inclusive in the programs supporting low-to-moderate-income individuals and communities?

- Communication strategies: Offer translation (not just upon-request translation) in multiple languages, reach non-online community
- Accessibility to meetings/events: Varied times of meetings, increase access to public transportation
- Program/service suggestions: Provide services for all age groups – children to seniors – by needs, offer programs in-home or out of large centers, information on access of programs and services
- Broadcast information on who residents should contact about concerns example: for housing discrimination
- Reduce fear of immigrant communities
- Listen to residents
- Extend time for survey
- Train service providers to engage community
- Strengthen partnerships with organizations serving immigrant populations

2. Categories, Ranked by Highest Need

1. Affordable Housing (84 points)
2. Public Facilities and Infrastructure (80 points)
3. Economic Development (68 points)
4. Public Services (67 points)
5. Housing and Support for Individuals Experiencing Homelessness (51 points)
6. Improvements to Nonprofit Facilities (33 points)

3. What are the most pressing needs in your community?

A. Economic Development

- Job creation
- Jobs/volunteer opportunities for youth
- Youth job training
- Youth workforce development
- More local shopping centers
 - Increase in businesses. A concern that was brought up by many is the lack of grocery stores in the community.
- Programs/services to support wage growth

B. Public Facilities and Infrastructure

- Expand and rehabilitate the Linda Vista library to accommodate more community activities and events
- More regular street repairs without having to call every time a repair is needed

- Street safety/mobility
 - Lighting, street lights,
 - Lighted signs
 - Reflective roadway paint
 - pedestrian walkways
- Improved streetlights – plain/smart
- Address sidewalks, curbs
- Increased public spaces - lack of space for all programs community wants to implement
- Parks and recreation infrastructure improvements
- Sanitize streets
- Trees, greenery in shopping center
- Community beautification projects – example: cleaning soil
- Cleaning the brush/weeds coming up the hill into Linda Vista
- Safe, clean parks for all
 - Residents noted homeless encampment at Morley Park
- Kiosk for meetings (technology)

C. Affordable Housing

- Residents expressed concerns that housing costs are too high, and more affordable housing is needed
- Concerns that housing quality is low - lead abatement needed
- Landlord tenant remediation/ conflict resolution
- Programs/services needed to transition people from Section 8 housing to market rate housing
- Don't allow developers use the in lieu costs to avoid building true affordable housing
- More housing with ADA accessibility – elevators, etc.
- More inclusionary housing
- Understanding parking impacts on ADU/ granny flats
- Nondiscriminatory affordable housing
- Assistance for housing discrimination
- Assistance for placement into affordable housing

D. Public Services

- Food security – access to healthy, fresh, affordable food
- Senior services
- Multicultural services
- Lower barriers to use of city assets example: museums, zoos, performances etc.
- Keeping seniors in their homes by simplifying process for assistance (ex. Accessing senior services)
- Mental health services (there are none nearby)
- Services to bridge language barriers for community engagement
- In home services (engage people where they live)
- Transportation services (MTS bus passes)
- Develop and provide skill set development for youth

- Universal internet, broadband

E. Housing and Support for Individuals Experiencing Homelessness

- Support for homeless individuals in multiple locations
- Homeless individuals sleeping in parks
- Checks and balances for homeless programs (diversity of services)
- Chronic homeless individuals
- Homeless shelters
- Transitional and permanent housing

4. Top Four Pressing Needs in the Community

1. Increasing availability of affordable housing (36 points)
2. Rehabilitation of affordable housing (13 points)
3. Improved sidewalks and streetlights (12 points)
4. Improvements to city parks, and improvements to recreational and senior centers (tied, 10 points)

Other comments:

- Ease the fear with government
- Percent homeownership in Linda Vista?
- Slumlords
- SDUSD relationship
- Address policies that transfer money upwards – example trash collection, free parking vs transit

Barrio Logan
Woodbury University, July 23, 2018
Attendees: 31

1. How can the City be more inclusive in the programs supporting Low-to-Moderate-Income Individuals?

- Inclusive communication strategies: Host meetings in multiple, specific languages, reach out to community planning groups, churches, non-profits, social services (Barrio Station, W4W, NHA), library, ACCE action, EHC, community college, social media, more PSAs, daycare centers, trolley/bus ads.
 - For non-computer or smart phone users communicate through news (TV), public postings, public schools (send announcements with students), radio (Spanish), mailing, leverage with church and non-profits
- Provide childcare for parents attending meetings/forums/events
- Listen to communities
- Better messaging/ targeted outreach: Talking points for varying communities, for example: single moms

2. Categories, Ranked by Highest Need

1. Affordable Housing (107 points)
2. Public Services (82 points)
3. Economic Development (81 points)
4. Public Facilities and Infrastructure (77 points)
5. Housing and Support for Individuals Experiencing Homelessness (64 points)
6. Improvements to Nonprofit Facilities (30 points)

3. What are the most pressing needs of the community?

A. Economic Development

- Employment within local area
- Increased access to job opportunities for formally incarcerated
- Grant and loan capital for small businesses
- Increase support to local/ minority owned businesses – access to capital, technical assistance, counseling
- Increase collaboration with job fairs, employers, non-profits
- Incubator for restaurant entrepreneurs
- Collaboration between small and large organizations
- Provide resources for start-ups and entrepreneurs
- Storefront improvement: Logan/ NH Ave
- Small business administration
 - Example: Jackie Robinson YMCA - neighborhood revitalization

B. Public Facilities and Infrastructure

- Street repairs: for example, at 28th St and Sampson; National & 28th St; Harrison; Ocean view & Franklin Alley

- Streetlights: for example, at Boston Ave 28th to 32nd St; Logan Ave 28th to 32nd St.; Alleys Ways 28th to 32nd; Marcy St 28th to 32nd; Logan Ave S. 32nd to S. 38th; Boston Ave S. 22nd to S. 32nd; Newton Ave S. 28th to S. 32nd; Newton Ave; National Ave
- Sidewalks (ADA compliant): for example, at the end of 16th, Harbor end; no sidewalk on Main St.
- Sidewalk repairs needed: Logan Ave – Boston Ave; from 28th to 32nd
- Graffiti cleanup needed
- Flood channel overgrowth (fire hazard)
- Improve public health and safety through sanitation of sidewalks, canals
- Multiple use of athletics school fields on memorial park
- Abandoned houses on Harrison Ave 2200 block – becoming unsafe and drug house
- Improve youth/ recreation centers
- More open spaces, green spaces, and parks
- Develop corridor between downtown and Barrio Logan to draw tourists to invest in their community
- Improve parks – on Clay Ave: replace sand, lighting
- Decrease amount of unused rail line hazard
- Metering/utility issues
- Improved pedestrian safety, speedbumps and lower speed limits
- Maintenance of weeds in alley ways
- Green space island to reduce speed of vehicles
- Elevate trolley and/or road so large commercial trucks and cars aren't idle while trolley crosses – this helps reduce air and noise pollution
- Change railroad crossing time schedule so that deliveries are not during rush hour, blocking port business employees arriving or leaving work

C. Affordable Housing

- Habitat for humanity – new homes, repairs
- Community plan needed
- Review zoning
- Permitting process streamline- reduce fees, tax rebates, zoning, decrease off-street parking requirements
- Promote homeownership
- Creation of affordable housing – oppressive housing policies
- Preserve existing housing/ homeownership
- First-time home buyer programs
- Veteran housing
- Family housing
- Assisted living house for seniors with illnesses or other physical disabilities
- Senior community housing
- Kidney failure/ dialysis housing

D. Housing and Support for Individuals Experiencing Homelessness

- Mental health and substance use disorder (SUD) programs

- Equal distribution of homeless centers and services across the city

E. Public Services

- Youth services i.e. college preparation programs
- increase support for vocational training
- Mental health services with a youth focus
- Financial literacy and life skills
- Digital divide/ increase availability of computer internet
- Education – funds for programs like Reality Changers, after school tutoring
- Food deserts - increase access to nutritional services
- Meals for seniors/ vulnerable populations
- Support development of community and trusts / common goals and direction

F. Environmental Issues

- Noise, pollution, low air quality
- Commercial businesses – toxic fumes near 3064 National Ave San Diego, CA 92113
- Supporting environmental and public health issues

4. Top Four Pressing Needs in the Community

1. Increasing availability of affordable housing (14 points)
2. Youth services (13 points)
3. Improvements to City parks (12 points)
4. Homeless-designated transitional and permanent housing (11 points)

Other Comments

- Homelessness services currently concentrated in Barrio Logan and residents feel that the services have been pushed into their community
- Setbacks on transit corridor village concept, with hubs – feel like it died
- Asset map – who are players in each neighborhood
- Contact Stephen Russell from SDHF for affordable housing project ideas that look great and house homeless families and seniors

City of San Diego, Consolidated Plan 2020-2024

San Ysidro

San Ysidro Civic Center, July 19, 2018

Attendees: 25

1. How can the City be more inclusive in the programs support low-to-moderate-income individuals and communities?

- Communication: Phone calls from council members and City staff to invite active community members to events, informational flyers, advertise on Spanish TV channels, offer presentations and workshops in Spanish, Tagalog, and other languages, instead of just interpreting from English.
- The City should be more present in the community.
- Council member or City staff to make phone calls to directly invite active community members to meetings

2. Categories, Ranked by Highest Need

1. Affordable Housing (80 points)
2. Housing and Support for Individuals Experiencing Homelessness **and** Public Facilities and Infrastructure (tied, 64 points)
3. Economic Development (58 points)
4. Public Services (47 points)
5. Improvements to Nonprofit Facilities (44 points)

3. What are the most pressing needs in the community?

A. Affordable housing

- Overcrowding in in houses
- Housing for fixed income households at 0-30% AMI
- Single family housing rehabilitation
- Repairs to homes, especially roofs
- First-time homebuyer assistance
- Eliminate obstacles to the construction of new homes
- People prefer single-family homes, but apartments can serve many more people
- Emergency family housing

B. Public Facilities and Infrastructure

- Update overall infrastructure: such as water, electric, and sewer lines
- Street lights (on Beyer Blvd – Avenida de la Cruz)
- Trash pick-up
- Public safety
- ADA improvements
- Plaza
- Parks for small children
- Rehabilitation of old buildings
- Commercial improvements on San Ysidro Blvd and Beyer Blvd

- City parking lot near Bank of America needs to be cleaned up – median landscaping, dry weeds and high weeds on the side of the street
- Sidewalks needed (at Cottonwood); sidewalks too narrow at San Ysidro boulevard
- Pedestrian bridge by adult school/ La Mirada Middle School
- Trash dumping concerns
- Fence needed for kids' safety near park and San Ysidro Community Center
- Speed bumps needed at Avenida de la Madrid
- Public transportation/ school bus routes

C. Economic Development

- Business training program/incubator for business owners
- Job training
- Trade certificates
- San Ysidro needs attractions and an economic strategy to attract tourism. San Ysidro not benefitting from tourism, except gas stations/fast food places
- Resource Center in K-Mart for aspiring business owners
- “Self-employment university”
- Employment centers

D. Public Services

- Need for increased programs in community, and funding to support the programs. Existing programs are either no longer serving the community or are unaffordable. Examples of programs: sports, baseball/football leagues, dances, etc.
- Help with legal issues related to families with children
- Education programs for adults
- Access to technology
- Computer classes/digital literacy
- College prep programs
- Daycare services to support working families
- Private but affordable schools, e.g. training or charter school
- Education with a youth development focus
- Community clean ups / Trash pick-up near freeway exits
- More police patrols or community/security patrols
- More community events, for example: movie nights at the park
- Longer senior center hours and fund more activities
- Increased safety at Park ave
- More investment in youth centers

E. Homelessness Support and Housing

- Mobile trailer for showers for the homeless

4. Top Four Pressing Needs in the Community

1. Improved sidewalks and street lights (21 points)
2. Increasing availability of affordable housing (17 points)
3. Improvements to recreational and senior centers (14 points)
4. Rehabilitation of existing housing **and** employment training (tied, 9 points)

Other Comments

- Juan Vargas used to fund a van to clean-up in SY (graffiti, trash bags, one man to drive around and help where needed)
- Marijuana store has increased the transient population nearby; afraid to walk near the store
- The community “feels neglected” by the Council member and the City. “No one cares about us.”
- Instead of the being the “last neighborhood” before Mexico, we should be the “first neighborhood in the US”.

City Heights
Weingart Library, July 31, 2018
Attendees: 44

1. How can the City be more inclusive in the programs supporting low to moderate income individuals and communities?

- Targeted outreach via community associations (cultural/translation connection) and schools
- Prioritize community needs
- Community members need to go downtown to get services, there should be a constant presence from City in communities or an online platform where residents and City staff can interact (for example, via skype)
- Childcare services during meetings/events/workshops by partnering with local childcare services
- Increase accessibility for refugees
- Representation of minorities in City departments

2. Categories, Ranked by Highest Need

1. Public Services (105 points)
2. Affordable Housing (98 points)
3. Housing and Support for Individuals Experiencing Homelessness (90 points)
4. Economic Development (75 points)
5. Improvements to Nonprofit Facilities (51 points)
6. Public Facilities and Infrastructures (48 points)

3. What are the most pressing needs of the community?

A. Economic Development

- Residents voiced concern about informal/underground economy in City Heights (largest sector of economy)
- Workforce development
 - Job training
 - Recruit young, minority adults to provide translation and learn policy, enter job market
- Small business support
 - Microenterprise support, technical assistance individualized need to expand services,
 - Small employers can't afford to pay medical insurance for employees – small business associations pool rates
 - Increase small business technical assistance
 - Business owner assistance (classes, resources such as literature on entry and expansion, business tax overview/breakdown)
 - Legal services
 - Storefront Improvement, fixing signage, awning, etc.
- Market and need-mapping

- Marketing for City Heights/ tourism focus
 - Financial literacy classes for residents
 - Partnership with City Heights Business Association
 - Entrepreneurship programs -- residents can lead sustainable, independent lives and provide services to community instead of going outside of community to get services.
- B. Public Facilities and Infrastructure
- Maintenance of facilities and build new facilities
 - Maintenance of sidewalks, adding sidewalks, for example at Winchester
 - Bike lanes
 - Invest more of the BIDs in the city
 - Maintain public parks/ land and keep them safe
 - Street lights, for example at University & 41st
 - Lights on trees, and fixture improvements
 - Trash, illegal dumping
 - Air-conditioning at Colina Park
 - VPAC improvements in nonprofit facilities
 - Walkability/trees/greenery
 - Commercial kitchen
 - Beautification projects such as murals/art projects
- C. Affordable Housing
- More affordable housing units
 - Down payment assistance for first-time home buyers
 - Subsidize home improvements
 - 80% of properties in CH have enough space to build granny flats; grants to build and restrict LMI units, to LMI households. City Heights lost a lot of units to Price and I-15
- D. Housing and Support for Individuals Experiencing Homelessness
- Residents expressed concerns about rise of homelessness, especially around Fairmont Ave., University Ave., Orange Ave and City Heights Parks
 - Transitional housing
 - Mental health services
 - Substance abuse services
 - Need for more reliable data on homelessness in the city
 - Homelessness prevention services
 - Financial literacy, budgeting programs targeting people experiencing homelessness
 - Food pantry
- E. Public Services
- Neighborhood cleanups to deal with untidiness, sanitation issues
 - City staff liaison and community interaction (staff person to be more hands-on in community and lead by example)
 - Youth leadership programs

- Community leadership programs, for example: investing in creating leaders within the homeless community. These programs would aid individuals but also provide a liaison between homelessness community and general public.
- College preparatory programs
- No-cost transit passes for youth
- Mental health programs and services
- Domestic violence services (examples: self-protection programs, healthy relationship and teaching consent to youth and adults, housing services for victims)
- Community organizing workshops to build economic, political and community power so residents can bring their needs forward
- Free law services
- Early childhood services
- After school programs – reality changers
- Restorative justice – mediator, community focus, healing, supportive services
- Immigration services for undocumented youth
- Schools → social justice academy
- Access to fresh fruit and vegetables through WIC
- Continue funding for refugee/immigrant programs
- Transportation mobility access to bus passes – walkability, after school opportunities near Hoover HS
- Nutritional services with cultural awareness – for example: halal meals for Muslims

F. Transportation

- Access to reliable transportation at low/no cost for youth in the community
- Improved transportation services

4. Top Four Pressing Needs in the Community

1. Increasing availability of affordable housing (84 points)
2. Youth services (59 points)
3. Financial education programs (24 points)
4. Improved sidewalks and street lights (23 points)

Mountain View
Mountain View Community Center, August 30, 2018

Attendees: 60

1. How can the City be more inclusive in the programs supporting low-to-moderate-income individuals and communities?

- Community based organizations should be involved in the outreach process to communities – set up a meeting with these organizations to strategize on outreach efforts
- More emphasis on youth
- County facility information
- Collaborate with county for outreach
- Streamlined criteria online portal, basic checklist
- Re-devoting funds / resources to non-conventional organizations
- More frequent community outreach meetings
- Creative widespread marketing
- Share information with school district
- More information on programs should be shared via forums, social media, canvassing,
- Evening meetings
- Make resources and information accessible to all – particularly about the process and timeline of the consolidated plan
- Streamline and automate RFP process and make it more accessible to all
- Encourage resident participation in town councils
- Inclusive city services

2. Categories, Ranked by Highest Need

1. Economic Development (186 points)
2. Affordable Housing (181 points)
3. Public Services (145 points)
4. Public Facilities and Infrastructure (125 points)
5. Housing and Support for Individuals Experiencing Homelessness (113 points)
6. Improvements to Nonprofit Facilities (87 points)

3. What are the most pressing needs in your community?

A. Economic Development

- Job training programs
- Financial counseling programs, especially for vulnerable populations
- Small business assistance to increase self-sustainability
- Increase in employment opportunities
- Workforce development programs for previously incarcerated residents
- Work readiness programs
- Increase employment opportunities within community

B. Public Facilities and Infrastructure

- Streetlights needed at Newton Ave
- Sidewalks and streetlights on Ocean View Blvd.
- Chollas Creek – protected habitat but there’s a lot of trash. People sleeping there.
- Southcrest bridge
- Improved parks, playgrounds in Mountain View community
- Pool at recreation center or park
- Parking lot requires maintenance at Henderson
- Unused City property can be redeveloped for outdoor activities – basketball courts, tennis courts, etc.
- Diagonal parking on Logan Avenue
- Improved recreation centers (specifically Henderson and Southcrest) – meeting rooms, Wi-Fi, and more.
- Beautification projects: 38th and Alpha
- Weed abatement
- Safe streets

C. Affordable Housing

- Issues: high cost of living
- Rent increases are a large concern– residents homeless due to rising rents
- Overcrowding in housing
- Increase in affordable housing
- Rent control
- Increase density
- Home rehabilitation loans (forgivable)
- Higher density housing

D. Public Services

- College prep programs need increased funding and capacity (for example: Reality changers)
- High youth criminalization – restorative training for law enforcement
- Free, increased programs
- Youth programs related to gang activity
- Youth mentorship
- Increase and improve services for youth aging out of foster care system
- Community garden
- Juvenile justice reform

E. Transportation

- Free bus passes or subsidized passes (particularly for youth to access employment opportunities and extracurricular activities)

F. Other comments:

- Natural disaster plans
- Too many liquor licenses for a small population

- Increased parking enforcement - need for permit parking
- City needs to devote more resources to assist smaller non-profits with the process of applying for funds. Creation of an online portal that directs you through the entire process and directs you to resources if you need further assistance.
- Level playing field for organizations who are volunteer based compared to those who have paid staff and grant-writers
- Workshop to assist with paperwork
- Fair/ equal wages in small businesses

4. Top Four Priorities

1. Youth services (54 points)
2. Increasing availability of affordable housing (45 points)
3. Improved sidewalks and streetlights (34 points)
4. Workforce development (22 points)

Stakeholder Meetings

Consolidated Plan Advisory Board (CPAB) San Diego Civic Concourse, July 12, 2018

Attendees: 12

Public Comments:

- Investment in permanent housing solutions
- Increase affordability of housing and decrease displacement among low-to moderate-income communities
- Increase projects that build life skills, expand employment opportunities and expand housing stock
- Incentivize collaboratives and resource sharing among nonprofits
- Support and expand capacity of nonprofits

CPAB Member Comments:

- Micro-grants to build nonprofit capacity and allow for staff to attend public meetings and build relationships
- Programs that provide wrap around services
- Employment programs that provide living wages (example: apprenticeship programs)
- Assess homelessness programs to ensure they are impactful
- Rental assistance for people experiencing homelessness
- Counseling services
- Increase funding and capacity for nonprofits to provide adequate support for vulnerable populations

Categories, Ranked by Highest Need

1. Affordable Housing (57 points)
2. Housing and Support for Individuals Experiencing Homelessness (54 points)
3. Economic Development (48 points)
4. Public Services (46 points)
5. Improvements to Nonprofit Facilities (26 points)
6. Public Facilities and Infrastructure (21 points)

Most Pressing Needs

1. Increasing availability of affordable housing (21 points)
2. Homeless-designated transitional and permanent housing (20 points)
3. Youth services (12 points)
4. Homelessness supportive services (10 points)
5. Workforce development (10 points)

CoC Stakeholders
2-1-1, July 18, 2018
Attendees: 8

1. How Can the City be more inclusive in the programs supporting low-to-moderate-income individuals and communities?

- Incarceration is a barrier for many to access programs and services, this should be addressed
- Racial disparities should be addressed
- Partner with County Health and Justice Department
- Form Neighborhood Advisory Committees to involve disenfranchised communities in planning and decision making of projects in their communities
- Invest in projects for SMI participants to help stabilize them in their current communities
- Communicate broadly how people can be involved/ funding available
- Simplified application process
- Greater transparency about projects funded in communities and make that information accessible to marginalized communities

2. Categories, ranked by highest need

1. Economic Development (16 points)
2. Housing and Support for Individuals Experiencing Homelessness (15 points)
3. Affordable Housing (12 points)
4. Public Services (8 points)
5. Improvements to Nonprofit Facilities (4 points)
6. Public Facilities and Infrastructure (2 points)

3. What are the most pressing needs of the clients you serve?

A. Economic Development

- Encourage entrepreneurship and microbusinesses, particularly for youth

B. Public Facilities and Infrastructure

- Urban gardens ☑ access to healthy foods
- Solar energy for decreased utility bills
- Improved sidewalks and cross walks in areas where people seek services
- Better access to public transportation in areas where people seek services

C. Affordable Housing

- People doubling up due to unaffordable housing
- Need for increase in affordable housing units
- Voucher subsidy/ payment standards too low
- Address challenges of housing individuals with criminal records
- Services to help people transition out of subsidized housing
- Creative housing solutions
 - Rehabilitate old motels to provide housing

- Shared housing opportunities example: intergenerational housing
- Allow vouchers for shared housing

D. Housing and Support for Individuals Experiencing Homelessness

- Supportive housing resources are low based on community – Permanent Supportive Housing
- Diversion; housing mediators to prevent/avoid homelessness
- Providing access to services to people at the crucial crisis moment
- Transportation access: funding for clients to use: people need cars to get around, locations for public transportation not convenient to where people work, using Lyft/Uber

4. Top Four Pressing Needs in the Community

1. Homeless-designated transitional and permanent housing (11 points)
2. Increasing availability of affordable housing and Homelessness supportive services (tied, 4 points)
3. Programs supporting vulnerable populations and increased access to loan and grant capital for small businesses (tied, 3 points)
4. Youth services and centralized homelessness resources (tied, 2 points)

Other comments:

- Look at school district data to get accurate family homelessness data
- Review race and housing, as well as incarceration, data → Con Plan goals
- Nonprofit academy
- Consider master leasing & Vouchers → SDHC partnership
- Hidden family homelessness
- Review community data on race/ethnicity to develop programs/funding

FY 19 Community and Economic Development Award Grantees

August 21, 2018

Attendees: 40

Identifying Obstacles

1. Obstacles to Start-Up

- Complicated bureaucratic process
 - Many need assistance navigating government systems, obtaining proper permits and licenses
 - Limited access to traditional forms of capital due to low-incomes and poor credit histories
 - LMI community doesn't have the resources others do when it comes to getting outside investment or support from their family and friends or banks
 - Difficulty obtaining affordable space in a commercial kitchen to produce their product
- Limited knowledge
 - On processes involved in operating a business i.e. need for financial literacy, accounting systems, business bank accounts, marketing, etc.
 - Usually have an idea but don't have the ability to implement it on their own, overwhelming process
 - Unable to put together business plans on their own and think beyond initial excitement
- Language, Cultural and Digital barriers
 - information is in usually only readily available in English and online which poses a challenge for many within LMI communities – don't have the skills or access to a computer to be able to navigate themselves
 - May feel uncomfortable and intimidated entering a regulated or government space on their own
- Need Economic Information
 - Market analysis information / ecosystem mapping / ESRI data – i.e. looking at an area and figuring out where there are gaps or needs that could be filled by a new business and seeing if an area is oversaturated with a particular type of business, example provided of a nail salon in City Heights

2. Obstacles to business remaining operational/profitable

- Lack of experience in the field
- Started without much forethought or assistance, did not plan or budget for slow starts
- Poor management practices
 - Need assistance with developing proper accounting systems, filing taxes appropriately, marketing, etc.
- Language and cultural barriers
 - gentrification pushing out prior consumer base and business is unable to adapt to new customers moving into the area – need assistance with translating menus and signage. Examples of Vietnamese restaurants in CH

3. Obstacles to expansion

- Limited access to capital
- Poor management systems; perhaps have been successful but have not been tracking growth to demonstrate why investment is worthy

Identifying Program Areas of Need

- Cohort, Classroom based

- Need for this to be coupled with one-on-one assistance to develop more individualized tactics
- Beneficial for immigrant communities, creates safe spaces to learn together in native languages
- Helpful when conducting focused trainings, i.e. childcare – can reach large numbers at one time
- One-on-one microenterprise technical assistance
 - Very helpful as many are at very different stages, allows for individualized approach and focused attention
 - Ability to meet clients where they are at
 - Business Plan development here is crucial, relationship development and trust is built with counselors
- Access to loan capital
 - Needed as traditional lenders are wary lending to start-ups or those in the early stages of operating a business
 - Need alternative forms of lending to facilitate access to LMI community
- Access to grant capital
 - Very much needed, many businesses especially in the start-up phase are not ready to take on debt
 - Poor credit histories and income challenges make grants essential for many businesses
 - Covering start-up costs would provide many with an incentive and ability to turn an idea into an operating
 - Many industries are low cost to enter and pose low risk and here grants would be key to removing cost barriers
- Store front improvement programs
 - Current City operated program does not work well for the LMI business owners; wait periods, difficult process
 - Need to invest more and focus on CDBG areas to improve storefronts and communities, believe it will
 - Encourage further investment and development in CDBG areas
 - Program should be separated out for those who are CDBG eligible and expanded & streamlined
- Bootcamps
 - Could be beneficial but would likely be accessed by those on the more sophisticated end
 - Incentives needed
- Workshops
 - Helpful when looking at it in partnership with other services but not so much on their owns as standalone
- Financial counseling and management training
 - Need for financial literacy programs and trainings to increase business owners knowledge on core concepts
 - such as business banking, taxes, credit, and accounting systems
 - Mentoring programs with MBA students have proven helpful, should increase coordination with local universities
 - Possibility of reaching out and partnering with successful businesses in the community to take on a new

- entrepreneur as their mentor
- Collaboration with BIDS
 - Is helpful, City could do more to improve and establish these connections

Other Considerations

- Business Plan Competition
 - Would be great if City conducted one and focused on LMI communities and businesses that our CED
 - Partners are assisting – incentive to perform and to strategize best practices
 - Existing business plan competitions are often inaccessible to those that are eligible for receiving CDBG
 - Services for a number of reasons including: lack of knowledge or sophistication, language barriers, etc.
- Permit difficulties
 - Need for City to expand and streamline resources relating to permitting questions
- Impact Investing
 - Need for City to further connections with impact or angel investments for CDBG assisted businesses to
 - Pitch to for further investment
 - Expand access to seed funding
- Data Sharing / Joint Platform
 - City needs to invest in technology to allow for the sharing of information on CDBG businesses assisted
 - Facilitate tracking of start-up and growth, would allow for partners and City to measure impact better
 - Could track handoffs and referrals amongst agencies
 - Come up with some type of joint assessment model and base indicators I.e. revenue, # of employees, etc.

Categories, Ranked by Highest Need

1. Economic Development (38 points)
2. Public Services (31 points)
3. Affordable Housing (31 points)
4. Housing and Support for Individuals Experiencing Homelessness (24 points)
5. Public Facilities and Infrastructure (18 points)
6. Improvements to Nonprofit Facilities (11 points)

Top Four Pressing Needs

1. Increased access to loan and grant capital for small business (12 points)
2. Assistance starting a small business (10 points)
3. Small business counseling (10 points)
4. Programs supporting vulnerable populations (7 points)
5. Workforce development (7 points)

Top Economic Development Needs

1. Access to grant capital (46 points)

2. One-on-one microenterprise technical assistance (37 points)
3. Financial counseling (32 points)
4. Access to loan capital (20 points)
5. Storefront improvement programs (9 points)
6. Cohort, classroom based (8 points)
7. Workshops (8 points)
8. Bootcamps (8 points)
9. Collaboration with BIDS (4 points)

City Heights Economic Development Collaborative
Price Building, Suite 610, August 14, 2018

Attendees: 23

Obstacles to Starting/Expanding Business and Potential Solutions

Obstacles

- Difficulty navigating bureaucracy - inability for community to understand licensing procedures or accurately complete forms needed to start business
- Language often an obstacle
- Costs of permitting are a burden
- Lack of information on process – education on process of starting business is needed
- Fear of disclosing personal information such as addresses

Potential Solutions

- Workshops for CBOs on City processes to assist clients who want to start businesses
- Capital grant program should be expanded
- Streamline permitting process
 - Example: food and beverage businesses secure year-long lease but can't operate until proper permitting
 - Coordinating between departments to streamline process for business development
- Refugees/immigrants need business mentors to give encouragement/confidence and share knowledge
- More assistance will lead to more success: one-on-one assistance, counselor, mentorship programs
 - In-language and culturally relevant workshops and mentorship
- Need quick reference sheet
- Reach out to commercial lease properties to help set up businesses
- Workshops on specific topics, example: zoning
- Increase resources available to entrepreneurs
- Program that funds CBOs to be matchmakers for mentorship programs
- Capacity building with CBOs
- Simplified reports for CDBG beneficiaries
- Popularize CDBG funded programs/ increase visibility of programs
 - Reports on projects funded, impacts they've had on communities
- Financial literacy programs to complement community development organizations
- Support for development of business corridor
- Increase in middle-skill jobs
- Improved transportation
- Access to employment opportunities for advanced education
- Increase walkability – more crosswalks would increase economic vitality of neighborhoods
 - Dangerous corridors: El Cajon, University make it difficult to get businesses off ground
- Anti-displacement strategies:

- Which businesses are anchors in the community? How can they avoid getting displaced
→ own the property they're operating out of

Categories, Ranked

1. Economic Development (82 points)
2. Affordable Housing (79 points)
3. Public Services (51 points)
4. Housing and Support for Individuals Experiencing Homelessness (50 points) **and** Public Facilities and Infrastructure (50 points)
5. Improvements to Nonprofit Facilities (17 points)

Top Four Priorities

1. Increasing availability of affordable housing (15 points)
2. Increase access to loan and grant capital for small business (15 points)
3. Job creation for small businesses (12 points)
4. Assistance starting a small business (4 points)

Economic Development Priorities, Ranked

1. Access to grant capital (41 points)
2. One-on-one microenterprise technical assistance (40 points)
3. Access to loan capital (21 points)
4. Financial counseling (21 points)
5. Storefront improvement program (19 points)
6. Collaboration with BIDs (18 points)
7. Workshops (specialized, one-day) (4 points)
8. Bootcamps (multi-week) (3 points)
9. Cohort, classroom-based (0 points)

Downtown Community Planning Council
Civic San Diego, August 15, 2018

Attendees: 18

Categories, Ranked by Highest Need:

1. Housing and Support for Individuals Experiencing Homelessness (17)
2. Affordable Housing (12)
3. Public Services (12)
4. Improvements to Nonprofit Facilities (9)
5. Economic Development (8)
6. Public Facilities and Infrastructure (5)

Top Priorities:

1. Homeless-designated transitional and permanent housing (10)
2. Increasing availability of affordable housing (4)
3. Homebuyer assistance programs (3)
4. Homelessness supportive services (3)
5. Storage center for those experiencing homelessness (3)
6. Improvements to City parks (3)

San Diego Refugee Forum
International Rescue Committee, August 21, 2018
Attendees: 40

1. Categories, Ranked by Highest Need

1. Affordable Housing
2. Housing and Support for Individuals Experiencing Homelessness
3. Public Services
4. Economic Development
5. Public Facilities and Infrastructure
6. Improvements to Nonprofit Facilities

2. What are the most pressing needs of the clients you serve?

A. Housing:

- Expand housing affordability with increased production of affordable housing stock and subsidizing rents
- Increase number of Section 8 Housing Vouchers
- Eliminate 10-year housing waitlist for Section 8 or offer alternative options
- Extra funds that are available should be used to build affordable housing for low/moderate income individuals
- A certain percentage of the housing stock being developed should be set aside for low/moderate income individuals
- Building developers should be required to build a certain amount of LMI housing as part of building in San Diego – should not be able to just pay a fine
- Take old hotels/motels and use it for affordable/workforce housing

B. Transportation:

- Service industry is often where many refugees and immigrants begin employment
 - However, they are negatively affected by the lack of affordable and accommodating transportation
 - “My client can get a job, but they struggle with keeping it due to transportation barriers”
- Current public transportation routes and times do not reflect current job industry – need more access to transportation at all hours and especially on Sunday
 - Request for MTS to expand operating hours
- Example of Hotel Circle- No sidewalks, streetlights – very unsafe for individuals working late nights shifts at the local hotels
- If Uber/Lyft was provided to working individuals the language, technology, and cultural barrier would still be an issue
- Monthly bus passes are too expensive for many working families and they need to be subsidized/reduced for LMI individuals

C. Community Outreach:

- Safety and security concerns due to lack of police and culturally competent/linguistically diverse city staff
- Provide a language bank in the community where bilingual locals can be employed to serve as interpreters to assist with accessing public services and government programs
 - Example provided of many refugee clients who would be interested in workforce training programs such as TECHHire or GRID but may need translation assistance – it is currently not available to them. Hence, many clients are at a disadvantage if they are not fluent in English to access services equally.

D. Public Services

- Need to invest in supportive services that are specialized to serving refugee and recent immigrant populations
 - “Trust the agencies in the field”
- Financial literacy and workshops are needed to assist with navigating US banking systems
- Need to increase knowledge of public transportation and support refugee women with becoming comfortable navigating through the City on their own
 - Through 1:1 assistance
 - Driving schools
 - Free bus passes
 - Increasing neighborhood safety
- Employment training programs should have translation services available to facilitate referrals
- Support for victims of domestic violence
- Programs for refugee youth

3. **Top Four Priorities**

1. Increasing availability of affordable housing (40 points)
2. Homeless-designated transitional and permanent housing (18 points)
3. Rehabilitation of existing housing (10 points)
4. Programs supporting vulnerable populations (9 points)

Nonprofit Academy – Focus Group 1
University of San Diego, August 22nd, 2018,
Attendees: 5

1. How can the City be more inclusive in supporting programs for low-to-moderate-income (LMI) individuals and communities?

- In-language outreach
- Make outreach materials more accessible to LMI and non-English speaking communities
 - For example, Con Plan survey is very lengthy, and language isn't accessible to non-college educated communities. Consider offering compensation for filling out survey
- Translation and interpretation available at events/meetings
- Financially support, or contract with, community organizations whose staff assist with outreach for City events or host events/meetings
- Outreach at schools, churches, WIC, community resource centers; email is often not a good way to reach out to LMI communities who don't have access to computers/internet
- Meetings/forums/events need to be include food, childcare and be at schools, community centers at a range of times (weekends, evenings) to ensure accessibility for those who work multiple jobs and have young children

2. Categories, Ranked by Highest Need

6. Affordable Housing (20 points)
7. Economic Development (17 points)
8. Housing and Support for Individuals Experiencing Homelessness (16 points)
9. Public Services (15 points)
10. Public Facilities and Infrastructure (8 points); Improvements to Nonprofit Facilities (8 points)

3. What are the most pressing needs in your community?

A. Affordable Housing

- Specific housing for specific populations, for example: affordable student housing
- Affordable housing in locations further from center of the city, and location supportive services on-site
- City-owned properties for affordable housing developments
- Streamline and reduce stringent requirements for affordable housing developments
- Innovative housing models
 - Shared housing – Work space/housing with common areas
 - Flexibility with Section 8 vouchers – SROs

B. Economic Development

- Small business grants (make grants available for “riskier” businesses)
- Counseling and mentorship by other small businesses/start-ups

- Business incubator
- C. Transportation
 - Subsidized or free public transportation for LMI residents
- D. Housing and Supportive Services for People Experiencing Homelessness
 - Funding for housing instead of tents

4. Top Four Priorities

1. Workforce development (10 points)
2. Increase availability of affordable housing (9 points)
3. Homeless-designated transitional and permanent housing (5 points)
4. Financial education and counselling programs; Homelessness supportive services; Services for single female households (tied, 3 points)

Other Comments:

- City reporting is stringent, what is the City doing with the data?
- Look at outcomes of families who were experiencing homelessness who have transitioned into housing – how have their health outcomes changes?
 - Look at homelessness through a public health lens
- LeBron James school model → wrap around services provided to families; holistic view
- City siloed in departments, don't look at issues holistically (i.e. housing, transportation, supportive services)

Nonprofit Academy – Focus Group 2
University of San Diego, August 22, 2018
Attendees: 9

1. How can the City be more inclusive in the programs supporting low-to moderate-income communities and individuals?

- Outreach to all universities, community colleges, and schools
- Outreach to native populations at reservations
- Include college students in Point in Time (PIT) count

2. Categories, Ranked by Highest Need

1. Affordable Housing (38 points)
2. Housing and Support for Individuals Experiencing Homelessness (38 points)
3. Economic Development (26 points)
4. Public Services (23 points)
5. Public Facilities and Infrastructure (17 points)
6. Improvements to Nonprofit Facilities (0)

3. What are the most pressing needs for the clients you serve?

A. Housing

- Permanent supportive housing
- Mixed-income developments

B. Public Services

- Social workers
- Public defenders
- Mental health services
- Transportation services
- Co-location of services (employment and education)

C. Economic Development

- Employment centers

D. Public Facilities and Infrastructure

- Healthy and safe parks

4. Most Pressing Needs

1. Centralized homelessness resources
2. Improved sidewalks and streetlights
3. Increased access to loan and grant capital for small business
4. Increasing availability of affordable housing
5. Housing and support for individuals experiencing homelessness
6. Homeless designated transitional and permanent housing
7. Workforce development

8. Nutritional services
9. Nonprofit sustainability improvements