



THE CITY OF SAN DIEGO

CONSOLIDATED PLAN ADVISORY BOARD (CPAB)

NOTES FOR MEETING

WEDNESDAY JUNE 10, 2015

SAN DIEGO CIVIC CONCOURSE - NORTH TERRACE ROOMS 207-208

202 'C' STREET - SAN DIEGO, CA 92101

BOARD MEMBERS PRESENT	BOARD MEMBERS ABSENT
<ul style="list-style-type: none"> • Dr. Maruta Gardner, Council District 2 representative • Vicki Granowitz, Council District 3 representative • Ken Malbrough, Council District 4 representative • Valerie Brown, Council District 5 representative • Richard Thesing, Council District 7 representative • Aaron Friberg, Council District 8 representative • Nohelia Patel, Council District 9 representative 	<ul style="list-style-type: none"> • Joyce Abrams, Council District 1 representative • Earl Wong, Council District 6 representative

STAFF PRESENT	ATTENDANCE SHEET
<ul style="list-style-type: none"> • Sima Thakkar, HUD Program Manager • Michele Marano, HUD Programs Coordinator • Joe Whitaker, HUD Compliance Analyst • Daichi Pantaleon, HUD Project Manager • Leo Alarcon, HUD Project Manager 	<p>9 people signed the attendance sheet</p>

Call to Order

Ms. Vicki Granowitz called the meeting to order at 9:05 a.m. with seven board members present. Quorum was achieved at the same time.

Approval of Minutes

Ms. Granowitz called for a motion to approve the minutes from the May 2015 meeting. Mr. Rich Thesing motioned to approve the minutes – the motion was seconded by Mr. Ken Malbrough. Minutes were then approved, 6-0-1 (abstain).

Staff Announcements

- Mr. Leo Alarcon announced the first Ad-Hoc meeting to update the CPAB review and scoring criteria for the CDBG applications took place on May 27. He stated the next meeting was scheduled for June 15.
- Mr. Alarcon also mentioned the Economic Development Department is developing goals to better align with the [City's Strategic Plan](#).

Board Announcements

N/A

Non-Agenda and Agenda Public Comment

- Mr. Tom McSorley, representing GRID Alternatives, expressed his concern over the unintended consequences of the Geographic Targeting strategy. Mr. McSorley stated that leveraging other funds may be impacted and families with the greatest need may be disqualified simply because they are not in the appropriate geographic areas. Because of the nature of the service GRID provides, geographic targeting can also create an artificial border of limiting clean energy sources for Low-to-Moderate Income (LMI) people. Mr. McSorley's suggestion is to consider geographic targeting as the ideal scenario but to allow exceptions to assist all LMI families.

Agenda Item(s)

Item 6.a.: Discussion Item:

Update on Geographic Targeting

Mr. Joe Whitaker gave a brief presentation on the summary of findings for Geographic Targeting. *Please see attached presentation for more information.*

- Ms. Sima Thakkar noted a presentation regarding Geographic Targeting would be made to the Community Planners Committee on June 23 and to the Public Safety and Livable Neighborhoods City Council Committee on July 29. She stated there would also be presentations to various Community Planning Groups in August and September. Ms. Thakkar also recommended integrating the [Summary of Findings](#) into the Ad Hoc Committee for the Scoring Criteria revisions.
- Mr. Thesing agreed with Mr. McSorley's comments and was optimistic that the revised scoring criteria would address his concerns. Ms. Thakkar mentioned that the complexity of geographic targeting is that not all activities meet the same National Objective as described by HUD. Ms. Thakkar stated that by adding a type of filter, it should be able to emphasize areas of high need.
- Ms. Nohelia Patel commended staff on completing the first phase of geographic targeting. Ms. Patel is satisfied with the direction of the project and the Council district she represents has been identified as one of the six in most need. Ms. Patel stated that the identified communities have been adversely affected because of diminishing funding.
- Dr. Maruta Gardner also commended staff on the work completed. Dr. Gardner asked how a high need population (i.e. victims of domestic abuse) would be identified. Ms. Thakkar stated that this issue still needs to be addressed by the Ad Hoc committee.
- Mr. Malbrough also commended staff on the work completed. Mr. Malbrough mentioned the difficulty in distributing public funds to the areas and people in the most

need. Mr. Malbrough mentioned that if issues arise, the Board is willing to re-visit and alter the project as needed.

- Ms. Granowitz agreed with Mr. Malbrough that the Board has the ability to adjust issues as they arise. Ms. Granowitz thanked Mr. McSorley for his comments and stated that his comments would be considered.

Item 6.b.: Discussion Item:

Proposed Training Topics for CPAB

Mr. Alarcon gave a brief presentation regarding potential training topics for CPAB members for the next 6 months. *Please see attached presentation for more information.*

- Ms. Thakkar stated that the intention is to have brief trainings that would be standing items on the agenda and trainings would be between 5-15 minutes.
- Mr. Marlborough would like to see the trainings as a permanent item at CPAB meetings.
- Ms Granowitz would like to keep some flexibility in determining how the trainings are presented and which topics would be discussed.
- Mr Thesing requested the dates for any potential upcoming City Council meetings.

Item 6.c.: Discussion Item:

Update on Online Grants System

Ms. Thakkar discussed the impending Online Grants System the department is expected to use for future applications. Staff has examined how the City's Arts and Culture Department has used their on-line process for grants. Currently, staff is in the testing stages and noting any potential issues that may occur. More information will be presented at future CPAB meetings.

Adjournment

- Meeting adjourned at 9:50 a.m.



Geographic Targeting: Summary of Findings

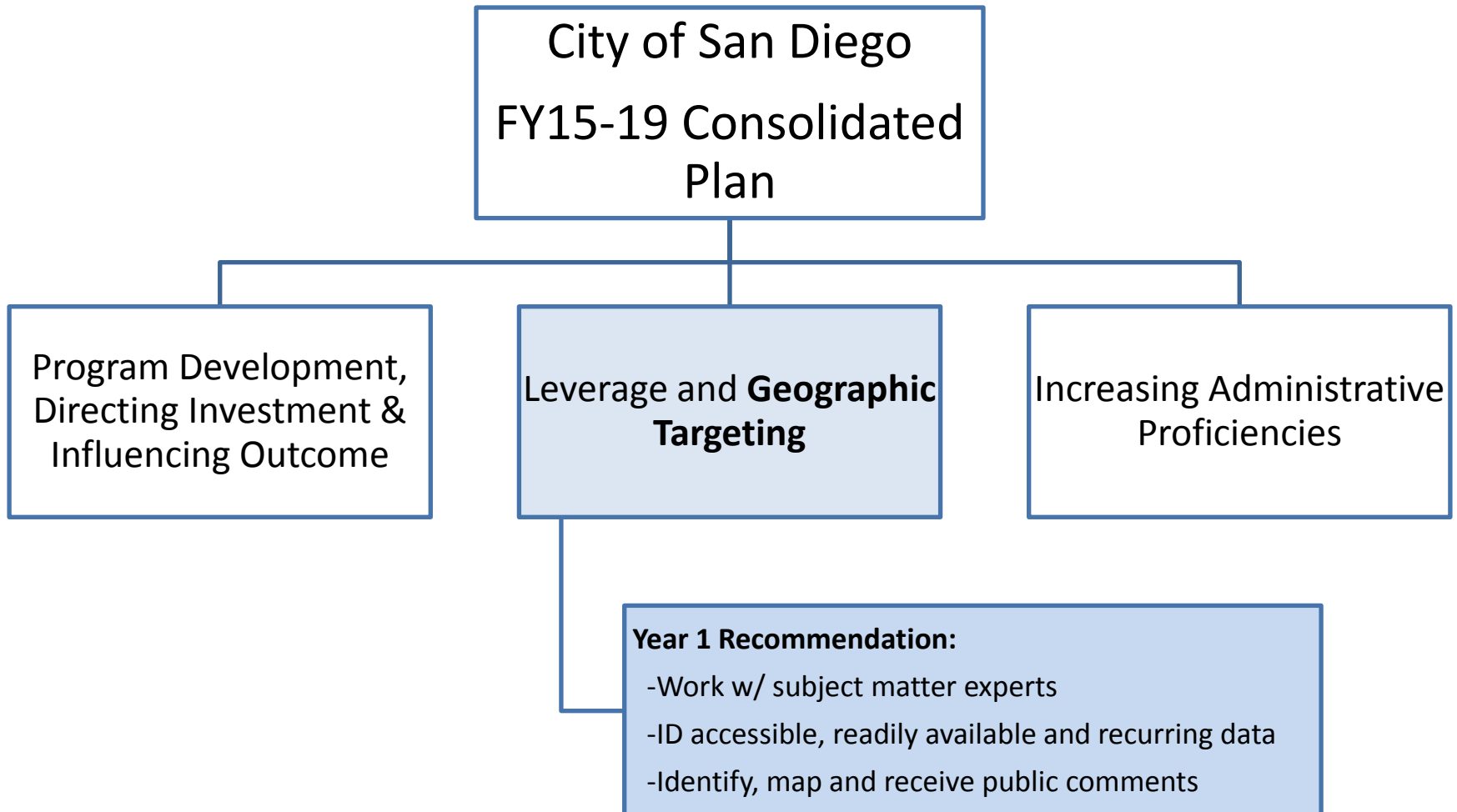
Consolidated Plan Advisory Board June 10, 2015

*Economic Development Department
HUD Programs Administration (HPA)*



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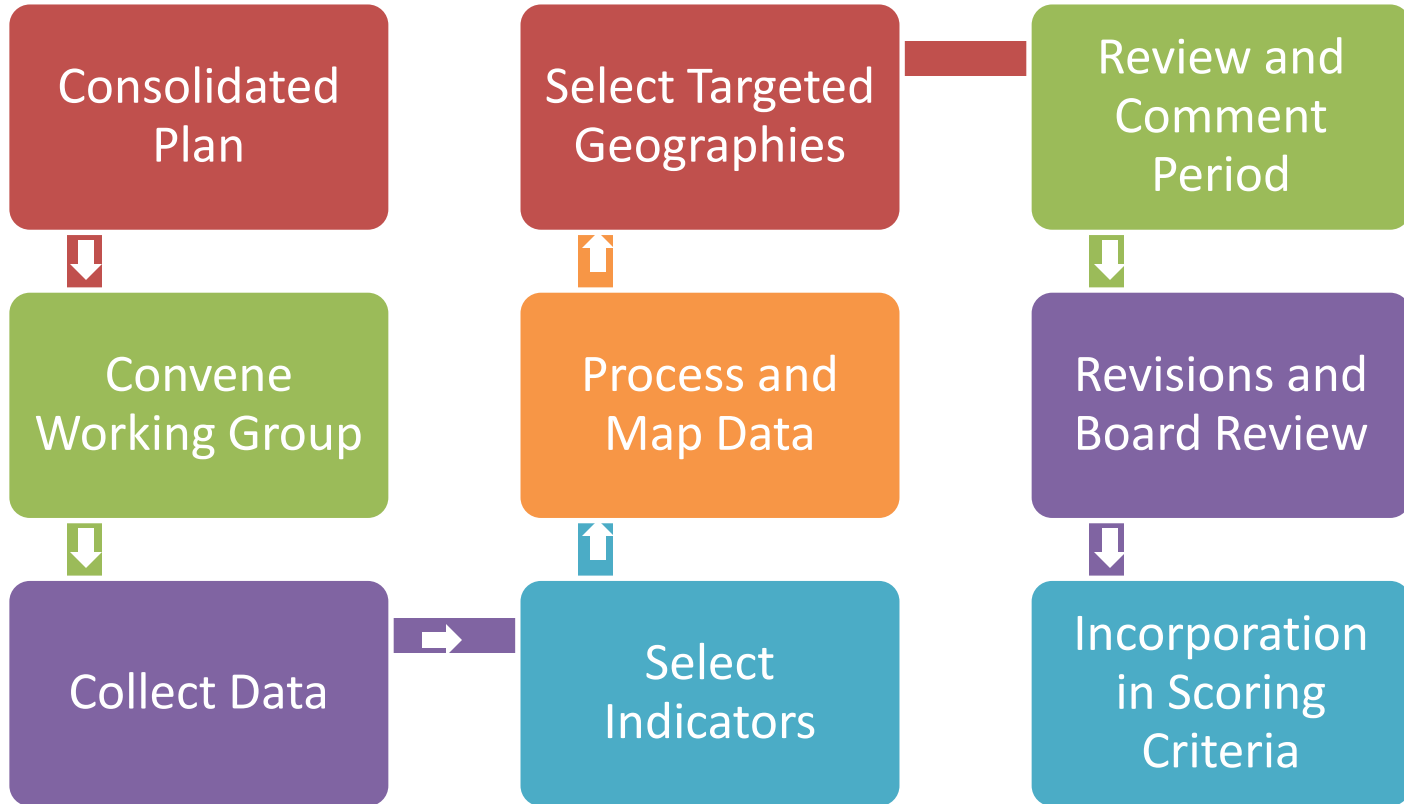
Background





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Project Timeline





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Project Timeline

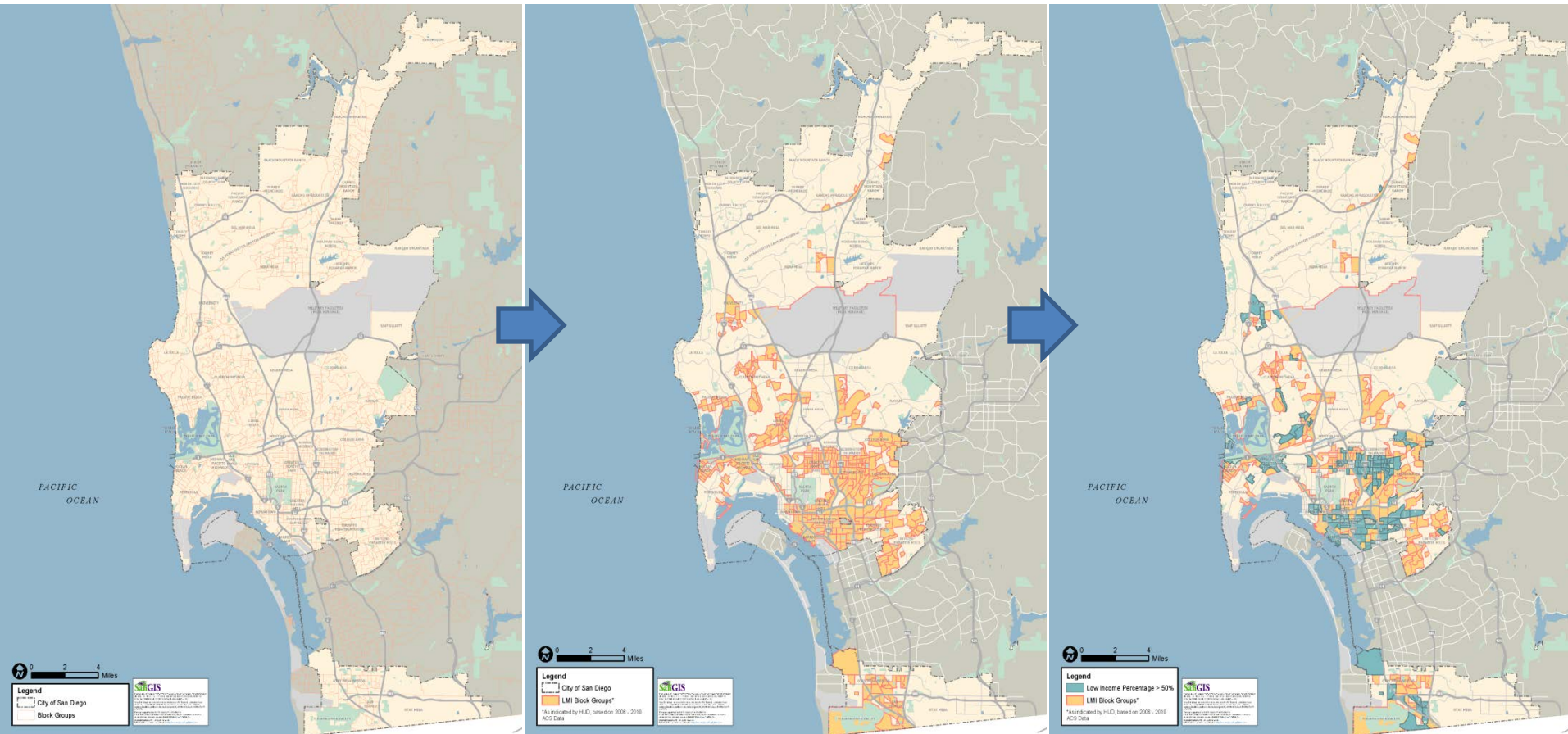
DATE	ACTIVITY
October 8, 2014	CPAB Update: Update on strategies for Geo Targeting
October 22, 2014	Meeting #1 – Kick-Off Meeting: First meeting convened with Geographic Targeting Advisory Group (GTAG)
November 5, 2014	Meeting #2: Accessible, readily available and recurring data presented to GTAG
November 12, 2014	CPAB Update: Update on progress of Geo Targeting effort
December 2, 2014	Meeting #3: Draft maps presented for GTAG to review and provide feedback
January 6, 2015	Meeting #4: Near-finalized maps and indicator summaries presented to GTAG to review and provide feedback
April 24, 2015	Summary of Findings Distributed: E-copy of draft Geographic Targeting: Summary of Findings distributed to GTAG members to solicit feedback



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Data and Geography: Starting Point

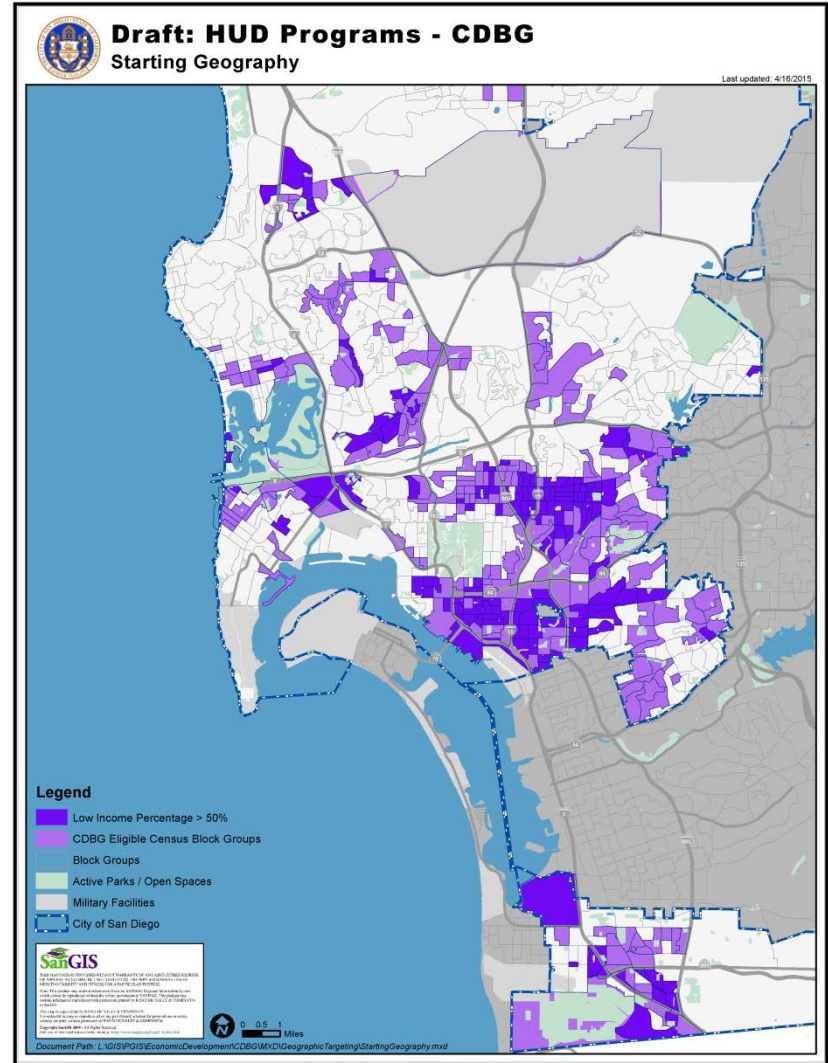
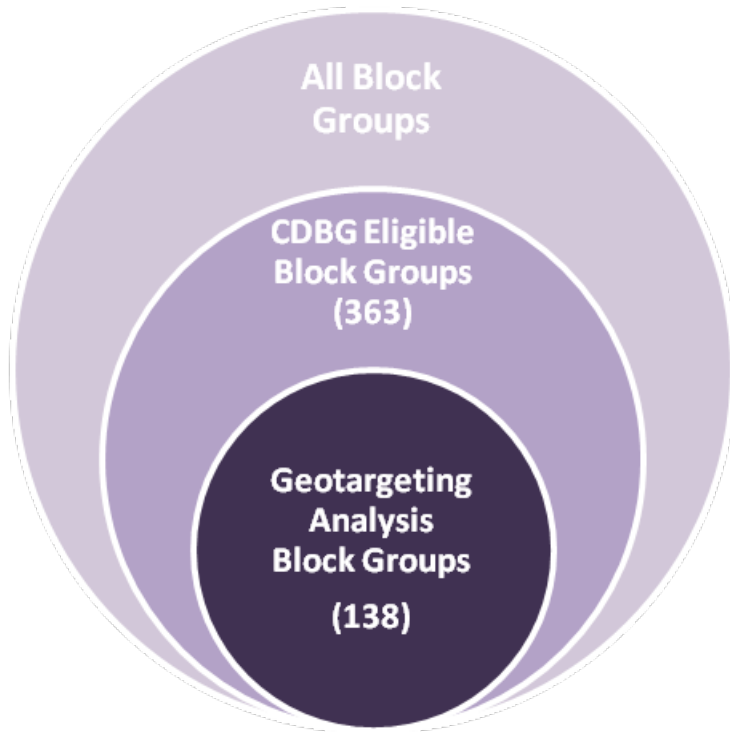
Census Block Groups that contain a majority of low-income households (<50% AMI)





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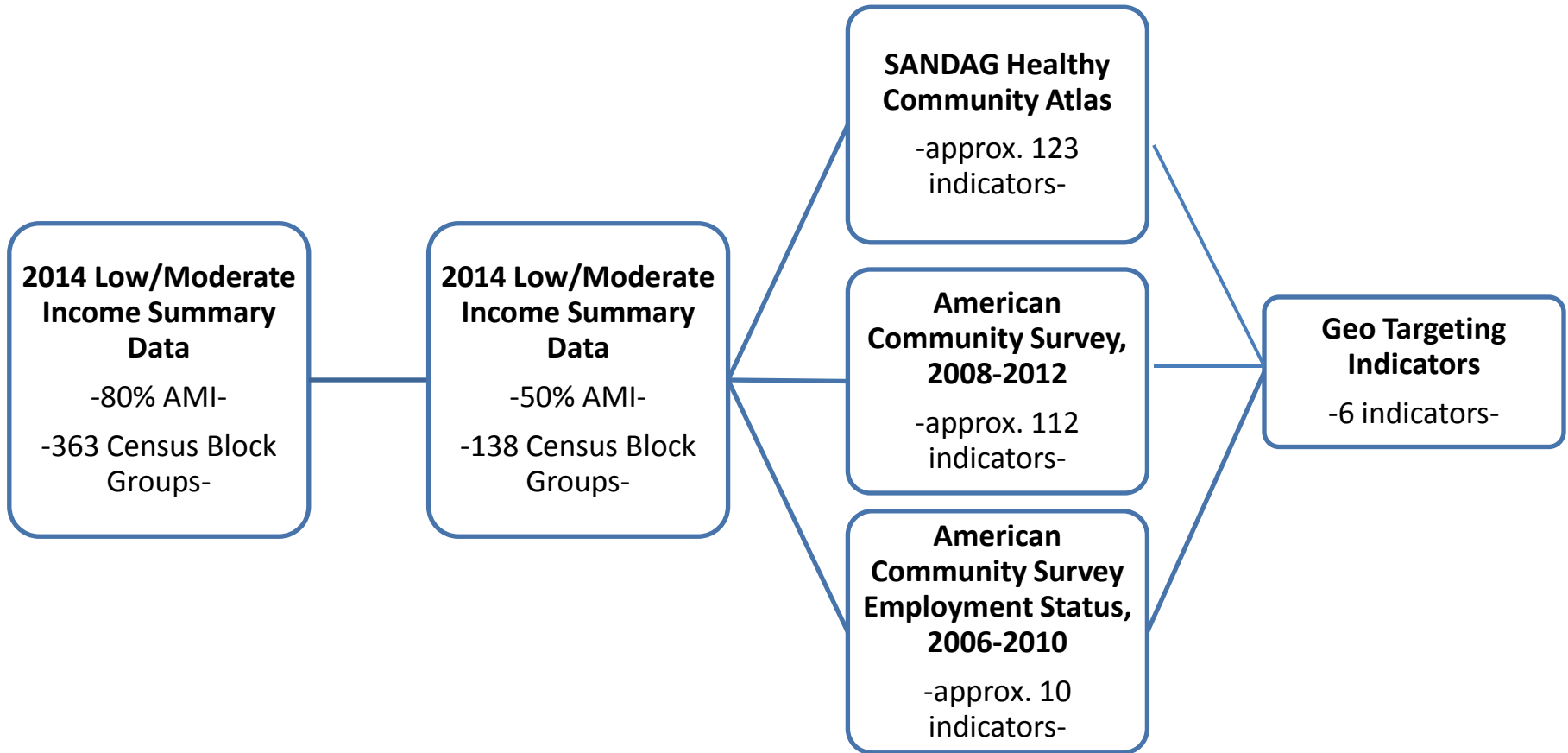
Data and Geography: Starting Point





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Data and Geography: Data Sources





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Data and Geography: Indicators of Need

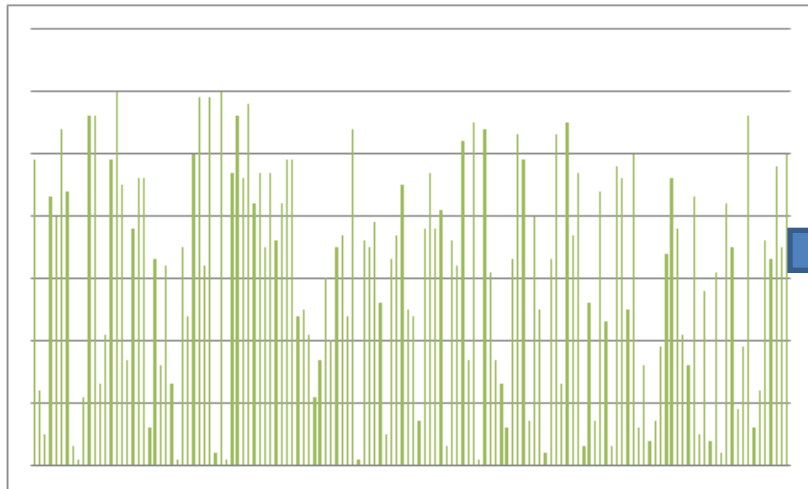
1. Poverty
2. Rent Burden
3. Severe Overcrowding
4. Unemployment
5. Violent Crime
6. Sidewalk Coverage



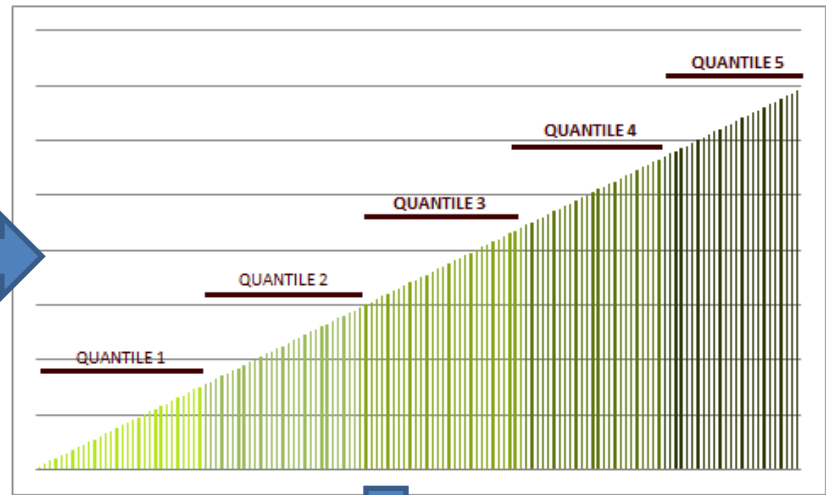
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Methodology: Targeting Geography (Poverty Example)

138 Block Groups



Ranked and Quantified



Poverty		
Quintile	Scores	No. of Block Groups
1	0.00% - 19.21%	28
2	19.22% - 31.82%	27
3	31.83% - 43.38%	27
4	43.39% - 57.42%	28
5	57.43% - 90.55%	28

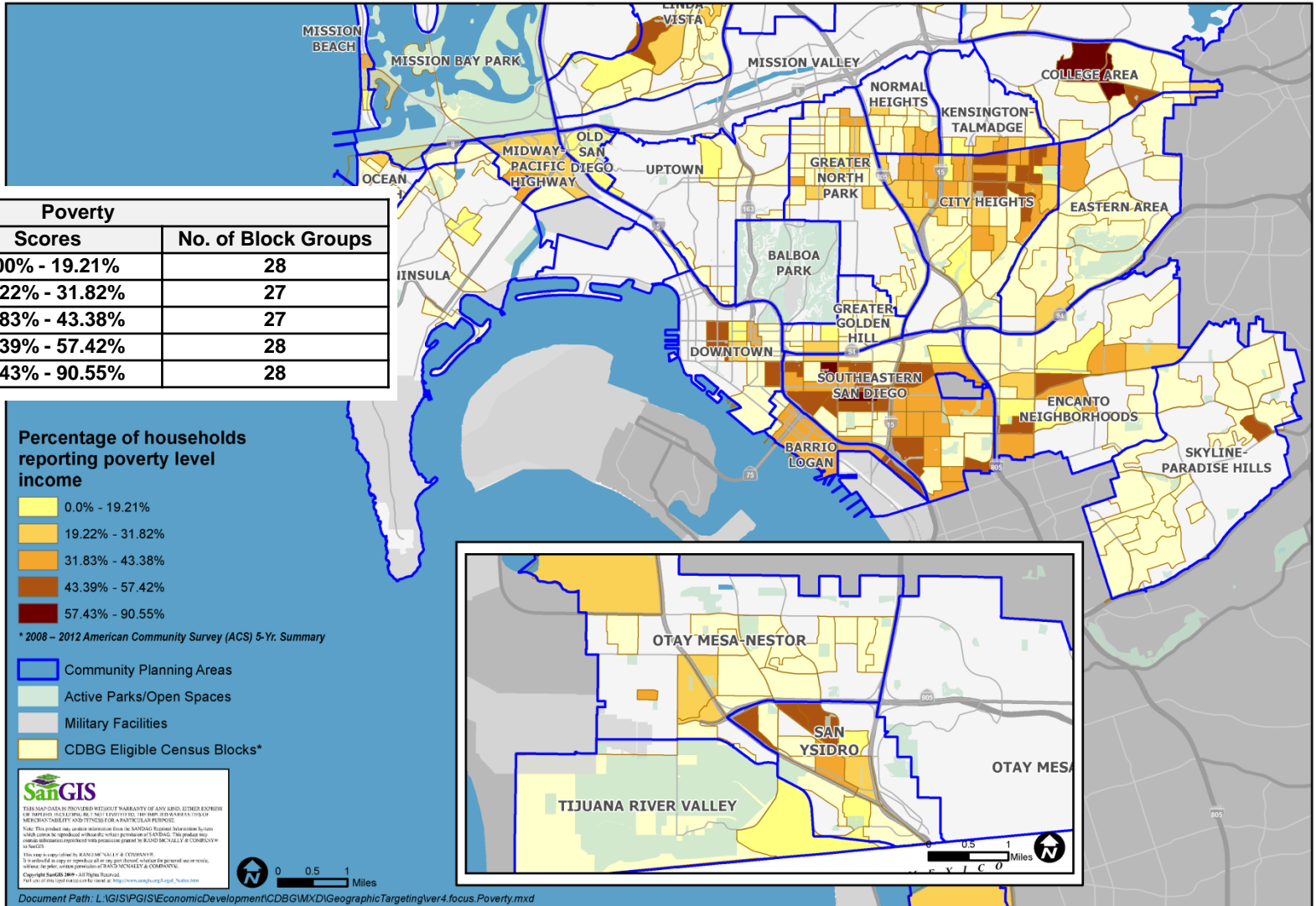


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Draft: HUD Programs - CDBG Poverty (Focus Areas)

Last updated: 4/16/2015



Poverty		
Quintile	Scores	No. of Block Groups
1	0.00% - 19.21%	28
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Percentage of households reporting poverty level income

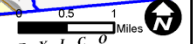
- 0.0% - 19.21%
- 19.22% - 31.82%
- 31.83% - 43.38%
- 43.39% - 57.42%
- 57.43% - 90.55%

* 2008 - 2012 American Community Survey (ACS) 5-Yr. Summary

- Community Planning Areas
- Active Parks/Open Spaces
- Military Facilities
- CDBG Eligible Census Blocks*



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Document Path : L:\GIS\SPGIS\EconomicDevelopment\CDBG\MXD\GeographicTargeting\ver4_focus_Poverty.mxd

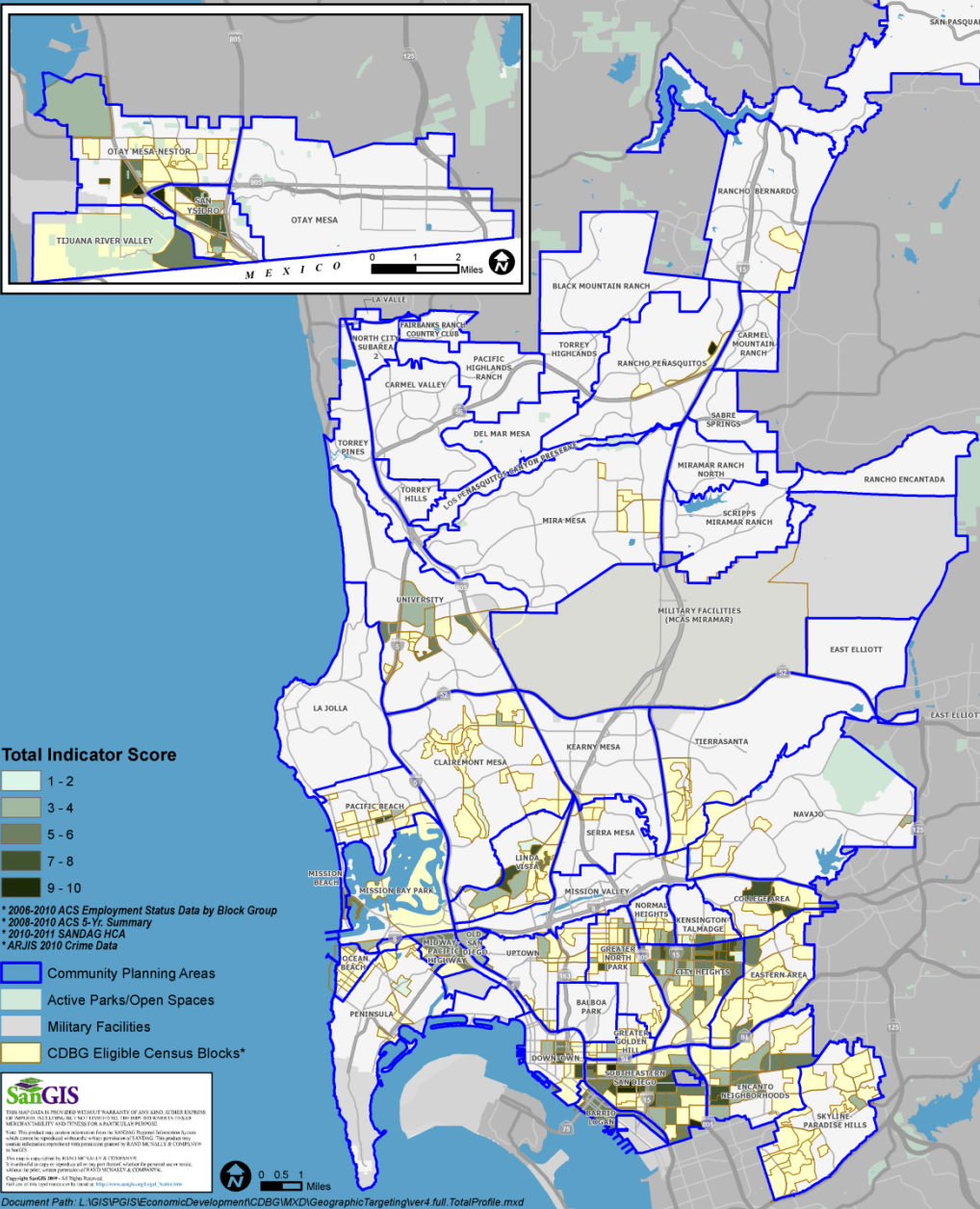


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Draft: HUD Programs - CDBG Geographic Targeting Areas of Need - Based on Composite Indicators

Last updated: 4/16/2015





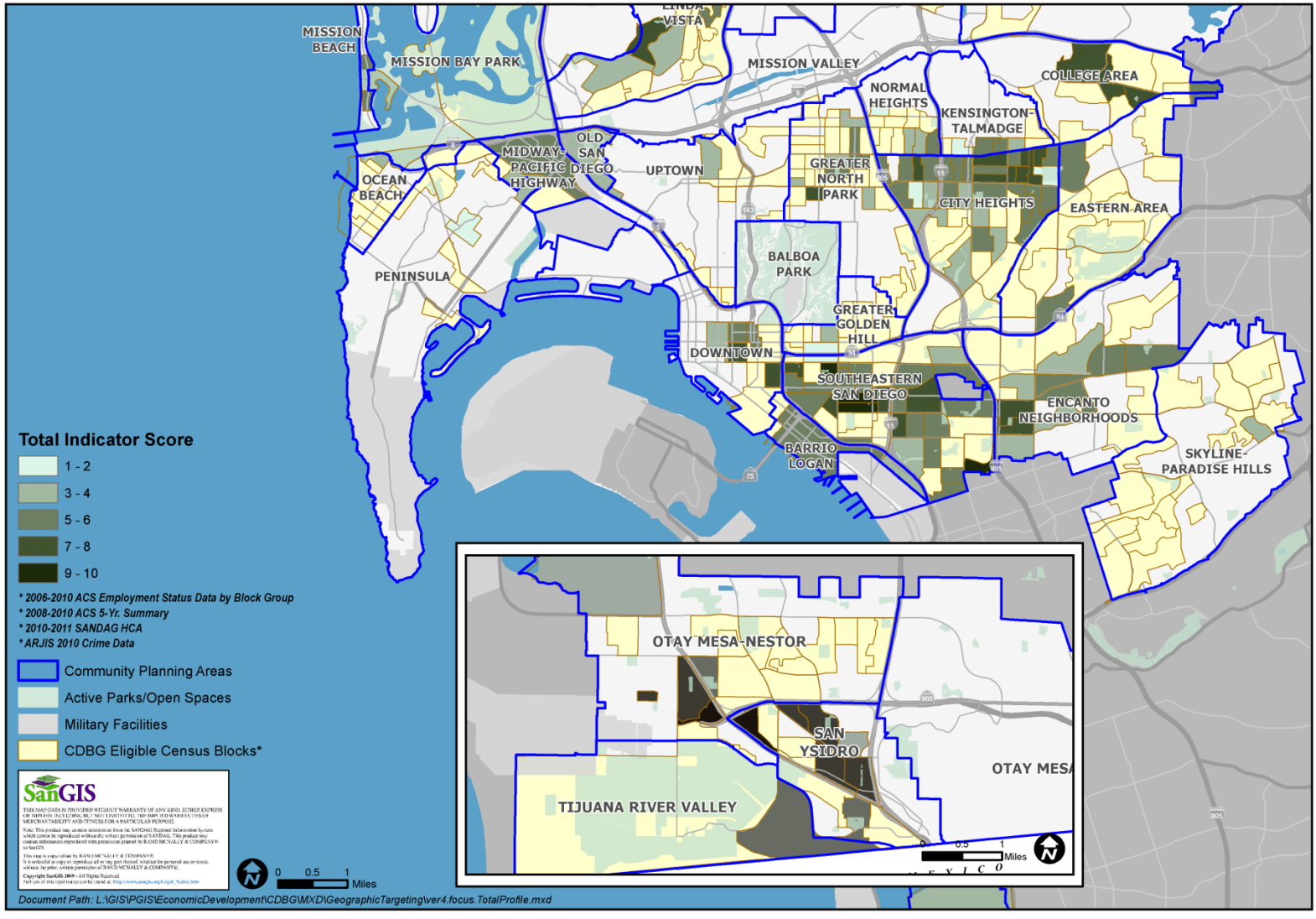
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Draft: HUD Programs - CDBG

Geographic Targeting Areas of Need - Based on Composite Indicators

Last updated: 4/16/2015





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Recommendations

1. Areas based on Community Planning Areas (CPAs)
6 of 52 CPAs
 - a. Pre-existing infrastructure
 - b. Conformance of need characteristics
 - c. Reliable and readily available community information
 - d. Ease of reference and recognition
 - e. Pre-existing boundaries
 - f. Understanding of characteristics and needs

2. Areas of inclusion should be geographically contiguous
 - a. Administratively challenging to limit projects to specific block groups only

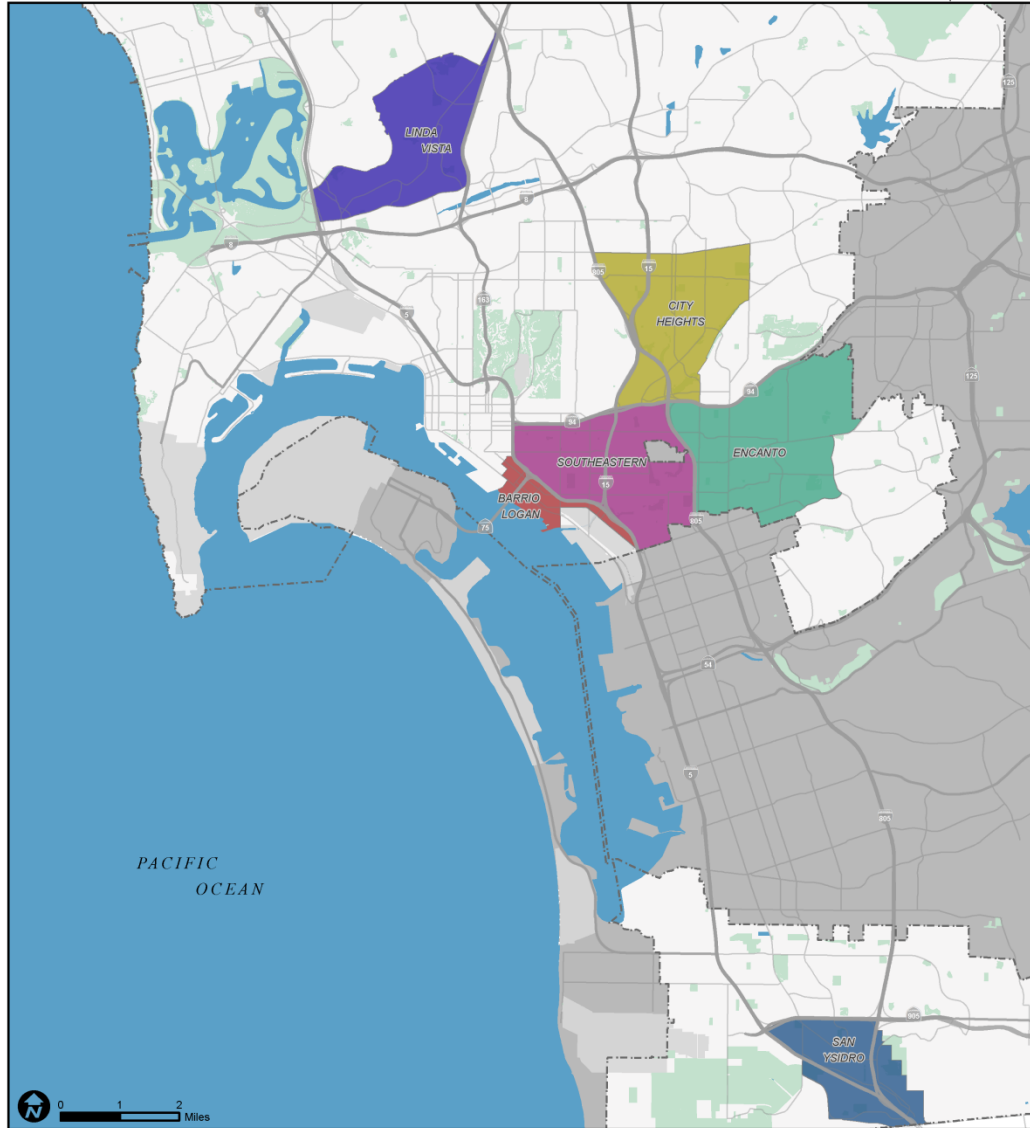


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Draft: HUD Programs - CDBG Recommended Geography for Geographic Targeting

Last updated: 4/16/2015



- Legend**
- Barrio Logan
 - Linda Vista
 - City of San Diego
 - City Heights
 - San Ysidro
 - Active Parks / Open Spaces
 - Encanto
 - Southeastern
 - Military Facilities

SanGIS

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Geographic Targeting

Focus Community Block Group Characteristics

BARRIO LOGAN

4 Block Groups - 4,893 People



SAN YSIDRO

16 Block Groups - 27,962 People



LINDA VISTA

16 Block Groups - 24,770 People



ENCANTO

25 Five Block Groups - 47,062 People



SOUTHEASTERN

41 Block Groups - 56,592 People



CITY HEIGHTS

42 Block Groups - 73,696 People



SOURCE | American Community Survey 5-Year Estimates, Ending December 31, 2013

51% of households low-income

51% of households low or moderate income

Non LMI eligible block group



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Next Steps: Feedback

- Presentation to Community Planners Committee June 23
- Presentation to Public Safety & Livable Neighborhoods July 29
- Various Community Planning Groups August & September
- Ad Hoc Committee for Scoring Criteria Revisions for guidance on implementation
 - Use for Request For Proposal (RFP) January 2016



Scoring Criteria Consideration

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- CDBG Activity Type
 - Public Services, Community/Economic Development, Nonprofit CIP, Housing Rehabilitation
- National Objectives
 - Low Mod Area Benefit
 - Low Mod Clientele

4. Project Benefits to High-Need Areas and/or Populations [geographic targeting]	<p>High-Need Areas (TBD): To be determined based on US Census Bureau and other reputable third-party data. May consider, among other factors, income level, employment status, educational attainment, poverty levels, community planning area data, and other data (for area benefit projects); and/or,</p> <p>High-Need Populations (TBD): Population served is considered high-need or highly vulnerable due to certain characteristics/factors such as income level, employment status, educational attainment, poverty levels. High-Need Populations targeted by projects may also be located in High-Need Areas (limited clientele projects)</p>	10
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Questions?



Potential Training Topics for CPAB members

Economic Development Department



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Key Items for the Remainder of 2015

- CAPER
 - CPAB Meeting September 9th
 - City Council September (dates are pending)
- Scoring Criteria:
 - Ad Hoc Meetings June/July
 - CPAB Meeting August/September
- Reprogrammed funds for City CIPs: July/August
- Online Grants System
 - Trainings: August/September/October
- Revisions to Council Policy 700-02: July/August/September



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Potential Trainings

- July: Key Considerations for Evaluating Budgets
 - Sample Request For Proposals (RFP) Distributed
- August: Sample RFP Scoring Discussion
- September: Key Terminology
 - Such as: New, Expanded, Critical Need, Leveraged Funds
- October: CPAB Scoring Handbook Discussion Part 1
- November: CPAB Scoring Handbook Discussion Part 2
- December: Construction Projects 101



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Questions???