



San Diego Promise Zone

Housing Affordability Working Group

Thursday, July 8, 2021 | 3:30 – 4:30 PM

Via Zoom

Working Group Goal: To increase access to quality affordable housing.

In Attendance

City of San Diego, CSA San Diego County, Legal Aid Society San Diego, Regional Task Force on the Homeless, San Diego City College, San Diego for Every Child, San Diego Habitat for Humanity, San Diego Housing Commission, Yes in God's Backyard

Meeting Notes

Welcome, Agenda Review, and Introduction

- Icebreaker: What is one thing that is most important to you to have in your home?

Partner Announcements

- **CSA San Diego:** Eviction protections have been extended through September 30, 2021. Additional information can be found [on their website](#).
- **San Diego Housing Commission:** [The Housing stability Assistance Program](#) is still open and accepting applications.
- **Yes, In God's Backyard:** Volunteers are being recruited by the [UPLIFT Home Team](#) to assist case managers and their clients with permanent housing placement and stability. Contact Monica Ball for more information, mbrealestate@cox.net.
- **City of San Diego:** The Economic Development Department is [currently hiring!](#) Contact Daichi Pantaleon for more information, dpantaleon@sandiego.gov.

Developing a Communications Strategy

- Promise Zone staff presented a working draft of a communications strategy to better communicate information to residents and potential developers. The working draft includes six strategies with short-term, medium-term, long-term, and ongoing timelines.
- Feedback regarding this communications strategy can be shared by placing sticky notes through this [Mural activity](#). The feedback will be compiled to revise the communications strategy.
- **Discussion:**

Commented [YA1]: Should I put Daichi's or Monica's info?

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- This working group had a goal to increase affordable housing at the beginning of the Promise Zone's designation but have had difficulty engaging with people who could build housing due to infrequent meetings and lack of operational capacity.
 - This working group has chosen to focus on renter assistance and homeless resources for now.
 - San Diego Housing Commission is incorporating updates on affordable housing development in its board meetings. Mapping is done [on their website](#).
- [Community Action Plan on Homelessness](#): Metrics and a housing plan will be on the SDHC website soon. Current progress is viewable on the [Community Action Plan Dashboard](#).
- Promise Zone staff aims to create connections among developers and community based organizations as plans to build more housing units increase.

Wrap Up and Adjourn

- Staff solicited feedback from the group around the Communications Strategy:
 - What content would you like to learn about? What would be useful for you to share with our target audience?
 - What else do you think the people you serve would find interesting?

Next Meeting

Thursday, October 14, 2021 | 3:30 – 5:00 PM
Via Zoom