



The City of



# Economic Development

## MEETING NOTES

### San Diego Promise Zone

### Healthy Communities Working Group

Thursday, October 21st | 1:00 – 2:30 PM

Via Zoom (Meeting ID: 979 7737 1015 | Passcode: 486144)

**Working Group Goal:** To increase access to healthcare and healthy foods.

#### In Attendance

Alliance Healthcare Foundation, Barrio Botany, Bayside Community Center, Chollas Valley City of San Diego's Council District 4, City of San Diego's Economic Development Department, City of San Diego's Planning Department, City of San Diego's Sustainability and Mobility Department, County of San Diego's Health and Human Services, Global Action Research Center, Health Net's Covered California Program, Kate Sessions Trees, Mongol Tribe, San Diego Co-Harvest, San Diego for Every Child, San Diego Parks Foundation, Project New Village, Urban Corps of San Diego County

#### Meeting Notes

##### 1:00 – 1:10 PM Introductions & Agenda Review

- Culture share: What is one thing we wouldn't know about you if we read your bio?

##### 1:10 - 1:20 PM Partner Announcements

- **Project New Village:** Garden Refresh 2 will take place on October 22<sup>nd</sup> & 23<sup>rd</sup>, sponsored by "Love, Tito's" Block to Block program. They will be finishing some projects from last year's Garden Refresh, revamping growing spaces, and creating new spaces for food growing.
- **San Diego Food System Alliance's** Inaugural Food Vision 2030 is on Friday, October 22<sup>nd</sup>. This will be an all-day, outdoor event featuring speakers, interactive sessions, space for dialogue & networking, and local food at the Leichtag Commons.
- **Environmental Health Coalition (EHC) Transformative Climate Communities (TCC) Tree Planting Grant** project is still looking for feedback from residents about where they would like trees planted in Barrio Logan.
  - See the current ArcGIS map of trees in [Barrio Logan here](#).
  - Residents can submit [potential locations for trees here](#).
- **Healthy Day Partners** got 6 trees donated to the Paradise Hills Community Garden, which will be planted on Friday, October 22<sup>nd</sup>.

Click the following links to stay connected to the San Diego Promise Zone

[Slack Workspace](#) | [Newsletter](#) | [Website](#) | [Email](#) | (619) 236-6700 | 1200 Third Ave, 14<sup>th</sup> Floor, San Diego, CA 92101

- **The City of San Diego's Planning Department** has a number of [junior planning positions open](#).
  - They are also searching for a [Climate Resilient San Diego Intern](#) and [Social Equity and Justice Intern](#).
- **Kate Sessions Trees** are still accepting tree ambassadors. Find [more information here](#).
- **Health Net** is hosting a webinar on Thursday, November 4th at 11:00 AM on MediCal 101: Benefits & Resources. Participants will be entered into a raffle for a \$100 Amazon gift card. [Register here](#).
- **Covered California** open enrollment begins on November 1<sup>st</sup>.
- If you have thoughts or ideas about the Clean California grants, email Lauren Welch and she will take those comments to their meeting with the Planning Department on Friday, October 25th [lwelch@urbancorps.org](mailto:lwelch@urbancorps.org)
- Do you know a residence or business in the College Area that would like some 15-gallon trees planted for free? Email [lwelch@urbancorps.org](mailto:lwelch@urbancorps.org)

#### 1:20 – 1:30 PM Upcoming Funding Opportunities + Clean California

Lauren Welch, Urban Corps of San Diego County

- [Clean California](#): This is a \$1.1 billion initiative, in partnership with local governments, to revitalize California's Streets and public spaces through litter abatement and local beautification projects.
- [CA Parks Regional Park Program](#): Offers \$23,125,000 total to create, expand, or improve regional parks and regional parks facilities. Due November 5<sup>th</sup>, 2021.
- [Growing Spaces Urban Farming Grant 2022](#): Offers up to \$2,500 to support nonprofits in urban farming. Due January 31<sup>st</sup>, 2021
- [California Native Plant Society](#): Mini grants (up to \$500) to fund supplies for educational & science projects, semi-public landscaping, habitat restoration, or competitive gardening events. Rolling deadline.
- [Healthy Day Partners + SDG&E Healthy Communities Tree Program](#): Offers a \$1,500 microgrant as well as 10+ fruit trees to community and school gardens in San Diego County. Rolling deadline.
- FY23 Commission for Arts & Culture Funding:
  - [Organizational Support Program \(OSP\)](#): Provides general operating support to arts and culture nonprofits.
  - [Creative Communities San Diego \(CCSD\)](#): Provides support for projects in a variety of artistic and cultural forms, from film and video screenings, art exhibitions and performances to festivals and parades (projects produced by organizations that do not hold tax-exempt nonprofit status may be eligible for funding using fiscal sponsor).
  - RFQ Application Timeline: September 27, 2021 – October 31, 2021

### 1:30 – 1:50 PM Climate Equity Stakeholder Working Group

Alyssa Muto & Roberto Torres, City of San Diego's Sustainability and Mobility Department

- The City's Sustainability and Mobility departments have merged to address the need for action on mobility and accessibility to support the [Climate Action Plan](#).
- The department is working with SANDAG on long-range and regional plans to address mobility. These include a focus on ADA accessibility, shared mobility devices (e.g., scooters), and a focus on sustainable transportation.
- Partners asked about how this relates to the separation of the Transportation and Stormwater department into two. Alyssa shared that the Sustainability and Mobility Department will work closely with each to create action.
- Climate Equity Stakeholder Working Group was established in 2019 to measure equity and implementation in the City-created [Climate Equity Index](#) (CEI).
  - The CEI is a community-driven, first of its kind tool that looks at climate change impacts and environmental pollution to inform local decisions.
  - The working group is also intended to act as an informal space for CBOs to provide community perspective and input in the Climate Action Plan. Anyone is welcome to join these monthly meetings.
  - Working group members have collectively defined climate equity and determined indicators utilized in the CEI.

### 1:50 – 2:00 Community Garden Zoning Code Updates

Heidi Vonblum, City of San Diego's Planning Department

- After meeting with the co-chairs, Promise Zone staff, and key partners, the Planning Department included an item allowing community gardens in public parks in the 2021 Land Development Code Update.
- The item was brought to the Community Planners Committee earlier this month where there were concerns from the environmental community around impacts to sensitive natural area.
  - The Planning Department confirmed that the code update will not take away land used for nature preservation.
- This item will be at the Planning Commission on Thursday, October 28<sup>th</sup> at 9:00 AM.
  - [Agendas can be found here](#)
  - Webinar Link: <https://sandiego.zoomgov.com/j/1600644230>
  - Sign up for updates here: <https://www.sandiego.gov/planning/programs/lde-updates>
- The Item will then be taken to the Land Use & Housing Committee in early November and to the City Council in mid-December.
  - Land Use & Housing Committee:
    - Sign up for email alerts [here](#)
    - [Public comment form](#)
    - Watch through [CityTV Webcast](#) or City TV Channel 24 for Cox Communications and Spectrum or Channel 99 for AT&T.

- City Council
  - [Agendas](#)
  - Watch through [CityTV Webcast](#) or City TV Channel 24 for Cox Communications and Spectrum or Channel 99 for AT&T.
- Additionally, the Planning Department has released a draft of the [Climate Resiliency Plan](#) and are seeking input. Please contact Heidi with any questions: [VonblumH@sandiego.gov](mailto:VonblumH@sandiego.gov)
  - Upcoming hearing dates are Community Planner's Committee on Tuesday, Oct. 26, Planning Commission on Thursday, November 4, Environment Committee on Nov. 18.

### 2:00 – 2:20 PM Contacting Media

Jerry McCormick, Senior Public Information Officer, City of San Diego's Communication Department

- Jerry is an Emmy-winning news producer with extensive experience in newspaper and broadcast. He also teaches journalism at San Diego State University and Southwestern College and is the founder of the San Diego Association of Black Journalists, now in its 21<sup>st</sup> year.
- Some key takeaways:
  - **Know your audience.**
    - San Diego's media landscape is complex. It is a good idea to pitch your story or event to newspapers, like the San Diego Union-Tribune, as they circulate 66,000 copies daily. However, you can likely get further reach through contacting news stations.
    - It is important to know some background information about each news station, including whether it is independent or syndicated and its political lean or point of view.
  - **Know your message.**
    - The two most important questions for reporters are: what are you trying to say (Why should they give you, their time?) and why should people care (why YOUR story over everyone else's)?
    - Other questions to consider: Do you have a story to tell? What do you have to offer? Do you have a good source? Are they a quote/soundbite machine? Media trained or boring? People person or jargon filled?
    - If the story is visual, is there good information for people to digest without being overwhelmed?
  - **People connect with people, not concepts or ideas.**
- An example of a great story was shared with the group, and partners discussed what made it so successful. The video can be found here: <https://www.youtube.com/watch?v=j3altuZcpiE>

- The follow-up video is here:  
<https://www.youtube.com/watch?v=KBLnqcse1WE>
- The conclusion of the series is here:  
[https://www.youtube.com/watch?v=3zil\\_DAzDfk](https://www.youtube.com/watch?v=3zil_DAzDfk)
- Sweeps months: February, May, July, and November are very important months in broadcasting. For these months, news outlets can charge advertisers higher prices.
- During the Q&A portion, partners asked how far in advance should stories be pitched, and pitches should be given about two weeks in advance or with as much notice as possible to account for any breaking news, which takes precedence.
- Partners also asked how to make crucial but “boring” information digestible for reporters. You can do so by highlighting one specific point that you want to get across and connect it to a person or story.

2:20 – 2:25 PM Subgroup Updates

2:25 – 2:30 PM Wrap Up and Adjourn

### **Next Meeting**

Thursday, November 18th, 2021 | 1:00 – 2:30 PM  
Via Zoom