



The City of



Economic Development

MEETING NOTES

San Diego Promise Zone

Healthy Communities Working Group

Thursday, April 21st, 2022 | 1:00 – 2:30 PM

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

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

In Attendance

Aetna, Assertive Family Solutions, Black Tech Link, BrightSide Produce, City of San Diego—CD9, City of San Diego—Economic Development, City of San Diego—Planning, County of San Diego—Health and Human Services, Logan Heights Community Development Corporation, Mongol Tribe, Project New Village, Rady Children's Hospital, San Diego Parks Foundation, San Diego Regional Urban Forrest Council, San Diego State University, Second Chance, Sherman Heights Community Center.

Meeting Notes

Welcome, Agenda Review, New Co-Chair Introduction

- Staff welcomed Partners and led a culture share activity.
- This working group is welcoming Hugo Salgado and Meghan Murphy on as new co-chairs. They are both part of the County HHSA's Chronic Disease and Health Equity Unit and are joining us as Ariel Hamburger transitions into a new role at the County.
- Hugo and Meghan focus on active transportation and food systems respectively in their work at the County and we are extremely excited to have them on board!

Partner Updates

- **San Diego Parks Foundation** is still accepting applications for their Parks Ambassador program. [Learn more here](#).
 - Additionally, they recently finished planting 26 new trees in Linda Vista Park and will be participating in the [Linda Vista Multi-Cultural Fair](#) on Saturday, April 23rd.
- **Assertive Family Solutions** recently hosted their first monthly in-person support group for grandparents raising grandchildren at Care Community Center. The next meeting will take place on Tuesday, May 24th from 4:30 – 6:00 PM. Anyone interested in presenting at these meetings can contact Maty Feldman-Bicas at matyvida2@gmail.com or maty@assertivefamilysolutions.org.
 - Additionally, UCSD recently created Grandparent University and support group members will have their first in-person classes soon.
- **Kate Sessions Commitment** is still recruiting for their tree ambassador program. [Apply here](#) or send resumes to anne@katestrees.org.

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- Anne Fege recently led 92 UCSD students in measuring trees in parks across San Diego. The data recorded is currently being compiled and analyzed.
- **MTS** is providing free PRONTO passes to all youth (18 and under) starting May 1st. [Learn more here.](#)
- **Black Tech Link** is hosting its 2nd Annual Community Health Fest in partnership with SDCCCE. They will be providing resources, health education, and fitness clinics to over 1000 residents and families.
 - To partner with Black Tech Link, contact Elizabeth Cotton (blacktechlink@gmail.com).
- **City of San Diego** is conducting a survey about equity in the process of funding capital improvement projects in order to gauge what infrastructure is most important to residents. The survey is available in English and Spanish, and responses must be submitted by 11:59 PM on Friday, April 29th.
 - English Survey: <https://www.sandiego.gov/PrioritizingCIPSurvey>
 - Spanish Survey: <https://www.sandiego.gov/PrioritizingCIPSurveyESP>
- **The San Diego Promise Zone** is hiring! The following AmeriCorps VISTTA positions are open: [Grants & Research Associate](#), [Civic Engagement Associate](#), and [Communication Associate](#).

Promise Zone Partner Financial Assistance Updates

- The San Diego Promise Zone (SDPZ) is administering one-time capacity building, community outreach, and workforce development microgrants to support the efforts of Promise Zone Partners in collaboration with California Coast Credit Union (Cal Coast).
- This assistance aims to expand the capacity of Promise Zone partners and to assist individuals experiencing barriers to post-secondary education and employment. Additional opportunities for financial literacy education for Promise Zone partners, business owners, and youth will be explored, and a focus on creating awareness and ultimately new partnerships between Cal Coast, Promise Zone Partners, and other potential funders will be a priority in order to advance the goals of the designation.
- All applicant decisions for the San Diego Promise Zone Partner Financial Assistance Grant have been sent out. Promise Zone staff will be scheduling 1-1 appointments with awardees to begin the contracting process. Staff will also be offering feedback to applicants that did not receive funding and connecting them to other opportunities that may be a better fit.
 - 25 applications from 24 applicants were received. 9 projects were awarded.
 - These projects represent most if not all goal areas of the Promise Zone and folks that have been involved in the work to receive grants that range from \$10,000 to \$17,000.
- Projects funded include:
 - **Project New Village:** "Expanding Equitable and Just Food Access within the San Diego Promise Zone"
 - **San Diego Parks Foundation:** "Park Ambassador Program"
 - **San Diego Co-Harvest Foundation:** "Co-Harvest Regenerative Urban Agriculture program - Building environmental stewardship and equity into our food-system"
 - **D.E.T.O.U.R.:** "Ambassador Program"

- **Logan Heights Community Development Corporation:** “Career & Financial Advancement Center”
- **Leah’s Pantry:** “Barrio Botany School-Based Neighborhood Gardens”
- **San Diego Habitat for Humanity:** “San Diego Habitat for Humanity Home Repair”
- **San Diego Futures Foundation:** “Get Connected, Empowering San Diego Promise Zone”
- **Outdoor Outreach:** “Pipeline to Nature: Outdoor Educator Workforce Development Project”

Grant Opportunities

- [Chick-fil-A: True Inspiration Awards](#) -Chick-fil-A's True Inspiration Awards grant program supports nonprofit organizations throughout the United States and Canada that are making an impact on their local communities. Sixteen organizations will be chosen as category winners for their work in these areas: 1) Caring for People, focused on educational initiatives, including fostering character and leadership development, academic excellence, and community involvement in underserved youth; 2) Caring through Food, addressing hunger and food insecurity facing children and their families; 3) Caring for Communities, focused on housing and other direct services supporting young people and their families; and 4) Caring for Our Planet, for initiatives that show care for the environment and the planet, or that demonstrate environmental stewardship directly related to the other award categories.
 - Award range: \$30,000-\$350,000
 - Total program funding: \$5,000,000
- [The Gus Schumacher Nutrition Incentive Program Competitive Grants Program](#) - The GusNIP Nutrition Incentive Program presents the opportunity to bring together stakeholders from various parts of the food and healthcare systems to foster understanding of how they might improve the health and nutrition status of participating households.
 - Award range: \$1,000 - \$15,000,000
 - Total program funding: \$33,982,780
 - Application deadline: June 30th, 2022
- [USDA Farmers Market Promotion Program](#) – This program seeks to fund projects that develop, coordinate, and expand direct producer-to-consumer markets to help increase access to and availability of locally and regionally produced agricultural products.
 - Award range: \$50,000-\$500,000
 - Total program funding: \$13,500,000
 - Application deadline: May 16th, 2022
- [California Youth Conservation Opportunities on Public Lands](#) – The Bureau of Land Management (BLM) is seeking applications for California Youth Conservation Opportunities on Public Lands to provide employment for participants and opportunities to learn about and gain work experience in public lands and natural resources management while promoting long-term interest in public lands stewardship and the BLM.
 - Award range: \$18,000-\$120,000

- Total program funding: \$1,754,000
 - Application deadline: May 18th, 2022 at 5:00 PM
- [Cornell Douglas Foundation Grants](#)-- This Foundation provides support to nonprofit organizations that address one or more of the following areas of interest: environmental health and justice, land conservation, sustainability of resources, and watershed protection.
 - Maximum Award: \$50,000
 - Application reviewed on a rolling basis
- [Partnerships for Climate-Smart Commodities](#) – Building Markets and Investing in America's Climate-Smart Farmers, Ranchers & Forest Owners to Strengthen U.S. Rural and Agricultural Communities: The Department of Agriculture has approximately \$1 billion in funding to build markets and invest in America's climate-smart farmers, ranchers, and forest owners.
 - Award range: \$250,000-\$100 million
 - Application deadline:
 - Funding pool 1 (proposals from \$5 million to \$100 million) April 8th, 2022
 - Funding pool 2 (proposals from \$250,000 to \$4,999,999) May 27th, 2022
- [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

BrightSide Produce Program Updates

Lana Castro, Director of Brightside Produce, Jessica Embury, Geography Student at San Diego State University

- Co-Chairs introduced Lana Castro, Director of Brightside Produce. BrightSide Produce was founded in 2017 to address the barriers small stores face when accessing produce. Most Distributors have a minimum order requirement to deliver orders directly to stores. This amount often exceeds what small stores are reasonably able to sell. Furthermore, small stores are often owner-operated, limiting the capacity for store owners to deliver their own produce. As a result of these conditions, there is a large network of community stores are experiencing barriers to fresh produce access.
- BrightSide is a produce distribution service catered to small store owners. Primarily run and operated by SDSU students, BrightSide is a non-profit whose mission is to improve healthy food access across the county. BrightSide's weekly deliveries have no minimum order requirements and other services include ordering and inventory control support, recommended pricing, and a risk-free buying process with a buyback policy.
- BrightSide is currently focusing its efforts within the San Diego Promise Zone to improve healthy food access. It has conducted a site suitability analysis based on BrightSide priorities and community needs to determine which stores to select for the BrightSide Program. It determined eight community stores that have high suitability and would

provide 60% of the residential Promise Zone with fresh produce within a 10-minute walking distance.

- The Community Food Project works directly with farmers to have produce delivered to stores. Brightside is currently working with San Gabriel Ranch and other producers to add more local farmers to their distribution plans.
- Following the presentation BrightSide responded to questions from Partners with the following additional information:
 - Stores owners are only approached after BrightSide has determined suitability for the program. BrightSide has a waitlist for stores interested in being a part of its program.
 - BrightSide works from neighborhood to neighborhood to expand its efforts and provide services to each community it works with. It is seeking to add ten stores over 2 years. It has partnered with Olivewood Farm for 3 years and is actively recruiting new farmers. BrightSide is open to talking with others about future collaboration. Small to medium farms can contact BrightSide at brightside.crs@sdsu.edu.
 - BrightSide is finding it increasingly difficult to partner with organizations to make prepared meals due to Covid.

Wrap Up and Adjourn

- Co-chairs reminded Partners that the next meeting will be on Wednesday, May 18th from 1:00 – 2:30PM.

Next Meeting

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