



The City of



Economic Development

MEETING NOTES

San Diego Promise Zone

Housing Affordability Meeting Notes

Thursday, July 14th, 2022 | 3:30 – 5:00 PM

Via Zoom (Meeting ID: 160 198 7510)

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

In Attendance

City of San Diego CD4, City of San Diego Economic Development Department, Governor's Office of Business and Economic Development (GOBiz), Regional Taskforce on the Homeless, San Diego Habitat for Humanity, San Diego Housing Commission, Social Advocates for Youth (SAY) San Diego, U.S. Department of Housing and Urban Development, Yes in God's Backyard (YIGBY)

Meeting Notes

Welcome, Agenda Review, and Working Group Updates

- The culture share question asked was "For you, what makes a home?"
 - The group's responses were family, mealtime, partner, conversation with family and/or friends, plants, photos, art books, music, the sense of safety and security, and heart to heart relationships with family and hobbies.
- Staff shared the [new website for homelessness services under the City of San Diego](#).
- Working Group Updates
 - Economic Activity shared updates and technical assistance resources available in the enforcement of the City's Sidewalk Vending Ordinance and agreed on projects for the rest of the year, including setting up a financial institution in the Promise Zone, expanding broadband to local businesses, and prioritizing community ownership throughout vacant spaces.
 - Healthy Communities will learn about Quick Build projects from Alta Planning and potential funding from the City's Safe & Sustainable Transportation for All Ages & Abilities Team (STAT). Recruitment for a third co-chair on the healthcare field is still active.
 - Jobs & Education will collaborate with the City's Youth Workforce Program, "Employ + Empower," which aims to create meaningful pathways for San Diego's Youth to enter public service careers. It will also discuss budget allocations for SD Access 4 All and the "Get Connected" campaign advancing digital equity.
 - Safety is still searching for permanent leadership and meeting quarterly. If you know of anyone who might be a good fit, please reach out to staff!
- The U.S. Department of Housing and Urban Development (HUD) gave an update on the Our Way Home initiative which was launched on June 1st by HUD Secretary Fudge to

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address the nation's housing supply. The targeted areas are homeownership, disaster recovery, and resilience, housing enabling infrastructure, rental production, rental preservation, and revitalization. The Our Way Home Initiative boosts HUD's current resources and is expanding and improving methods to close the gap for affordable housing.

Partner Updates

- [Yes In God's Back Yard \(YIGBY\)](#) is working with the Regional Task Force on Homelessness on building 26 units to support homeless veterans on Imperial Avenue. Contact evan@gerber-group.com for more information.
- On June 1st, [Secretary Fudge from the U.S. Department of Housing and Urban Development](#) launched Our Way Home Initiative goals: rental production, homeownership, disaster recovery and resilience, housing-enabled infrastructure, and rental preservation and revitalization.
- The Regional Taskforce on Homelessness and U.S. Interagency Council on Homelessness is hosting Community Conversation with USICH Executive Director Jeff Olivet on Tuesday July 19th at St. Paul's Cathedral from 5:30 PM – 7:00 PM PDT. [Register here for the event.](#)

Presentation on HOME-ARP Program

Angela Nazareno-Clark, HUD Program Manager at the City of San Diego's Economic Development Department

- The HOME-ARP Program was released on March 21, 2021, as part of the U.S Housing COVID-19 Program designed to help those impacted by the pandemic. It is a combination of HOME program and an emergency solution grant.
- The City is required to consult with service providers and community members by getting information from the HOME-ARP Allocation Plan survey which was released June 29th. The survey is asking about ranking what is most critical in terms of funding.
- The HOME-ARP Allocation Plan Survey ends on July 29th.
- The City was allocated \$20.9 million to fund HOME-ARP activities and this will end on September 30th of 2030.
- Qualifying populations include those who are fleeing domestic violence, homeless, and veterans.
- Eligible activities for HOME-ARP include production or preservation of affordable housing, tenant-based rental assistance, supportive services including homeless prevention services and housing counseling, and acquisition of non-congregate shelter.
- City Staff created an allocation plan which must be approved by HUD to receive funding. They are set to present the plan in September.
- Outreach for HOME-ARP will end in July, data collection will begin in August, and submission will take place in September.

City's Budget Update

Monica Hardman, Deputy Director at the City of San Diego's Economic Development Department

- The resolution for the Fiscal Year 2023 Budget was formally adopted on June 15. The processes highlighted in the budget include streamlining regulatory measures, increasing middle-income level housing, and addressing homelessness are addressed in the development service project.
- The actual resolution for the budget included Councilmembers adding \$1.5 million for LGBTQ youth services and shelter, a one-time investment of \$500k for outreach, and \$200k to study the establishment of the rental registry (administered by the SDHC).
- The new Homelessness Strategy and Solution Budget incorporates more staffing to ensure that they can implement important programming to help people at risk of homelessness.

San Diego Housing Commission Strategic Plan Update

Jon Rios, Director of Integrated Strategies at San Diego Housing Commission

- Jon gave an overview of the strategic plan 2022-2024 for the Housing Commission. The main vision of the strategic plan is for everyone in San Diego to have a home that they can afford which ties into their mission of providing quality housing, homelessness solutions, options for financing homes, and more.
- The Strategic Priorities of the Housing Plan are to increase housing solutions, help families increase opportunities, invest in the team, and advance homelessness solutions.
 - The first strategy of increasing and preserving housing solutions includes housing production, preservation, and funding advocacy.
 - The second strategy is helping families increase opportunities for self-sufficiency and increased quality of life.
 - The third strategy is for San Diego to invest in its team which means ensuring that teams receive proper training to prevent burnout in this specific work.
 - The fourth strategy is advancing homelessness solutions. The Housing Commission expanded engaged educational resources for the homeless.
 - The final strategy is advocacy, communication, and public engagement. A new aspect of their communication plan is an outreach to the first-time homebuyer program.

Steering Committee Strategic Planning Update

PZ Staff

- In June, the Steering Committee hosted a Strategic Planning Retreat to discuss how to institutionalize the collaboration between organizations that makes Economic Activity successful.
- The Steering Committee also outlined some of the goals of the retreat.
 - Build and replenish positive relationships within the Promise Zone.
 - Foster a productive mindset.
 - Take ownership of our initiative.
 - Develop a clear pathway towards sustainability within the Promise Zone.
- The Steering Committee looked at the Strategic Plan from a policy perspective by asking what is needed to prioritize and institutionalize the work that we are doing in this working group.

- The Steering Committee also discussed Community Engagement and thought to come up with more strategies to engage members of the community who are not currently at the table within the Promise Zone.

Wrap-Up and Adjourn

- Digital Comment Box: <https://us16.list-manage.com/survey?u=e913b9d30ca18b3436360cf47&id=62c8f5dc2f>

Next Meeting

Thursday, September 8th, 2022 | 2:30 – 4:00 PM

Via Zoom (Meeting ID: 160 198 7510)