



The City of



Economic Development

MEETING NOTES

San Diego Promise Zone

Jobs + Education Notes

Wednesday, October 26th, 2022 | 2:30 – 4:00 PM

Via Zoom | (Meeting ID: 160 198 7510)

Working Group Goal: To create jobs and improve educational opportunities in the Promise Zone.

In Attendance

Barrio Logan College Institute, California Coast Credit Union, Chicano Park Museum and Cultural Center, City of San Diego-- Economic Development Department, City of San Diego-- Office of Child and Youth Success, DETOUR, Dreams & Ducats, Kitchens for Good, Logan Heights Community Development Corporation, San Diego County Department of Homeless Solutions and Equitable Communities, San Diego County Office of Education, San Diego Futures Foundation, SBCS (formerly South Bay Community Services), Second Chance

Meeting Notes

Introductions, Agenda Review, and Culture Share

- Co-Chairs welcomed Partners, reviewed the meeting agenda, and led a culture share activity.

Partner and Staff Announcements

- Promise Zone Staff announced that Program Coordinator, Kent Tran had his last day with the Promise Zone team on October 4th. With this vacancy, a new description/role will be open. Staff asked for help in advertising this position and identifying and recruiting folks who might be interested. The position description can be viewed [here](#).
- **Urban Corps** is hiring [3 Americorps VISTAS](#). To learn more about the benefits of being a VISTA member [click here](#).
- **San Diego Futures Foundation** is looking for volunteers to assist with teaching digital literacy programs at public libraries. For more information, please reach out to Whitney Cottersmith at wcotter@sdfutures.org. SDF connects qualified individuals with devices through its Low Cost Computer Program. [Learn more here](#).
- **Kitchens for Good** will be accepting applications for its 20-month tuition free apprenticeship program. This program is targeted towards individuals who face employment barriers due to the impacts of trauma. [Learn more here](#).
- **The San Diego County Office of Education** in collaboration with **SDCCE- Educational & Cultural Complex** is [inviting organizations to participate](#) in the 2022 Apprenticeships

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

[Newsletter](#) | [Website](#) | [New Website](#) | [Email](#) | (619) 236-6700 | 1200 Third Ave, 14th Floor, San Diego, CA 92101

& Vocational Training Programs Career EXPO. The event will take place on Thursday, November 10th, from 10AM – 12PM at SDCCE Educational Cultural Complex.

- **SBCS** is extending its [internship program](#) to connect participants to long-term employment.
- **Chicano Park Museum and Cultural Center** announced that the first electric shuttle system in Barrio Logan is currently in the works. It is projected to launch in 2023.

Program Spotlight: Tech on the Go

Whitney Cottersmith, San Diego Futures Foundation

- The San Diego Futures Foundation is rolling out a new digital literacy program in Partnership with the City. Tech on the Go will bring free, basic computer training to the public, covering topics such as online shopping safety and Zoom.
- Classes will consist of an hour-long tutorial followed by 1 on 1 tutoring and will help patrons feel more confident and secure using technology. Patrons are encouraged to come back multiple times to continue developing digital literacy skills and can sign up for classes by accessing the [SDFF calendar](#). SDFF also offers offsite iPad training to seniors.
- Classes will take place at the Malcolm X and Park de la Cruz libraries twice a week and will be rotated to other sites to reach multiple communities. As the program grows, SDFF will be adding additional sites. Site requirements include: the presence of an established computer lab or the desire to establish a computer lab, internet, and a projector or tv. Sites will need to be approved by the City of San Diego.
- SDFF is currently offering classes in Spanish and will be looking to add an additional language to the program by the Summer of 2023.

Signature Event Subgroup Debrief + Planning

- Co-Chairs thanked everyone for attending the last Signature Event Subgroup meeting.
- Given the limited capacity of this working group, Staff suggested focusing the event on career exploration and post-secondary education opportunities with an emphasis on addressing employment barriers. This may look like a Youth Panel hosted and facilitated by youth organizations, followed by networking time and a Resource Fair. Staff then opened the floor to Partners.
- The Office of Child and Youth Success suggested collecting feedback directly from potential attendees on what they would like to see from the event through surveys.
- San Diego College of Continuing Education stated that it will be helpful to reach out to key youth leaders to collect feedback.
- Connection is one of the most important things that can be offered to youth at this time. Youth may be more drawn to the opportunity to connect rather than get a job. DETOUR noted that this event is an opportunity to create space for youth to engage and have opportunities for ongoing support.
- In addition to career pathways, Partners noted the event should highlight opportunities for education, vocational training, and non-credit pathways which are not normally promoted.
- Chicano Park Foundation suggested exposing youth to career paths that are relevant to their hobbies and interests. Potential Partners include: Gaming with Purpose, a program

that focuses on well-paying 3-D animation, storyboarding, and gaming trades; and YouthBuild's Green Building training program which offers union pre-apprenticeships building green ADUs.

- As part of the event, San Diego Futures Foundation suggested hosting a resource scavenger hunt exploring several different pathways where participants can win Prizes. This may help support youth who are nervous about approaching adults who are a part of the event.
- DETOUR suggested that the Promise Zone host a Youth Focus Group to hear directly from Youth on what they are struggling with and what they would like to see at the event.
- The Promise Zone agreed to host and facilitate this conversation and will follow up with details with Partners to distribute to potential participants.

San Diego Promise Zone Partner Financial Assistance Program

Promise Zone Partner Financial Assistance Q1 Reporting Summary:

- On September 30, awardees were invited to a meeting with Cal Coast so that they had an opportunity to meet Sylvia as the new liaison to the Promise Zone. That same day, 8 out of 9 Awards submitted their Q1 Report, with one delayed due to a minor amendment.
- All working groups will receive an overview of the progress of the projects being completed. A little over \$20,000 has been spent of the \$120,000 awarded.

DETOUR

- In August, 16 high-school ambassadors and 3 SDSU College Ambassadors were selected. Orientation, training, and team-building activities began on August 15th. Ambassadors assisted in the interviewing process for applicants in the 2022-23 Leadership Academy. The ambassadors have roles within the Leadership Academy where they are working with 25 girls on a weekly basis. DETOUR has also met with California Coast Credit Union regarding partnership and workshops. \$2,650 of the awarded \$14,000 has been spent on Youth Stipends and DISC Assessments for the Ambassadors.

Leah's Pantry (Barrio Botany)

- For this reporting period, Leah's Pantry was able to provide at least 50 hours of garden maintenance for each of the school gardens through shared staffing and volunteer coordination. Volunteers spent an estimated 120 hours assisting with garden maintenance. Schools include Perkins K-8, Sherman Elementary, Horton Elementary, Rodriguez Elementary, and Kimbrough Elementary.
- Leah's Pantry worked with 100 food-insecure families in planting and maintaining edible and habitat plants in their backyards. Leah's Pantry is also working on creating a resource bank of Spanish language educational materials and videos about home gardening topics.
- \$1,408 of the awarded \$14,000 has been spent on Personnel costs a Garden Educator and core operating costs.

Logan Heights CDC

- For this reporting period, Logan Heights CDC utilized the months of June and July to strategize and plan for the upcoming quarter's workshops. Logan Heights CDC will be modifying the engagement plan to add two workshop deliveries monthly with an expected overall monthly participation to be 25 attendees. Logan Heights CDC will begin to host a variety of workshops to target specific populations within the Promise Zone including, but not limited to, adults, elderly, at-risk youth, justice-involved youth, and also onboarding a trauma-informed financial resilience curriculum.
- \$1,511 of the awarded \$10,500 has been spent on personnel costs and fringe benefits for the Career Financial Advancement Center staff, Program Manager, and two Counselors.

Outdoor Outreach

- For this reporting period, Outdoor Outreach through its Pipeline to Nature: Outdoor Education Workforce Development Project successfully trained and employed 5 youth from park deficient and marginalized communities within San Diego. The 5 Outdoor Educators have led 73 adventure-based programs, reaching nearly 400 youth across San Diego.
- \$8,847 of the awarded \$14,000 has been spent on Opportunity Youth Wages, Education and Training Costs, and Program Costs.

Project New Village

- For this reporting period, Project New Village has met some of its fundraising goals. The first goal is to fundraise \$150,000 to launch the new Mobile Farmer's Market at three Promise Zone locations. Through the work of the grant writer, Project New Village was awarded \$192,000 by the UC San Diego, Center for Community Health, Advancing Health Literacy Project. The second goal of raising \$100,000 for predevelopment costs for the Community Food Hub is on its way.
- The third goal is to raise \$100,000 for land debt repayment. A \$200,000 grant was awarded to Project New Village to repay the land debt for the Mt. Hope Community Garden, the future site of The Village community food hub. An anonymous donor made a \$300,000 donation to Project New Village after Diane Moss made a presentation about the Community Food Hub at an event coordinated and publicized by the communications consultant. \$5,670 of the awarded \$13,650 has been spent on personnel costs for one grant writer and one communications consultant.

San Diego Futures Foundation

- For this reporting period, San Diego Futures Foundation hosted 5 pop-up connectivity hubs at local events throughout the City. San Diego Futures Foundation partnered with San Ysidro Middle School, Malcolm X Library, Hoover High School, Park De La Cruz Recreation Center, and Sherman Heights Community Center.
- San Diego Futures Foundation identity that both staff the pop-up events and timing of the events has been an issue. The lack of proper logo/signs has also been a challenge for San Diego Futures Foundation.

- San Diego Futures Foundation has not spent any of the money awarded in this quarter. The Program Manager has expressed that they will be using a lot of the awarded amount in the next quarter.

San Diego Habitat For Humanity

- For this reporting period, San Diego Habitat for Humanity has conducted outreach throughout the Promise Zone by networking and engagement of community partners. Through these efforts, we have identified and qualified two of the three homeowners. Home repair construction will begin at 720 Beardsley Street in October 2022. The second qualifying home is located at 5229 Roswell Street and repairs are slated to begin between mid-November to mid-December, 2022. The homeowners at these locations earn 40% AMI and 45% AMI respectively. A third home has been identified and is being assessed for scope of work details and homeowner qualification in the coming months. San Diego Habitat For Humanity has not spent any of the awarded money this quarter. The repairs on the identified homes began in October and November, money is expected to be used in the next quarter.

San Diego Parks Foundation

- For this reporting period, the San Diego Parks Foundation had its first cohort of Park Ambassadors. There were 44 youths that took part in the program, with 17 youth graduated from the Park Ambassador Program and 22 youth are still active. Out of the 22 youth that are active, 7 of them are from communities within the Promise Zone.
- \$2,217 of the awarded \$13,300 has been spent on workshops, experiences, facilities rental, and graduation event.

Wrap Up and Adjourn

- Co-Chairs thanked Partners for attending the meeting and invited Partners to submit feedback to the [anonymous digital comment box](#).

Next Meeting

Wednesday, November 16th, 2022 | 1:00 – 2:00 PM

Via Zoom | (Meeting ID: 160 198 7510)