



The City of



Economic Development

MEETING NOTES

San Diego Promise Zone

Housing Affordability Meeting Minutes

Thursday, August 24, 2023 | 2:30 - 4:00 PM | Via [Zoom](#) | Meeting ID: 161 915 3978

Working Group Goal / Increase access to quality affordable housing in the SDPZ.

In Attendance

California Coast Credit Union, City of San Diego – Council District 4, City of San Diego – Economic Development Department, Communities for Global Sustainability (C4GS), ICF, Legal Aid Society San Diego, MAAC Project, Office of Mayor Todd Gloria, San Diego Housing Commission, U.S. Department of Housing & Urban Development, Yes, in God's Backyard (YIGBY)

Meeting Notes

Welcome & Introductions

- Co-chair welcomed partners and reviewed the August 2023 agenda.

Partner Updates & Announcements

- *West Coast Net Zero Homes* shared the zero-energy, and carbon-free homes they are currently designing. [Learn more here.](#)
- SANDAG is currently seeking public input on [the Future of Transportation in Every Part of the Region.](#)

Staff Updates

- The Promise Zone Team introduced new VISTA's Alaysja Clark, Bryan Villegas, and Nathaniel Hillman
- Partners are welcome to submit their events using this [submission form](#) to have their events displayed on the [Promise Zone Event Calendar](#)
- The [August edition](#) of the Promise Zone Newsletter was published, and the team invites partners to participate in the member spotlight and [nominate a community member](#).

Guest Speakers & Presentations

Objective 1 / Create and preserve affordable housing in the Promise Zone.

→ Priority: Monitor progress and track data

Bridge to Home & NOFA Program Update

+ Monica Hardman, EDD — City of San Diego, MHardman@sandiego.gov

[Click here to review NOFA presentation slides](#)

Call(s) to Action:

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

1. Consider applying to RFQ if small/emerging developer (due September 22, 2023 and
2. Make a commitment to share the information for those in your network who are affordable housing developers or service providers

- Bridge to Home notice of funding availability is now in round three and is incentivizing developers to have on-site childcare in newly constructed housing facilities, but the funding for that would have to come from another source.
- Goals of NOFA
 - Increase and preserve affordable housing stock \leq 80% AMI
 - Assist persons experiencing or at risk of homelessness
 - Maximize quality unit production with limited resources
 - Leverage City resources with other funding sources
 - Revitalize neighborhoods and catalyze neighborhood improvement
 - Invest in neighborhood amenities, provide positive economic impact
 - Continue to implement current incentive programs
 - Focus housing in areas well served by transit
 - Support opportunities for affordable onsite childcare
- City of San Diego staff further shared that the purpose of the NOFA program is to increase and preserve housing stock in high resource areas (near employment centers, transit corridors, and shopping centers).
- The focus of this program is to help people at risk for or are currently experiencing homelessness.
- City of San Diego staff also shared that they are interested in vacant lots, dilapidated buildings, blight, to be able to find ways revitalize communities.
- Housing projects will score higher if they are located in the San Diego Promise Zone or an opportunity zone.
- A little more than \$20 million of [funds are available](#).
- Questions are due by September 1, and applications are due by October 6. Please be aware that no late submittals will be accepted.

Guest Speaker / Mayor's Office Representative

+ Chris Ackerman-Avila, Mayor's Office — City of San Diego, CAckermanAvi@sandiego.gov

[Click here to review the Housing Action Package 2.0](#)

Call to Action: TBA

- The Mayor is working on his second housing action package-to address the following:
 - Eliminating parking requirements within half a mile of public transit.
 - Require displaced households to be relocated to high-opportunity areas with schools and good employment opportunities.
 - Looking for ways to incentivize the construction of single-occupancy homes, which can be used to help curb homelessness.
 - Student housing incentives are being considered to complement efforts from SDSU and UCSD to address the student housing crisis. The municipal code doesn't have a category for student housing, so that category is being created.

- Finding ways to incentivize the development of unused public land, underutilized malls into affordable housing units.
- Finally, to address environmental justice in the Promise Zone, harmful-use facilities such as scrap yards, wrecking yards, and recycling facilities will be transitioned over a 15-year period, with the objective of using that space to develop housing in the Promise Zone. Approximately a dozen businesses have been identified as suitable for the transition.
- The next steps as heard from the Planning Committee is to take it to the Land Use Committee and then the City Council for approval.

Q&A

Q1: Is it necessary to end one incentive for micro housing to fund the 3-bedroom incentive? Given the depth of the housing crisis, should we not be offering both? Our least expensive housing is those built in partnership with active developers.

A1: That's a good question. Ideally, we would want to be offering both, but the City collects this money to provide parks, fix roads, fund fire departments and public libraries, so we want to be specific about which homes we offer incentives to. What we need is family homes, for families with children, or grandparents. Ultimately, we need to be selective about which types of homes we incentivize.

Q2: Is it possible to incorporate the environmental justice item that is already complete? And what incentives are you providing to address environmental concerns?

A2: We want to see what it would look like to convert these businesses along the Orange Line trolley, into public spaces to build parks, and housing.

Guest Speaker / Communities for Global Sustainability (C4GS-Zedlife)

+ Adria Fox, Managing Principal, C4GS, afox@c4gs.org

+ Stephen Groce, VP of Strategic Partnerships, C4GS, sgroce@c4gs.org

+ Mailon Rivera, Co-founder, Director of Operations & Culture, C4GS, mrivera@c4gs.org

Click here to review current C4GS [projects](#)

Call to Action: TBA

- [EPIC Challenge](#) (California Energy Commission Grant for the Mt. Hope community)
 - "The purpose of this solicitation is to fund a design-build competition that will challenge multi-disciplinary project teams to design and build a mixed-use development – using cutting-edge energy technologies, tools and construction practices - that is affordable, equitable, emissions-free and resilient to climate change impacts and extreme weather events."
 - The challenge: 94% of this design-build will be off-grid to help promote healthier modes of transportation including, walking, and EV car alternatives to reduce car congestion on the public streets.

- This housing facility will feature 2–3-bedroom rentals for low-income residents.
- The state-of-the-art ecovillage will include:
 - 5 long pavilions for communal use
 - Shared rooftop green space
 - Communal gardens
 - Less energy intensive appliances, technology, and windows
 - Sustainable built-in furniture for affordability
 - All residents will have access to a rideshare program for accessibility and efficient transportation
 - Charging stations and removeable wall batteries for bicycles, and scooters
 - EV charging stations and in-complex parking to declutter sidewalks and streets
 - Local artwork to beautify the space
- These prefabricated units are solar powered and designed with a \$0 energy bill in mind.
- A portion of the development will be student housing, where C4GS will host workshops on green construction.
- The San Diego Green Building Council will support workforce engagement for residents interested in green industry.
- This housing development incorporates 95% of the City housing policies discussed in the Housing 2.0.
- HUD shared some [funding available](#) for retrofitting green housing and making housing more climate resilient.

Q&A

“We consider ourselves the disruptively inclusive developers- we take input from the community. We design around what the community wants. While healing the earth, we can build housing. We need housing, but we can build sustainable housing.”

-- C4GS

Q1: What do your timelines look like, and what challenges do you have?

A1: Right now, we’re in the land-acquisition phase, and our goal is going in to build by the end of next year. It should then be completed within a year or so. As for challenges, our unique housing model presents a new look at building codes, so getting those in sync was a unique challenge.

Q2: Are these rentals or for purchase?

A2: Right now, this model is intended for renting, but we have other models in development.

- ★ **Fun fact:** San Diego drivers located near the development drive an average of 20k miles per year
- ★ **Fun fact:** This ecovillage will have the lowest embodied carbon footprint in the US for a sustainable development housing build.

Objective II / Support renters, first-time homebuyers, and people without housing In the Promise Zone.

Review of Housing Resources Trifold & Distribution

SDPZ Staff

- SDPZ gauged the applicability of the Housing Affordability trifold on homelessness.
- The goal of this resource is to help San Diegans facing homelessness and provide resources for community members interested supporting their community, the Promise Zone team is working on modes of distribution, both digital and print to share throughout the Promise Zone, and the San Diego community.
- SDPZ staff also announced that the trifold will be available for download and distribution on their [website](#) by September.
- A limited number of print trifolds will be available for pick-up for partners interested in physical collateral once EDD approves the request.

Other Announcements

HUD Technical Assistance Update

Danette Martin, U.S. Department of Housing and Urban Development (H.U.D.),

Danette.N.Martin@hud.gov

- Danette from the Department of Housing and Urban Development gave a brief overview of the Technical Assistance the San Diego Promise Zone has been receiving from ICF, a strategic consulting and communications firm.
- Kerrie Tyndall from ICF also introduced herself to the working group, the San Diego Promise Zone's main point of contact for the Technical Assistance.
- Details of the Technical Assistance include:
 - ~ 40 hours of one-on-one support from ICF to support the Housing Affordability working group capacity-building strategy and workplan.

Wrap Up and Adjourn

- The co-chair thanked those who attended the meeting and encouraged them to leave any feedback through the [Digital Comment Box](#).

Next Meeting

Thursday, September 14, 2023 | 2:30 – 4:00 PM | Via [Zoom](#) | Meeting ID: 161 915 3978