



The City of



Economic Development

MEETING NOTES

San Diego Promise Zone

Housing Affordability Meeting Minutes

Thursday, November 09, 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 (Sylvia Ramirez), **City of San Diego** (Amber Weber, Melissa Elder, Roosevelt Williams, Nathaniel Hillman, Alaysja Clark, Bryan Villegas, Ian Hembree, Eric Henson), **Communities for Global Sustainability** (Steph Groce, Adria Fox), **Funders Together to End Homelessness** (Amy Denhart), **National Association of Real Estate Brokers** (Clinton James), **San Diego Housing Commission** (Jon Rios), **Social Advocates for Youth (SAY) San Diego** (Marsha Lyon), **U.S. Department of Housing & Urban Development** (Danette Martin)

Meeting Notes

Welcome & Introductions

- Co-chair welcomed partners and reviewed the November 2023 agenda

Promise Zone & Staff Updates

- The Promise Zone team introduced two new members.
- Amber Joy Webber is joining as the new Promise Zone Program Manager.
- Ian Hembree is joining as the new Civic Engagement VISTA.
- The Promise Zone team still has a few openings. Two internships and the second Grants & Research Associate VISTA position are available. Reach out to Melissa Elder (MElder@sandiego.gov) for more information.
- Announced the winners of last month's San Diego Promise Zone Partner Financial Assistance: 9 CBOs were awarded a total of \$70.5K.
- Working Group Updates
- Economic Activity: Worked on developing organizational context, reviewed data from the logic model and the all-partner meeting, and conducted some action planning for 2024.
- Healthy Communities: Worked on group priorities and tactics. Continuing this discussion on Thursday, November 16th.
- Jobs and Education: The group decided on 3 tactics to focus on: asset mapping workforce and education programs for youth, preparing youth for any career, and career exploration. The 2nd Annual Your Future, now: A Youth-Led Career Expo is scheduled for Thursday March 14th, 2024, from 10am to 2pm.

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

All Partner Meeting Review:

- Last month the Promise Zone hosted the All-Partner meeting to gain insight and consensus from the group on what collective action can be taken with the Promise Zone designation to advance the stated goals.
- [Link to Collective Impact Jamboard](#)
- Commentary
 - Regarding multi-unit properties for seniors or veterans: there should be social services on site. If there are multiple stories in the project some first story space should be dedicated for social services or retail, not residential units.
 - The group discussed what should be defined as affordable housing. Should it only be low-income renters, or should it include housing for moderate income and prospective buyers as well?

Housing Affordability Indicator Data Review and Priority Identification:

- The Economic Development Department recently met with a consultant at ICF who encouraged the team to standardize goals, objectives, and tactics across the department, including the Promise Zone.
- The team shared some data from indicators related to this working group's progress:
 - NOTE: the data shared during the meeting was re-evaluated and deemed to be incorrect due to a formula error in the logic model excel sheet. The corrected data will be attached to these minutes.
- Guiding Questions:
 - What does the data show – does anyone see anything missing?
 - Reflect on what seems to be trending well, what do we want to add or make progress on?
 - What was most surprising/inspiring?
 - What do you make of this data?
 - Think about the goals your organization is working toward and what your particular role supports. How strong of a connection do you see the goals of Housing Affordability with your own organization's goals?
 - What would be a realistic and obtainable goals/activities this working group could collaborate on to advance the quality of lives of PZ residents?
 - What should we prioritize this year and building momentum for the next couple years?
- The group then split into breakout rooms to discuss the data using jamboard.
 - Room 1 discussed [tactics for creating new, ecofriendly, affordable and mixed-income residential units along transit corridors](#).
 - Major takeaways include potentially implementing community-based housing solutions such as land trusts and limited equity cooperative housing. The group also discussed engaging the community at-large in defining what objective criteria would determine what is affordable and ecofriendly.

- Room 2 discussed tactics for preserving existing affordable housing in the promise zone through capital improvement projects.
 - Major takeaways include creating cultural importance relating to the preservation of affordable housing, as well as engaging landlords on potentially maintaining their property's affordable status.
- Room 3 discussed tactics for helping households with low to moderate incomes becoming first-time homebuyers.
 - Major takeaways include connecting to counseling programs to leverage resources and education for low to moderate income homebuyers. The group also discussed creating shorter form educational materials such as factsheets and videos as a strategy to reach more people with this information. A final strategy was to make sure this information would be accessible to the most amount of people by including it in different languages.

Meeting Conclusion

- Based on the discussion in the meeting it was determined that holding 2 sub-group meetings addressing the goals of the 2024 Action Plan would be important for giving feedback and driving further discussion.
 - The first sub-group meeting addressing the "create new, ecofriendly, affordable and mixed-income residential units along transit corridors" objective will be held in early December. If you want to get involved in this sub group, please let us know and use this [link](#) to provide feedback on a time.
 - The second sub-group meeting addressing the "administer loans, grants and other mechanisms to help households with low to moderate incomes become first-time homebuyers" objective will also be held in early December. Here is the [link](#) to provide feedback on a time.

Next Steps & Adjourn

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

Next Meeting

Wednesday, January 24, 2023 | 10:00 – 11:30 AM | Via Zoom

Via Zoom ([Link to Sign Up](#)) | (Meeting ID: 160 869 8761)