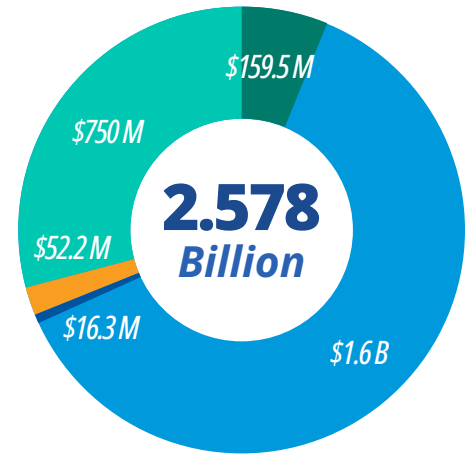


Investments Summary

PromiseZone | Fiscal Years 2017 to 2024

In June 2016, the [San Diego Promise Zone](#) (SDPZ) became one of 22 federally designated Promise Zones in the United States and one of only four in California. The SDPZ covers 6.4 contiguous square miles from East Village and Barrio Logan to Logan Heights, Southcrest, and Encanto planning areas. More than 80,000 San Diegans live in the SDPZ, an area historically burdened by high concentrated poverty and unemployment.

Below is a snapshot of citywide investments in the SDPZ since July 2016, alongside each of the SDPZ goal areas they contribute to. These investments were based on priorities guided by, and in partnership with, organizations and communities within the SDPZ.



- **Economic Activity and Job Creation**
- **Quality Affordable Housing**
- **Healthcare & Healthy Communities**
- **Educational Opportunities**
- **Safety**

Increasing Economic Activity and Creating Jobs: \$1.6 Billion

Registered Small Businesses: 2,550 and rising

- Over 2,550 small businesses and street vendors are actively registered with the City of San Diego Office of the Treasurer, together they employ over 11,550 people. More than half were established in or after 2016.
- 90% of area businesses (2,305) have 12 employees or fewer; 84% (2,146) have 5 employees or fewer.
- About one-third of area businesses are home-based (991).

Direct Funding to Strengthen Small Businesses and Nonprofits:

- \$45.5 million in direct assistance to small businesses and nonprofit programs that strengthen and catalyze small businesses, entrepreneurs, and workforce development.
- Over 1,000 area small businesses and nonprofits benefited directly from this investment.
- Over 37,700 low- and moderate-income residents have been assisted by area nonprofit programs.

Tourism and Accommodation Revenues from Area Establishments:

- \$66.1 million in Transient Occupancy Tax (TOT) revenues were generated for the City's General Fund. An additional \$12.2 million in Tourism Marketing District (TMD) revenues were generated by area hotels with 70 rooms or more.

Public Infrastructure Projects:

- Capital Improvement Project (CIP) investments totaled \$773.2 million. From Public Utilities and Transportation to Parks and Recreation, capital infrastructure ensures the necessary foundations for economic growth, productivity, and quality of

life. This includes over 1,260 CIP and right-of-way (ROW) projects. An additional \$3 million went to General Services maintenance.

- \$21.1 million in CDBG funds went to improve 36 neighborhood spaces like the Coral Gate Playground and JFK Neighborhood, and nonprofit operated public facilities like Family Health Centers of San Diego and Access Youth Academy.

Private Investment:

- Over 1,300 permits were issued to private parties for building and combination building projects. Private projects complement City capital improvement projects (CIPs) for the public benefit, and often indicate increased economic activity in the area.

Public-Private Partnership Projects: Valencia Business Park and San Diego Energy Equity Campus

- A project site 4.33 acres in size has been purchased for \$1.2 million at the intersection of Stevens Way and Imperial Avenue. The Campus is envisioned as a 65,000 square foot office-industrial campus of "green" energy buildings for education, community, and work. The project is expected to create 72 new, full-time jobs for at least 51% low- and moderate-income (LMI) resident workers.

City-supported Childcare

- The City of San Diego plans to roll out its Pre-Kinder Camps and Measure H Licensed Childcare programs at priority area Recreation Centers, including Encanto, Memorial, Skyline, Southcrest, and Stockton. Programs will be geared toward infant/toddlers, pre-K, and/or school age children under 12 years old.

Employ & Empower Internships

- Over 90 residents from Promise Zone ZIP Codes (92101, 92102, 92113, 92114) have been onboarded as paid interns with the City of San Diego through its Employ & Empower Program since July 2022.



Photo courtesy of San Diego Food System Alliance
www.sdjsa.org

Offering Access to Quality Affordable Housing: \$159.5 Million

Direct Funds to Create New Affordable Housing Units: \$87.5 million

- \$74.5 million in direct funds have been awarded through the City's flagship Bridge to Home program to create 3,711 new affordable housing units in the area by 2028, including 877 permanent supportive housing (PSH) units. That's about 14% of total City funds earmarked for affordable housing projects citywide.
- Through the Affordable Housing Revolving Loan Fund, another \$13 million in direct funds went to rehabilitate 367 rental units for extremely low income and housing insecure residents, including Promise Zone residents.

Direct Funds Committed to Support Low and Moderate Income (LMI) Renters, Homeowners, and First-time Homebuyers \$72 Million

- Over 2,500 low- and moderate-income (LMI) renters, homeowners, and first-time homebuyers received fair and affordable housing legal services, rental assistance, home repairs, down-payments, and more. In 2024, LMI residents may be eligible for eviction prevention assistance.

Creating a Priority of Safety: \$750 Million

Improvements to Transportation, Public Utilities, and Water Infrastructure: Over \$750 million

- Investments in public utilities, water, stormwater, fire and police, and transportation ensure that critical area infrastructure like the 65th & Herring Pump Station and area stormwater drains are functioning properly. Since 2017 it has also facilitated:
 - 15 miles of public utilities moved underground; about the distance of Encanto to Imperial Beach;
 - over 2 miles of sidewalk repaired: roughly the length of 35 trips around the diamond at Petco Park;
 - over 142 miles of street repairs: a stretch longer than the drive from San Diego to Los Angeles.

Get It Done Cases Remediated: Over 17,000

- Of all area cases reported via the Get It Done app since 2016, 89.2% of reported area potholes were remediated within 30 days, as were 63.2% of sidewalk or pavement issues and 54% of traffic lights, signals, and sign malfunctions – demonstrating a commitment to keeping streets, traffic infrastructure, and sidewalks safe and operational.

Community and Neighborhood-Building Events

- Over 50 neighborhood and parks-based events are celebrated in the San Diego Promise Zone each year, including summertime specials like the Parks After Dark series. Events and community outings strengthen the social fabric of neighborhoods and communities, generate economic activity for small businesses, and help turn spaces into places that celebrate unique cultures and histories.



Developing Educational Opportunities: \$16.3 Million

Area Library Patrons Served: 6.4 million and growing

- Area residents are serviced by four City-operated Library branches: Logan Heights, Mountain View, Malcolm X, and Central. Patrons of all ages can access free Wifi, use computers, attend educational and job-readiness programs, receive a free summertime lunch (youth only), and get help with homework, resume writing, or college prep. They can join a reading club or an Idea Lab like the Teen Idea Lab at Malcolm X.

Capital Improvements to Library Facilities: \$4.6 million

- The four City-operated Library branches that service area residents received facility improvements and general services maintenance.

Direct Funds to Area Community Colleges and Vocational Education: \$11.7 million

- Through grants and partnerships, the Economic Development Department has expanded the capacities of universities, colleges, technical schools, and vocational training programs to provide the skills and technical assistance students and community members need to start and grow their business, acquire new job skills, and build pathways to sustainable careers. Over 3,500 low- and moderate-income area residents have benefited directly from educational programs since 2016.



Providing Healthcare & Healthy Communities: \$52.2 Million

Investments to Improve Area Parks, Recreation Centers, and Bikeways: Over \$24.7 million

- Over 30 area parks, pocket parks, recreation centers, teen and senior centers, sports courts, playgrounds, and trails received upgrades and expansions to infrastructure and programming since 2017. City parks and recreation centers are hubs for no-cost or low-cost classes and health facilities, serving tens of thousands of low- and moderate-income families and residents each year.
- 28 miles of new area bikeway is fully functional: about the distance of San Ysidro to Miramar College. Another 10 miles of area bikeway are expected in the coming years.

Direct Funds to Support Neighborhood Health Services, Food Distribution, and Assistance: \$27.5 million

- Over 40 community-based health facilities and nonprofits providing low-cost or no-cost health services, food distribution, emergency provisions, counseling, interim shelter, social services navigation, and other types of assistance implemented programs that reached over 44,000 low-income and at-risk residents since 2017.
- At least 15 new urban farms and community gardens were established, making fresh and healthy produce available to area residents.

Get It Done Cases Remediated: Over 73,500

- Of all area cases reported via the Get It Done app since 2016, 92.7% of illegal dumping cases were remediated within 30 days, as were 90.4% of missed collection and 55.8% of graffiti removal cases - demonstrating a commitment to keeping public spaces clean, safe, and hygienic.

Tree Cover: 11,900 Trees and planting

- Keeping public areas shaded by trees is an effective way to control temperatures in the public right-of-way, reduce the effects of pollution, beautify and diversify neighborhood ecosystems, and improve area quality of life. About 5% of citywide tree installs since 2001 have happened in this area, with majority plantings in Council District 4 (59%) and District 8 (25%).