



The City of



# Economic Development

## MEETING NOTES

### San Diego Promise Zone

#### Joint Economic Activity Healthy Communities Meeting Notes

Wednesday, March 13 | 10:00 AM – 11:30 AM

**Economic Activity Goal:** Increase and improve access to capital, promote e-commerce systems, market neighborhoods, and improve infrastructure

**Healthy Communities Goal:** Promote access to healthy food, healthcare, and active living

#### In Attendance:

**Alliance Small Business Development Center** (Wesley Quach), **CalCoast Credit Union** (Sylvia Ramirez), **Champions for Health** (Joe Fisketti), **City of San Diego** (John Ide, Brian Widener, Olivia Mabee, Rhea Aguinaldo), **County of San Diego** (Hugo Salgado, Meghan Murphy, Alondra Estrada), **Groundwork San Diego** (Brian Midkiff), **Jacobs Center** (Mauri Hamilton), **International Rescue Committee** (Irene Bwayo), **Kate Session Commitment** (Anne Fege), **mohuman** (Danielle Stephen), **Project New Village** (Diane Moss, Izzy Rosado), **Tree San Diego** (James Berry), **Urban Collaborative Project CDC** (Alix Aceituno, Carmina Paz), Yajzel Velazquez, Felix Lopez, Edith Hernandez, **Logan Heights CDC** (William Burties), Ayad Youkhana, **U.S House of Representative Juan Vargas** (Genieve Fong), Jonathan Salgado, Jean-huy Tran, Chelsea Klaseus, Diana Brunson, Lan Nguyen, Ayad Youkhana, Prince Graham, Brandon Napoli

#### Meeting Notes:

##### Welcome, Introductions, and Agenda Review:

- Co-chairs welcomed partners, reviewed the agenda, and led a culture share activity.
- The team is looking to hire an additional [intern](#). We are also starting to [recruit for VISTA members](#) starting in the summer.
- [Equity Forward: Environmental Justice Element | City of San Diego Official Website](#)
- Sustainability & Mobility Department is hosting public feedback sessions on the draft [Mobility Master Plan](#). Outreach began on Monday and will continue through March, with **one virtual meeting on Thursday, April 4, 2024**, for those who are unable to attend any of the in-person events.
  - Thursday, March 14, 3:30-5:30pm: [City Heights/Weingart Library](#)
  - Monday, March 18, 3:30-5:30pm: [Valencia Park/Malcolm X Library](#)
  - Wednesday, March 20, 2:00-4:00pm: [Rancho Bernardo Library](#)
  - Thursday, March 21, 3:30-5:30pm: [Mira Mesa Library](#)
  - Tuesday, March 26, 2:00-4:00pm: [Linda Vista Library](#)
  - Wednesday, March 27, 10:30am-12:30pm: [Pacific Beach/ Taylor Library](#)
  - Thursday, April 4, 6:00-7:00 pm: Virtual Open House on [Zoom](#)
- Upcoming working group meetings and VISTA contact information:

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

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

- Housing Affordability: Wednesday, March 27, 10am-11:30am via Zoom. Ian Hembree, [IHembree@sandiego.gov](mailto:IHembree@sandiego.gov)
- Jobs & Education: Wednesday, April 3, 10am-11:30am via Zoom.

Partner Announcements:

- UCP: Transportation Expo is being held April 6 at Gompers Preparatory Academy.
  - Link for flood support:  
[https://docs.google.com/document/d/1RhrSLG\\_XY8zz0r1kk49q5X1fVQe8hMAa/e/dit?usp=sharing&oid=108169544002408687414&rtpof=true&sd=true](https://docs.google.com/document/d/1RhrSLG_XY8zz0r1kk49q5X1fVQe8hMAa/e/dit?usp=sharing&oid=108169544002408687414&rtpof=true&sd=true)
- Cal Coast:
  - [Foster Student Scholarship](#) due 4/15
  - [High School Students Scholarship](#)
- Groundwork San Diego: Partnering with Mt Hope for an [Earth Day Fair](#), April 27 10am-2pm
- Jacob's Center: 2 upcoming workshops:
  - 1st: Financial Wellness workshop w/Cal Coast at Jacob's Center March 14 at 5:30pm. Will have these throughout the spring.
- Councilman Vargas's Office: March 1: opened FEMA Disaster Recovery Center (DRC) at Mountain View Recreation Center - 641 South Boundary Street, San Diego, CA 92113
- Elevate: SBDC Small Business Conference: for a power-packed day of networking, learning, and inspiration! March 20
- San Diego Housing Commission: Drone certification program offered to young adults
  - 8-week program: May 6 – June 15
- Logan Heights CDC:
  - March 21 Small Business Resource Fair at Logan Heights Library
  - March 19 First-time Homebuyer Workshop at Logan Heights CDC

Presentation Information to follow:

City of San Diego Transportation Department-Canopy Trees for Communities:  
John Ide & Olivia Mabee, City of San Diego

Tree San Diego Treejectory+:  
James Berry, Tree San Diego

Urban Collaborative Project-Resident Leadership Academy:  
Carmina Paz, Urban Collaborative Project

City of San Diego Economic Development Department- Maintenance Assessment District:  
Rhea Aguinaldo, City of San Diego

**Meeting Conclusion:**

- **Meeting day for next month:**
- Healthy Communities: Thursday, April 11, 2024 10:00am-11:30am

- Economic Activity: Wednesday, April 17, 2024 10:00am-11:30am
- Digital Comment Box: <https://us16.list-manage.com/survey?u=e913b9d30ca18b3436360cf47&id=62c8f5dc2f>





# TREEJECTORY+

## PROJECT PARTNERS:







# Our Mission

Tree San Diego is a nonprofit dedicated to enhancing the quality, density, and sustainability of the region's urban forests for the benefit of all communities and the environment.

## ***Quantity***

Increasing the percentage of urban forests

## ***Density***

Increasing the tree canopy coverage that provides us with shade

## ***Quality***

The right trees, in the right places, with the right care





# CHALLENGES SAN DIEGO FACES...

- Mitigating urban heat (UHIs)
- Cleaning polluted air
- Sequestering carbon and other greenhouse gases
- Expanding access to urban green space
- Increasing and protecting biodiversity
- Reducing energy burden
- Environmental Justice

**SOLUTION: TREES + UF WORKFORCE**





# Addressing Community Needs



## Tree Planting & Mapping

Branch Out San Diego  
SD Regional Plan & Plant  
Tree Advantage



## Community Resilience

Outreach and Education  
Leafing Our Legacy  
Trejuvenation



## Workforce Development & Training

Treejectory+  
Tree Stewards  
Tree Treks



# Treejectory+ Objectives



## Graduate 150 Candidates In 3 Years

50 cohort candidates per year (DAC + LI)

150 trees to be planted

5 community partners engaged



## Cultivate Training

Create access to green jobs

Support networking activities

Exposure and experience with UF careers



## Job Placement

Connect candidates with industry professionals

Strengthen soft skills

Provide informational interviews





# Treejectory+ Curriculum



## ALL ABOUT TREES

- Introduction to the Urban Forestry Sector
- Benefits of Trees, Site Analysis, Pests & Diseases
- Native Trees & Environmental Justice
- Wood Reused, Reclaimed & Recycled

## TECHNOLOGY

- Inventory & GIS in Urban Forestry
- Drones & Photogrammetry in Urban Forestry

## PROFESSIONAL SKILLS

- Introduction to Tree Corps & Soft Skills
- Eco Initiative Tree Planting
- Admission to Industry Conference/Event





# Skills Acquired via Paid Training

Treejectory+ provides \$18/hour for up to 30 hours of training for residents in priority population zones.



## Tree Maintenance

- Proper watering, planting, & tree care techniques
- Identification of pests & diseases
- Short- & long-term pruning



## Inventories, GIS and Remote Sensing

- GIS software to map, inventory, & document urban forests
- iTree software to calculate GHGs
- Drone technology utilization in urban forestry



## Tree Planting and Native Trees

- Cultural & environmental importance of native plant species
- Tree biology and geographical & growing conditions suitability
- Site analysis & best planting practices



# Recent Program Milestones

Our local urban forest and the urban forestry industry are in need of support.

- Graduated 7 cohorts; 125 candidates
- Job placement of new candidates
- Bolstering local urban forestry workforce
- Planting trees in UHI areas
- Expanded field days to include hands-on training with state-of-the-art technology







“

Such an incredible, experiential and comprehensive introduction to the Urban Forestry sector! I learned how there are opportunities for many different skill sets and work preferences. A great way to explore how we can contribute to taking care of Mother Earth.

”



# Beyond Treejectory: Plan & Plant Project (IRA)

## Expanded workforce development with holistic approach

- **Three pillars: People + Plan + Plant**

- SD Regional Urban Forestry Master Plan (planning)
  - Multi-stakeholder engagement
  - CAP initiative evaluation and inclusion
- Treejectory (workforce development)
  - Paid training
  - Virtual and in-person instruction
- Branch Out San Diego (planting)
  - Tree planting and distribution
  - Tree Steward education







# Learn About Treejectory+

Visit the Program Website and Learn How to Apply:

[www.treesandiego.org/treejectory](http://www.treesandiego.org/treejectory)  
(or use QR code)

Connect with us:

- ✉ [info@treesandiego.org](mailto:info@treesandiego.org)
- ✉ [dbradley@treesandiego.org](mailto:dbradley@treesandiego.org)
- ✉ [tvivona@treesandiego.org](mailto:tvivona@treesandiego.org)
- 📷 [@tree.sandiego](https://www.instagram.com/tree.sandiego)
- 🌐 [treesandiego.org](http://treesandiego.org)







Urban Collaborative Project CDC

# Resident Leadership Academy Recap 2023

San Diego Promise Zone  
Joint Economic Activity &  
Healthy Communities Meeting  
3/13/2024



## Our RLA Mission

**Cultivate the capacity of residents as leaders, organizers, and advocates for trees in Southeast San Diego.**



# Meet the RLA Team



Oscar Suarez

- Emerald Hills resident
- **Why did you join the RLA?** *To learn about tree planting in the community and improving the environment.*



Jocelyn Suarez

- Emerald Hills resident
- De Portola student
- **Why did you join the RLA?** *To try something new and learn more about trees.*



Eniola Odunuga

- Valencia Park resident
- Gompers student
- **Why did you join the RLA?** *As someone who participated in the RLA, I see it as a great opportunity to involve community members while also learning how to make an impact in my community.*



Joshua Odunuga

- Valencia Park resident
- Gompers student
- **Why did you join the RLA?** *To be more involved in my community, plant trees and learn about what I can do to make my community better.*



Laura Benavidez

- Oak Park resident
- **Why did you join the RLA?** *I love trees and would like to see more in my community.*



Anisah Enciso

- Bonita resident
- Tree Advocate with Kate Sessions Commitment
- **Why did you join the RLA?** *I wanted to participate to have a better understanding of the community's needs in regards to trees and health.*



# Planning the CIP



2

Learned about the relationship between health, climate action, and trees.



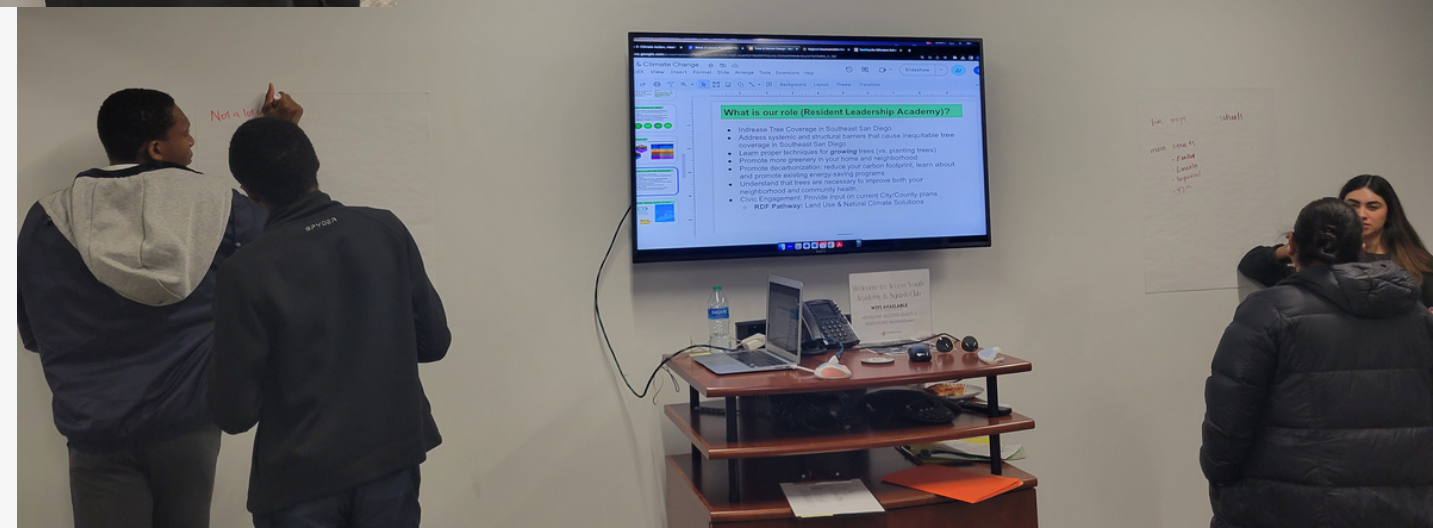
1

Conversation with Michael Jones and Brian Widener about tree maintenance and preservation in the City of San Diego.



3

Technical Expertise from Tree San Diego and Kate Sessions Commitment





# RLA Milestones



1

CIP #1  
2 Trees planted at  
Horton Elementary in  
Chollas View



2

CIP #2  
10 Trees planted at  
Gompers Preparatory  
Academy in Chollas  
View





# Next Steps: Community Planning



UCP selected as  
a TCC Planning  
Grant Awardee

## Press Release

### **California Awards \$98 Million for 11 Community-Led Climate Resilience Projects Across the State**

Published: December 18, 2023

#### Planning Grants

- ▶ \$300,000 Award to Urban Collaborative Project Community Development Corporation – Community Planning Collaborative for a Green Southeast San Diego

#### Partners include:

- City of San Diego
- San Diego Air Pollution Control District
- Tree San Diego
- Urban Corps
- Mundo Gardens
- San Diego Urban Sustainability Coalition
- GRID Alternatives

#### Projects include:

- Urban Greening & Community-led Tree Maintenance Plan
- Chollas View Neighborhood Equity Streetscapes Plan
- Health & Environmental Justice Education and Action
- Clean Mobility & Active Transportation outreach & planning
- Southeast San Diego Community Land Trust planning



# Thank you!

Contact us at [c.paz@ucproject.org](mailto:c.paz@ucproject.org) to get involved!





Economic Development Department

# Maintenance Assessment District (MADs) Overview

Rhea Aguinaldo, Small Business Engagement Specialist

March 13, 2024



## Small Business Engagement Team

A unit of the Economic Development Department's Business Expansion, Attraction, and Retention (BEAR) Division, the Small Business Engagement Team provides one-on-one assistance, distinct outreach campaigns, and contract compliance and support for the nonprofits managing the City's small business districts.

Key program areas

- Neighborhood Business Districts
- One-on-One Business Assistance
- Small Business Advisory Board

[SDBusiness@sandiego.gov](mailto:SDBusiness@sandiego.gov) | Phone: (619) 236-6700

<https://www.sandiego.gov/economic-development/resources/services>

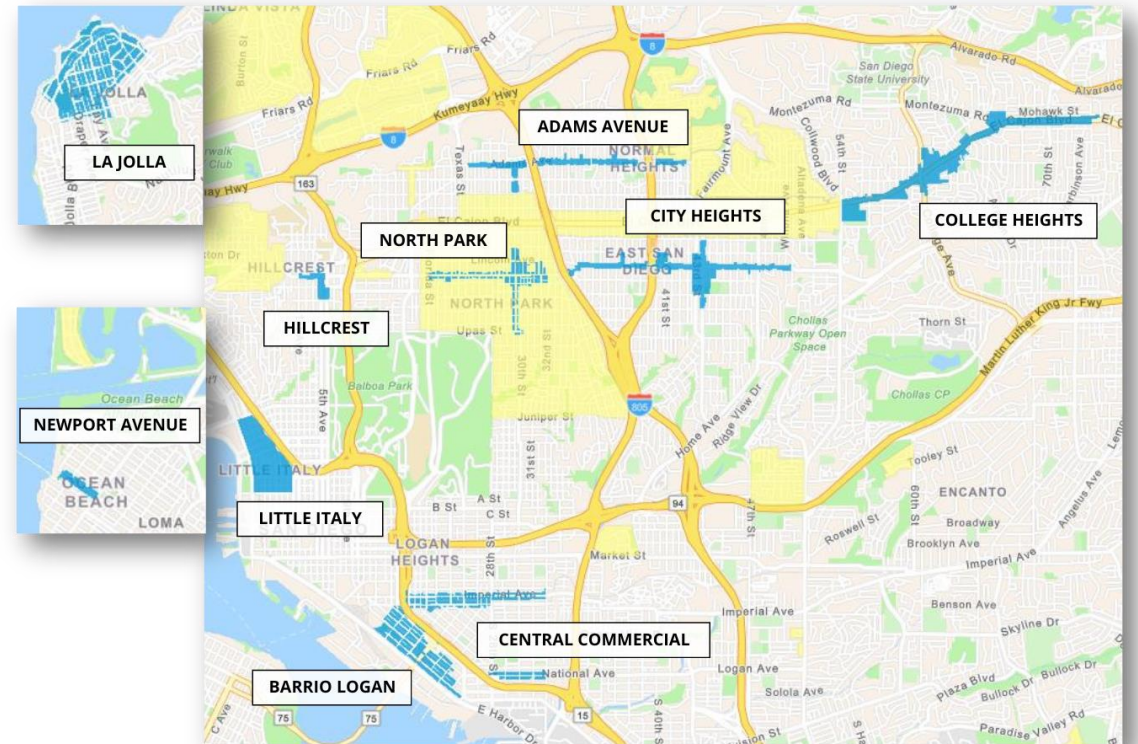


The screenshot shows the Economic Development Department website. The header includes the title "Economic Development" and a navigation menu with links: "Economic Development Home", "Why San Diego?", "Tax Incentives", "Successor Agency", "About Us", "Other Resources", and "Business Assistance & Programs". The main content area is titled "Services for Businesses and Business Districts" and features a large image of a white Allianz street sweeper truck. Below the image, there is a paragraph of text: "The Economic Development Department has compiled frequently requested services often used by businesses and nonprofits serving business districts throughout the city. If you have any questions navigating the below services, please contact us at [sdbusiness@sandiego.gov](mailto:sdbusiness@sandiego.gov) or (619) 236-6700 for assistance." Below this text is a link: "Contract with the City! Learn more about working with us on City projects through the [Equal Opportunity Contracting](#) program." To the right of the main content is a sidebar titled "Other Resources" with a list of links: "Other Resources Home", "Economic Development Organizations", "Chambers of Commerce & Councils", "Business Improvement District Organizations", "Industry Associations & Organizations", and "International Trade Resources". At the bottom of the page, there is a section titled "Top Resources" with three featured items: "Get It Done App" (with a smartphone icon), "Homelessness Support" (with an image of a person in a wheelchair), and "Graffiti Control Program" (with an image of a person painting a wall).



# Neighborhood Business Districts

- 11 Property Assessment Districts
  - 10 Maintenance Assessment Districts (MADs)
  - Downtown Property and Business Improvement District (PBID)
- 18 Business Improvement Districts (BIDs)





## What is a MAD?

In a Maintenance Assessment District (MAD), property owners within a defined geographical area pay an assessment on their property tax bill for improvements and activities over and above what the City normally provides (“special benefit”).

- District Management Plan and Engineer’s Report approved at time of formation outlines services.
  - Litter and graffiti abatement, landscape maintenance, trash collection, as well as a variety of maintenance and economic development services.
- Legal authority
  - Proposition 218 (State)
  - Maintenance Assessment District Procedural Ordinance (Local)
  - City Council Policy 100-21







# 65 MADs in San Diego

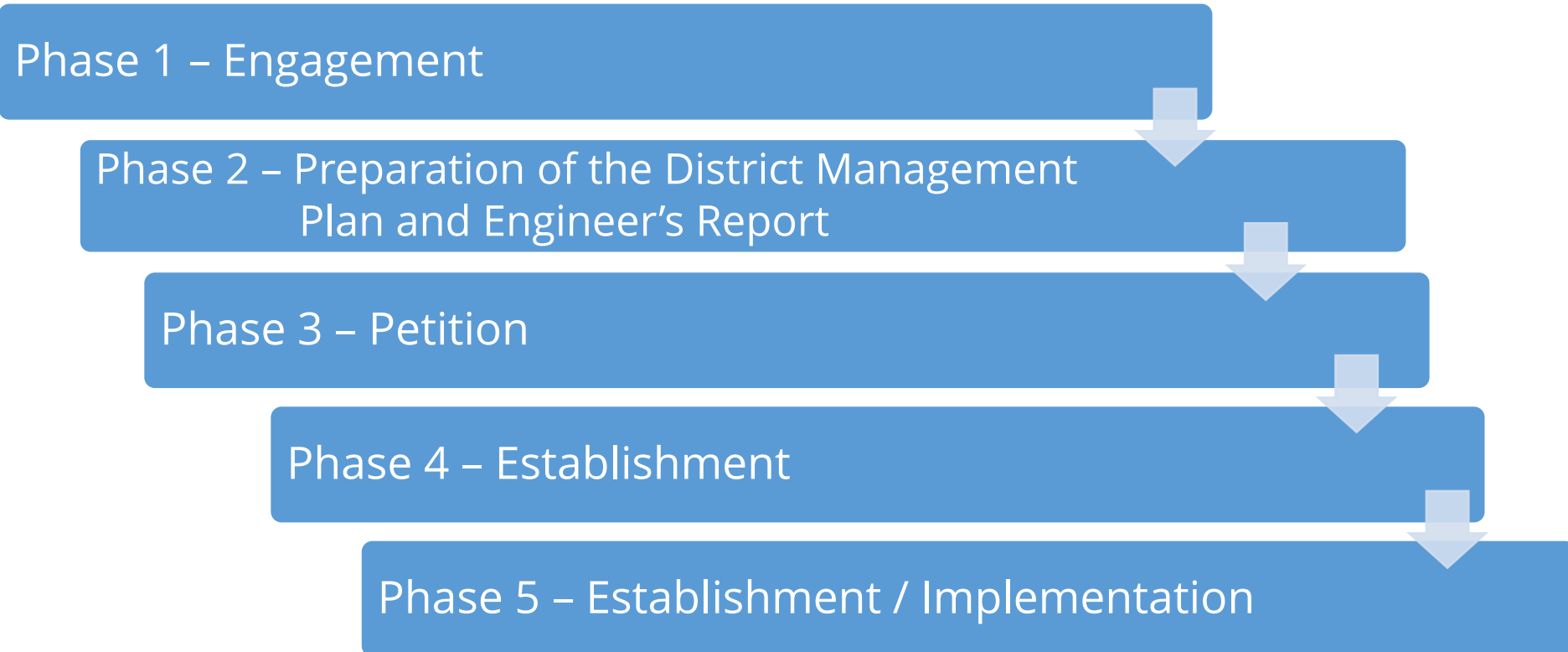
| Parks and Recreation (55)                 |                                     |                          |
|---|-------------------------------------|--------------------------|
| Bay Terraces – Honey Drive                | Gateway Center East                 | Peñasquitos East         |
| Bay Terraces – Parkside                   | Genesee and North Torrey Pines Road | Rancho Bernardo          |
| Bird Rock*                                | Hillcrest – University Avenue       | Rancho Encantada         |
| Black Mountain Ranch North                | Kensington Heights                  | Remington Hills          |
| Black Mountain Ranch South                | Kensington Manor                    | Robinhood Ridge          |
| Calle Cristobal                           | Kensington Park North               | Sabre Springs            |
| Camino Santa Fe                           | Kings Row                           | Scripps-Miramar Ranch    |
| Campus Point                              | La Jolla Village Drive              | Stonecrest Village       |
| Carmel Mountain Ranch                     | Liberty Station                     | Street Light District #1 |
| Carmel Valley                             | Linda Vista Community               | Talmadge                 |
| Carmel Valley Neighborhood #10            | Mira Mesa                           | Talmadge Park North      |
| Civita*                                   | Miramar Ranch North                 | Talmadge Park South      |
| Coral Gate                                | Mission Boulevard                   | Tierrasanta              |
| Coronado View                             | Mission Hills Street Lighting       | Torrey Highlands         |
| Del Mar Terrace                           | North Park                          | Torrey Hills             |
| Eastgate                                  | Ocean View Hills                    | University Heights       |
| El Cajon Boulevard                        | Otay International Center           | Washington Street        |
| First San Diego River Improvement Project | Pacific Highlands Ranch             | Webster-Federa           |
|   | Park Village                        |                          |

| Economic Development (10)                |
|--|
| Adams Avenue*                            |
| Barrio Logan                             |
| Central Commercial                       |
| City Heights*                            |
| College Heights*                         |
| Hillcrest Commercial Core*               |
| La Jolla*                                |
| Little Italy*                            |
| Newport Avenue*                          |
| North Park Special Enhancement District* |

\*Managed by a local nonprofit organization.



## How are MADs formed?



Stakeholders involved throughout the formation process: Formation Committee, Property Owners, Assessment Engineer, Economic Development Department, City Attorney, Mayor’s Office, Councilmembers.



# Contract Compliance and Oversight

EDD is committed to supporting nonprofit partners with meeting contract requirements and managing effective business districts.

- Attend monthly Board meetings for all nonprofits managing Business Districts
- Provide contract and budget oversight and support
- Offer best practices for contract compliance
- Connect partners with City resources, programs, and services
- Respond to complaints received regarding execution of contracts and work with contractors to come into compliance





# Trees for Communities

Urban Forestry Program





## About Urban Forestry

The City of San Diego Urban Forestry program plants, maintains, protects and promotes trees.

- Over 250,000 street trees & about 600,000 park trees
- Tree maintenance
  - 50,000+ palm & shade trees pruned every year by Parks & Transportation Departments
- Get It Done - 6,000 street tree requests per year
  - Emergency tree trimming/removals for public safety
  - Street tree planting requests through Free Tree SD
- 1,200 park and street trees planted in FY23





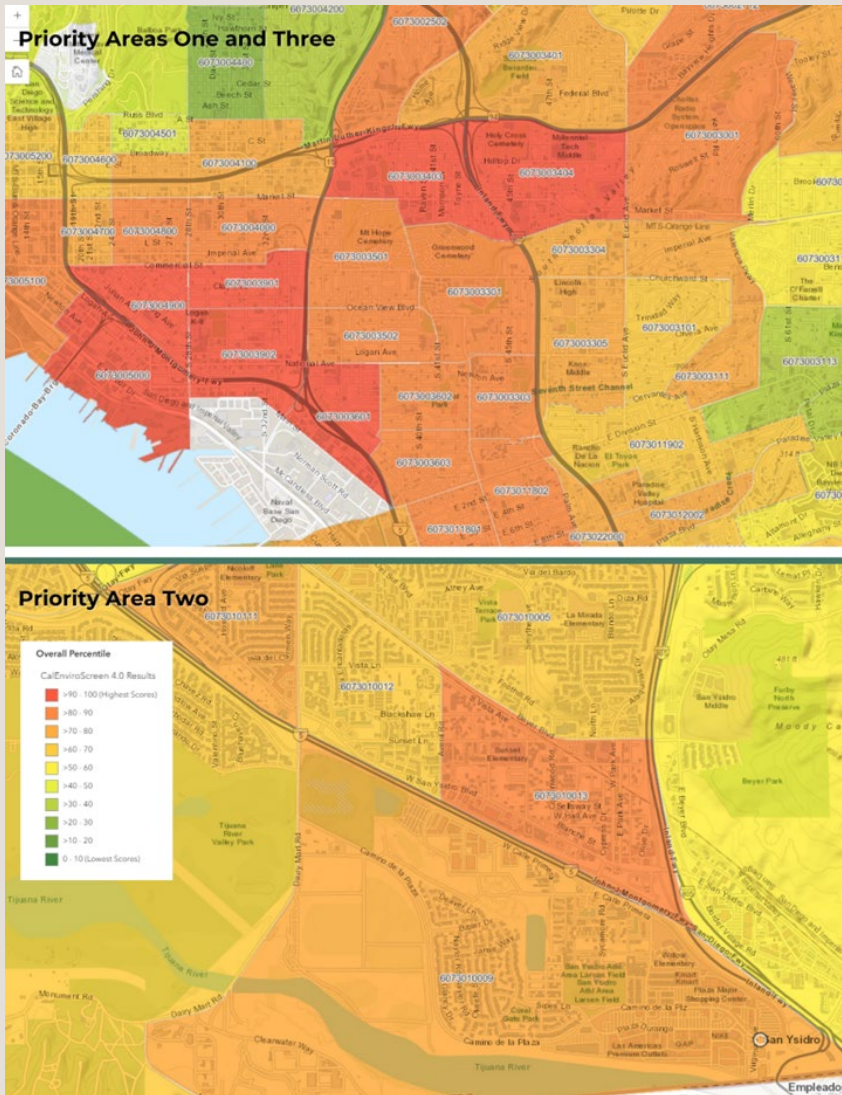
## Trees For Communities

December 6, 2022 Council passed a resolution to settle with the Air Pollution Control District, approving a Supplemental Environmental Project to plant trees.

- \$4.6 million to create a multi-year tree planting program.
  - Plant 1000s of new trees, expand existing tree wells, create new tree wells
- Launched in January 2024, scheduled to complete by December 2028.
- First tree plantings scheduled for April of 2024.
- The City will exhaust all feasible tree planting locations.
- Program to focus on historically underserved communities.







CalEnviroScreen 4.0 above, identifies census tracts that would benefit from more trees

## Benefits of Trees

- Livable communities
  - Trees create shade and cool off the community
  - Walkable neighborhoods
  - Improved business activity
- Air quality & ecosystem benefits
  - Reduce air pollution levels
  - Port of San Diego and San Ysidro Border Crossings
- Climate mitigation
  - Stormwater runoff
  - Carbon storage/sequestration



## What To Expect

- **Under this program the City will:**
  - Acquire and plant new trees on City owned land.
  - Water trees for 3 years and provide ongoing tree maintenance.
  - Create new planting spaces in paved parkways.
  - Increase planting spaces width when needed.
- Mature trees years after planted:
  - Increased benefits to the community with shade and a host of other ecosystem benefits.







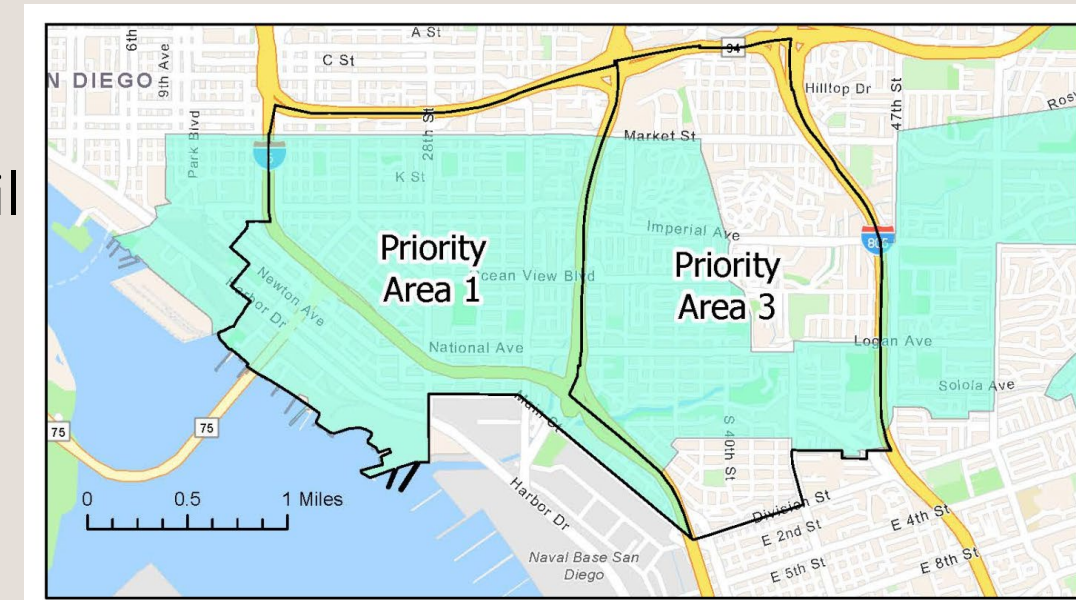
## Outreach, Community and Logistics

- Community outreach, input, meetings, workshops & educational opportunities
- Tree Planting & Preparation
  - List of vacant spots provided by Urban Corps of SD County
  - White paint mark outs for future trees
  - Door hanger left with program information
  - Tree species selected by staff, with community input
  - Trees planted & 2<sup>nd</sup> door hanger with tree species information
- Tree planting events



## Promise Zone

- Project overlaps communities located in the Promise Zone
  - Barrio Logan, Logan Heights, Sherman Heights, Stockton, Mountain View, Southcrest
- Phase One tree planting set to begin in Logan Heights in April
- Improving quality of life of Promise Zone residents
  - Supports opportunities for active living with better walkability
  - Creates safer neighborhoods with decrease in crime
  - More appealing neighborhoods
- Arbor Day - Memorial Community Park on Friday, April 26
  - In collaboration with Parks & Recreation
  - Goal to plant 100 trees
  - Volunteers needed





# Thank You

John Ide, Urban Forestry Program Coordinator | [jide@sandiego.gov](mailto:jide@sandiego.gov)  
Olivia Mabee, Community Engagement Specialist | [omabee@sandiego.gov](mailto:omabee@sandiego.gov)

Learn more at: [www.sandiego.gov/trees](http://www.sandiego.gov/trees)

