



The City of



# Economic Development

## MEETING NOTES

### San Diego Promise Zone

#### Healthy Communities Meeting Notes

Thursday, April 11, 2024 | 10:00 AM – 11:30 AM

Zoom

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

#### In Attendance:

**CalCoast Credit Union** (Sylvia Ramirez), **Circulate San Diego** (Cierra Johnson), **City of San Diego-Urban Forestry** (Brian Widener, John Ide, Olivia Mabee), **City of San Diego-District 8** (Lizzie Rodriguez), **County of San Diego- Health and Human Services** (Hugo Salgado, Meghan Murphy, Alondra Estrada-Lam), **Groundwork San Diego** (Ramon Uribe), **Kate Sessions Commitment** (Anne Fege), **Project New Village** (Izzy Rosado), **San Diego Food System Alliance** (Rachel Oparto), **San Diego Parks Foundation** (Imani Robinson), **Urban Collaborative Project CDC** (Carmina Paz), **UCSD Center for Community Health** (Lan Nguyen), Sally Smull, Joie Pfondevida

#### Meeting Notes:

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

- Co-chairs welcomed partners, reviewed the agenda, and led a culture share activity.
- The Promise Zone Team has a new VISTA team leader, Daniel Hamilton, who will be working to support the AmeriCorps VISTA members on the Promise Zone team.
- The Promise Zone team will be holding an in-person, all-partner meeting on Tuesday, May 14 from 10am-12pm. It will be held at the Elementary Institute of Science, and registration information and an agenda will be provided shortly.
- Upcoming working group meetings and VISTA contact information:
  - Economic Activity: Wednesday, April 17, 10am-11:30am via Zoom. Bryan Villegas, [BVillegas@sandiego.gov](mailto:BVillegas@sandiego.gov)
  - Housing Affordability: Wednesday, April 24 10am-11:30am via Zoom. Ian Hembree, [IHembree@sandiego.gov](mailto:IHembree@sandiego.gov)
  - Jobs & Education: Wednesday, May 1, 10am-11:30am via Zoom. Zachary Engberg, [ZEngberg@sandiego.gov](mailto:ZEngberg@sandiego.gov)

##### Partner Announcements:

- City of San Diego: Looking for volunteers for [Arbor Day Event](#) on Friday, April 26 at 8:30am at Memorial Community Park in Logan Heights.
- Cal Coast Credit Union: We are nearly done accepting applications for our scholarship programs for [high school seniors](#) and [foster students](#), due April 15.
- [Project New Village](#): hosting an Earth Day celebration at the Mt. Hope Community Garden on April 20, 9 a.m. - 1 p.m.

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

- San Diego Parks Foundation: Mt. Hope Neighborhood has its second annual [FREE Earth Day Fair at Dennis V. Allen Park on Saturday, April 27](#), from 10:00 am – 2:00 pm, will have live music, arts and crafts, and safe disposal of medication.
- San Diego County Food Vision 2030 is hosting their [4<sup>th</sup> Annual Gathering](#) on Thursday, October 17 at the California Center for the Arts.
- Council District 8: There will be a Dog Park Celebration on July 18. The Humane Society will be there with many resources, including training and gift giveaways. CD8 also released its April newsletter--[access a pdf here](#).
- Kate Sessions Commitment: Community members spoke up at the Community Forest Advisory Board (CFAB) meeting on April 10 about their interests in participating in outreach, site criteria and locations for trees, and local economic development. A Resident Leadership Academy begins April 12 with Bayside Community Center, offered in Spanish and focused on identifying places for trees to be established in Linda Vista.
- Circulate SD: Has been awarded the SDPZ/Cal Coast PFA grant, and requested process and contact information to begin securing trees for MLK Jr. Park. Amber Weber will follow up with Circulate with information.
- Promise Zone: Congratulations to Carmina Paz and UCP on a successful Transportation Expo last Saturday, April 6 – funded in part by the Promise Zone PFA grant – and co-chair Hugo Salgado won 1 of the 2 electric bikes provided by GRID Alternatives.

Joint Healthy Communities/Economic Activity Tree Presentation Follow-Up Highlights from 3/13/24 Meeting:

- Tree San Diego's Treejectory+:
  - TSD's goals are to increase the quantity, density, and quality of tree canopies in San Diego.
  - Planting trees helps promote energy justice, clean polluted air, reduce energy burdens and mitigate urban heat.
  - Treejectory is a tree planting/workforce development initiative intended to plant, maintain trees, and promote the professional development of cohort members.
- UCP's Resident Leadership Academy:
  - The mission of UCP's RLA is to "cultivate the capacity of residents as leaders, organizers, and advocates for trees in Southeast San Diego".
  - RLA milestones included the planting of trees in Horton Elementary and Gompers Prep Academy in Chollas View.
  - Next steps include community planning as part of the TCC grant, of which UCP was one recipient.

- City of San Diego's Trees for Communities:
  - Trees for Communities is a \$4.6 million initiative to plant thousands of new trees, extending until 2028.
  - Through this program the City will plant trees on City-owned land, water and maintain them for three years, and create new planting spaces.
  - Right now the project phase is focused on community engagement and outreach, and preparation for the planting of trees.
  
- EDD's Maintenance Assessment Districts (MADs):
  - 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.
  - There are 10 MADs and 18 Business Improvement Districts (BIDs) in the City of San Diego.
  - MADs are formed first through engagement, then the preparation of the District Management Plan and Engineer's Report, then Petition, followed by the Establishment and Implementation.

Presentation: REACH Overview and Discussion

The full presentation in PDF form is [available to access by google drive folder here](#).

San Diego Racial and Ethnic Approaches to Community Health (SD REACH), 2023-28  
 Meghan Murphy, MPH; Alondra Estrada-Lam, MPH; Hugo Salgado, MPH; Chronic Disease and Health Equity Unit

- 3-4-50 Concept: **3 behaviors** (unhealthy eating, sedentary lifestyle, tobacco use) contribute to **4 diseases** (cancer, heart disease/stroke, type 2 diabetes, lung disease), that result in **50% of deaths** in San Diego County.
- Target population: African Americans and Latino-Americans in Mid-City and Southeastern San Diego neighborhoods and National City sub-regional area
- 5 Objectives: *Improve County food service operations; Coordinate fruit and vegetable voucher incentive programs and fruit and vegetable prescription programs; Improve activity-friendly routes to parks and open spaces; Improve support for breastfeeding mothers; Improve access to COVID-19 and flu vaccine resources*
- Nutrition Strategies
  - 1.1: Convene the County of San Diego Food Services Leadership Committee for input and support, and support County food service operators to align with the new values-based procurement policy to produce an outcome of increased values-based food sourcing for two County food service operators
  - 1.2: Engage Med-Cal managed care plans and employer-sponsored wellness programs to help with funding for fruit and vegetable incentive and prescription programs, and build relationships with Black, Indigenous, and People of Color (BIPOC) to supply produce to produce an outcome of funding support

established for fruit and vegetable programs through Medi-Cal managed care plans and employer-sponsored wellness programs

- Chronic Diseases and Health Equity Unit Interventions: Nutrition, Physical Activity, and Tobacco use
- Active Transportation: Human Powered Mobility by Improving built environment and transportation in order to Increase physical activity
  - Active transportation goals: Implement AT environmental changes,
  - Engage community residents and CBOs,
  - Advance active transportation POLICY!, and
  - **Set the stage for policy adoption**
- Project Timeline: We are in Phase 1, Community engagement/coalition building
  - Discuss w/ partners, e.g. SD Parks and Recreation and Planning Department, to brainstorm different strategies for success, assemble resident/community steering committee groups, launch outreach and engagement, and identify potential parks/green spaces for Quick Builds
    - Locations for quick builds: Schools, healthy circuits, ¼ to 1 mile from parks, minimum of 6 quick builds
    - Engagement: transportation expos, mobility health and wellness fairs, walk audits, including surveys, feedback, and interactive activities showing examples of safe planning implementation
- Long-term outcomes: Through community engagement, ATP funding, and intentional public health, mobility, and city planning, create Policy Impacts
- Contact Hugo Salgado ([hugo.Salgado@sdcounty.ca.gov](mailto:hugo.Salgado@sdcounty.ca.gov)) or Meghan Murphy ([Meghan.Murphy@sdcounty.ca.gov](mailto: Meghan.Murphy@sdcounty.ca.gov)) for questions, comments, or concerns

Comment: Recommend using SANDAG data of traffic-related deaths to identify locations for Quick Builds

Q: Is 92114 on the REACH list? Previous programs addressed roundabouts and other issues in some key target neighborhoods, but more needed is attention.

**A: Not included, unfortunately. Circulate SD and the County handled the roundabout program, but it is in the City's hands now. Quick builds are more expensive (\$5,000 to \$7,000 for each) so geo parameters are tighter.**

Q: What are included zip codes?

**A: 92105, 92115, 92104, 92113, 92102, 91950, 92136**

Healthy Communities Tactics Meeting:

**Group 1: Increase Access to Healthy Foods**, view and comment on Tactical Plan [here](#).

Attendance: Lizzie Rodriguez, Rachel Chapa Oporto, Anne Fege; Meghan Murphy, Amber Weber, Roosevelt Williams III, Zachary Engberg, Daniel Hamilton

- How to address: New and existing public gardens – not enough in the Promise Zone! They have not identified the 15 as previously noted, but are researching and having conversations with community gardens.
  - Zachary Engberg: We have been able to account for 8 community gardens in the PZ, 5 of which are elementary schools, although many more are just outside the map's bounds.
  - Roosevelt Williams III: Suggestion to look at College Area Community Garden, Golden Hill Community Garden, Mt. Hope Community Garden.
- Lizzie Rodriguez: Met with Parks and Rec before, waiting for them to provide list of open spaces. Also, have an unused lot next to my house that is available for a garden. Don't forget about the Urban Agriculture Incentive Zone, [information on the City website](#).
- Rachel Oporto: We connected with Parks & Rec team members recently around a grant they are applying for to improve and streamline city processes to build gardens.
- Anne Fege: Have you [seen this Voice of San Diego article about New Roots Farm and City Attorney memo?](#) I'm worried, the ruling is about easements and what you can use it for, could have big impact on community farming in the future.
  - Zachary Engberg: Recommends [reading this investigative article from iNewsSource](#) about the dispute between New Roots and City Heights Community Development Corporation, but doesn't include info about attorney memo.
  - Meghan: Need to double-check the language and current decisions, public discourse and backlash might have spurred a change in their decision.
- Rachel/Amber/Zach: Will schedule meeting between PZ team and SD Food Systems Alliance to discuss further, include Meghan Murphy.

**Group 3:** Support opportunities for active transportation and active living

Attendance: Hugo, Ramon Uribe, Melissa, Bryan, Sally Smull

- View and Comment on Tactical Plan [here](#).
- A potential opportunity to connect with Accion.
- Coordinate with SANDAG for a potential future presentation
- Promise Zone Team will follow up to attempt to locate tree cover data for Groundwork San Diego. Also discussed inviting SANDAG for a future presentation about their mobility plan.
- A possible priority for the future is a community engagement plan (from REACH), distributed to partners via the Promise Zone newsletter.

**Meeting Conclusion:**

- **Meeting day for next month:** Thursday, May 9, 2024 10:00am-11:30am
- Digital Comment Box: <https://us16.list-manage.com/survey?u=e913b9d30ca18b3436360cf47&id=62c8f5dc2f>