



The City of



Economic Development

MEETING NOTES

San Diego Promise Zone

Healthy Communities Meeting Notes

Thursday, February 13, 2025 | 10:00 – 11:30 AM | via Zoom

Healthy Communities Goals: *Promote access to healthcare and healthy foods*

In Attendance:

California Coast Credit Union (Angel Nolasco), **Circulate San Diego** (Cierra Johnson), **City of San Diego – Environmental Services** (Emily Creegan), **City of San Diego – Performance and Analytics** (Adam Christofferson, Marcus Lostracco), **City of San Diego – Promise Zone** (Amber Weber, Roosevelt Williams III, Daniel Hamilton, Donika Moreno, Domanic Riley, Oscar Silva, Brandon Tran), **City of San Diego – Urban Forestry Program** (Karen Valdizno-Amps, Olivia Mabee), **County of San Diego – Health and Human Services Agency** (Alondra Estrada-Lam, Gabriela Ochoa), **County of San Diego – Office of Equitable Communities** (Cassandra Muniz), **Environmental Protection Network** (Emmett Blaney), **Jewish Family Service San Diego** (Antoinette Alioto), **I Love to Glean** (Karen Clay), **Kate Sessions Commitment** (Anisah Enciso, Anne Fege), **LEARN Program** (Lee Bardon), **Logan Heights CDC** (William Burties), **Project New Village** (Anthony Avalos, Diane Moss), **San Diego Bike Coalition** (Ian Hembree), **San Diego Community Power** (Xiomalys Crespo), **San Diego Food System Alliance** (Lakisha McZeal, Rachel Chapa Oporto), **SAY San Diego** (Mary Pinto-Badiner), **Sherman Heights Community Center** (Daniela Kelly), **Traveler's Aid Society San Diego** (Allexandra Servey), **Urban Collaborative Project** (Barry Pollard, Christopher Olfato), **Watering Hope** (Anayo Nworjih)

Meeting Notes:

Introductions, Culture Share, and Agenda Review:

- Karen Clay welcomed everyone to the February Economic Activity Meeting and shared the agenda.
- The culture share for this month was related to “Valentine’s Day” and asked participants how they met their significant other and/or best friend.

Partner Announcements:

- **William Burties:** Logan Heights CDC will be hosting a Community Market on March 15, 2025, at 2835 Imperial Ave from 12 pm – 3 pm. These Community Markets are held every 3rd Saturday of each month and provide fresh produce to residents of the Promise Zone. The next Community Market will be held on April 19.

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

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

- **Christopher Olfato:** Urban Collaborative Project is looking for exhibitors and sponsors for its 4th Annual Transportation Justice Expo. If you are interested in participating, please contact info@ucproject.org.
- **Xiomalys Crespo:** San Diego Community Power is partnering with the San Diego Foundation for its Community Clean Energy 2025 Grant Program. This program will award more than \$600,000 in grants to support local clean energy projects and programs that provide economic, environmental and health benefits to Community Power's communities. The deadline to apply is **March 14, 2025**. You can apply [here](#).
- **Antoinette Alioto:** Jewish Family Service San Diego's Home Modification Program is up and running. The Home Modification or Fix-It program installs safety modifications to allow seniors to live longer, safer lives in their own homes. To qualify for the Home Modification Program, you must be an adult aged 60 or older or a veteran aged 60 or older.
- **Olivia Mabee and Karen Valdizno-Amps:** The City of San Diego's Urban Forestry has recently hired Karen Valdizno-Amps as Project Manager 1 for its Ready, Set, Grow program. As Project Manager she will be in charge of the \$10 million grant that the City of San Diego has received from the U.S. Forest Service to plant trees throughout San Diego.
 - The Urban Forestry Department has recently launched an interactive project map to display all trees planted as part of its Trees for Communities program in the neighborhoods of Grant Hill, Stockton, San Ysidro, Logan Heights, and Barrio Logan. You can access the map [here](#).
- **Emily Creegan:** The City of San Diego's Environmental Services Department operates the Miramar Greenery as a component of state law (SB183) that mandates organic waste collection and disposal. The Miramar Greenery processes residential green bin material into high quality compost. If anyone is interested in uses for this compost, then the Environmental Services Department would be happy to connect with you. More information on Environmental Services Department can be found at this [link](#).
- **Lee Bardon:** The LEARN program has recently published its 2024 Impact Report. They've reached 8,500+ participants who upskilled in building decarbonization, energy efficiency, electrification, and sustainability. You can access the report here:
 - [Our Impact | The LEARN Program](#)
- **Domanic Riley:** The California Department of Food and Agriculture will be awarding grants for the creation of new Community Food Hubs. These community food hubs will be organizations or businesses that serve as supply chain intermediaries for the purchase and distribution of food products by local California food producers. The development of community food hubs will enable California to build a better food system economy and employ food system workers for fair wages and working conditions. The estimated amount per award is \$50,000 to \$2,000,000 and the deadline to apply is **April 14, 2025**. Click on the following link to [apply](#).
- **Domanic Riley:** The UCSD Center for Community Health is aiming to promote community food sovereignty and health equity with its Growing Equity in Urban Agriculture grant. This program will offer \$250,000+ in total funding in 2025 for urban

growers in San Diego County. 10 awardees will be eligible to receive a SEED Award worth \$10,000, and 3 awardees will be eligible to receive a Sprout Award valued at \$50,000. The deadline to apply for this grant is March 10, 2025. If you need assistance applying or would like more information you can find it at the following [link](#).

Promise Zone Updates:

- The Promise Zone has recently revamped its website. The new website contains pages on how to become a Promise Zone partner and a page for each working group with resources specific to that working group. Please take a few minutes to check out the new site, let us know what you think, and send any suggestions you may have to the feedback form located on our new homepage.
 - We'd also like to recognize our Operations Associate, Donika Moreno whose hard work and persistence was critical in seeing this project to completion. Our new website wouldn't be possible without her.
 - Link to [Revised Website](#)
- The Promise Zone team has an open position for a full-time Communications VISTA with a projected term of service from April 2025 - April 2026. If you know someone who would be a great candidate, please let them know about the opportunity [at this link here](#).
- The 2025 Promise Zone Youth-Led Career Expo will be held on **Tuesday, March 18** at the Balboa Park Club. We invite you to join us in making this year's career expo a success by either participating as an employer, sponsoring a cash gift or raffle prize, or simply spreading the word to 16 – 24-year-old youth job seekers that may be interested in exploring their career pathways. We expect over 200 young people who live or go to school in the Promise Zone to attend this event and we would like to make this meaningful and useful for them all.
 - [Career Expo Webpage](#)
- The City of San Diego's Access 4 All initiative continues to seek input from Promise Zone residents about their internet quality and affordability, digital skills needs, and computer and tablet needs. If you would like to assist them, then you can take a digital survey at the following link or forward it to others in your network if you've completed it previously: <https://www.surveymonkey.com/r/DZMTTV9>.

Guest Presentation: Marcus Lostracco – Get It Done

Marcus Lostracco is a Program Specialist for the City of San Diego's Performance and Analytics (Panda) Department. As a member of the Performance and Analytics Department he works behind the scenes on the City's Get It Done app and wanted to give a presentation to clear up confusion surrounding how the app works for those who feel that the app has not lived up to its promise of expediting infrastructure repairs across the City.

- Get It Done was launched in 2016 and as of 2025 has 64 services available.

- Get It Done receives over 1,000 reports per day, with a total of 392,000 reports received in 2024.
 - 57% are from the mobile app.
 - 32% are from the web page.
 - 11% are phone calls.
- The top 3 categories for reports are:
 - Parking Violations – 61K
 - Encampments – 61K
 - Missed Collection – 53K
- Reports are only accepted within City limits, and you can submit them through the app, web, or phone.
 - The app is available on the Apple App Store and Google Play Store.
 - If using the app, it must be allowed to use your location.
 - App is available in Spanish as well. Set your phone language to Spanish to utilize this option.
 - Webpage link: <https://www.sandiego.gov/get-it-done>
 - You can submit a report by calling the relevant City department: <https://www.sandiego.gov/city-hall/departments>
- When submitting a report, the more information you can provide the better. It's recommended to:
 - Choose the correct report category as each one requires specific information.
 - Make sure you place the pin at the location of the issue.
 - Take 3 photos of the surroundings (not close-ups), so that the City can better identify the location.
 - Provide a detailed description.
 - Provide your contact info, so that the City can call you to verify information about your report if they feel its required.
 - Your contact information remains private and is not shared with third parties.
 - Any update to your Get It Done report will go to your email if you included it with your report.
- Get It Done is composed of 11 different City departments.
 - Police, Transportation, Environmental Services, Emergency Operations, Stormwater, Public Utilities, Parks & Recreations, Sustainability, Development Services, Performance and Analytics, and the City Clerk.
 - Each department is in charge of how it prioritizes the Get It Done reports it receives, which they do according to their own internal workload.
- Each Get It Done report is reviewed by a human intake team.
 - Every report is reviewed within a few minutes of its submission.
 - Intake teams are responsible for geo-tagging a submitted report to the correct infrastructure before forwarding it to field teams.
- Teams may supply before and after photos when completing a case.

- Graffiti abatement will always have an after photo provided.
- You can check how long it takes to typically resolve a problem at this website:
<https://getitdone.sandiego.gov/ViewArticle?URLName=How-long-do-problems-take-to-be-resolved>
 - Flooded Streets – 3 Days.
 - Pothole – 10 Days.
 - Homeless Outreach/Encampment – 19 Days.
 - Traffic Sign – 275 Days.
 - Sidewalk Repair – 6 Days for mitigation; 8+ years for permanent repair.
- Streets are repaved according to their Pavement Condition Index (PCI) and available funding. If you'd like to see the next time that your street is scheduled to be repaved, you can enter your address on this map and find out: <https://streets.sandiego.gov/>
- There is an optional survey upon case closure where customers can indicate how satisfied they are with a repair or service.
 - Satisfaction typically hovers around 51 when all categories are averaged together.
 - Certain categories have higher rating – Graffiti (91), Illegal Dumping (78), and Container Requests (75)
 - Categories with lower satisfaction are – Potholes (31), Street Light Maintenance (28), and Parking Violation (23)
 - Clear communication and friendliness tend to increase the final satisfaction score a customer gives to a completed request.

Q&A

Ian Hembree: “Will the Get It Done app implement an appeal process for user submissions that are closed without being actually resolved?”

- **Marcus:** “That is a great idea, and we can see about implementing it into future revisions of the app. For the moment the best advice I can give is to resubmit the issue with additional documentation, i.e., photos, etc.”

Barry Pollard: “Would you be willing to give this presentation at future townhall and council meeting?”

- **Marcus:** “Happy to go out and meet people in the community and talk about the Get It Done app.”

Emily Creegan: “Can anything be done about trees being covered with metal grates and pavement? It doesn't fit under any existing category and gets rejected by intake teams.”

- **Marcus:** “We may be able to add a category for that under the existing tree maintenance category as this is not a sidewalk issue. Metal grates being dislodged by tree roots is a potential trip hazard which are a major concern for the City.”

Healthy Communities Logic Model Breakout Groups

Group 1: Increase Access to Healthy Foods ([View Objective 1 Logic Model here](#))

Attendance: N/A

Notes: Breakout Groups did not take place during this meeting.

Group 2: Support Opportunities for Active Transportation and Active Living ([view Objective 3 Logic Model here](#))

Attendance: N/A

Notes: Breakout Groups did not take place during this meeting.

Final Comments and Farewell:

- Co-chairs thanked those who attended the meeting and encouraged them to leave any feedback through the Digital Comment Box.

Meeting Conclusion:

- **Meeting Day for Next Month:** Thurs., Mar. 13, 2025, 10:00 am-11:30 am, via Zoom
- Digital Comment Box: <https://us16.list-manage.com/survey?u=e913b9d30ca18b3436360cf47&id=62c8f5dc2f>