



The City of



Economic Development

MEETING NOTES

San Diego Promise Zone

Healthy Communities Meeting Notes

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

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

In Attendance:

Barrio Botany (Christina Abuelo), **California Coast Credit Union** (Angel Nolasco), **City of San Diego – Environmental Services** (Lauren Short, Megan Kendall, Polina Osipova), **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 Mabree), **Community Volunteer** (Emma Smith), **County of San Diego – Health and Human Services Agency** (Alondra Estrada-Lam, Hugo Salgado), **County of San Diego – Office of Equitable Communities** (Shadeh Rassoulkhani), **GRID Alternatives** (Clovis Honoré), **I Love to Glean** (Karen Clay), **Institute for Public Strategies** (Ashley Huggins), **Kate Sessions Commitment** (Anisah Enciso, Anne Fege), **Jacobs & Cushman San Diego Food Bank** (Kayla Thomson, Virginia Casey), **LEARN Program** (Lee Bardon), **Project New Village** (Victoria Evans), **San Diego ART Matters** (Michael Angelo Camacho), **San Diego Food System Alliance** (Rachel Chapa Oporto), **Traveler's Aid Society San Diego** (Adrianna Yemhatpe, Marcy Roke), **Urban Collaborative Project** (Christopher Olfato), **Watering Hope** (Anayo Nworjih)

Meeting Notes:

Introductions, Culture Share, and Agenda Review:

- Alondra Estrada-Lam welcomed everyone to the March Healthy Communities Meeting and shared this month's agenda.
- The culture share for this month was related to **National Old Stuff Day** and asked participants, "What old possession in your house holds sentimental value, and how long do you plan to keep it?"

Partner Announcements:

- **Christopher Olfato:** Urban Collaborative Project (UCP) will be holding an Urban Greening Equity Workshop on March 15 from 10 am – 1 pm at the former SDGE Suite on 336 Euclid Ave, Ste. 502. This workshop will help develop the Urban Greening Plan for the Chollas View, Emerald Hills, and Lincoln Park communities. Additionally, UCP will host their Transportation Justice Expo on April 5 from 10 am – 2 pm at Gompers Preparatory Academy on 1005 47th St. This family-friendly event will feature a bike rodeo, opportunity drawings for bikes, and other transportation demos for families to

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learn more about transportation justice and climate action in the San Diego region. Registration links for both events are below:

- [Register for the Urban Greening Equity Workshop](#)
 - [Register for the Transportation Justice Expo](#)
- **Olivia Mabee:** The City of San Diego's Urban Forestry Department will be hosting a free Virtual Tree Stewardship Workshop on April 5 from 10:00 am – 11:30 am via Zoom. In the near future, Urban Forestry will partner with Tree San Diego on a Tree Trek. More info to come on this event as details are finalized.
 - [Register for Virtual Tree Stewardship Workshop](#)
 - [More Info About Tree Treks](#)
- **Karen Valdizno-Amps:** Urban Forestry's Ready, Set, Grow program has started tree planting in Otay and will soon be expanding its efforts to the Paradise Hills/Bay Terrace community. Community forums will be held for those interested in the Ready, Set, Grow program on March 26 from 2:00 – 3:00 pm at the Otay Mesa-Nestor Library and on April 28 at the Malcolm X Library. Lastly, on April 25 the Urban Forestry Department will be celebrating Arbor Day at Colina Del Sol Park by planting trees to create a greener San Diego.
 - For Upcoming Events, please check the following:
 - [Urban Forestry's Ready, Set, Grow Webpage](#)
 - [Urban Forestry's Event Calendar](#)
 - [Volunteer for Arbor Day at Colina Del Sol Park](#)
 - For any other questions, please email:
 - trees@sanidiego.gov
- **Shadeh Rassoulkhani:** The City of San Diego's Parks & Recreation Department alongside Fern Street Circus will be presenting the Spring 2025 Neighborhood Tour's Big Birthday Bash. At this free event there will be a Community Health Resource Fair, a performance by Mariachi Victoria de San Diego, and a live show by the performers of the Fern Street Circus. The event will start at 1:00 pm on April 12 and will be held at Park De La Cruz. On April 13, the celebration will move to North Park Rec Center. There will be additional events at parks throughout San Diego during the month of April if you're unable to attend on Apr. 12 or 13. If you'd like to volunteer to table at the Community Health Resource Fair, please contact shadeha.rassoulkhani@sdcounty.ca.gov for more information.
 - Big Birthday Bash – [Additional Dates & Locations](#)
- **Ashley Huggins:** The Institute for Public Strategies hosted a Vaping Panel discussion on March 13 at Imperial Beach Charter School. It featured a student discussion on the impact of vaping at school and an expert panel on the risks of vaping that parents of school-age children should understand. If you'd like to know more about this event, please reach out to sboyer@publicstrategies.org for more information.
- **Alondra Estrada-Lam: March 31** is the deadline for youth and Senior, Disabled, and Medicare (SDM) riders to maintain their free or reduced fares. These riders can verify their eligibility for free or reduced fares by logging in on the Ride Pronto website and uploading their eligibility documents. Failure to do so will result in them being charged full fares to ride MTS and NCTD services. If you are an eligible youth and have not

registered for a Youth Opportunity Pass you can do so on the Ride Pronto website as well.

- [Confirm eligibility or apply for a Youth Opportunity Pass](#)
- [Instructions for obtaining a Youth Opportunity Pass](#)
- **Rachel Oporto:** If you're concerned about recent executive orders that froze federal funds impacting local food systems, then the San Diego Food System Alliance urges you to take action to save local farms, fisheries, and food businesses. Steps you can take are to contact your congressman, local representative, or local philanthropic organization to see how they can address federal funding freezes, protect our local food economy, and provide bridge funding.
 - [How to Protect our Community Food System](#)
- **Oscar Silva:** The California Energy Commission (CEC) is requesting public comments for its upcoming California Building Energy Performance Strategy and Recommendations Report. The report is intended to benchmark data to track and manage the energy usage and greenhouse gas emissions of buildings covered under the California Building Energy Saving Act. The CEC is interested in getting input from a diverse range of stakeholders including members of under-resourced communities and CBOs that operate in these communities, local government representatives, affordable housing owners, renewable energy equipment providers, and energy utilities. You can submit a public comment by entering Docket #**24-BPS-01** in the Select a Proceeding search bar at the following link:
 - [Submit a Public Comment](#)
 - [Guide to Submitting a Public Comment](#)

Promise Zone Updates:

- The 2025 Promise Zone Youth-Led Career Expo is being held on **Tuesday, March 18** at the Balboa Park Club, and we invite you to stop by and see what the Promise Zone is doing for youth job seekers aged 16 - 24. We have over 250 students registered and over 50 vendors attending. We encourage you to tell any young person you know about this event if they are interested in exploring the career options available to them. If you're interested in sponsoring a raffle prize, you can do so by emailing promiszone@sandiego.gov. Lastly, check out our Career Expo website for additional resources including event flyers.
 - [Career Expo Webpage](#)
- The Promise Zone team has an open position for both a full-time Communications VISTA and a full-time Grants & Research VISTA position with a projected term of service from May 2025 - May 2026. If you know someone who would be a great candidate for either of these positions, please let them know about the opportunities available at the links below.
 - [Communications VISTA Job Listing](#)
 - [Grant & Research VISTA Job Listing](#)
- 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: Polina Osipova – SB1383 Implementation

Polina Osipova is a Recycling Specialist III with the City of San Diego's Environmental Services Department (ESD). At the request of our working group members involved in hunger abatement in the Promise Zone, Polina provided an overview of the work the City of San Diego is doing to implement California Senate Bill 1383 (SB1383) and its organic waste recycling requirement.

- SB1383 was originally passed in 2016 and its regulations regarding organic waste recycling took effect statewide in 2022.
 - Organic waste is defined as food scraps, yard trimmings, untreated wood and food-soiled paper products.
 - SB1383 set a target to achieve 50% organic waste sent to landfills by 2020 and 75% by 2025.
- SB1383 specifically targets organic waste as it is the largest waste stream in California and admits methane as a byproduct of its decomposition.
 - 39% of all waste in San Diego landfills is organic waste.
 - Lowering organic waste will help the City of San Diego meet the goals of Zero Waste 2040 and its Climate Action Plan, which you can learn about [here](#).
 - Preventing the development of additional sources of methane is important as it is more than 28 times as potent as carbon dioxide in trapping heat in the atmosphere.
- The six requirements for local jurisdictions to be in full compliance with SB1383 are:
 - Provide Organic Collection Services to All Residents and Businesses
 - 213,000 new green bins were rolled out from January 11 – September 29, 2023, for residential customers.
 - 200 new organic waste routes have been created, and 148,000 residents have transitioned from bi-weekly manual collection to weekly automated collection.
 - Multi-family homes were added to collection routes in late 2022 – early 2023.
 - Businesses had been added to routes prior to this date.
 - Establish an Edible Food Recovery Program
 - Under this program, designated food generating businesses are required to donate surplus food to food recovery orgs.
 - Tier 1 food generators (grocery stores and wholesale food vendors) were obligated to begin food donations in 2022. Tier 2 (restaurants and hotels) began their donations in 2024.

- There are 245 Tier 1 Food Generators, 295 Tier 2 Food Generators, and 64 Food Recovery Orgs involved in the Edible Food Recovery Program in San Diego.
- Conduct Education and Outreach to the Community
 - The Environmental Services Department has hosted 124 workshops, webinars, and presentations at local libraries, schools, and area businesses.
- Procure Recyclable and Recovered Organic Products
 - The Environmental Services Department owns and operates the Miramar Greenery, a composting facility that accepts up to 690 tons of organic waste a day.
 - Compost is a valuable resource and can prevent soil erosion.
 - ESD hosts compost distribution events for those who'd like free compost.
- Franchise Hauling Agreements and City Recycling Ordinance Implementation
 - Franchise haulers are required to participate whereas prior to SB1383 they did not accept organic waste from businesses as a separate waste stream.
- Monitor Compliance and Conduct Enforcement

Q&A

Emma Smith: "I've done similar work in Oakland to advertise the new requirements that SB1383 asks of residents and businesses. Our primary responsibility was to inform people of how to properly dispose of organic waste. Are there any opportunities to do something similar to that in San Diego?"

- **Polina:** "At the moment, we are not doing direct outreach to residents, but something may be coming down the pipeline soon."

Karen Clay: "The San Diego Promise Zone Nourishment Network will be moving ahead on procuring a kitchen to distribute food to needy families in the Promise Zone. Would it be possible to reach out to the Environmental Services Department about food donations from the Edible Food Recovery Program?"

- **Polina:** "I'd be happy to reach out after the conclusion of this meeting."

Domanic Riley: "Would you be willing to work with community garden or tree planting orgs for your compost program?"

- **Polina:** "We would love to explore every avenue possible for getting compost out into the community. The issue that prevents us from doing so at the moment are the prohibitively expensive trucking costs. ESD is currently working with the City of San Diego's Parks and Recreation and Transportation Departments on a solution and potential partnerships."

Healthy Communities Logic Model Breakout Groups

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

Attendance: Karen Clay, Amber Weber, Roosevelt Williams III, Oscar Silva, Donika Moreno, Kayla Thomson, Rachel Chapa Oporto, Polina Osipova, Victoria Evans, Virginia Casey, Emma Smith

Notes:

- Marketing: The Promise Zone team will work on an email blast about community gardens and their locations as well as other resources listed on the Healthy Communities website in April 2025.
- Marketing: Tracking of website views of resources, and number of farmers market advertisements in newsletter will be reported at next Working Group meeting.
- What metrics are we using to track how many people have used community and school gardens?
 - Christina Abuelo from Barrio Botany will work to come up with measurable goals:
 - Number of students that participate in gardening lessons.
 - Currently Barrio Botany works with 3000 students a month in the Promise Zone.
- Amber will follow up with Michele Marano to identify metric related to policy solutions focused on healthy foods.
- Karen will follow up with Consuelo on policy items regarding Food System Alliance's federal funding and with Rachel Oporto on potential actions that arise from that discussion.
- Karen will look to invite organizations to future meeting to build capacity towards distributing food within the Promise Zone.
 - Kayla Thomson from the San Diego Food Bank mentioned that they've distributed 900+ produce boxes to La Maestra in the Promise Zone through the USDA's Local Food Purchase Assistance (LFPA).
 - SD Food Bank is willing to provide datasets for zip codes in Promise Zone.
 - According to Virginia Casey from the SD Food Bank, the San Diego Housing Commission has a draft statement on the cancelation of the LFPA's Phase 2.
- Victoria Evans from Project New Village would like its People's Produce Mobile Farmers Market program added to the Healthy Foods distribution category.
 - Relevant tracking metrics are pounds of food and # of people served.
 - Outreach is being done with surveys conducted at the food truck in addition to hosting community events.
 - \$10 is offered in exchange for completing survey to be utilized by customers as a discount on purchases from food truck.
 - She'd also like PNV's Community Garden added to the Community Garden section.

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

Attendance: Alondra Estrada-Lam, Daniel Hamilton, Domanic Riley, Brandon Tran, Ashley Huggins, Shadeh Rassoulkhani, Adrianna Yemhatpe, Michael Angelo Camacho, Lauren Short, Anne Fege

Notes:

- Ashley Huggins is from the Institute for Public Strategies and their goal is to educate individuals about public health and health disparities arising from inequities.
 - Work not related to Active Transportation; programs are focused on youth substance use abuse prevention.
 - Current grant funding is threatened and may not be renewed after it ends in June; would like to wait to add activities to Logic Model.
- Adrianna Yemhatpe is the appropriate contact for potential partnerships and commitments at Traveler's Aid Society of San Diego.
 - Provide Ubers, bus passes, and other forms of transportation for 1,700 seniors.
 - Currently not accepting new clients unless they are on dialysis, or they are cancer patients.
 - The costs for these patients are covered by a grant from the American Cancer Society.
 - Current funding is uncertain. Traveler's Aid funding from the City of San Diego is secure, but SANDAG grant funding is questionable; would like to wait to add activities to Logic Model.
- Shadeh Rassoulkhani is from the County of San Diego's Office of Equitable Communities. Her work deals specifically with strategy and community engagement.
 - Would like to think about where her work fits into the Logic Model.
- Michael Angelo Camacho is the Director of Government and Field Engagement at San Diego Art Matters. His primary focus is on policy related to art and artists. Some ideas he's considered re: how arts relate to Active Living & Active Transportation are:
 - Increase walkability to allow people to enjoy murals and statues throughout the city. Murals can help slow down and calm traffic.
 - Arts can be done quicker than other forms of infrastructure improvement. Can shorten the distance people think they are walking by adding more places of interest.
 - Possibly track recreational classes available to the public, such as dance or pottery.
 - Circus arts classes provided by the Fern Street Circus are a current example.
- Anne Fege has recently attended a Community Forest Advisory Board Meeting and would like [Tanisha Jean-Martin](#)'s work at San Diego 350 spotlighted as she was the highlight of that meeting.
 - Anne will connect with Domanic about potential tree mapping now that former Promise Zone VISTA Zachary Engberg's tenure has ended.
- Domanic Riley brought up possibly increasing the number of people commuting to work by utilizing public transportation to promote Active Living and help combat climate change. He recently completed a Census Data Review and noticed that only 8% of

Promise Zone residents use public transport to commute to work. Only 3% of people in the entirety of San Diego utilize public transportation in their commute.

- Could SANDAG present on the issue?
 - Domanic to bring this up at next Healthy Communities Planning meeting.
 - SANDAG will be hosting a Bike Anywhere Day on May 15, 2025.
 - Alondra has completed a bike-to-work twice during prior Bike Anywhere Days and thought it was a lot of fun. She believes that SANDAG would be open to presenting about that event at a future Healthy Communities 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., Apr. 10, 2025, 10:00 am-11:30 am, via Zoom
- Digital Comment Box: <https://us16.list-manage.com/survey?u=e913b9d30ca18b3436360cf47&id=62c8f5dc2f>