



The City of



# Economic Development

## MEETING NOTES

### San Diego Promise Zone

#### Housing Affordability Meeting Minutes

Thursday, Jan. 29, 2026 | 10:00 - 11:30 AM | Via [Zoom](#) | Meeting ID: 161 652 8469

**Working Group Goal:** Increase access to quality affordable housing in the San Diego Promise Zone.

#### In Attendance

**Access2jobs** (Julieta Gonzalez), **Biocom** (Emily Cassel), **City of San Diego – Promise Zone** (Amber Weber, Roosevelt Williams III, Amairany Macias, Daniela Salgado, Chrishael Sanchez), **City of San Diego – Economic Development Department** (Christie Marcella, Michele Marano), **California Coast Credit Union San Diego** (Angel Nolasco), **C4GS** (Adria Fox), **Estrada Land Planning** (Vicki Estrada), **Mundo Gardens** (Janice Luna Reynoso), **SAY San Diego** (Marsha Lyon), **San Diego Art Matters** (Michael Angelo Camacho), **University of California San Diego** (Dalila Martinez, Joshua Newton) **Urban Collaborative Project** (Carmina Paz)

#### Meeting Notes

##### Introductions, Culture Share, and Agenda Review:

- Co-chair Adria Fox welcomed partners and reviewed the meeting agenda. Adria introduced the Culture Share in recognition of National Puzzle Day: *When you think about housing affordability in our communities, what is one 'puzzle piece' from your culture, your upbringing, or your lived experience that shaped how you understand home, stability, or belonging?*

##### Partner Announcements

- **Urban Collaborative Project Community Land Trust** (Carmina Paz)
  - Join Urban Collaborative Project for their second Community Land Trust workshop on Friday, Mar. 6 from 5 - 8 p.m. at the Jackie Robinson Family YMCA. Flyer [here](#).
  - Email [c.paz@ucproject.org](mailto:c.paz@ucproject.org) for more info.
- **Cal Coast Financial Wellness Curriculum** (Angel Nolasco)
  - California Coast Credit Union is launching a six-month **Financial Wellness Curriculum** designed to benefit those served by local nonprofit organizations. Through monthly interactive webinars and expert guidance, community members will learn practical strategies to improve personal financial habits, plan for the future, and expand financial independence. The first class was on Jan. 26. This is an opportunity designed for Promise Zone partners based on community

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

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and partner input, and may be shared with staff, volunteers, clients, as well as other organizations.

- For more info scan the QR code on the flyer [here](#).
  - For questions, email [anolasco@calcoastcu.org](mailto:anolasco@calcoastcu.org).
- **San Diego Regional EDC Offers Free Summer Internships to Nonprofits**
    - Launched in 2019 as part of the region's **inclusive growth** effort to double the number of skilled workers in San Diego, EDC and its partners organize a regional internship program to offer support to small businesses and connect San Diego students to valuable work-based learning opportunities. This effort is underwritten by generous contributions from local organizations to strengthen the regional talent pipeline.
      - For more info click [here](#).
  - **San Diego County CORE and BUILD Programs Offer Free Training to Nonprofits** (Amairany Macias)
    - The County of San Diego, in partnership with Founders First CDC, provides free 1:1 bookkeeping support, funding readiness education, and labor compliance training to help small businesses and nonprofits with 2-10 employees in San Diego County strengthen their operations and improve financial stability. The application deadline for Cohort 2 of the CORE Program is Jan. 30, and participants who sign up afterward will be added to Cohort 3.
    - More info [here](#).
  - **Affordable Housing RFQ** (Christie Marcella)
    - The City of San Diego is seeking qualified real estate developers interested in providing future multifamily affordable housing developments within the City of San Diego. This RFQ is intended to attract and select qualified development teams that have current pipeline projects to perform the development of affordable multifamily housing, so that the City can promptly reach out at such time as funding is available. A list of qualified and selected developers with a list of potential pipeline projects will be retained by the City until such time as funding is available and is released. It is the intent of the City to issue the future NOFA upon funding availability, to those selected developers identified through this RFQ process.
    - Email: [CMarcella@sandiego.gov](mailto:CMarcella@sandiego.gov).
  - **Reconnecting Southeast SD and National City - Green Corridor First Fridays**
    - Join Urban Collaborative Project, Mundo Gardens, Caltrans, and the Vision Culture Foundation for the First Friday meeting of 2026 on Feb. 6 from 5:30 - 7 p.m. at 5003 Imperial Avenue, San Diego CA 92113.
    - Email: [community@mundogardens.com](mailto:community@mundogardens.com)
  - **Senior Transportation Support for SD Promise Zone Residents** (Daniella Salgado)



- o Traveler's Aid San Diego is offering transportation assistance for seniors living within the San Diego Promise Zone through the Senior Solutions Program. This program helps reduce transportation barriers to essential appointments, supporting economic stability and access to critical services. Eligible residents (housed or unhoused) may receive day passes, monthly passes, or MTS Access vouchers. Participants must be immunocompromised, extremely low-income, and able to provide documentation for medical or housing-related appointments requiring transportation.
  - o Email: [lorena@travelersaidsandiego.org](mailto:lorena@travelersaidsandiego.org)
  - o Phone: (619) 295-8393 x306
- **San Diego Promise Zone's 4th Annual Youth-Led Career Expo**
    - o The San Diego Promise Zone, in collaboration with its network of partners, is hosting its 4th Annual Youth-Led Career Expo on Tuesday, Mar. 3, 2026, from 10 a.m. - 1 p.m. at the Balboa Park Club, 2150 Pan American Rd, San Diego 92101. The event is designed for young people ages 16 to 24 who live or go to school in or near the [San Diego Promise Zone](#), but all San Diego youth needing career support are welcome. Youth will have the opportunity for free resume review, mock interviews, professional headshots, panel sessions, and opportunities for a raffle prize. Vendors will include employers who regularly hire young people for full-time or part-time positions, internships, or summer jobs, as well as organizations who provide apprenticeship, job training, and job readiness resources.
    - o Website: [sandiego.gov/youthcareerexpo](http://sandiego.gov/youthcareerexpo)
  - **6th Annual Apprenticeship & Vocational Training Expo**
    - o The San Diego County Office of Education will host the 6th Annual Apprenticeship & Vocational Training Expo on Thursday, March 5, at Mesa College. The event will feature 40–50 registered apprenticeship programs, vocational and affordable training schools, employers actively hiring, nonprofit employment service providers, campus tours, and panel breakout sessions focused on apprenticeship pathways. The event is open to youth and young adults, and organizations are invited to table. Interested organizations are encouraged to reach out to participate.
    - o For more info view [here](#).

### **Promise Zone & Staff Updates**

- The San Diego Promise Zone presented information on the 2026 Youth-Led Career Expo on Mar. 3 2026. Daniella Salgado delivered more information on the event's location, key activities, vendor registration leads, sponsorships, and volunteer opportunities.
- Amber Weber also provided updates on the development of the Community Perception Survey and the upcoming dissemination of the survey throughout the Promise Zone.



- A request was also made to save the date for the All-Partner Celebration on Thursday, June 4, 2026. The event is scheduled for 1-4 pm at Workshops for Warriors' new location in Barrio Logan. This is the final All-Partner Meeting of the federal, City-led designation and the kick-off to the new, community-led San Diego Promise Zone Alliance. Co-chairs will lead participants in a discussion about opportunities to engage in the new initiative later in the meeting.
- The last Housing Affordability Meeting will be on Thursday, Mar. 19 here on Zoom. There will be interactive parts to the meeting, including opportunities for participants to guide decision making on the post-designation Community-Led Transition Plan.
- The January newsletter spotlight was Maria Bojorquez Gomez Promise Zone's Economic Activity working group member. Maria's involvement in the Promise Zone stemmed from her time at Pacific Community Fund. At the recommendation of Congressman Juan Vargas' office, PCF collaborated with the Promise Zone to ensure they were reaching low- to moderate-income communities that could benefit from their credit-building programs. Having focused her career on working with mission-based organizations, the Promise Zone provided a crucial avenue to share direct financial resources with the local community. This year, she was involved in the Economic Activity and Housing Affordability Working Groups.
- To nominate a community member for a future Community Spotlight, click [here](#).

### **Guest Presentation: "Community Wealth Building Through Housing"**

Joshua Newton, Housing Researcher in the Department of Urban Studies and Planning, UC San Diego and Co-Founder of San Diego Community Wealth Building Coalition

- Joshua's presentation delivered key information on Community Wealth building through the housing market.
- Takeaways from the presentation included:
  - The 3 Community Wealth Building Models
  - Operation and Governance of Models
  - Overcoming Policy Flaws & Supportive Municipal Policies
  - Current Community Wealth Building Housing Models in San Diego
- Joshua's full recorded presentation can be viewed [here](#).

### **Promise Zone Priorities & Transition Plan**

- Attention turned to Housing Affordability Co-Chairs Jon Rios and Adria Fox as they provided updates from the All-Partner Meeting that was held in December as well as the Promise Zone Steering Committee's planning session that was held in January. The rest of the meeting was spent in a large group discussion about how working group members see their organization in the new structure.
  - The San Diego Promise Zone will move forward with a new name: San Diego Promise Zone Alliance. Participants of the Dec. 4 All-Partner Meeting reviewed, discussed, and voted on a tagline for the alliance, which will be: **From Promise to Power • Rooted in Culture • Driven by Purpose.**



- All partners with a signed MOU will be invited to sign a shorter letter of commitment with the new Promise Zone Alliance. The Alliance will assess progress within six months and hopes to be able to bring on new partners at that time.
- Co-Chairs asked specified questions to gauge how working group members would like to prioritize the Promise Zone moving forward. Questions varied from meeting preferences to organizational commitments.
- Time was then spent discussing how each organization will support the upcoming 2026 Youth-Led Career Expo on Mar. 3, 2026.
- As a group, organizations also shared how they are advancing the objectives of the working group. Partners are still encouraged to submit new activities, or update past activities, into the logic model with this [Google form](#).

### **Next Steps & Adjourn**

- Jon Rios thanked those who attended the meeting and encouraged them to leave any feedback through the [Digital Comment Box](#).

### **Next Meeting**

Thursday, Mar. 19, 2025 | 10:00 – 11:30 AM | Via Zoom

Via Zoom ([Link to Sign Up](#)) | (Meeting ID: 160 599 4171)