



San Diego Promise Zone

Increasing Economic Activities Working Group Meeting
Jacobs Center for Neighborhood Innovation
August 9, 2017, 1-3pm

In Attendance: City of San Diego, SDFF, Civic SD, Self Help Federal Credit Union, Kitchens for Good, IRC, RTF, Black Infant Health, AmeriCorps VISTA, JCN

Overview: Recently split up into two groups to “divide and conquer.” Going to go through what we discussed in July (indicators), preview of the evolving logic model that has been in the works, and then delve into possible fiscal mapping. Updates will come from the City of San Diego Promise Zone and Harder at the end.

Brief Review of Working Group Meeting #4: Refining indicators in the last meeting – trying to determine benchmarks of data. We discussed which indicators can be tracked now (Phase1), which are important, but need further clarification or identification of a way to track (Phase2), and which would be nice to have but are not priorities at this time and so will be back-burnered (Phase3/4).

Discussion: Asset mapping is not just specific to land. We need to identify what’s already here and build upon it, which will ultimately be more successful. We can’t articulate what the need is without understanding what’s here, what’s working, and what isn’t working. Intention is to meet goals and come along side groups who want to motivate their community.

Reviewing the Economic Activity Logic Model Draft

Overview: Goal and sub-goals we cannot change. What can change is the resources that we need to support our activities, outputs, and outcomes. Today we will focus on the inputs and the activities. Outputs and outcomes are grayed out. Fiscal mapping will come later. The logic model was drafted, in terms of outputs/outcomes, in 2015. Some of the information may change.

Sub-goal 1a:

Committed: City did create a Fee Incentive Program (broader than PZ) – purpose is to close gap between expedited and express, additional credits for meeting certain income levels/geographic location, **SIP** – policy to add minor changes to include Promise Zone -

Action: City to meet and address before presented at council/committee, **Civic** – Will address first bullet of 1a.

Needed financial support: Funding at federal level (3-5 designation) for BROWNFIELDS (need to identify first), Secure New Market Tax Credits (Civic San Diego), secure EPA funds to remediate Brownfields by 2019 (JCNI will find out)

Activities: Discussed adding a couple new activities around business walks, access to capital and educating business owners.

Sub-goal 1b:

Who are the drivers of infrastructure improvements? SANDAG, CalTrans, NTS, SDG&E, Water & Sewer, Circulate San Diego, Port of San Diego

Committed: \$4 million (complete streets) from Caltrans to improve pedestrian and bicycle infrastructure in Barrio Logan/Euclid/Market areas, CDBG or reinvestment initiative \$10-\$15 million over 10-year period, Car-Share Program (Barrio Logan moving East) for infrastructure and car share program itself (to create charging stations?)

Needed: 2 million AHSC grant, Market and Euclid (JCNI will ask), \$150,000 Expand City's Care Share Program,

Activities: Add -- Power Your Drive

What is fiscal mapping?

- A way to systematically identify and analyze all types of funding sources (federal, state, local, philanthropic) in a certain geographical area for a specific population.

How to use results?

- It allows the Promise Zone to explore funding for our objectives and goals, coordinate support and opportunities so to increase impact in the PZ, build relationships with community leaders, stakeholders and funders, develop additional resources/tools to help stakeholders understand amount or impact of investments, and allows us to think creatively in ways we can increase how far dollars go (braiding, weaving, leveraging funds across all sectors). A way for us to think collaboratively and strategically about funding.
- **VISTA Action:** send out template for September meeting to working groups or bring person who has the information

Other relevant updates for Promise Zone:

All Partner Meeting: 9/6 at JCNl @ 2pm, networking, collective impact panel,
updates on working groups, EventBrite will be sent out
Next steps and closing

- BIKE RACK: Attraction tactics!
- Note taker can summarize action items
- Identify agenda items for next meeting

Next Meeting Date:

Second Wednesday of Each Month
September 13th, 2017 @ 1-3pm