



**Increasing Economic Activities Working Group  
Jacobs Center for Neighborhood Innovation  
404 Euclid Ave., San Diego, CA 92114  
Feb. 14, 2018, 1:30 - 3:30 p.m.  
Meeting Notes**

**In Attendance:** Harder + Co., City of San Diego Promise Zone, AmeriCorps VISTA, HUD, Southeastern Diamond Business District, Heartland YouthBuild, Jacobs Center For Neighborhood Innovation, Civic San Diego.

**Review of January 2018 Working Group Meeting**

In January, the Working Group reviewed the Community Survey and 10-Year Strategic Plan.

Implemented in October and November through a partnership of San Diego State University, AmeriCorps VISTA and Harder + Co., the Survey captured the demographics and community perception of more than 400 Promise Zone residents.

In response to the Survey, the group was curious as to the actual demographics of the Promise Zone. They expressed interest in a cross-tabulation of data to compare educational attainment, neighborhood and age. They commented that unemployment rate was higher than the rest of the City.

After a review of the Strategic Plan, the group suggested an overarching statement about why the SDPZ was founded: "Together creating a pathway from poverty, to promise to prosperity." The Economic Goal Areas were reworded to include language about strengthening the business base, making infrastructure improvements, addressing disparities and supporting entrepreneurs, small businesses and self-employed residents.

**Debrief from All-Partner Meeting**

**Response:**

- The group complimented the data visualizations and community survey work and asked that they be posted on the SDPZ website.

**Key Takeaways from Three Breakout Groups:**

- The Opportunity Youth (OY) Group identified the wide age range as huge challenge to serving this population. They pointed out 16-year-old need far different interventions than 24-year-old. The group recognized the importance of using the right methods of outreach to serve this population.
- The Homeless Group identified the attention and recognition around homelessness are assets, along with the many homelessness service providers. The issues the group brought up were the many less-easily-identifiable homeless individuals who don't have as many services at their disposal. The group hopes to work toward greater cooperation between organizations to increase impact of services.

- The “From Planning to Practice” Group first focused on the goals it wanted accomplished during the designation of the Promise Zone. It especially highlighted community self-investment and greenspace. It then discussed the challenge of the norm of working in silos, different language around similar ideas, lack of data sharing, and planning fatigue. Moving to implementation, it would like to see asset mapping, a common language and interconnectedness among organizations to build highly responsive services.

### **Increasing Economic Activities Work Plan**

#### **Prioritize Logic Model Activities:**

- The group suggested building on “low-hanging fruit” or a recent successes, such as the Jacobs Center for Neighborhood Innovation’s new accelerator accepting its first class in September, or the new Livewell Center about to begin construction.
- The group highlighted the importance of using an asset map that possibly identified CIP projects to prioritize more recently developed resources.

### **Moving to Implementation**

#### **Los Angeles Promise Zone Implementation Model:**

- Los Angeles meets around goal areas and has two structures to their meetings. The first is grant-focused: a grant is identified then activities are developed and assigned to task forces. The second is workshop-focused: a capacity-building workshop is held and a supporting activity is completed in the meeting.

#### **Suggestions from Other Working Groups:**

- The Improving Educational Opportunities Working Group suggested Affinity Groups (e.g., Opportunity Youth and Homelessness) that will cross-cut Working Groups. It considered meeting by Working Group and also by subgoal for three to six month periods.
- The Housing Working Group suggested quarterly Working Group meetings.

#### **Suggestions from Increasing Economic Activities Working Group:**

- The group discussed keeping Working Group meetings in place but distributing the agenda ahead of time to help the right people come to the table.
- The group recommended having task forces meet around the activities prioritized in the Working Group meetings.
- The importance of having the Partners lead and the City of San Diego remain the support was highlighted.

### **Updates**

- Diamond Business Improvement District has a coworking space at Ochi Courtyard with 30 members. Feb. 21 at 11 a.m. is an all-day open house.
- A \$1 billion grant over four years was announced for solar panel incentives for affordable housing for 5 units and above.
- The federal government is accepting qualifying census tracts to be designated Opportunity Zone. Governors can elect tracts until March 22. Capital gains on funds invested in Zone

areas will not taxed while invested.

**Next Steps and Closing**

- The new Diamond BID coworking space and Jacobs Accelerator should be added to the asset map.

**Next Meeting Date:**

Second Wednesday of each month

Jacobs Center for Neighborhood Innovation

March 14, 2018, 1:30-3:30 p.m.