



**Increasing Economic Activities**  
**Jacobs Center for Neighborhood Innovation**  
**404 Euclid Ave, San Diego, CA 92114**  
**Jan. 10, 2018, 1:30-3:30 p.m.**  
**Meeting Notes**

**In Attendance:** Harder + Co, San Diego Promise Zone, Civic San Diego, MAAC, City of San Diego Economic Development Department

### **Review of November 2017 Working Group Meeting**

During the last working group meeting, the logic model was reviewed and finalized. New placemaking projects were added as a new activity. There was a brainstorm around an Asset Map of the Promise Zone. There was much discussion around partnering with the Diamond BID in order to support small businesses and entrepreneurs, especially in retaining startups within the SDPZ.

### **10-year San Diego Promise Zone Strategic Plan**

- The Strategic Plan is supplemental, intended to work in tandem with the work plan and meeting notes, all found on the Promise Zone website.
- The Partners listed on the Plan will be added to the All-Partner list with the approval of the new MOU. Not being listed does not mean you can't participate. The MOU will mostly structure data sharing and collaboration expectations.

### **Feedback:**

- The group would like to see a statement about why the Promise Zone was formed. The group suggested using the statement, "Together creating a pathway from poverty, to promise to prosperity." They would also like to see language added addressing data sharing and commitment to engage residents as Partners.
- 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.
- Outcomes were revised to reflect that financial literate residents are not an Economic Activity Outcome and that MADs are no longer being created.

### **Community Survey**

#### **Overview:**

- The Community Survey was conducted with support from Harder + Co., San Diego State University and AmeriCorps.
- Four AmeriCorps VISTA members and one SDSU professors trained and coordinated 120 SDSU senior criminology students to collect more than 400 Community Surveys from the

residents of Barrio Logan, Encanto, Southeastern and Logan Heights.

- Surveys were conducted at sites evenly dispersed throughout the Promise Zone and residents had to be at least 18 years old and live within the Promise Zone. Subjects were approached and interviewed at random.
- Harder + Co. cleaned, organized and visualized the data.

### **Components:**

- The Survey captured the following data on each resident: educational attainment, housing situation, perceptions of safety, frequency of park usage and reasons, employment situation, frequency of neighborhood meeting attendance, source of goods, perception of neighborhood assets, and much more.

### **Analysis:**

- Neighborhood meeting attendance was low overall. The Working Groups, especially Creating a Priority of Safety, hope to increase this attendance as a way to involve residents in community development.
- Residents responded that they often leave the Promise Zone very often for goods. The Increasing Economic Activities Working Group hopes to increase purchases within the Promise Zone to support local businesses. Residents perceived healthy food as accessible in the Promise Zone. This came as a surprise and will affect the focus of the Increasing Access to Healthcare and Healthy Foods Working Group to be on increasing healthy food consumption.
- Recreation, pharmacies and groceries were the highest in demand for desired neighborhood infrastructure.
- Finally, the most popular assets of the Promise Zone were its people and proximity to desirable infrastructure.

### **Review/Comment:**

- The Working Group was curious as to the actual demographics of the SDPZ compared to the Survey, as well as the demographics of the student surveyors. They expressed interest in cross-tabulation of data to compare educational attainment, neighborhood and age.
- They commented that unemployment rate was higher than the rest of the city.
- They also highlighted the high grocery store demand leakage of the SDPZ.

### **Next Steps**

Review work plan and discuss transition to implementation.

### **Updates:**

- The All-Partner Meeting on Jan. 25 will review our planning process, look to our next phases, and review our indicators. A Grant Searching Workshop will follow the meeting. Taught by the Promise Zone HUD liaison, the Workshop will focus mainly on federal grants but touch on other types as well. RSVP available through Eventbrite.

**Next Meeting Date:**

Second Wednesday of each month

Jacobs Center for Neighborhood Innovation

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