



Increasing Economic Opportunities Working Group Meeting  
Jacobs Center for Neighborhood Innovation  
404 Euclid Ave., San Diego, CA 92114  
Meeting Date: 6/14/17 1:00pm-3:00pm

### **Organizations Represented**

City of San Diego (SDPZ Backbone organization), City of San Diego Economic Development Department, Jacobs Center for Neighborhood Innovation, Civic San Diego, Jackie Robinson YMCA, San Diego Workforce Partnership, Harder+Company Community Research (consultant), Barrio Logan College Institute.[CM1]

### **Review of Working Group Meeting #2 (May 2017)**

At this meeting, the group engaged in a brainstorm session to identify existing opportunities to leverage authentic community voice and input and generated a list that was aggregated with the input from the other five working groups. This information will be used by working groups to incorporate community input during key planning and implementation activities.

The group also spent time reviewing the Increasing Economic Opportunities activities (now called subgoals) to identify who is already doing work within the San Diego Promise Zone (SDPZ). This information was compiled into a table that will be used to inform the development of the logic model.

Finally during this meeting, the group made the determination to separate the Increasing Economic Activities and Job Creation working group into two working groups.

### **Measuring San Diego Promise Zone (SDPZ) results**

Katherine and Cristina introduced the group to a list of indicators developed jointly between our HUD liaison and the City of San Diego to capture the work of the San Diego Promise Zone. Once indicators are finalized, the City will develop a data tracking system for the SDPZ indicators that will be converted into a dashboard that will be used to track and report on the progress of the SDPZ over the next 10 years.

For this working group, two potential indicators were offered:

1. Building permits
2. Number of businesses in the zone

The group reviewed the indicators to ensure that there was common understanding on the intent of the indicators. Attendees were then asked to work in two smaller groups to review subgoals and propose other indicators to measure the progress of this goal area. In addition to the two indicators listed above, the group identified two other indicators. Exhibit 1 (next page) summarizes the indicators prioritized by this working group via a group consensus process. As appropriate, the group offered other data elements that could be used to inform the progress towards the indicators.

**Exhibit 1. Summary of Increasing Economic Opportunities Subgoals by Proposed HUD Indicators**

Subgoals	HUD Indicators Proposed by Group			
	Building permits/value (\$)	Asset Mapping; Land/ Leasable Space	Business Tax Certification	Retail Leakage
A. Attract new businesses to vacant SDPZ land to decrease retail leakage, in line with resident-informed community plans. Development will be incentivized by New Market Tax Credits. City-created GIS data and maps will be used to market land.	X  (new building permits)		X	
B. Make infrastructure improvements along high traffic commercial corridors, addressing SDPZ infrastructure disparities		X  (place making and site development permits)		
C. Support small business development/ entrepreneurs by providing small business owner training and removing barriers to start-up/expansion capital.	X  (new and remodel)		X	X
D. Market/rebrand the SDPZ's three distinct neighborhoods by using their unique cultural and geographic assets and promoting them individually as healthy, safe, and desirable places to live, work, and invest.		X  Define desirable & leverage existing businesses		X