



SDPZ Creating Jobs and Increasing Economic Activities Working Group Meeting

Cesar E. Chavez Campus - San Diego Continuing Education
1901 Main St., San Diego, CA 92113
5-17-17 2pm-4pm

Organizations Represented

BAME, JCNI, SDWP, Futures Foundation, Jewish Family Services, SD Housing Commission, Civic San Diego, Metro United Methodist, LRNG, Workshop for Warriors, City of San Diego (SDPZ backbone organization), Housing & Urban Development (SDPZ community liaison), Harder+Company Community Research (consultant).

Review of Working Group Meeting #1 Summary

At the last meeting, the group reviewed the 10 year PZ designation, the Jobs Goal area and discussed how to engage community in this planning phase.

Jobs and Econ Goals and Activities

The group reviewed the activities for the Creating Jobs and Increasing Economic Activity goal areas and discussed:

- Which individuals/organizations represented at the meeting are already working towards or could work towards particular activities under each goal
- Which organizations are not present at the meeting, but are already working toward an activity or whose partnership is needed to accomplish an activity.

Goal 1: Connect Opportunity Youth to employment, increase residents' ability to acquire middle-skill jobs and create jobs through local sourcing with anchor institutions. The SDPZ has a 16.2% unemployment rate and 40.1% of Opportunity Youth are unemployed.

- Goal language should just be "youth" not opportunity youth (by definition 100% of opportunity youth are unemployed).

Activity 1a: Connect Opportunity Youth, aged 16-24, to employment.

Here: Jewish Family Services, Workshop for Warriors, JCNI, LRNG, Barrio Logan College Institute, BAME CDC, LISC, SD Futures Foundation, SD Housing Commission, City of SD Internship Work Readiness, Metro United Methodist

Not here: SD Unified, SDCCD, YDO, Able/Disabled, CDBG Grantees, Second Chance, ACCESS.

Activity 1b: Increase the number of residents employed in middle skill jobs in growing industry sectors by expanding programs that provide industry-recognized post-secondary credentials.

Here: Jewish Family Services, Workshop for Warriors, JCNI, LRNG, Barrio Logan College Institute, BAME CDC, LISC, SD Futures Foundation, SD Housing Commission, City of SD Internship Work Readiness, Metro United Methodist

Not here: CET, Paving Great Futures, Industry Sector Groups, GRID Alternatives, State Apprenticeship Coordinator

Activity 1c: Identify local sourcing opportunities with anchor employer institutions and champion model policies that encourage equitable practices.

Here: Jewish Family Services, Workshop for Warriors, JCNI, LRNG, Barrio Logan College Institute, BAME CDC, LISC, SD

Futures Foundation, SD Housing Commission, City of SD Internship Work Readiness, Metro United Methodist

Not here: Supply Chain Orgs, Millennium Learning (JCCS), Building Greater Futures, Missing City/County Hospitals, Barona Culinary programs

Goal 2: Strengthen the SDPZ base by attracting new business to vacant SDPZ land, improving infrastructure, offering support for small business entrepreneurs and self-employed residents and rebranding the SDPZ's neighborhoods.

- Land does not have to be undeveloped; may be developed land/space that is undeveloped.
- City is working on expedited permitting process for areas inside the PZ
- Is there a baseline retail leakage rate? Yes, City Econ Development Dept recently did a study, can follow up.
- Leveraging existing models – Little Italy, East Village
- Community Plan updates have been done recently.

Activity 2a: 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.

Who is here: Civic, LISC, BAME CDC, JCNI, City's Place-making code

Not here: Chambers, EDC, Businesses/Private Sector, Developers who focus on retail spaces, Councilmembers (4, 8, 9), Arts Organization/Commission, Diamond BID

Goal 2b: Make infrastructure improvements along high traffic commercial corridors, addressing SDPZ infrastructure disparities.

Who is here: JCNI

Not here: Parks and Rec, SANDAG, TSW, MTS, Making PZ Wi-Fi enabled, Circulate SD, Mid-City CAN, Bikes Del Pueblo

Goal 2c: Support small business development /entrepreneurs by providing small business owner training and removing barriers to start-up expansion capital.

Who is here: City's Revolving Loan Fund, JFS, SD Grantmakers, SD Housing Commission

Not here: Self-Help Credit Union, SD Public Library (patent and trademark center, maker's spaces), SD Microfinance Group, IRC, ACCION, Opportunity Fund, SBDC, Opportunity Fund, Foundations, LISC, Rosie Network, Co-ops, Urban Corps, Alpha Project, SDCCD Adult Education, SDUSD Charters

Goal 2d: Market/rebrand the SDPZ's three distinct neighborhoods by using their unique cultural geographic assets and promoting them individually as healthy, safe, and desirable places to live, work and invest.

Who is here: City of SD

Not here: Libraries and Parks and Rec teen councils, BIDs, Alpha Project, Urban Collaborative, People over Profits, Environmental Health Coalition, Chambers, Interfaith Community, SD Unified, Community College District, Chicano Park Steering Committee, MAD

Community/Resident Led Opportunities

The group generated a list of existing/ongoing community groups where input on the SDPZ planning process may be sought:

JCNI/UCSD Bridge

Compassionate Solutions- resident led group in Logan Heights

Community Planning Groups

People over Profits

Pillars of the Community in SE
Boys to Men
Union del Barrio

Splitting the Jobs and Economic Activity Working Groups

With the goal of making a decision about whether the Jobs and Economic Activity Groups should continue to meet together or separately, the group took inventory of which organizations are interested in participating in each goal area.

Goal 1 (JOBS):

- Jewish Family Services,
- Workshop for Warriors
- JCNI
- LRNG
- Barrio Logan College Institute
- BAME
- LISC
- SD Futures Foundation
- SD Housing Commission
- City of SD Internship Work Readiness
- Metro United Methodist

Goal 2 (ECON ACTIVITY):

- JCNI
- BAME
- LISC
- SD Futures Foundation

Bike Rack

- Is the number of jobs unduplicated? (e.g. number of people or number of positions)
- Possible subcommittee around opportunity youth – crossover between Education and Jobs working groups.

Next Steps:

- Per group vote, Jobs and Econ working groups will meet separately starting next month.
- The groups will start populating the logic models at June's meetings.