

**CONSOLIDATED PLAN ADVISORY BOARD (CPAB)
MINUTES**

THURSDAY, JULY 12, 2018

SAN DIEGO CIVIC CONCOURSE – NORTH TERRACE ROOMS 207–208
202 ‘C’ STREET, SAN DIEGO, CA 92101

BOARD MEMBERS PRESENT	BOARD MEMBERS ABSENT
<ul style="list-style-type: none"> • Ken Malbrough, Council District 4 • Richard Thesing, Council District 7 • Zaheen Chowdhury, Council District 1 • Valerie Brown, Council District 5 • Eileen Gonzales, Council District 3 • Claudia Dunaway, Council District 8 	<ul style="list-style-type: none"> • Sara Berns, Council District 2 • Peter Dennehy, Council District 9 • VACANT, Council District 6

STAFF PRESENT	ATTENDANCE SHEET
<ul style="list-style-type: none"> • Stephen Maduli-Williams, Community Development Division Program Manager • Michele Marano, Community Development Coordinator • Leonardo Alarcon, Community Development Specialist • Michelle Harati, Community Development Project Manager 	<p>12 people signed the attendance sheet</p>

Call to Order

Mr. Ken Malbrough called the meeting to order at 9:06 a.m. with six board members present. A quorum was achieved at the same time.

Approval of Minutes

Mr. Malbrough called for a motion to approve the May 09, 2018, meeting minutes. Ms. Valerie Brown moved to approve the minutes. Mr. Zaheen Chowdhury seconded the motion. The minutes were approved 5-0-1 (abstain).

Board Announcements

Mr. Malbrough announced that Consolidated Plan Advisory Board member Mr. Gary Wong, Council District 6 representative, has resigned from the board. Mr. Malbrough thanked Mr. Wong for his dedication to supporting CPAB during his time as a member.

Staff Announcements

- Ms. Michelle Harati announced the launch of the Community Needs Survey. Ms. Harati stated that all City of San Diego residents are strongly encouraged to provide their input on community needs and funding priorities for the Fiscal Year 2020 – 2024 Consolidated Plan by participating. The survey is available on the [main CDBG website](#), [hard copy format](#) and to increase accessibility available in [five different languages](#).
- Ms. Harati stated that the City submitted the [Fiscal Year 2019 Annual Action Plan](#) outlining activities for the upcoming year to the Department of Housing and Urban Development (HUD) for review on June 27, 2018.
- Ms. Harati announced that enrollment for the City of San Diego Nonprofit Academy opens Monday, July 16, 2018 for the next the session scheduled for August 21-22, 2018. Ms. Harati explained that a notification will be sent out to the CDBG distribution list and encouraged those seeking additional details to visit the City of San Diego Nonprofit Academy [website](#).

Non-Agenda Public Comment

N/A

Agenda Item(s)

Action Item: 6a:

Rescheduling November CPAB Meeting

The Consolidated Plan Advisory Board considered the request to reschedule the November CPAB meeting due to a scheduling conflict. The Board was presented with two alternative options, November 7th 9:00 a.m. -10:30 a.m. or November 14th 3:00 p.m. - 4:30 p.m. The Board selected November 7th 9:00 am – 10:30 am with Mr. Malbrough making the motion, which was seconded by Ms. Brown. The motion passed 5 – 1 (Ms. Claudia Dunaway).

Discussion Item: 7a:

Consideration of Sample Fiscal Year (FY) 2019 Request for Proposals: Public Services

The CPAB was asked to review and score a sample Public Services RFP as a training exercise and to better inform future discussions about the FY 2020 RFP Application and Scoring Criteria. Board members were asked to submit scores for the sample RFP to staff on or before July 27, 2018 and the RFP will be reviewed by staff at the August 8 CPAB meeting. *Please see attached handouts for additional details.*

Discussion Item: 7b:

FY 2020 – 2024 Consolidated Plan Stakeholder Discussion

Lesar Development Consultants facilitated a discussion to solicit feedback on community needs and priorities to inform the upcoming FY 2020 – 2024 Consolidated Plan. *Please see attached PowerPoint for additional details.*

Public Comments Received:

- Mr. Erik Tilkemeier, representing the City Heights Community Development Corporation (CDC), encouraged the City to consider investing in permeant housing solutions. Mr. Tilkemeir stated that the City should be working to increase affordability and decrease displacement amongst low to moderate-income communities.
- Ms. Deme Hill, representing the Regional Task Force on the Homeless in San Diego, stated that the City should concentrate efforts on projects that build life skills, expand employment opportunities and expand housing stock.
- Ms. Lauren Welch, representing Urban Corps of San Diego County, described how Urban Corps is working to create integrated supportive systems for disconnected youth in the City. Ms. Welch described how housing affordability and homelessness poses as a challenge to success.
- Ms. Maria Muhammed, representing I Am My Brother's Keeper CDC, explained that the City should do more to incentivize collaboratives and resource sharing amongst nonprofits. Ms. Muhammed described that operating a nonprofit can be challenging and the City can do more to support and expand capacity.

Consolidated Plan Board Member Comments Received:

- Ms. Brown stated that the City could work to better foster tangible collaboration opportunities for nonprofits operating in San Diego; to include micro-grants to offset staff time to allow for more organizations to attend public meetings and build relationships. Ms. Brown also encouraged to focus on expanding the available housing stock and adopting a housing first model.
- Mr. Malbrough explained that the City should be focused on supporting programs that provide wrap around services and well-designed programs that assist individuals with obtaining living wage employment. Mr. Malbrough provided the example of an apprenticeship program that would train low to moderate income individuals in construction trades and then allow for the opportunity for those trained to be placed into paid positions constructing affordable housing projects.
- Mr. Malbrough stated that the City should be reevaluating all programs that are funded to address homelessness to ensure that they are effective and making a tangible impact.
- Ms. Dunaway described the need for programs that focus on preventing homelessness; to include rental assistance and counseling services. Ms. Dunaway emphasized the housing cost burden that many low to moderate families are facing with an example of multiple families living in overcrowded homes.
- Ms. Eileen Gonzales emphasized the lack of support and proper training for those working with the most vulnerable populations; this included not enough funding for case management services and lack of collaborative infrastructure.
- Mr. Richard Thesing stated that the City needs to adopt new policies and programs to address the increasing number of individuals experiencing homelessness.

Adjournment

- Meeting adjourned at 10:05 a.m.

DRAFT

1. PROJECT CHARACTERISTICS (MAX SCORE: 30 POINTS)

a. Project Summary (Max Score: 15 Points)

- i. *Provide a brief description of the proposed project, including resulting activities and/or services to be provided (Max Score: 5 Points)*

The Youth Empowerment Collaborative is seeking CDBG support to implement the Bridge to Hospitality Careers Program to transform the lives of low to moderate-income (LMI) youth within the City of San Diego. The Bridge to Hospitality Careers Program (BHCP) will provide LMI youth with evidence-based integrated economic empowerment services within our Financial Opportunity Center (FOC). The Youth Empowerment Collaborative's FOC promotes economic well-being by providing three main services, bundled together: employment assistance, one-on-one financial counseling, and help accessing public benefits that supplement income from work.

CDBG funding will allow the Youth Empowerment Collaborative to implement a new program specifically focused on supporting out of school youth, between the ages of 16 – 22 and residing in the City Heights area, achieve self-sufficiency through integrated hospitality career training and culturally relevant financial services. Moreover, BHCP participants will receive soft-skill training focused on interview, resume and customer service skills and hard-skill development through hands on hospitality training and placement in paid apprenticeships.

Hospitality is thriving in San Diego and similarly across the country, in fact according to the United States Department of Labor hospitality is one of the fastest growing industries. As such, BHCP seeks to build upon this growth and expand economic opportunities for all by serving as a bridge between unengaged youth and hospitality-based businesses. BHCP endeavors to provide LMI youth with a path to success and career growth within the hospitality industry and in turn, ensure skilled workers are available to employers.

Furthermore, the Youth Empowerment Collective has secured the support of the Globe Hotels Foundation who will be providing successful BHCP participants with a 12-week paid apprenticeship. The apprenticeship will allow for skills to be gained at the entry-level and would provide participants with employment references, networking opportunities, and for many will be the first time they receive a paycheck. The CDBG funding is a critical component to the programs implementation as it would facilitate operations and allow for the soft and hard skill training necessary to prepare participants for the apprenticeship opportunity.

- ii. *Describe the Characteristics of Population(s) to be served (Max Score: 5 Points)*

The Bridge to Hospitality Careers Program will be open to all serving low to moderate-income (LMI) youth, aged 16 -22 who are currently out of school with a specific focus on serving those residing in the City

Heights neighborhood. Serving disadvantaged and disconnected youth is the primary aim of the program to ensure that those who have left our school systems are offered alternative opportunities to succeed. Given that City Heights high-school students are twice as likely to leave school than the district-wide average the Youth Empowerment Collaborative aims to address this problem by providing wrap around supportive services. The program will conduct targeted outreach within City Heights given the critical need of supporting one of the lowest-income areas where nearly 29% of residents live below the Federal Poverty Line, unemployment hovers at 10%, 21% of residents speak little to no English, and the median income, \$36K, is nearly half of that of City's average of \$66K. Moreover, nearly 40% of City Heights residents are foreign-born which means that many youths in City Heights are navigating education and employment systems with parents who may be encountering the same challenges. City Heights residents are starting to face new challenges with new investment opportunities and redevelopment leading to ever increasing rent and cost of living threatening displacement.

- iii. *Describe the critical need(s) that will be addressed including how other resources are not available to meet the need(s) (Max Score: 5 Points).*

Low to moderate-income youth face unique challenges to achievement within traditional tracks of education and employment. These obstacles to success often include lack of access to reliable transportation, language barriers, the need to earn supplemental household income, and food insecurity. As such, it should come as no surprise that every year hundreds of LMI students are leaving our educational system, face high rates of unemployment and often are unable to break out of generational poverty.

These are the youth that the Bridge to Hospitality Careers Program endeavors to support with resources, training and paid apprenticeships to provide a path to financial stability with the aim of breaking frustrating cycles of poverty. The Youth Empowerment Collaborative believes that it is critical to ensure disadvantaged youth are involved in supportive programs and become part of the constructive workforce. This program will ensure that youth participants are able to realize their potential to lead productive and engaged lives by providing employment training opportunities and financial counseling services to address skill gaps and promote economic wellbeing.

The reality for many 'drop-outs' is that their low educational attainment, lack of key skills development within literacy, numeracy and critical thinking, and challenging living circumstances will hinder economic mobility. In San Diego, there are few comprehensive programs focused on youth development with most organizations focusing on either basic job readiness training or financial literacy.

**b. Confirmation of a New Service or Expansion of an Existing Service
(Max Score: 5 Points)**

Explain the expected results of the proposed project and how it will result in the provision of a new service or the expansion of an existing service.

CDBG funding will allow for the implementation of new service, the Bridge to Hospitality Careers Program and will cover the operating costs necessary to support the training and economic empowerment of low to moderate-income youth within San Diego. This new program is a direct result of the efforts launched by the Youth Empowerment Collaborative to partner with the Globe Hotels Foundation and direct positive local

impacts in line with their Youth Futures campaign, which represents an organizational commitment to youth development.

The program will provide participants with integrated services during intensive pre-apprenticeship training 6-week group cohorts. Upon successful completion of the 6-week training, graduates will be offered a paid apprenticeship to implement their new skills in an on-the-job environment. Globe Hotels Foundation has pledged to support the Bridge to Hospitality Careers Program by funding 60 paid 12-week apprenticeship opportunities for program graduates, will provide uniforms free of charge, and will partner with us to place apprentices at local hotels. Moreover, those program graduates that complete the 12-week apprenticeship opportunity in good standing will be offered an opportunity to interview for a hospitality position at either Globe Hotels or one of their partners.

As such, it is expected that this project will lead to skill development, apprenticeship placement, employment opportunities, increased income generation, bank account openings, and the establishment or improvement of a credit score. This new service is essential to assisting LMI youth navigate out of poverty and the transitional work experience coupled with financial literacy and counseling will result in improved life outcomes for those involved.

c. Project Goal(s) (Max Score: 5 Points)

Identify the goal(s) of the project and describe how these goals will be met.

The overarching goal of the Bridge to Hospitality Careers Program is to provide at least 70 LMI out-of-school youth experiencing significant barriers to employment with the training and knowledge needed to secure and retain employment in the hospitality industry. This goal will be accomplished over the course of the program year with CDBG funds by ensuring participants are provided with workshops on soft-skill development, hands-on hospitality training, financial literacy courses and one-on-one financial counseling services. Moreover, instruction will be delivered in a culturally relevant and age appropriate method with an emphasis on youth engagement. As such, the program will be able to achieve its goals as it combines hands-on training and the paid apprenticeship opportunity to specifically address the needs of City Heights youth. Furthermore, the Youth Empowerment Collaborative is uniquely adept at providing the evidence based model of bundled services, building relationships with City Heights out of school youth, and meaningfully intervening in their lives.

The Bridge to Hospitality Careers Program will achieve its goals by following the path outlined below:

Outreach → Enrollment → Pre-Apprenticeship Cohort → Apprenticeship Placement → Post Apprenticeship

d. Project Results (Max Score: 5 Points)

<i>Total number of unduplicated City of San Diego individuals to be assisted by the project</i>	65
<i>a) Of total number listed above, total number of LMI anticipated to be served at or below 80% of AMI</i>	65
<i>b) Percentage of City of San Diego LMI individuals to be assisted by the project</i>	100%

Describe the methodology used to determine anticipated project results.

The anticipated result of serving 65 City of San Diego low to moderate-income youth is based upon the available allotment of 60 paid apprenticeship positions. Youth Empowerment Collaborative expects that not all youth that are enrolled will successfully complete the Pre-Apprenticeship Cohort for a variety of reasons. As such, we have accounted for a small amount of drop-off.

2. PROJECT SPECIFICS (MAX SCORE: 18 POINTS)

a. Services to be Provided (Max Score: 13 Points)

- i. Provide a listing and clear description of the services to be provided and details on the quantity and duration of each service listed (Max Score: 3 Points).*

The Bridge to Hospitality Careers Program will provide three key services: (1) employment training and supportive services, (2) financial literacy courses and one-on-one counseling and (3) placement in a paid apprenticeship. All enrolled low to moderate-income youth will be placed in a 9-week Pre-Apprenticeship Cohort to receive intensive employment training, financial literacy courses, and soft and hard skill development. This cohort model will serve to build relationships and mutual understanding amongst the participants as they support one another throughout the process. The cohort will meet four times a week, Monday – Thursday, from 10:00 AM – 4:00 PM at the Youth Empowerment Collaborative office in City Heights. As such, over the course of six weeks enrollees will have received 144 hours of training. Details on the services are provided below:

Outreach

- Coordinate efforts with local high schools to reach students who have recently stopped attending or graduated without a college plan
- Conduct targeted outreach and market program to City Heights residents, nonprofit organizations and churches
- Present program at local community meetings, post flyers at local libraries, coffee shops and stores
- Host open-office hours for walk-ins with questions and to field interest

Enrollment

- Interested youth will be screened one-on-one to ensure they meet CDBG eligibility requirements
- Program overview session where all requirements, benefits and expectations are explained
- Intake session conducted to review individual goals, conduct a financial assessment, and develop a development plan to achieve articulated goals

Pre-Apprenticeship Cohort

- Enrolled youth will be placed within a six-week cohort style training program
- Receive contextualized skill development, resume and interview training, and customer service skills
- Financial Literacy courses provided on the following key areas: Banking, Credit and Taxes
- One-on-one financial counseling and coaching to improve understanding and personalized financial lessons
- Bank accounts will be opened for those who do not have one

Apprenticeship Placement

- Youth who have successfully completed the cohort will be placed in a 4-week paid apprenticeship position at a Globe hotel to receive on the job training in a transitional work experience
- Complete uniform, shoes, pants, and shirts will be provided free of charge through the Globe Hotels Foundation
- Bus passes will be provided to all apprentices to ensure ability to get to and from work
- Supportive services will be continued to be provided by the Youth Empowerment Collaborative
- Youth Empowerment Collaborative will conduct a mid-term financial assessment to track gains made

Post Apprenticeship

- All apprentices completing the 16-week placement will be granted an interview by Globe Hotels or a partner
- Youth Empowerment Collaborative will work youth to ensure their resumes are updated, conduct mock interviews, and provide interview attire
- If youth are not granted employment by Globe Hotels or one of their partners, Youth Empowerment Collaborative will gather interview feedback and continue working with the youth on submitting applications and improving their interview skills
- A final financial assessment will be conducted 6 months after the apprenticeship has ended to track changes in income, net worth, credit scores and spending habits

- ii. *Provide details on the method of delivery of each service listed, which should include details on whether each service listed will be provided on an individual basis and/or group settings (Max Score: 5Points).*

Enrollment will be conducted individually to allow for youth to be heard and ensure they understand the program completely. This will provide staff the ability to develop personalized goals and an action plan for enrollees.

The Pre-Apprenticeship Cohort will be primarily delivered in a small-group workshop model, with 20-30 participants per cohort. The training material will be taught in an engaging and collaborative method with emphasis placed on allotting time for participants to relate lessons to their real-world experiences. For example, in a class covering the benefits of banking we may hear from a participant who has paid 5% of a checks value to have it cashed at a local convenience store and compare that to the ability to do so free at large banking institutions. Although, before and after the cohort sessions, enrollees will have individualized financial counseling and coaching sessions where in one-on-one support may be provided.

- iii. *Explain and justify the total amount of CDBG funds requested in relation to the services provided and any fees charged (Max Score: 5 Points).*

The requested amount of \$153,000 of CDBG funds will ensure effective program delivery, services and essentials are provided to program participants. Program participation will be free of charge to enrolled LMI youth. If awarded, Youth Empowerment Collaborative will move forward with the hiring of two new staff members to provide the direct services within the Bridge to Hospitality Careers Program. These two new staff members, accounting for 80% of the requested budget, will conduct outreach, enrollment screenings and intake appointments, lead the Pre-Apprenticeship cohorts and provide general supportive services. In addition, funding will cover the wages, 10%, of a Financial Counselor who will lead financial literacy trainings and provide one-on-one counseling.

Reliable transportation has continually been identified as an obstacle to success for LMI youth and as such, the Youth Empowerment Collaborative respectfully requests funding to provide 65 enrolled youth with monthly MTS bases to allow for the use of public transportation to trainings and apprenticeship locations. This figure has been calculated at the youth rate of \$36 for 25 participants- \$4,500- and \$72 for 40 participants at 5 months - \$14,440 (given 18-week commitment), amounting to 9% of requested funds. Additional expenses include rental costs for the workspace and classroom where trainings and individualized coaching will occur, administrative supplies and costs for supplies given to participants.

b. Project Schedule (Max Score: 5 Points)

- i. *Describe how the project will be completed within the required 12-month timeline with appropriate milestones and estimated expenditures per month/quarter (Max Score: 5 Points).*

The program years schedule from July 1, 2018 – June 20, 2019 is outlined below:

Quarter 1: All program staff are brought on board, program curriculum is finalized, and targeted outreach begins. At least 15 participants are enrolled into the program, 15 bus passes are purchased and the first Pre-Apprenticeship Cohort will begin.

Estimated Expenditures: \$37,000

Quarter 2: Targeted outreach and enrollment of participants continues, at least 25 participants are enrolled into the program, 25 bus passes are purchased and the second and third Pre-Apprenticeship Cohorts will begin. First cohort will conclude and successful graduates will be placed into paid 12-week hospitality apprenticeships at local hotels.

Estimated Expenditures: \$45,000

Quarter 3: Targeted outreach and enrollment of participants continues, at least 25 participants are enrolled into the program, 25 bus passes are purchased and the fourth and fifth Pre-Apprenticeship Cohorts will begin. Second and third cohorts will conclude and successful graduates will be placed into paid 12-week hospitality apprenticeships at local hotels. Those from the first cohort who completed their apprenticeship in good standing will be readied for interviews at local hotels.

Estimated Expenditures: \$45,000

Quarter 4: The fourth and fifth Pre-Apprenticeship Cohorts will conclude, with successful graduates placed into paid 12-week hospitality apprenticeships at local hotels. Those from the second and third cohort who completed their apprenticeship in good standing will be readied for interviews at local hotels.

Estimated Expenditures: \$32,000

3. PROJECT BENEFITS (MAX SCORE: 20 POINTS)

a. Services to High Need Populations (Max Score: 12 Points)

Describe how the project will provide services to high need populations and provide the references used for this determination. Public Services projects must be considered a Low and Moderate Income Limited Clientele Activity (LMC) by serving one of the following:

- i. Presumed low income clientele as defined by HUD (see the FY 2019 RFP Handbook); or
- ii. Direct Benefit to Low Income Persons based on compliance with HUD income limits (see the FY 2019 RFP Handbook) through documented family size and income.

The Bridge to Hospitality Careers Program will serve low to moderate-income (LMI) youth, aged 14 -20 who are currently out of school with a specific focus on serving those residing in the City Heights neighborhood. This will be documented in compliance with HUD income limits. Disenfranchised youth are a high need population and to promote economic and civic wellbeing programs offering alternative paths to financial stability are critical. Upon enrollment, youth will have a financial assessment conducted which will account for both their personal and household income, debt and credit standing. As such, we will be able to determine their appropriate income limit and ensure all who are served are indeed low to moderate-income clientele.

b. Homeless Services (Max Score: 2 Points)

Describe how the project will provide services to homeless individuals. (Homeless individuals should account for a minimum of 20% of the total population served by the project.)

Not Applicable.

c. Geographic Targeting (Max Score: 1 Point)

Describe whether your organization's main office(s) is located in at least one of the six Community Planning areas identified as high need: Barrio Logan, San Ysidro, Linda Vista, Encanto, Southeastern, City Heights or in the Promise Zone.

The Youth Empowerment Collaborative main office is located within the City Heights area.

d. Geographic Targeting (Max Score: 5 Points)

Describe your agency's efforts and strategies to deliver services to clients residing in one or more of the six Community Planning areas identified as high need: Barrio Logan, San Ysidro, Linda Vista, Encanto, Southeastern, City Heights or in the Promise Zone.

The Youth Empowerment Collaborative is centrally located in the City Heights Community Planning area and the focus of the Bridge to Hospitality Careers Program will be on serving residents within City Heights. City Heights is one of the densest neighborhoods in San Diego and has a high number of nonprofits serving low-income San Diegans, the Youth Empowerment Collaborative works in partnership with many of these organizations. As such, we expect through targeted outreach efforts and referrals to primarily serve those residing in City Heights.

4. ORGANIZATIONAL CAPACITY (MAX SCORE: 12 POINTS)

a. Experience in Successful Implementation of Public Services Projects (Max Score: 5 Points)

Describe your organization's experience in successfully implementing projects of similar scope and of comparable complexity.

The Youth Empowerment Collaborative has operated as a Financial Opportunity Center (FOC) for the past ten years and has become a primary service provider within the City Heights community. The Youth Empowerment Collaborative's FOC promotes economic well-being by providing three main services, bundled together: employment assistance, one-on-one financial counseling, and help accessing public benefits that supplement income from work. To date, we have worked with 100,000+ youth, young adults and parents on improving their financial wellbeing.

The integrated approach utilized by our staff has improved the lives of many by ensuring they are able to access employment opportunities, build savings for security and establish or improve their credit histories. The Bridge to Hospitality Careers Program will allow us to continue transforming lives by establishing an in-depth hospitality program that provides bundled services. These integrated services are key as research has shown that those who receive both employment and financial training are twice as likely to remain employed, improve their net worth and establish positive financial behaviors while promoting equity.

b. Experience in Provision of Services to LMI Residents (Max Score: 3 Points)

Describe your organization's experience in providing services to low and moderate-income residents or presumed low and moderate income CDBG beneficiaries such as elderly persons, illiterate adults, homeless persons, abused children and/or battered spouses.

The Youth Empowerment Collaborative has served LMI residents with a focus on youth for over twenty years. Our program beneficiaries are widely diverse and reside all throughout the City of San Diego. Given that all programs offered through our agency are free of charge we have a long-established history of serving LMI residents. As such, the Youth Empowerment Collaborative is well suited and ready to implement the Bridge to Hospitality Careers Program to ensure disadvantaged, out-of-school youth are given the resources and tools needed to thrive.

c. Collaboration with Other Service Agencies (Max Score: 4 Points)

Describe how your organization collaborates with other service agencies, including organizations that provide similar services and resources.

The Youth Empowerment Collaborative strongly believes in the achievement possible when people and organizations come together, hence the use of 'Collaborative' within our name. This belief has long been placed into practice with well established relationships amongst with a wide variety of nonprofit and government agencies that serve low to moderate income individuals.

5. BUDGET (MAX SCORE: 18 POINTS)

*Note to REI: This section is essentially the "BUDGET" tab in ED Grants, do not need to create a new section of the RFP "Form" to capture this information.

a. Demonstration of Sustainability (Max Score: 5 Points)

Identify the alternative future sources of funding to support the proposed project and demonstrate that the project will not rely on CDBG funds for program sustainability.

The Bridge to Hospitality Careers Program will be sustained through public and private funding given its focus on employment and financial literacy. Partial funding is currently secured for the next two-years from the Globe Hotels Foundation, Arc Bank and the California Endowment. The Youth Empowerment Collaborative will continue to build upon the success of the program by preparing grant applications throughout the year to secure alternative sources of funding.

b. Total Project Budget Information by Funding Sources (Max Score: 5 Points)

Clearly identify all sources of funding for the total project costs.

Total Project Budget Information by Funding Sources					
Sequence	Funding Source Name	AMOUNT SECURED	AMOUNT UNSECURED	% Of Total Budget	Total
1	City of San Diego FY 2019 CDBG	\$ 0	\$ 158,790	44%	\$ 158,790
	Total Secured & Non-Secured Funding	\$ 171,400	\$ 36,000	56%	\$ 207,400

c. Proposed Uses of Total Project Funds (Max Score: 3 Points)

Clearly detail uses of funds (City of SD CDBG funds and non-City of SD CDBG funds) by eligible budget line items.

Proposed Uses of Total Project Funds				
#	Category Name	City Amount	Non City Amount	Total
1	Personnel Expenses	\$ 128,500	\$ 36,000	\$ 164,500

Sample Budget for reference only.

PERSONNEL EXPENSES: POSITION TITLES		
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	% OF FTE FOR PROJECT	PROPOSED AMOUNT (SALARY/WAGES + FRINGE)	
		CITY SD CDBG	NON CITY
Youth Opportunity Coach	100%	\$50,000	
Youth Opportunity Coach	100%	\$50,000	
Financial Counselor	40%	\$22,000	\$32,000
Economic Opportunities Program Manager	15%	\$6,500	\$4,000
TOTAL PROPOSED PERSONNEL BUDGET - CITY SD CDBG & NON CITY		128,500	\$36,000
A-TOTAL PROPOSED PERSONNEL BUDGET		\$164,500	

NON-PERSONNEL EXPENSES:LINE ITEM TITLES	PROPOSED AMOUNT	
	CITY SD CDBG	NON CITY
Direct Program Delivery Expenses	\$18,940	\$158,400
Supplies-Administration Use	\$500	
Supplies-Client Use	\$1,500	\$1,000
Publications/Printing	\$150	
Rent/Lease	\$9,200	\$11,500
Utilities		
Communications		\$500
Equipment Rental		
Insurance		
Federally Approved Indirect Cost Rate*		
TOTAL PROPOSED NON-PERSONNEL BUDGET - CITY SD CDBG & NON CITY	\$30,290	\$171,400
B-TOTAL PROPOSED NON-PERSONNEL BUDGET	\$201,690	

(A+B) TOTAL PROJECT BUDGET	\$366,190
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* A copy of the FY18 federally approved indirect cost rate document must be submitted in order to be allowed to use the rate.

d. Total Project's Secured Funding Information (Max Score: 5 Points – Scored by CDD)

Calculate other secured funding/total project costs

LEVERAGE OF SECURED FUNDING PERCENTAGE	56% / 3 points
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**CONSOLIDATED PLAN ADVISORY BOARD
FISCAL YEAR 2019 CDBG APPLICATION EVALUATION FORM
Category: PUBLIC SERVICES**

**Overall
Score:**

Category	Criteria	Reviewer Score	Maximum Score
1. Project Characteristics (30 points)	a. Project Summary: Description of project includes all of the following items		
	i. Activities and/or services to be provided; and		5
	ii. Characteristics of Population(s) to be served; and		5
	iii. The critical need(s) that will be addressed including how other resources are not available to meet the need(s)		5
	b. New service or expansion: Applicant defines the expected results of the proposed projects		5
	c. Project Goals: Applicant identifies the goal(s) of the project and describes how these goals will be met.		5
	d. Project Results: Applicant lists the number of unduplicated COSD individuals and total number of LMI anticipated to be served below 80% AMI		5
2. Project Specifics (18 points)	a. Services to be provided: Applicant provides a listing of the services to be provided and a clear description of each of these services which includes, as applicable, the following details:		
	i. The quantity and duration of each of these services;		3
	ii. The method of delivery; which should include details on how these services will be provided and if services will occur on an individual basis and/or group settings		5
	iii. An explanation and justification for total amount of CDBG funds requested in relation to the services provided and any fees charged.		5
	b. Project Schedule Applicant describes how the project will be completed within the required 12-month timeline with appropriate milestones and estimated expenditures per month/quarter		5



**CONSOLIDATED PLAN ADVISORY BOARD
FISCAL YEAR 2019 CDBG APPLICATION EVALUATION FORM
Category: PUBLIC SERVICES**

3. Project Benefits (20 points)	<p>a. Applicant describes how the project will provide services to high need populations and provides references used for this determination. Public Service projects must be considered a Low and Moderate income Limited Clientele Activity (LMC) by serving one of the following populations:</p> <ul style="list-style-type: none"> i. Presumed low income clientele as defined by HUD*; or ii. Direct Benefit to Low Income Persons based on compliance with HUD* income limits through documented family size and income. 		12
	<p>b. Homeless Services: Applicant describes how the project will provide services to homeless individuals and identifies homeless individuals at minimum as 20% or more of the population served.</p>		2
	<p>c. Geographic Targeting location: Applicant's main office(s) is located in at least one of the Community Planning areas identified as high need: Barrio Logan, San Ysidro, Linda Vista, Encanto, Southeastern, City Heights, or Promise Zone.*</p>		1
	<p>d. Geographic Targeting services: Applicant presents service delivery to clients residing in one or more of the six Community Planning areas identified as high need: Barrio Logan, San Ysidro, Linda Vista, Encanto, Southeastern, City Heights, or Promise Zone.*</p>		5
4. Organizational Capacity (12 points)	<p>a. Organization Project Experience: Applicant describes their experience in successfully implementing projects of similar scope and of comparable complexity.</p>		5
	<p>b. Organization Experience w/ LMI clients: Applicant has experience in providing services to low and moderate income residents or presumed low and moderate income CDBG beneficiaries.</p>		3
	<p>c. Collaboration: Applicant describes collaboration with similar organizations, peer to peer networks, and/or partner agencies for referral purposes to benefit LMI/presumed LMI clients.</p>		4
5. Budget (18 points)	<p>a. Applicant identifies alternative future sources of funding to support the proposed project and demonstrates that the project will not rely on CDBG funds for program sustainability.</p>		5



**CONSOLIDATED PLAN ADVISORY BOARD
FISCAL YEAR 2019 CDBG APPLICATION EVALUATION FORM
Category: PUBLIC SERVICES**

	<p>b. Budget for project identifies all sources of funding for the total project costs.</p>		5
	<p>c. Budget details uses of funds (City of SD CDBG funds and non-City of SD CDBG funds) by eligible budget line items.</p>		3
	<p>d. Budget lists all other funding sources secured for project, submits documentation for each source listed, and percent of funds leveraged (calculated by: other secured funding/total project costs) is:</p> <p style="margin-left: 40px;">0% – 5% (0 points) 41% – 60% (3 points) 6% – 20% (1 points) 61% – 80% (4 points) 21% – 40% (2 points) 81% – 100% (5 points)</p>	(CDD score)	5
6. Project Eligibility & Performance Indicators	<p>a. Project Eligibility</p> <p>i. The Scope of Work and Budget, in its entirety, demonstrates compliance with CDBG eligibility requirements</p>	CDD score	1
	<p>ii. The Scope of Work and Budget demonstrates compliance with National Objective and other HUD and City requirements</p>	CDD score	1
	<p>b. City of San Diego Track Record: Rating based on past performance of applicant agency on projects previously funded by the City of San Diego under the CDBG program*. <i>These are subtractive points from maximum 100 point score, determined by performance levels:</i></p> <ul style="list-style-type: none"> • No deficiencies (0) • Minor deficiencies (-1) • Moderate deficiencies (-2) • Significant deficiencies (-3) <p>Performance Indicator data collected from FY 2015-FY 2017 for FY 2019 evaluations; application stated leveraged funding will be evaluated for FY 2020 application cycle</p>	CDD score	-3

City of San Diego
 Five-year Consolidated Plan
 2020-2024

Community Forum
 Consolidated Plan Advisory Board
 July 11, 2018



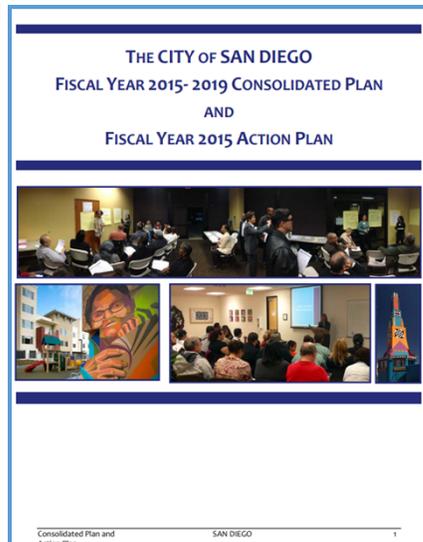
Consolidated Plan Introduction

The Consolidated Plan:

- Is created every 5 years
- Assists the City to determine community needs
- Provides a community-wide dialogue

Share What's on Your Wish list and Help Identify:

- Housing Needs
- Economic Development Needs
- Public Facilities and Infrastructure Needs
- Homelessness Needs
- Community Development and Public Service Needs



The City of San Diego Con Plan FY 2015-2019

SD Economic Development

Important Documents

"SAY"

5-Year Consolidated Plan

"DO"

Annual Action Plan

"SHOW"

Consolidated Annual Performance and Evaluation Report

→ → →

3
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HUD's Consolidated Planning Process

6 Phases

1. Determining Needs: Needs Assessment Consultations & Outreach Jul-Aug
2. Setting Goals Strategic Plan Development Aug-Oct
3. Determining Resources Oct - Nov
4. Setting Priorities Nov-Dec-Jan
5. Program Allocations ACTION PLAN July 2018
6. Evaluating Performance CAPER Sept 2018

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CDBG Community Development Block Grant	HOME HOME Investment Partnership
HOPWA Housing Opportunities for Persons with HIV/AIDS	ESG Emergency Solutions Grant

FEDERAL PROGRAMS

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Purpose of the Federal Funds

- The City of San Diego receives federal funds to invest in improving local communities.
- These funds must assist low- and moderate-income (LMI) families and individuals.

(Source: US Department of Housing and Urban Development)

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Income Limits

The City of
SAN DIEGO

CDBG INCOME LIMITS*
FOR CITY OF SAN DIEGO
(Effective 04-16-18/Published April 2018)

HOUSEHOLD SIZE	EXTREMELY LOW INCOME LIMITS (0-30% of median)	VERY LOW INCOME LIMITS (31-50% of median)	LOW/MODERATE INCOME LIMITS (51-80% of median)
1	\$0 - \$20,450	\$20,451 - \$34,100	\$34,101 - \$54,500
2	\$0 - \$23,400	\$23,401 - \$38,950	\$38,951 - \$62,300
3	\$0 - \$26,300	\$26,301 - \$43,800	\$43,801 - \$70,100
4	\$0 - \$29,200	\$29,201 - \$48,650	\$48,651 - \$77,850
5	\$0 - \$31,550	\$31,551 - \$52,550	\$52,551 - \$84,100
6	\$0 - \$33,900	\$33,901 - \$56,450	\$56,451 - \$90,350
7	\$0 - \$38,060	\$38,061 - \$60,350	\$60,351 - \$96,550
8	\$0 - \$42,380	\$42,381 - \$64,250	\$64,251 - \$102,800

*Income limits are set by HUD and are subject to change

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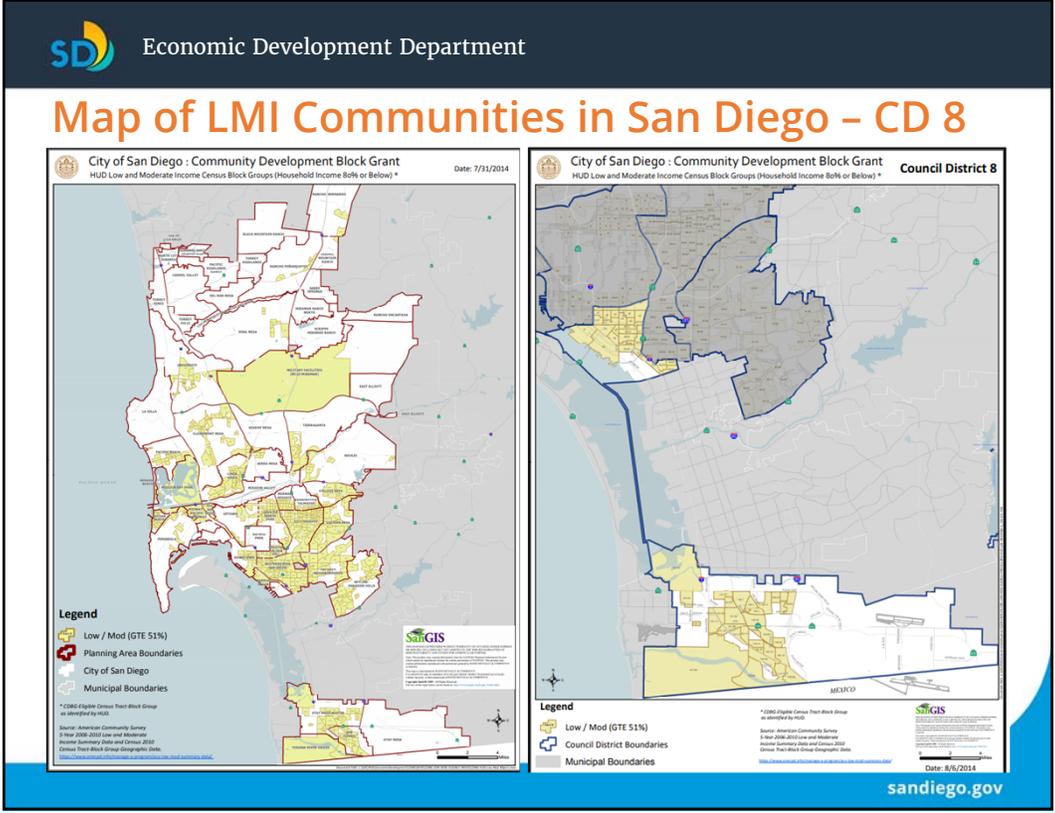
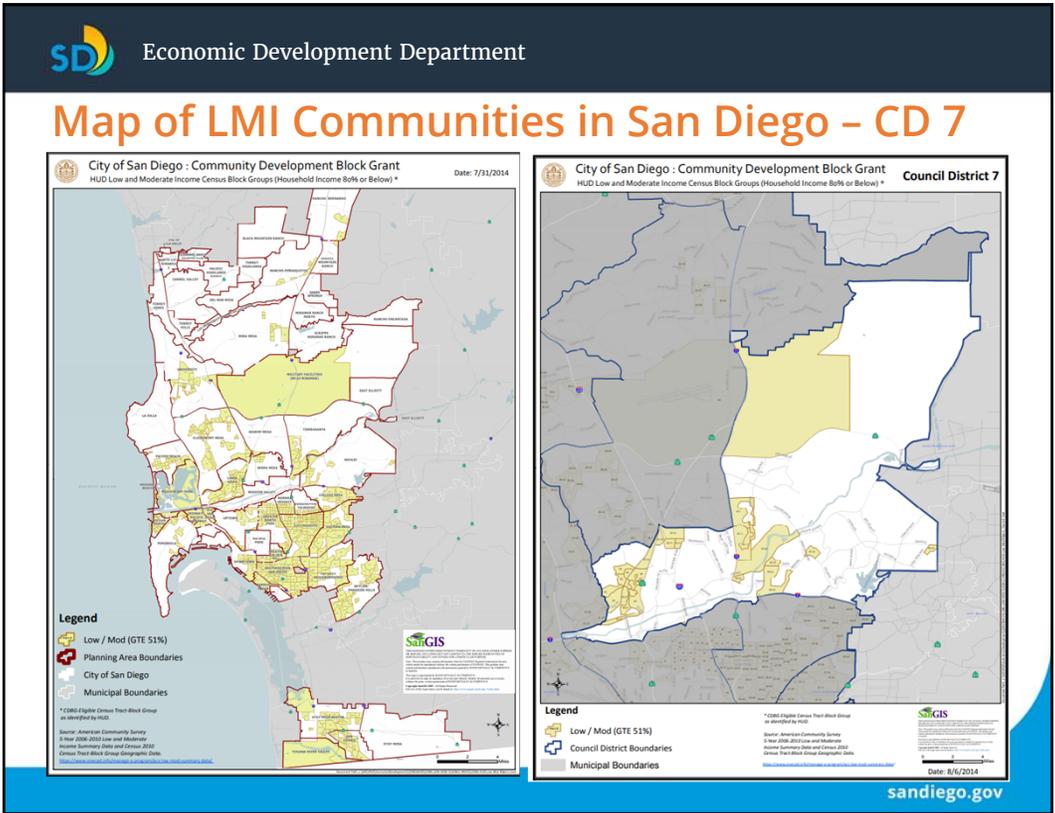
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Map of LMI Communities in San Diego – CD 4

City of San Diego : Community Development Block Grant
HUD Low and Moderate Income Census Block Groups (Household Income Both or Below) *
Date: 7/31/2014

City of San Diego : Community Development Block Grant
HUD Low and Moderate Income Census Block Groups (Household Income Both or Below) *
Council District 4
Date: 6/1/2014

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Estimated CDBG Resources

Fiscal Year	Annual Allocation*	Program Income	Total Estimated Amount
2020	\$10,573,000	\$24,402,800	\$34,975,800
2021	\$10,255,881	\$12,500,000	\$22,755,811
2022	\$9,948,135	\$12,500,000	\$22,448,135
2023	\$9,649,961	\$12,500,000	\$22,149,961
2024	\$9,360,462	\$12,500,000	\$21,860,462

**Annual allocation is based on an anticipated 3% decrease in funding*

Please note that the City receives annual funds through HOME, HOPWA and ESG programs as well.

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Allocations by Consolidated Plan Goal

Job Readiness & Economic Development

- Small Business Counseling
- Microenterprise 1:1 Technical Assistance
- Small Business Loan & Grant Capital
- Early Stage Development Incubator

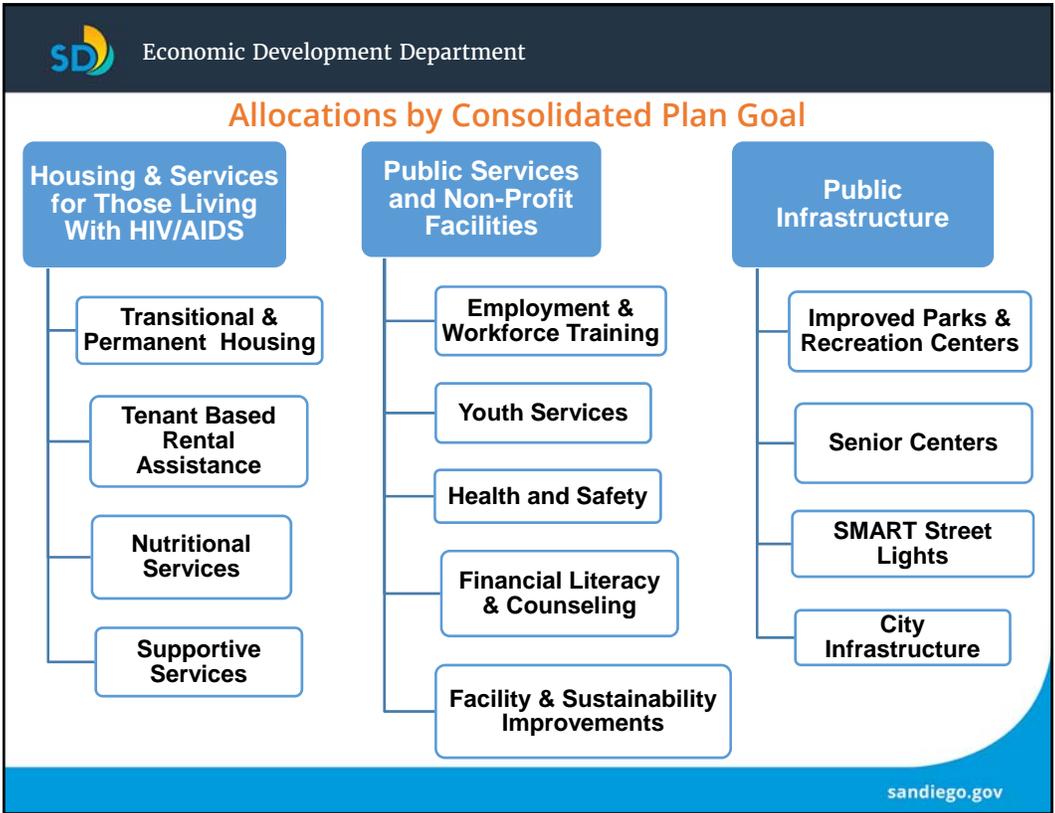
Housing & Support for Individuals Experiencing Homelessness

- Overnight Shelters and Transitional Housing
- Supportive Services (Employment & Financial Literacy)
- Health & Safety
- Day Centers & Navigation Support

Affordable Housing

- Construction of New Affordable Housing Units
- Multifamily Affordable Housing Rehabilitation
- First Time Home Buyer Financial Assistance
- Sustainability Improvements

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Initial San Diego Needs Assessment

The City of
SAN DIEGO

 Economic Development Department

San Diego Today



Lowest-income renters in San Diego County spend 69% of their income on rent, leaving little for essentials such as food, transportation, and health care costs.



The San Diego Housing Commission administered 14,698 Section 8 Vouchers in FY 2015-2016 and has a 7-10 year waiting list (approximately 80,000 households).



The San Diego County Elder Index calculates that a single senior who rents a home needs \$23,688 to cover expenses. The average social security payment is less than \$16,000 annually.



The 2018 Point-in-Time Count reported 2,630 unsheltered homeless individuals and 2,282 homeless individuals staying in shelters in the City of San Diego.

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Housing Market and Affordability Data



Renting in San Diego

- 1-bedroom: \$1,400 | 2-bedroom: \$1,816 | 3-bedroom: \$2,612 (Fair Market Rate)
- Income needed to afford a 2-bedroom in San Diego: \$72,800
- Apartment Vacancy Rate: 4.08% (April 2018)
- In 2015, 49.4% of White renters were housing burdened, compared to 59.6% of Black renters and 62.3% of Latino renters.



Owning a Home in San Diego

- Median Home Value: \$625,500
- Median Household Income: \$63,400
- Maximum Home Price Affordability: \$290,875 (for median household income of \$63,400)
- 53.1% of owner-occupied households are White, 27.8% are Black, and 31.8% are Latino.



Vacancy Rates

- 1.3% in owner-occupied units and between 2-3% in renter-occupied units.

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Additional Housing Market and Affordability Data

- 

Total Housing Units: 527,049
47.6% owner-occupied units and 53.4% renter-occupied units
- 

Approximately 46,000 affordable and available units in San Diego County
San Diego County's low income housing tax credit production increased by 64% while state production decreased by 45% in 2016-17
- 

San Diego County needs 143,800 more affordable rental units to meet demand

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Community Statistics

- 

13,643 cases of HIV and 15,899 cases of AIDS in 2016
In 2015, San Diego County had the second largest number of newly diagnosed HIV disease cases in California. 1% of AIDS cases in the nation and 9% of AIDS cases in CA have been diagnosed in San Diego County.
- 

379,130 (11.7%) people are food insecure
Families who are food insecure lack access to sufficient quantity of affordable and nutritious food.
- 

\$50 million in needed ADA upgrades
for City owned buildings, sidewalks, curb ramps, and street crossings.

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Economic Statistics

City of San Diego Unemployment Rate: 3.1% (2018)
The unemployment rate measures those are willing and able to work, but are jobless.

In 2015: the unemployment rate for Black or African American individuals was 12% and for Latino individuals 9%, compared to 5.9% for White individuals. 20% of youth between 16-24 are unemployed or in low wage jobs.

San Diegans living below poverty level: 15.6%
The poverty line attempts to measure the amount of income needed to satisfy basic needs.

23.4% of Black or African American households, 21.8% of Latino households, and 11.1% of Asian households were below poverty level compared to 10% of White households. (2015)

San Diegan children living below poverty level: 19.7% (1 in 5 children)

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Poverty Levels by Community Planning Area

Community Planning Area	Poverty Rate	Number of Residents Below Poverty Line
Valencia Park (Southeastern San Diego)	34%	19,077
Linda Vista	20%	5,880
San Ysidro	29%	8,054
Barrio Logan	41%	1,929
Skyline- Paradise Hills	12%	7,902
City Heights	29%	21,44
Downtown	23%	6,660

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Economic Statistics

San Diego Small Business Development

Minority-owned businesses are underrepresented, represent only 37% of small business owners in San Diego despite accounting for nearly 60% of the general population. A small business owner is twice as likely to be White.

San Diegans Educational Attainment

16% of San Diegans lack a High School Diploma
35% of San Diegans, 25 and older lack the credentials to fill living wage positions

EDUCATIONAL ATTAINMENT RATES BY RACE AND ETHNICITY

■ LESS THAN HIGH SCHOOL ■ BACHELOR'S DEGREE OR HIGHER

Race/Ethnicity	Less than High School	Bachelor's Degree or Higher
Hispanic	34%	15%
Black	8%	25%
Asian	13%	34%
White	12%	49%

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Homelessness Statistics

Total Homeless Persons in San Diego County (2018): 8,576

- Homeless persons in the City of San Diego: 4,912

Of unsheltered homeless individuals in San Diego County in 2018:

- 669 (13%) are veterans
- 1,400 (28%) are chronically homeless
- 659 (13%) are youth

102 Homeless families with children

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Your Participation

What's on your wish list?



 Economic Development Department

We need your input!

 Please take our community needs survey

The City of **SAN DIEGO**

wants to hear what's on your wish list!

The City receives millions of dollars each year from the federal government to invest in low- and moderate-income (LMI)* communities. The City's Consolidated Plan is created every five years and assists the City in determining community needs. The Consolidated Plan's planning process serves as the framework for a community-wide dialogue to identify housing, economic, and community development priorities.

Your responses will remain anonymous. This survey will close on August 31, 2018.

*LMI refers to individuals and families with incomes below 30%, 50%, and 80% of the median income.

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We need your input!



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Next Steps



 Economic Development Department

Anticipated Timeline

Estimated Date	Task
July-August 2018	Continue Community Outreach
September 2018	Establish Consolidated Plan Goals at City Council
October-February 2018	Data analysis and continued outreach to stakeholders
March-April 2019	Public Comment Period: Annual Action Plan & Consolidated Plan
May 2019	Submit Annual Action Plan & Consolidated Plan to HUD

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 Economic Development Department

Thank you!



Questions or More Information?
Please contact:

City of San Diego
Community Development Division
CDBG@sandiego.gov

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Erica@lesardevelopment.com

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Sources

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- *2018 WeAllCount Annual Report, San Diego County*: <https://www.rtfhsd.org/wp-content/uploads/2017/06/2018-WPoint-in-Time-Count-Annual-Report.pdf>
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- *City of San Diego, What is Affordable Housing?*: <https://www.sandiego.gov/housing/whatis>
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- *UCLA Center for Healthy Policy Research*: <http://askchisne.ucla.edu/programs/health-disparities/elder-health/elder-index-data/Pages/elder-index-data.aspx#eidata>
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