



SDPZ Creating Jobs and Increasing Economic Activities Working Group Meeting
San Diego Workforce Partnership
3910 University Ave., San Diego, CA 92105
4-19-17 2pm-4pm

Organizations Represented

Barrio Logan College Institute, Civic SD, LRNG, SD Futures Foundation, City of San Diego Economic Development Department (Co-chair), MAAC, SD Continuing Ed, Jacobs Center for Community Innovation, Kitchens for Good, Local Initiative Support Corp, San Diego Workforce Partnership (co-chair), City of San Diego (SDPZ Backbone organization), Housing & Urban Dev Department (SDPZ Community Liaison), Harder+Company Community Research (consultant).

Goals of the Working Groups

The working groups will meet monthly and will focus on developing a logic model and work plan during this planning year (now through March 2018).

While the working group meetings will focus almost exclusively on the development of the logic model and work plan, part of the planning process, generally, is identifying: What are the funding opportunities we anticipate coming out in the next 6 months, 1 year, and so on? Getting organized early so that orgs can be prepared to respond when opportunities are released. There will be separate meetings that will continue to be called to discuss grant opportunities.

This working group meeting will continue to be the third Wednesday of the month from 2pm-4pm.

This group will be working on a logic model through the end of the summer; then will refine the work plan and this will take us through the end of the year.

Review of Create Jobs Work Plan

This group will be tackling two goals (Goal 1: Create Jobs and Goal 2: Increase Economic Activity). During this initial meeting, the group focused exclusively on Goal 1: Create Jobs.

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

Youth disconnection rate is 9.7% in the county, higher in SE, Encanto, Skyline (13.8%).

SDWP measures disconnection rate year to year and by neighborhood

Q: Are we trying to create jobs for them in the PZ or anywhere?

A: Anywhere that the jobs are but ideally, we'd like to create jobs within the Promise Zone.

Overall goals and activities cannot change but the strategies can change. There are some metrics that the City has to report back to HUD, the City's Chief Data Officer is helping to bring data forward that can be used.

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

Goal to create 2,000 middle skills credential positions

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

Example of this: County and City have both committed to job/intern opportunities for opportunity youth.

Q: Who are the anchor institutions in the PZ?

A: The group generated this list of large businesses in the PZ, but agreed that these are not necessarily “anchor institutions” in the PZ-

- Costco
- SD Unified
- FHCS
- Community College District
- Mortuaries
- NHA
- SDGE
- Coca-Cola
- Walmart
- SDPD
- Banks
- Cox
- Diamond Business Improvement District

City can GIS map employers with more than 25 employees.

Diamond Business Improvement District – should be invited; per Katherine they are on the list.

Q: What incentives could be made for businesses to encourage job development?

A: EDD tax credits for employers who hire people with criminal records.

Ideas about data sources:

- Getting data from TANF
- Data on the gig economy/ informal economy?
- Getting military-connected data through school district.

The group discussed who should be here but is not here:

- EDD
- Faith-based community (Andy will invite)
- Chambers – Hispanic (Albert Clark, no longer on the board; Juan Carlos

Hernandez new lead, he is also at Accion) and Black Chambers

- USD Civic Engagement Team led by Chris Nave
- UCSD Connect
- MTS
- Organized Labor (apprenticeships); Tom (building trades)
- Accion
- Navy
- Welfare to Work from South Region
- Second Chance
- Restaurant Association
- Neighborhood Market Association

Stakeholder Mapping Activity

The group engaged in a stakeholder mapping activity for the Jobs goal specifically. The purpose of the activity was to assess the level of stake different groups have in the outcome of the jobs plan and how much influence do they have in developing the plan.

During this activity the group discussed whether this planning process should be community-led. Members of the group shared that JCNI had in trying to engage the community in this way and that it was extremely challenging and not always productive. Community engagement is an important part of the planning process and the group will need to think about when and how to engage the community.

Action Items

- Next jobs/econ working group meeting: May 17th 2-4pm
- Location: TBD
- All: Identify specific people who should be invited and send to Katherine
- Katherine will send out an invitation from the City to identified people to attend next meeting

For additional information about the San Diego Promise Zone, please contact: Katherine Crow, Promise Zone Director, at kcrow@sandiego.gov or 619-533-6474