

## **PROGRAM DESCRIPTION**

---

### **BACKGROUND**

#### Demographics

- Low-income
- Diversity
- Lack of affordable housing
- Lack of economic opportunities
- Population age
- Rentals

#### Environmental Health

- Air toxics?
- Elevated rates of asthma
- Children's safety (trucks, walkability, parks)
- Lead/mold in homes

#### Economic Health and Security

- Home ownership vs. rental
- Affordable rental housing
- Pressures of gentrification
- Access to health care
- Poverty/Education/Jobs link

### Objectives, Tactics & Strategies

---

#### **Objective**

##### **1. Establish Community Control**

##### Tactics/Strategy

1. Engage in resident assessment process and identifying levels of resident participation (See Appendix A, B, C)
  - a. The theory lies in having residents be involved in the best way they can participate, consequently there will be varying ways for residents to be engaged. Residents can be asked directly at what level they would like to participate and can therefore self-identify. Below is a potential list of categories:
  
2. Conduct leadership development and empowerment trainings (See Appendix D)
  1. History of development of City Heights, current land uses and problems including impacts to health and quality of life from land use decisions
  2. An overview of community planning including the relationships between the City's general plan, community plans and zoning.

3. Major planning considerations including housing, land use, recreation, transit, economic development and jobs, commercial services, and government services including education and health
4. Overview of redevelopment: risks and opportunities
5. Gentrification and displacement of current residents and ways to protect and promote low-income housing
6. Neighborhood walk-around to compare actual land uses to those indicated on planning maps and field trips to observe the impacts of planning on other communities in the City
7. Access to health care: neighborhood and regional perspective
8. Jobs and health: creating opportunities for good jobs in our neighborhoods through regional policies and practices.

Based on the training, relationship-building and education developed through the program, the participants will complete an initial visioning process and create a “Community Driven Action Plan”. Participants will then develop an outreach plan to present the plan to their constituents for input and support.

### **Objective**

2. **Develop caring relationships where mutual respect is developed and create opportunities for fun events (cultural).** (See Appendix E)

#### Tactics/Strategy

1. Engage in a committed two way education process
2. Planning for sustainability by designing a process where the core is continually renewed.

### **Outcomes**

---

1. **Empower community members to run for PAC seats, community planning group, community**

#### Tactics/Strategy

1. Preparing residents for leading in new and existing bodies
2. Preparing existing organizations to be sensitively welcoming and accessible to emerging leaders

2. **Develop a Community Driven Action Plan** (plan that the community develops to create change)

#### Tactics/Strategy

1. Develop a draft Community Driven Action Plan as part of the training. The plan will provide an opportunity for residents to articulate their vision of a healthy and economically secure neighborhood.
  - a. As part of the training, community leaders will develop an initial vision of the community plan based on their own experience, previous studies and surveys and discussions with their neighbors/groups. This plan will be very broad, and touch on all

aspects of a sustainable community, including land use planning and redevelopment, recreational facilities and access, educational resources, affordable housing, sustainable jobs, transportation, health care, social services, healthy foods, and ways to create an support “community.”

2. **Community Outreach/Education of the Community Driven Action Plan**
  - b. Following the initial visioning of a “Community Driven Action Plan,” the participants will develop a community outreach and education plan to gather additional community input into the plan. The outreach plan may include a series of community forums, house parties, door knocking campaign, cultural events, and presentation to existing groups. Community leaders will be responsible for promoting community participation in manner consistent with their own strategies.

After receiving broad community input, a plan will be developed, and a further community outreach strategy to educate the public and secure endorsements and support for the Plan will be conducted. The presentation will rely heavily on good visuals to enable the audience to participate in the vision of the People’s Community Action Plan. The visuals will be designed so that they can easily be modified to show different options and incorporate changes developed over time.

3. **Advocate for adoption of the Community Driven Action Plan as the official/City community plan by the City of San Diego.**
  - a. Development and implementation of a community plan that is responsive to the needs of community residents is one way to revitalize this neighborhood and protect against future attempts to site incompatible land uses. The People’s Community Action Plan will be much broader than a typical community plan. Those elements that are appropriate will be pulled out and refined. Project partners will advocate with the City to make the People’s Plan the “official” Community Plan and to change zoning to reflect the plan. This will include formal presentations to the District City Council Representative, to the Planning Commission, to Community Planning Group, and to the City Council. It will also involve meetings with other government agencies that would be impacted by the Plan or responsible for implementing its various components: The Planning and Redevelopment departments, CalTrans, city traffic departments and transit authorities, school districts, park and recreation officials.

**TIMELINE (See Appendix F)**