

Community Advocate Program Year-End Report

Date: July 24, 2020

Semester: January 1st, 2020-June 30th, 2020

Report by Sabina Villalobos

Grantee: City Heights Business Association/Foundation

Project Description

The City Heights Community Advocate works to develop and support a network of neighborhood advocates in City Heights. The Advocate recruits/trains leaders from each City Heights neighborhood to participate in a coordinated effort that will increase resident participation in addressing neighborhood maintenance and security issues. The Advocate works with neighborhood leaders to create a sense of community, group identity, and leadership among residents to build a culture of reporting issues and taking ownership of the maintenance and care of City Heights. The Advocate meets monthly and as needed with neighborhood advocates to discuss maintenance and safety issues and develop effective follow-up strategies. The Advocate will implement training sessions and workshops for community leaders and residents on how to identify, document, and report issues and conditions impacting their quality of life and what to do if no action is taken. The Advocate maintains a database to keep track of all reported issues and their resolution. The Advocate provides monthly progress reports and helps facilitate, in coordination with the Clean and Safe Committee, the activities of the City Heights Clean and Safe Coalition. The Advocate coordinates efforts with other City Heights stakeholders in developing strategies to address quality of life issues impacting the cleanliness and safety of the community.

Due to the impact of the COVID-19 Pandemic, the availability of services provided by different entities responsible for the maintenance and upkeep of public infrastructure was severely impacted. Consequently, the Community Advocate's performance was also impacted and as a result, the project's goals and objectives were not met in their entirety.

Objective A. Implement training sessions/workshops for community leaders and residents on how to identify, document, and report issues and conditions impacting their quality of life and what to do if no action is taken.

During the second semester of the grant, the Community Advocate hosted three (3) trainings, for a total of seven (7) Get it Done Application trainings throughout the year. These trainings were hosted at several different schools in the area (Hoover High School, Wilson Middle School, Rosa Parks), and with members of the Teralta Neighborhood Association, the Clean and Safe Coalition, and the parents of the Barrio Logan College Institute. Five of the trainings were held in Spanish, while the other two were held in English. More than 70 residents participated in these trainings.

Objective B. Meet monthly and as needed with neighborhood advocates to discuss maintenance and safety issues and develop effective follow-up strategies.

There were 14 Community Leaders who actively participated in the Clean and Safe Coalition's meetings and events/activities throughout the year.

As stated above, the impact of the COVID-19 Pandemic made it impossible for the Community Advocate and Leaders to meet as they normally would. However, through August 2019 and March 2020, the Community Advocate and the Community Leaders met the 1st Wednesday of the month as well as every 3rd Thursday of the month with the SDPD Community Relations Officer, to address safety concerns in the neighborhoods. After the stay-at-home order was issued in March, the Advocate continued communicating with the Leaders on a regular basis to listen to their input about issues of the community and to provide feedback on how to resolve them.

Objective C. Coordinate efforts with Clean and Safe Committee and other City Heights stakeholders in developing strategies and creating a campaign to address quality of life issues impacting the cleanliness and safety of the community.

In collaboration with the Clean and Safe Committee, the Coalition and Advocate identified a number of problem areas where violations repeatedly occurred such as illegal dumping, graffiti, and other illegal activities. One of the strategies developed was to bring these issues to the attention of the elected representatives and other responsible entities (i.e. Environmental Services Department, Public Utilities Services Providers, Parks and Recreation, SDPD, etc.). Another strategy developed by the group was to consistently follow up with the responsible parties on the reports referred out of public departments (i.e. San Diego Gas and Electric, Cox Communications, SDG&E, Trash Collection Services, etc.) to fully resolve the reported issues.

Objective D. Identify other existing assets in the community (e.g. organization serving the refugee communities, schools, community clinics, churches, social programs, etc.) that may help to advance the coalition's goals and objectives and to leverage resources.

As a continued effort to increase awareness of available resources to resolve issues impacting the quality of life in the neighborhoods and to instill a sense of pride in the community, the Advocate worked with different organizations and community groups such as:

Mid-City CAN
SAY San Diego
San Diego Police Department
Neighborhood Associations (Castle, Teralta, Azalea, Chollas/Fox Canyon)
Mid-City Homelessness Coalition
Clean and Safe Committee
City Heights Roundtable
City Heights Area Planning Committee
City Heights Town Council
Hoover Cluster Wellness Council

Objective E. Reach out to the leaders of the Karen and East African communities to participate in the sub neighborhood projects and provide trainings on the Get It Done app.

The Advocate reached out to organizations serving different segments of the population and participated in outreach events and activities in the community such as festivals, open house events, coffee with the principal at schools, and neighborhood association meetings. This was part of the continued effort to increase diversity among the participants, not only of ethnicities but also of age groups (such as residents from the Potiker Family Senior Residence and students from Hoover High School).

Objective F. Assist the Clean and Safe Coalition in expanding the program from 5 sub-neighborhoods to 10 sub-neighborhoods.

Due to the size of one of the sub-neighborhoods (Colina del Sol), The Advocate and Community Leaders only focused on 9 sub-neighborhoods instead of the 10 originally planned:

- Castle
- Corridor
- Colina del Sol
- Cherokee Point
- Fairmount Village
- Fox Canyon
- Teralta East
- Teralta West
- Swan Canyon

Objective G. Increase the number of calls/reports to Code Enforcement and PD Street Division reporting graffiti, bulky items, street lighting, landscaping, and crime reporting suspicious activity.

The Advocate continued expanding the database of reports made in City Heights. From January 1st through June 30th, the Advocate and the Community Leaders submitted 3,318 reports through the City of San Diego's Get It Done application. It is worth noting that more than 10% of these reports were submitted by the Community Leaders who were trained and guided by the Advocate. As stated above, the number of reports were drastically impacted due to the reduced services available by the City of San Diego in the last quarter. However, as a result of these efforts, the greater City Heights community has still seen an exponential allocation of resources that otherwise would not have been directed or would have been delayed to the area.

Objective H. Play a key role in ensuring that issues are resolved and reduce the number of days towards resolution by following up on the calls/reporting

Out of the 3,318 reports made, around 80% have been resolved. Only a small percentage of the reports made required additional follow up compared to the previous years. The Community Advocate Followed up on more than 200 of the reports made by contacting directly the responsible entities to ensure full resolution of the issue reported. Additionally, the Advocate physically checked the location of resolved and unresolved reports to verify completion.

The Advocate and Community Leaders also addressed issues/concerns related to safety in the community during the Spanish-only monthly meetings with the Community Relations Officer from the San Diego Police Department (i.e. illegal casinos, drug sale/consumption, gang-related activities etc.).

Additional Comments/ Unexpected Outcomes:

- The Get it Done application continues to be upgraded thanks to the feedback and input provided by residents and the Advocate.
- A Spanish version of the Get it Done App is in development and will be coming out soon this year.
- The Community Leaders had put into practice the skills and knowledge acquired through Leadership Development Trainings hosted by Non-Profit Management Solutions.
- The top two types of issues reported through all sub-neighborhoods and with the highest numbers continued being graffiti and illegal dumping. Although issues vary from sub-neighborhood to sub-neighborhood, the most prevalent are those regarding safety (i.e. drug use/sales, theft, aggressive transients, and homeless encampments on park grounds near the local schools
- A total of 7 community clean-ups were hosted or given support by the Community Advocate Program throughout the year with approximately 50-60 residents participating
- There is still no full clarity among residents as to who the responsible party is on certain issues, such as illegal dumping. Therefore, the Community Advocate is currently working on creating a pamphlet/informational flyer that explains in more detail the “need to know” about reporting/handling illegal dumping.
- Due to a proposed reduced budget by the Mayor’s Office and approved by City Council, some of the city services will be impacted in the FY21 (Fiscal Year). Among those are weed abatement and tree maintenance.

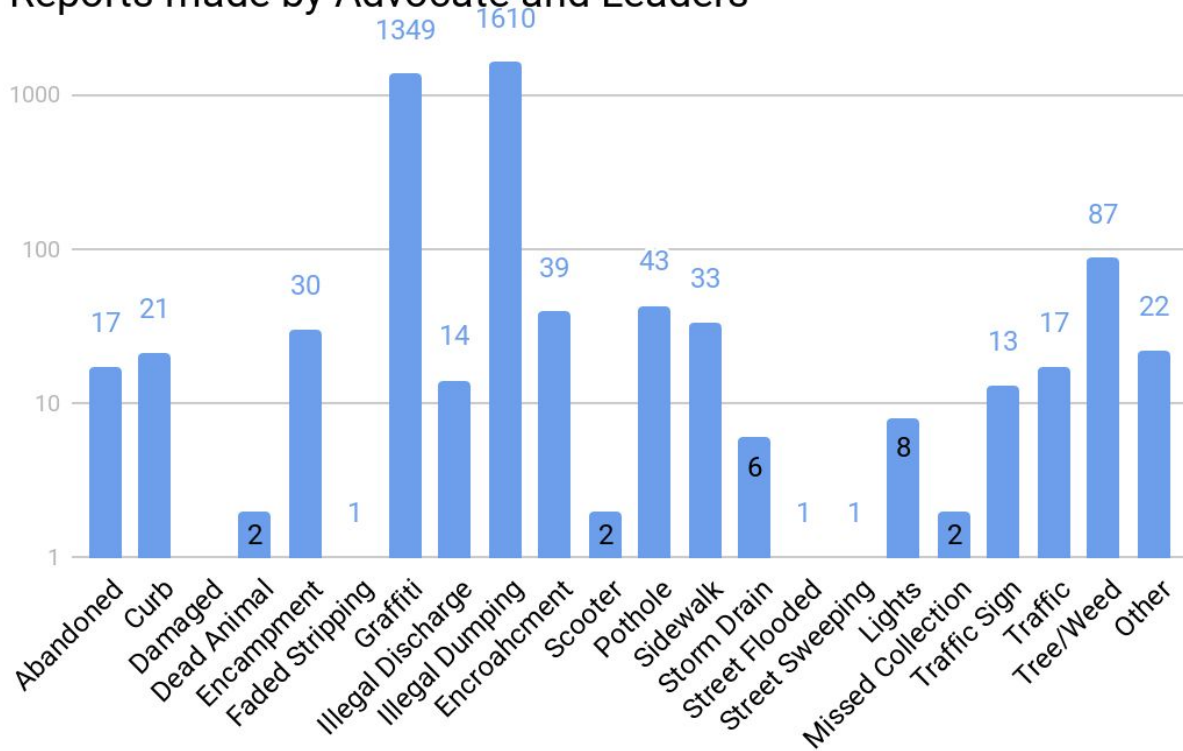
Total number of reports for the 3rd year of the Community Advocate Program and the breakdown of the reports by issue.

**Reports through Get It Done (July 2019-June 2020)
by Community Advocate and Community Leaders:**

- **Total reports: 3,318**
 - Abandoned Vehicle/Parking Violation: 17
 - Curb: 21
 - Damaged Guardrail: --
 - Dead Animal: 2
 - Encampment: 30
 - Faded Stripping: 1
 - Graffiti: 1,349
 - Illegal Discharge: 14
 - Illegal Dumping: 1,610
 - Encroachment: 39

- ESD Illegal Dumping: --
- Scooter: 2
- Pothole: 43
- Sidewalk: 33
- Storm Drain: 6
- Street Flooded: 1
- Street Sweeping: 1
- Lights: 8
- Missed Collection: 2
- Traffic Sign: 13
- Traffic Signal/Light: 17
- Tre/Weed Maintenance: 87
- Other: 22

Reports made by Advocate and Leaders

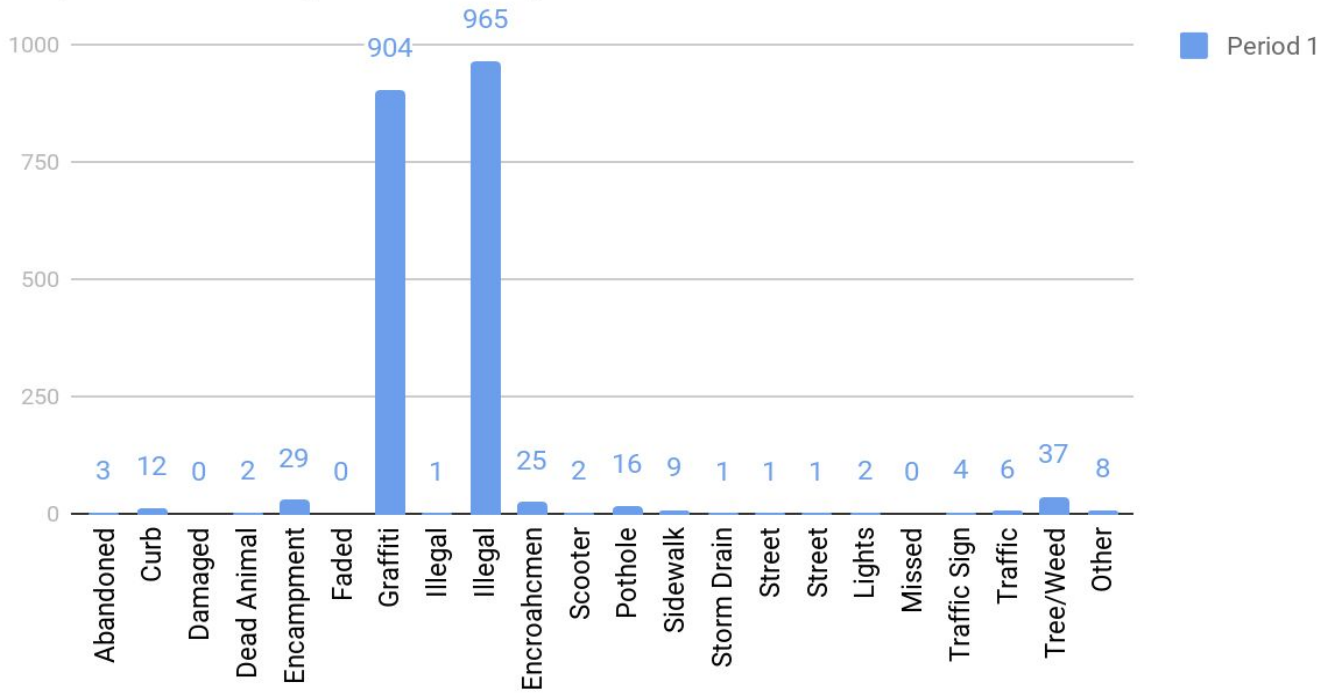


**Reports through Get It Done
(January 2019-June 2020) by Community Advocate:**

Total reports: 2,028

- Abandoned Vehicle/Parking Violation: 3
- Curb: 12
- Damaged Guardrail: --
- Dead Animal: 2
- Encampment: 29
- Faded Stripping: --
- Graffiti: 904
- Illegal Discharge: 1
- Illegal Dumping: 965
- Encroachment: 25
- ESD Illegal Dumping: --
- Scooter: 2
- Pothole: 16
- Sidewalk: 9
- Storm Drain: 1
- Street Flooded: 1
- Street Sweeping: 1
- Lights: 2
- Missed Collection: --
- Traffic Sign: 4
- Traffic Signal/Light: 6
- Tree/Weed Maintenance: 37
- Other: 8

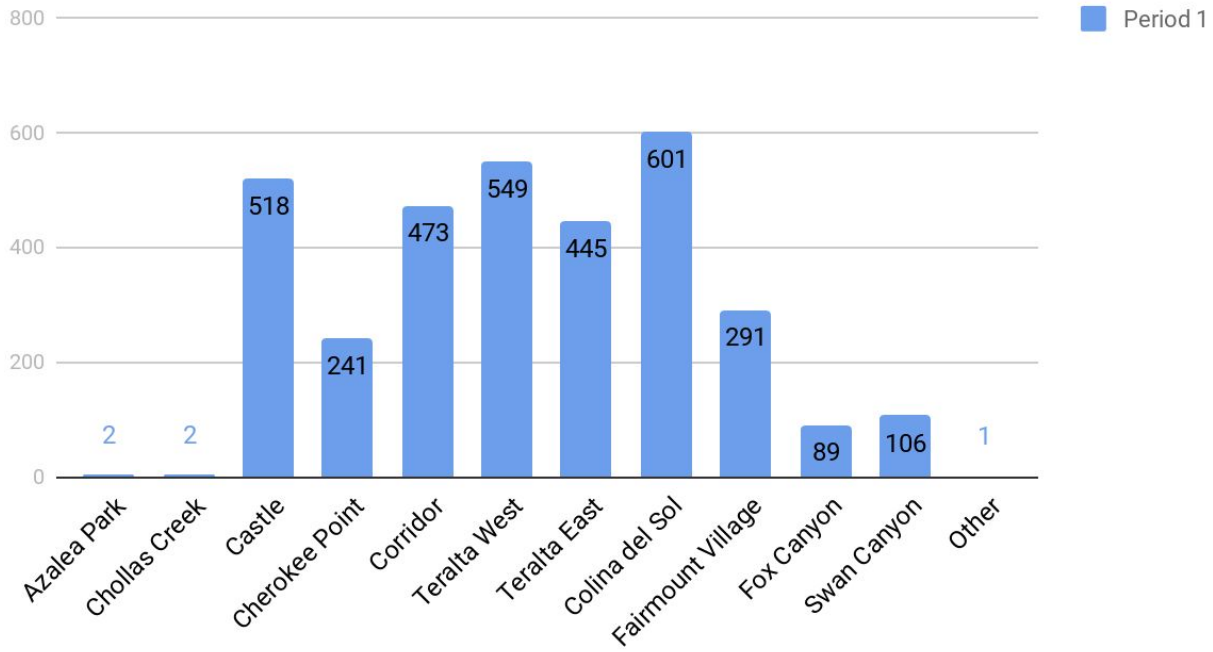
Reports made by Community Advocate



**Total Reports by Neighborhood, July 2019 – June 2020
by the Community Advocate and Community Leaders 3,318:**

- Azalea Park: 2
- Chollas Creek: 2
- Castle: 518
- Cherokee Point: 241
- Corridor: 473
- Teralta West: 549
- Teralta East: 445
- Colina del Sol: 601
- Fairmount Village: 291
- Fox Canyon: 89
- Swan Canyon: 106
- Other: 1

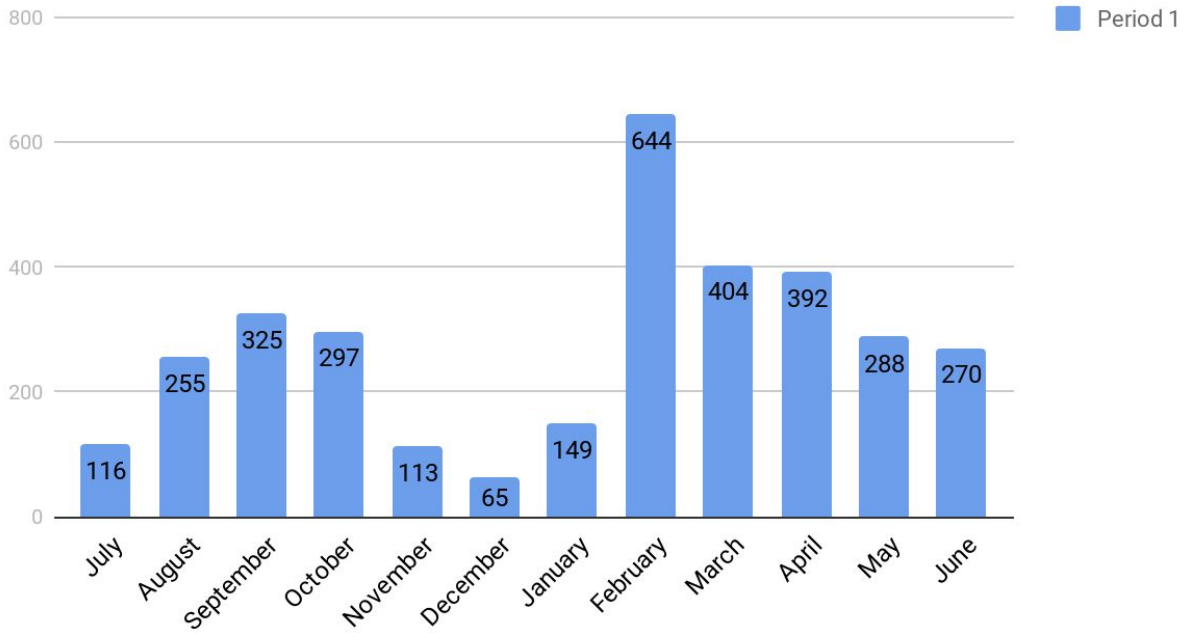
Reports by Sub-Neighborhood



**Total Reports by Month, July 2019 – June 2020
by the Community Advocate and Community Leaders 3,318:**

- July: 116
- August: 255
- September: 325
- October: 297
- November: 113
- December: 65
- January: 149
- February: 644
- March: 404
- April: 392
- May: 288
- June: 270

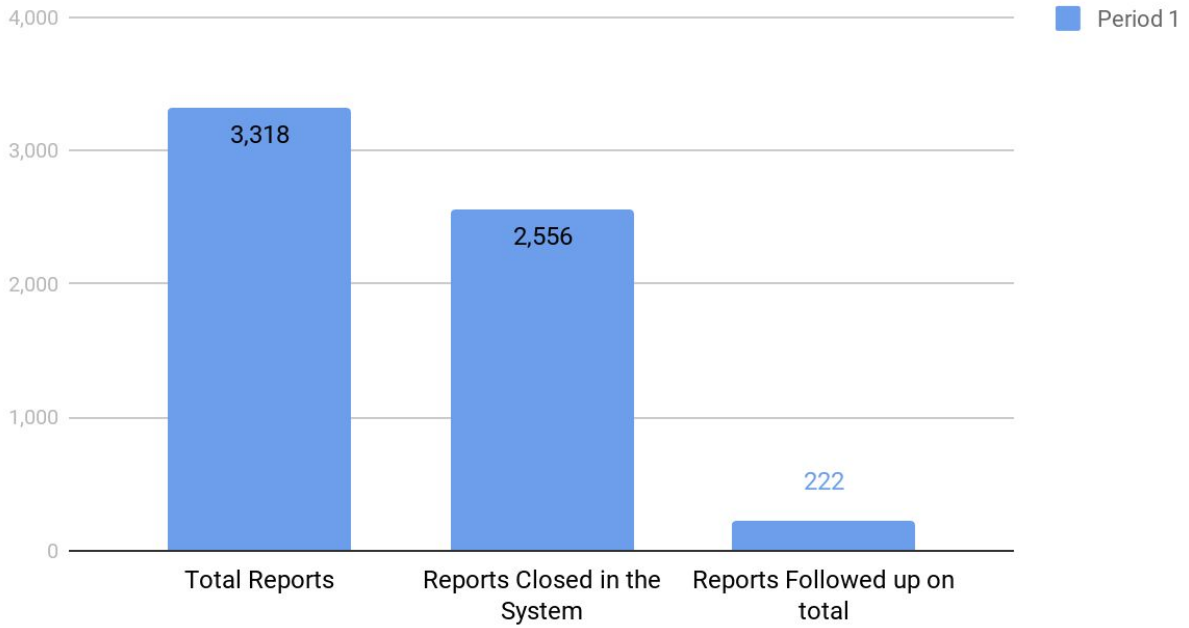
Reports by Month



Comparison of number of total reports, number of closed reports, and number of followed up on reports by the Community Advocate/Leaders, July 2019 – June 2020:

- Total Reports: 3,318
- Reports Closed in the System: 2,556
- Reports Followed up on total: 222

Comparison of Total Reports vs. Closed Reports



Report Issues by Sub-Neighborhood

Community Advocate and Community Leaders									
July 2019-June 2020	Dead Animal	Graffiti	Homeless Encampment	Illegal Dumping/Encroachment/Missed Collection	Sidewalk/Pothole/Curb Damage	Traffic Sign/Street Sign/Street Light	Tree Maintenance/Weed Removal	Vehicle/Parking Violation	Other
Castle	0	196	1	269	24	5	19	0	4
Colina del Sol	0	246	2	319	9	3	13	2	7
Cherokee Point	0	93	3	128	3	3	9	1	1
Corridor	0	211	7	222	7	9	20	2	3
Fairmount Village	1	112	4	145	15	3	9	1	1
Fox Canyon	1	36	5	40	4	0	2	0	1
Swan Canyon	0	16	0	69	13	0	5	3	0
Teralta East	0	191	2	225	7	0	10	3	7
Teralta West	0	245	5	246	15	15	9	5	9
Other Neighborhoods	0	1	1	1	0	0	1	0	0