



**NORTH PARK
MAIN
STREET**

Welcome to NORTH PARK MAIN STREET's

BUSINESS FORUM

NPMS >

NORTH PARK



NORTH PARK



Rene' W. Roques
Event Production & Management
Audio - Lighting - Video - Scenic

Roques & Assoc., Inc. Event Services
(619) 520-7673 rene@roquesassociates.com

Meet the Board

William Lopez, President - Rise & Shine Hospitality Group

Steve Billings, Vice President – CKS Acquisition LLC

Han Tran, Secretary - Shank & Bone

Patrick Garbani, Treasurer - Home + Hound

Joseph Balestrieri – The Office Bar

Jenna Hanson – Revival Eyeware

David Martin – Community Representative

Jim Sakrison - Plan Prepare Home

Matt Nault – Renew San Diego

Sanjay Sinniah – Schooley Mitchell

Meet the Team

Mark West – Executive Director

Will Baker – Assistant Director

Jenn Coleman – Marketing Manager

Jason Noble – Farmers Market Manager

Freddie Carruthers – Maintenance Manager

Sergio Carranza – Maintenance Supervisor

Eileen Huang – Program Coordinator Intern

Agenda



North Park Main Street	2:00 – 2:20 pm
P.A.T.H.	2:20 – 2:25 pm
SD PD	2:25 – 2:35 pm
Economic Development Department	2:35 – 2:55 pm
Composting Services	2:55 – 3:10 pm
University Avenue Mobility Project	3:10 – 3:15 pm
INTERMISSION	3:15 pm
Green Building Council	3:20 – 3:35 pm
SANDAG iCommute	3:35 – 3:50 pm
Q&A	3:50 – 4:20 pm
Wrap Up	4:20 pm

Mission

To promote development that supports arts, culture, and entertainment, while creating a pedestrian-friendly destination for shopping, dining, and entertainment that preserves the historical integrity of North Park.



What is North Park Main Street?

Business Improvement District (BID)

Special Enhancement District (SED)

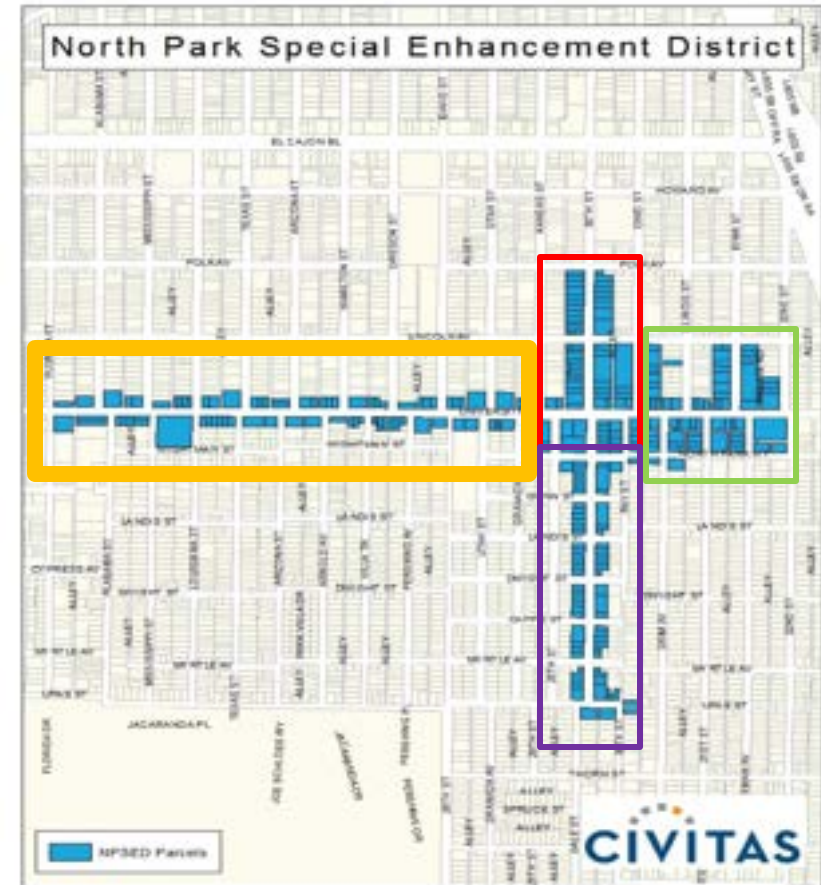


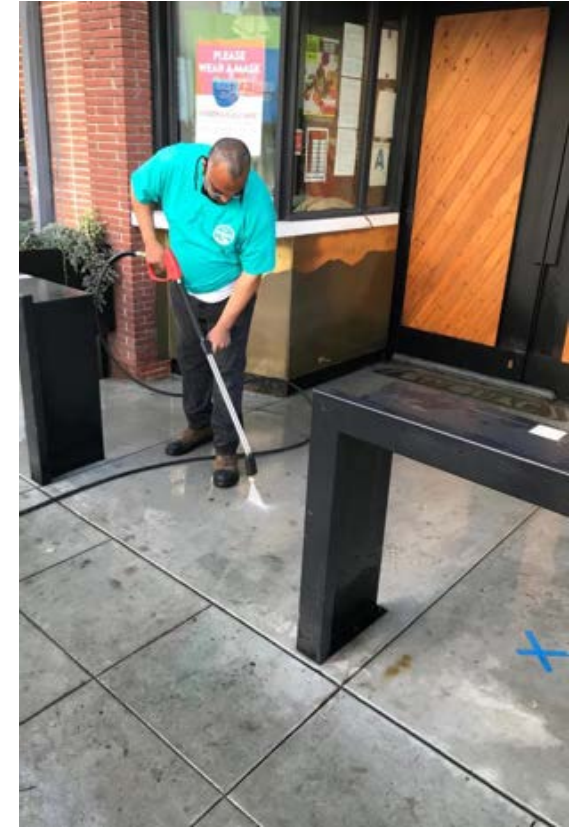
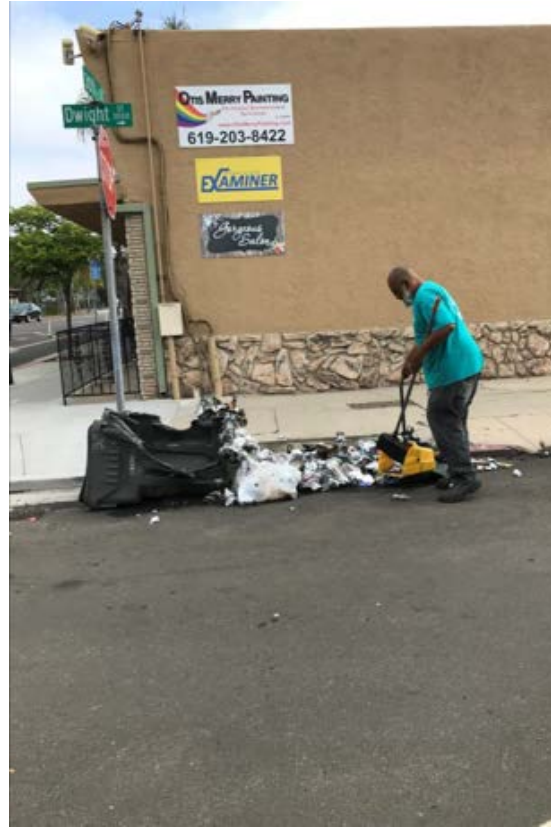
What is North Park Main Street?

Business Improvement District (BID)

NEW

Special Enhancement District (SED)





What do we do?

MAINTENANCE – CLEANING, PRESSURE WASHING, DEBRIS REMOVAL, & MORE



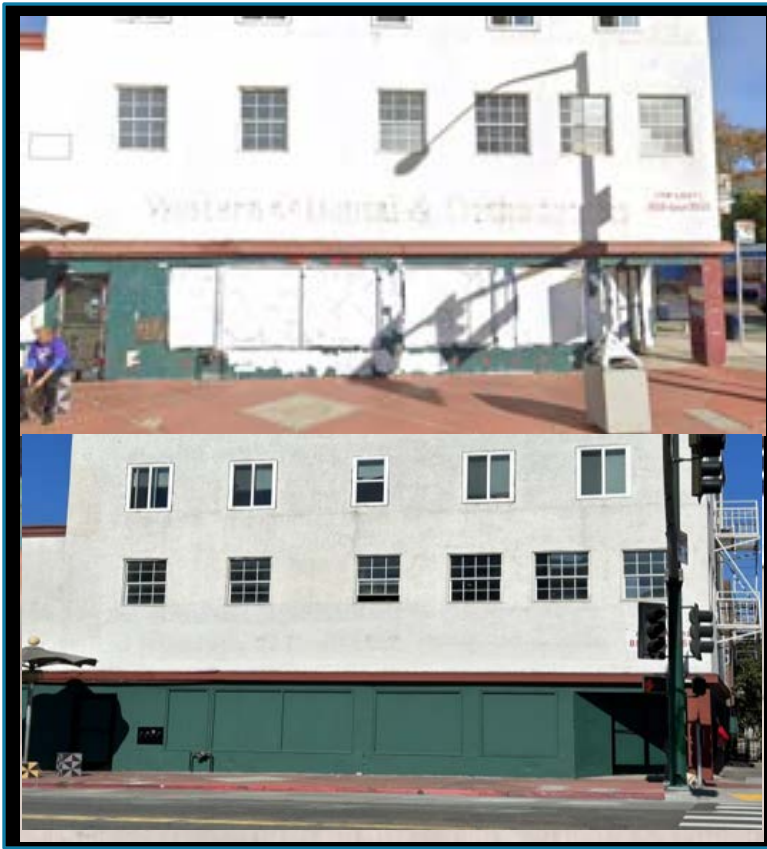
What do we do?

MAINTENANCE – CLEANING, PRESSURE WASHING, DEBRIS REMOVAL, & MORE



What do we do?

BEAUTIFICATION



What do we do?

BEAUTIFICATION

What do we do?



PUBLIC RIGHT OF WAY (PROW)



OUTDOOR DINING AREAS



A-FRAME SIGNS

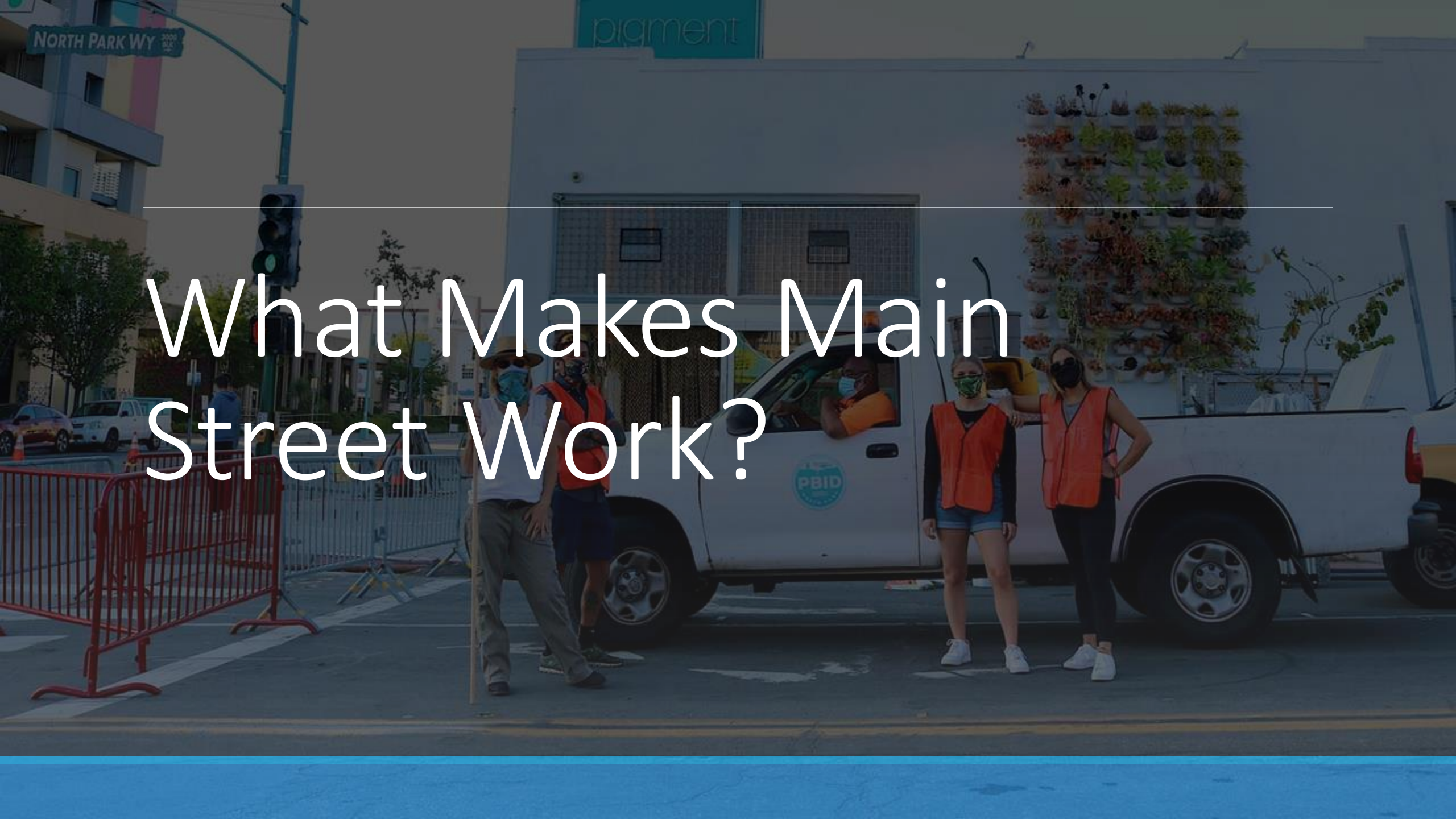


OUTDOOR DISPLAY CASES

What do we do?

LIMITED PERMITTING

What Makes Main Street Work?



Get Involved!

Board of Directors

Events & Promotions

Beautification

Transportation

Contact North Park Maintenance

Phone:
619-866-2188

Email:
maintenance@northparkmainstreet.com

App:
Coming Soon







PATH Outreach Overview

February 7, 2022





ABOUT US



Across the state, we help people find permanent housing and provide case management, medical and mental healthcare, benefits advocacy, employment training, and other services to help them maintain their homes stably.

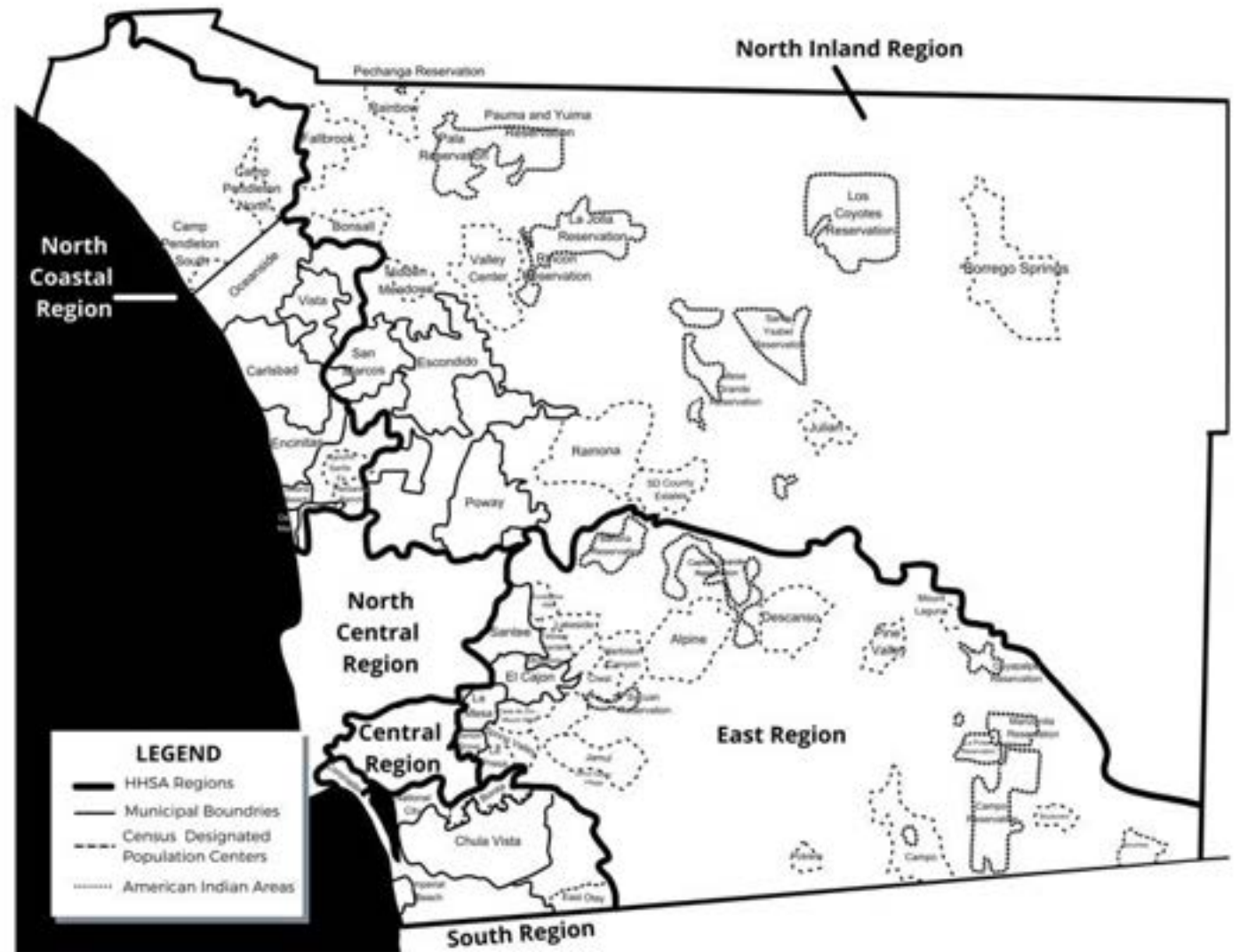
Our mission is to end homelessness for individuals, families, and communities. PATH envisions a world where every person has a home. Our values include creative collaborations, strategic leadership, empowerment for all, and passionate commitment.



PATH Outreach

8 distinct programs covering San Diego County

- Mid-City Outreach Program
- Enhanced Outreach Program
- Coordinated Street Outreach Program
- San Diego Countywide Program
- San Diego River Outreach Program
- Starbucks Outreach Program
- City of Santee Outreach
- Multidisciplinary Team





PATH Outreach



Housing-focused



Person-centered



Geographically oriented



Coordinated





Mid-City Outreach

- Launched January 2019 with 1 full-time staff
- Funded through Mid-City Partnership
- Covered North Park business district and central City Heights
- Expanded in 2020 to two full-time staff
- Transitioned in 2022/2023 to citywide outreach

2022 Outcomes

People served **192**


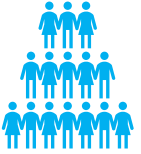


Total contacts **502**

Temporary exits **10**

Permanent exits **36**



PATH Outreach: 2022 By the Numbers

	3,918 unduplicated persons experiencing homelessness served across the City of San Diego.
	550 connections to shelter or other temporary setting, and 361 connections to a permanent home.
	16,866 instances of service, including initial contact, ongoing case management contact, or providing basic needs assistance such as food and warm clothes.
	All clients received COVID-19-related services, including updates related to local public-health guidelines, hygiene supplies, and personal protective equipment (PPE), such as face masks and hand sanitizer.





Thank You



SAN DIEGO POLICE DEPARTMENT

Jenny Hall

Mid-City Division 810's
Community Relations Officer

(619) 516-3009

JMason@pd.sandiego.gov

SERVING OUR COMMUNITIES





The City of



Economic Development Department

Programs and Services for Businesses and Business Districts

Sean Karafin

Small Business Engagement Program Manager

skarafin@saniego.gov

Rhea Aguinaldo

Small Business Engagement Specialist

raguinaldo@saniego.gov



Small Business Engagement Unit

A unit of the Economic Development Department's Business Expansion, Attraction, and Retention (BEAR) Division, the Small Business Engagement Team provides everything from one-on-one assistance, to distinct outreach campaigns, to contract compliance and support for the nonprofits managing the City's small business districts.

Key Program Areas

- Neighborhood Business Districts
- One-on-One Business Assistance
- Small Business Advisory Board



Contract Compliance and Oversight

EDD is committed to supporting nonprofit partners with meeting contract requirements and managing effective business districts.

- Attend monthly Board meetings for all nonprofits managing Business Districts to present relevant information and answer questions
- Provide contract and budget oversight and support
- Offer best practices for contract compliance
- Connect partners with City resources, programs, and services
- Respond to complaints received regarding execution of contracts and work with contractors to come into compliance

Storefront Improvement Program

City businesses with street-facing storefronts and 25 or fewer employees can receive design assistance and max rebates up to as much as \$16,000.



For program guidelines, visit: sandiego.gov/storefront



Storefront Improvement Program

Eligibility Guidelines

Program Requirements:

- Located in the City of San Diego
- 25 or fewer employees
- Valid Business Tax Certificate
- Facing the public right of way
- Street-level
- Applicant must operate on-site of subject property

Program Exclusions:

- Former SIP incentive recipients (within the last 5 years)
- National franchises, chain stores
- Commercial buildings (80K + sf)
- Government buildings
- Banks
- Residential structures
- Religious institutions

Outdoor Business Grant

The Economic Development Department launched a new grant of up to \$20,000 to eligible businesses following the Spaces as Places program guidelines for expanding business operations outdoors into the public right-of-way.

- Application is open through June 30, 2023
- Eligible expenses include City permit fees, cost of drawings required for permit application, cost of labor, and cost of materials
- Funds are issued to businesses in phases – permitting, design, and construction.



For program guidelines, visit:
sandiego.gov/economic-development/business/tobogrant



One-on-One Business Support

Have a question about your business and don't know where to start?

Our team can help you navigate City requirements and find resources that support your business growth.

¡Hablamos español!



SDBusiness@sandiego.gov | 619-236-6700



Economic Development Department

← → ↻ 🏠 sandiego.gov/economic-development/resources/services 🔍 📄 ⭐ 🗖

📢 Get the latest on COVID-19 | View status of City services | Trash/Recycling Collection Status

The City of **SAN DIEGO** ☀️ 63° SAN DIEGO WEATHER 🔍 Search sandiego.gov

🏠 LEISURE ⌵ Explore, Play, & Enjoy RESIDENT RESOURCES ⌵ Pay/View, Parking, & Help DOING BUSINESS ⌵ P's, Plan, & Build LIBRARY ⌵ Learn, Connect, & Discover PUBLIC SAFETY ⌵ Police, Fire, & Lifeguards CITY HALL ⌵ City Officials & Departments

Economic Development

[Economic Development Home](#) [Why San Diego?](#) [Start, Expand & Finance Your Business](#) [Tax Incentives](#) [Successor Agency](#) [About Us](#) [Other Resources](#)

Services for Businesses and Business Districts

The Economic Development Department has compiled frequently requested services often used by businesses and nonprofits serving business districts throughout the city. If you have any questions navigating the below services, please contact us at sdbusiness@sandiego.gov or (619) 236-6700 for assistance.

Contract with the City! Learn more about working with us on City projects through the [Equal Opportunity Contracting program](#).

Top Resources

Get It Done

📱 **Get It Done App**

Get It Done can be used to report a variety of non-emergency problems related to City assets. It can also be used to track the status of public reports citywide. Some of its most utilized services include parking issues, illegal dumping, and graffiti. As always, if you are reporting an emergency, please dial 9-1-1.

Homelessness Support

The County of San Diego Behavioral Health Services department launched the **Mobile Crisis Response Team**. This is a new program designed to help people experiencing a mental health or substance use crisis. For assistance, call the **Access & Crisis Line (800) 724-7240**. See below for additional resources including support from the San Diego Police Department.

Graffiti Control Program

The Street Division provides many services to maintain the public right-of-way, including graffiti abatement. Existing graffiti can be reported to the Graffiti Hotline at 619-621-7600.

Other Resources

- [Other Resources Home](#)
- [ARPA Municipal Capital Budget](#)
- [Economic Development Opportunities](#)
- [Business District Resources](#)
- [Business Associations and Chambers of Commerce](#)
- [Business Improvement District Organizations](#)
- [Industry Associations](#)
- [International Trade Resources](#)
- [Promote San Diego](#)



Questions?



Environmental Services Department

NEW ORGANIC WASTE RECYCLING RULES & SENATE BILL 1383

Presentation for North Park Main Street
Polina Osipova, Recycling Specialist



Presentation Agenda

- Why Organic Waste Recycling is Important
- What Goes In the New Bin and How to Participate
- Steps for Compliance
- Tips and Best Practices
- Q&A



What is Senate Bill 1383?

- Statewide mandate sets targets for the reduction of organic waste sent to landfills.
 - 50% in 2020 and 75% by 2025.
- Organic waste is food scraps, yard trimmings, untreated wood and food-soiled paper products.



Climate Change

Organic waste discarded as trash in a landfill produces the harmful greenhouse gas, methane.



Organic Waste Recycling

Food and yard waste will be recycled into compost or sent to an anaerobic digestion facility.

- Composting facilities create materials that improve soil.
- Anaerobic digestion facilities create renewable natural gas.



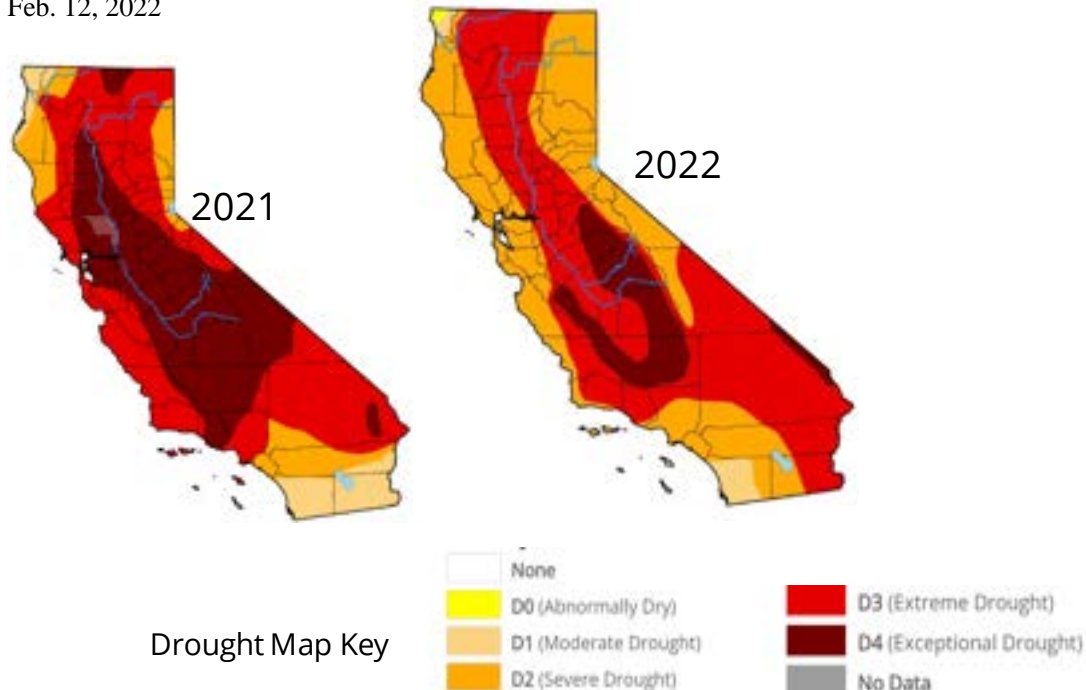
Why Do I Have to Do This?

- Ongoing droughts
- Hotter temperatures
- Fire season earlier

The San Diego Union-Tribune

San Diego experiences hottest February
day in history as temperature hits 91

Feb. 12, 2022



Organic Waste

FOOD SCRAPS



- Fruits and vegetables
- Eggs, dairy
- Bread and baked goods
- Prepared food

FOOD-SOILED PAPER PRODUCTS



- Coffee filters
- Kitchen paper napkins
- Paper bags
- Parchment paper

YARD TRIMMINGS, WOOD



- Grass
- Branches
- Leaves
- Flowers
- Plant trimmings
- Nonhazardous wood

Not Accepted in Organic Waste

**Oil/Grease
or Liquids**



**Plastic Bags and
Wrap**



**Ties and
Sticker Labels**



Foodware



**Products Labeled
"Compostable" or
"Biodegradable"**



Tea Bags



Recyclables



Cleaning Supplies



Business and Commercial



Organic Waste Recycling Collection for Business



Step 1

Collect food scraps and food-soiled paper in a color-coded container of choice from inside your business.



Step 2

Empty your indoor container into your outdoor organic waste recycling bin.



Step 3

Your bin will be picked up weekly by your private hauler.

Recycling Requirement Compliance Business & Multifamily

Separating the **correct materials**
out of the trash for recycling and organics
waste recycling.



Having appropriate recycling and organic
waste recycling **collection**.



Paired indoor containers.



Posting **signage**.



Training and educating
staff and tenants.



Next Steps - Business and Multifamily Owners and Managers

1. Contact your **private waste hauler** to sign up for recycling and/or organic waste recycling service.

AND/OR

2. Contact **Environmental Services Department** for free help to set up your program.



We're Here to Help!

Contact us for Free Resources and Support

- In-person or virtual **technical assistance** to set up your recycling, organic waste recycling, and edible food recovery program.
- Employee and tenant **training presentations**.
- **Education** signs and handouts.



Polina Osipova, Recycling Specialist
posipova@saniego.gov

Resources

- sandiego.gov/organicwasterecycling
- calrecycle.ca.gov/organics/slcp





University Avenue Mobility Project (UAMP)

Deb Matheson

Project PIO

info@mathesonco.com



INTERMISSION

< UAMP

Green Building Council >

North Park Main Street

Introduction to San Diego Regional Green Business Network (SDRGBN)

And

The California Green Business Network's Certification



What is the San Diego Regional Green Business Network?



SAN DIEGO REGIONAL
GREEN
BUSINESS
NETWORK





WHAT WE DO:

1. Provide technical **assistance to businesses**
2. Design an **actionable framework** (Sector Checklist)
3. Help **municipalities reach goals**
4. Provide a **green marketplace** for consumers

California Green Business Network

- Over 4,500 businesses certified
- 48 Green Business Programs
- Over 4,500 recognized businesses
- Over 2,000 interested businesses
- 32 business sectors
- And growing!

The counties in **dark green** are where the green economy already has a foothold. The counties in **light green** are where the green economy is headed next.



32 Business Sectors Served

Business Types

- Office/Retail
- Restaurant
- Hotel
- Brewery
- Auto Repair
- Small Manufacturer
- Municipal Ops
- Medical/Dental
- Food Manufacturers
- Agriculture
- And **many** more.



OUR IMPACT in 2022

Businesses that join our network conserve precious resources, prevent harmful pollution, and enhance their bottom-line.



WHAT MAKES A GREEN BUSINESS?



Reduced Water Use
Low flow toilets and
auto-off faucets



Conserve Energy
Upgrade lighting and
equipment to save
energy



Commute Sustainably
Promote and incentivize
alternative
transportation for
employees



Prevent Pollution
Eliminate and/or
properly dispose of
harmful chemicals



Use Non-Toxic Cleaners
Use safer,
environmentally
preferable cleaning
chemicals



Avoid Waste
Eliminate unnecessary
packaging, printing, and
purchasing



Recycle Materials
Divert waste from the
landfill through reuse,
recycling and
composting



Hire Local Vendors
Working locally means
less vehicle use

Certification Process

STEP 1 - Business Enrollment and Registration

STEP 2 - Green Business Coordinator Initial Walk-Through and Consultation (Technical Assistance)

STEP 3 - Business Implementation of Measures

STEP 4 - Provide Documentation Through Tracking System

STEP 5 - Final Site Visit and Verification

STEP 6 - Certification and Business Promotion!

- 6 week certification cycles

Program Benefits

- Digital logo
- Listed on California Green Business Directory
- Window decals
- Social media
- Marketing toolkit access



Enroll Today

<https://greenbusinessca.org/jointheprogram/>



– San Diego Regional Green Business Network –

Questions?



Robert Carr
robert@sd-gbc.org





Employer Commuter Program

Exploring Sustainable Commute Options

2023

Employer Commuter Program Goals

- Reduce # of employees who drive alone to/from work (SOV)
- Reduce traffic congestion
- Reduce greenhouse gas (GHG) emissions



SANDAG's Employer Commuter Program

SANDAG—The region's long-term planning agency—made up of representatives from all 18 cities, and the county.

Free services and resources to encourage sustainable commute choices:

- Transit
- Bike
- Walk
- Carpool
- Vanpool
- Telework



iCommuteSD.com



Employer Commuter Program

Customized commuter programs

- Workplace surveys & mapping
- Trip reduction plan
- Infrastructure analysis

On-site or virtual commuter assistance

- Marketing & promotion

Diamond Awards

- Awards luncheon
- Advertisements & recognition



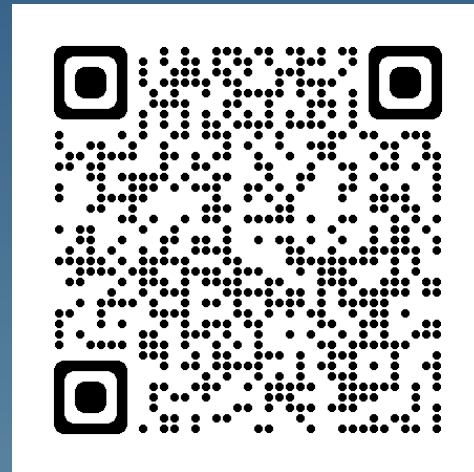
Sustainable Commuting Resources

- **Transit:** “Try transit” with a free month transit pass and route planning assistance
- **Vanpool:** Monthly subsidies of \$500 (\$600 electric) towards the lease of the vehicle
- **Carpool:** Formation/matching
- **Bike:** Bike education classes, Bike maintenance quick checks, bike lockers and bike maps
- **Guaranteed Ride Home program:** In case of an emergency, reimbursement up to \$100 per ride up to three times a year



Employer Program Webinar: How to Use Transit & Bike Lockers

Webinar February 21st at 11:00am



All About E-Bikes

Virtual Class March 14th at 12:00pm



Why?

Free Up Parking Spots for Customers and

Help Your Employees:

- ✓ Save money on gas
- ✓ Avoid the stress of sitting in traffic
- ✓ Improve your mental and physical health

City's Climate Action Plans call for a shift in our mode of travel



Stay connected with SANDAG Employer Program



Explore our website
icommutesd.com



Follow us on social media:
[@SANDAGregion](#) [@SANDAG](#)



Email: khalisa.bolling@steergroup.com





Q&A

NORTH PARK

THANK YOU!

Take the post-forum survey below:



<https://forms.office.com/r/Ga1gRs6T6y>