



Advocacy



Session 8 Leader SALTA

We organize and advocate to protect the public health and the environment threatened by toxic pollution.

ENVIRONMENTAL HEALTH COALITION

SOCIAL CHANGE FOR JUSTICE MODEL



SALTA
COMMUNITY
LEADERSHIP
TRAINING PROGRAM

EHC Leader Definition



Levels of Government



Federal

State

Local

County

City

School Districts

Local Governments



San Diego County



City of San Diego

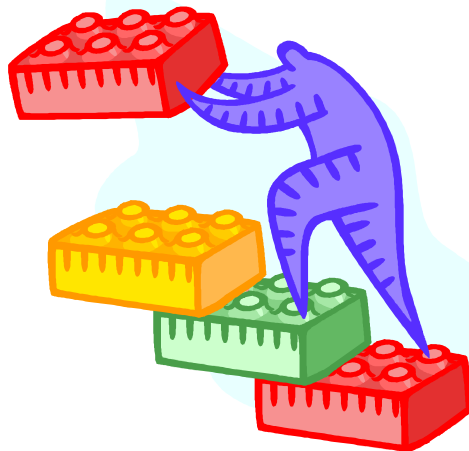


National City

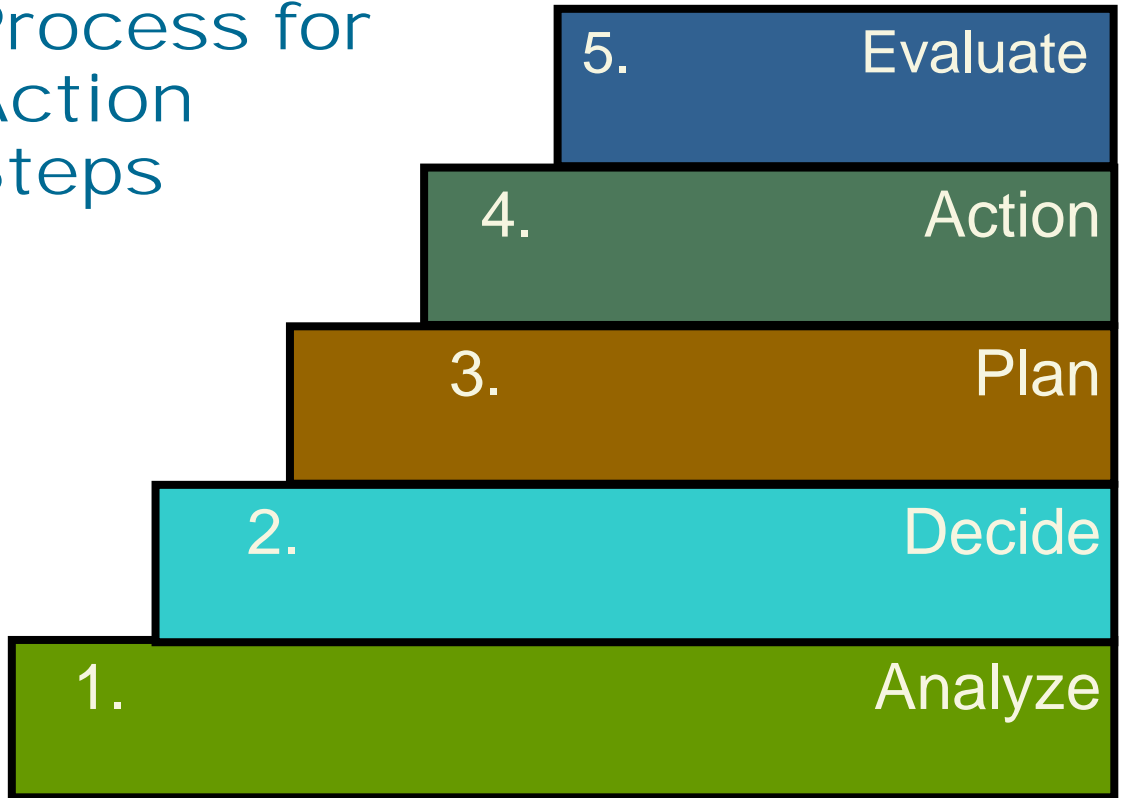
Definition of Advocacy



Building Blocks of Advocacy



Process for Action Steps



- **To empower individuals with the ability and authority to achieve self-determination for themselves, their families and their communities**



SALTA
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Develop Community Leaders

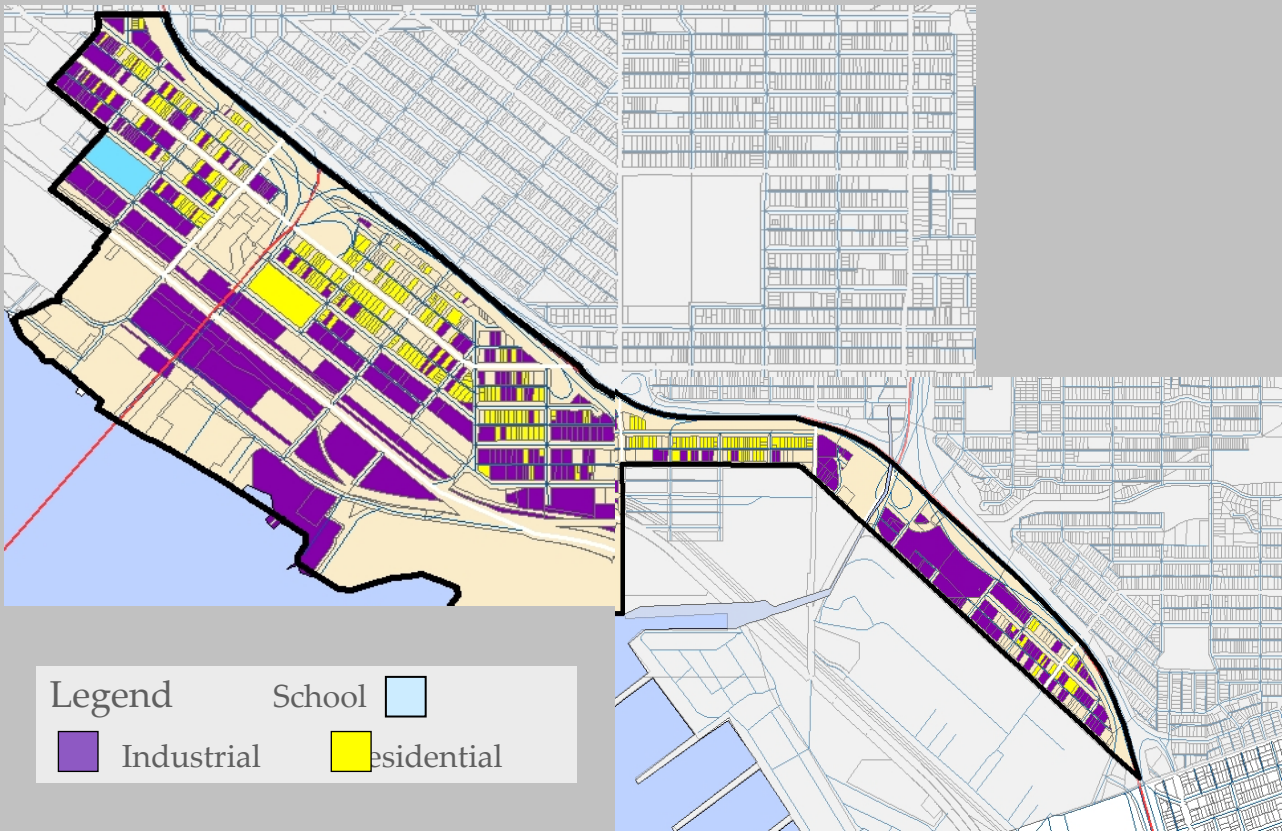


Community-Driven Land Use Goals



- **Build Community Power**
- **Ensure Healthy Neighborhoods**
- **Maintain & Create Affordable Housing**
- **Preserve Community Character and Culture**
- **Promote Sustainable Communities**

Barrio Logan: Current "Mixed" Land Uses





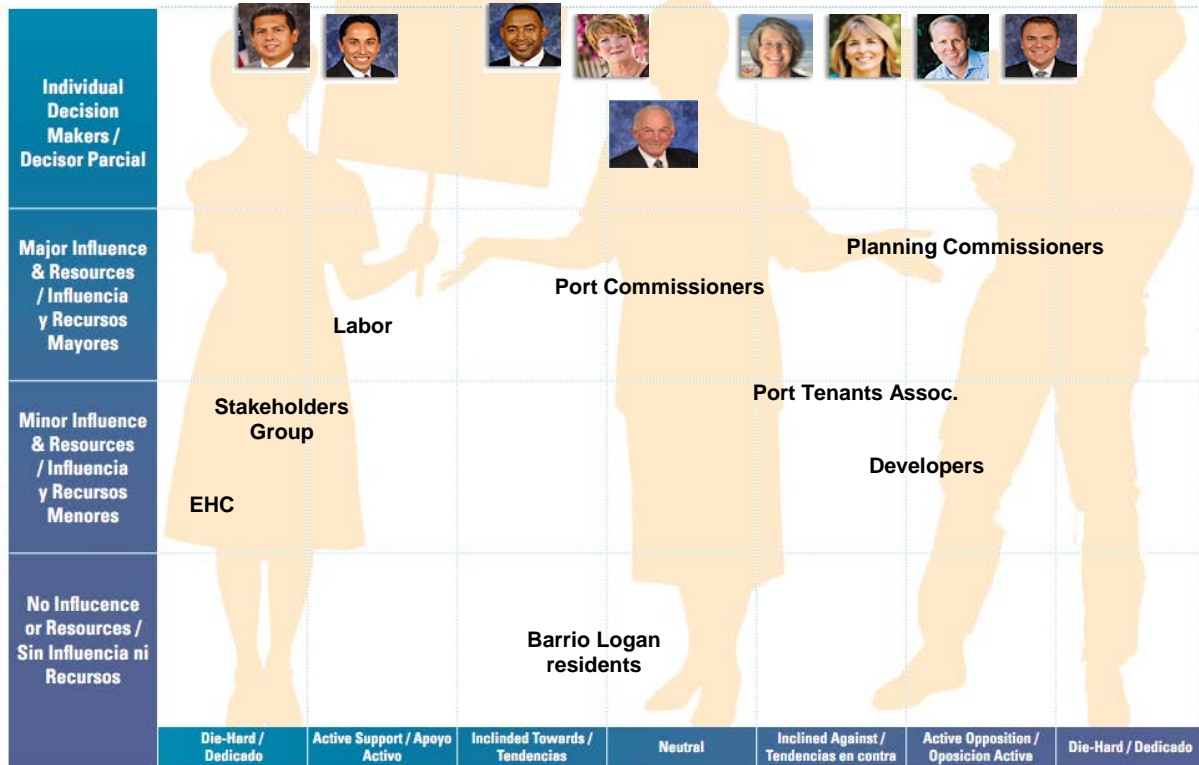
Power Analysis / Análisis De Poder

GOALS / META: Safe and Secure Barrio Logan

OBJECTIVE / OBJETIVO: Approve Barrio Logan Community Plan

ULTIMATE DECISION MAKER / ÓRGANO DECISORIO DEFINITIVO: San Diego City Council

LEVELS OF POWER / NIVELES DE PODER



LEVELS OF SUPPORT / NIVELES DE APOYO

DECIDE

- **Was mixed use zoning hurting community health?**
 - Yes
- **Would solving the problem help EHC achieve its Mission?**
 - Yes
- **Could we win?**
 - Yes, but it would be hard.
- **Decision: YES! EHC would commit its resources to solving this problem.**



Principles of the Barrio Logan VISION

- *Ensure a Healthy Neighborhood*
- *Create Affordable Housing*
- *Preserve Community Character*
- *Promote a Livable Community*

LAND USE MAP DEVELOPED BY COMMUNITY ACTION TEAM



Existing housing, churches, and retail businesses will remain until voluntary change of land use or property ownership. The new use will then conform to the Vision.

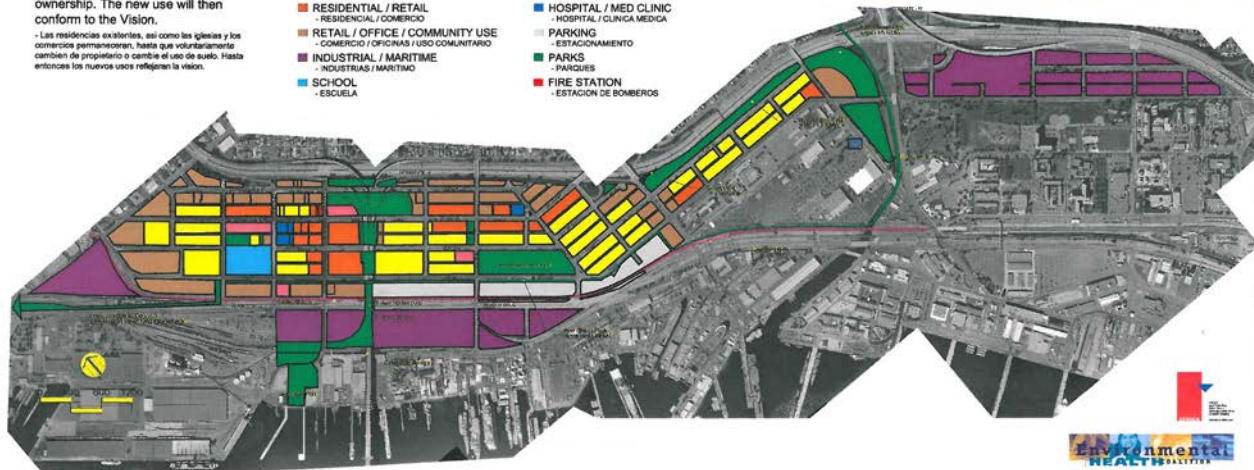
- Las residencias existentes, así como las iglesias y los comercios permanecerán, hasta que voluntariamente cambien de propietario o cambie el uso de suelo. Hasta entonces los nuevos usos reflejarán la visión.

Legend

- | | |
|---|--|
| ■ RESIDENTIAL
- RESIDENCIAL | ■ COMMUNITY CENTER
- CENTRO COMUNITARIO |
| ■ RESIDENTIAL / RETAIL
- RESIDENCIAL / COMERCIO | ■ HOSPITAL / MED CLINIC
- HOSPITAL / CLINICA MEDICA |
| ■ RETAIL / OFFICE / COMMUNITY USE
- COMERCIO / OFICINAS / USO COMUNITARIO | ■ PARKING
- ESTACIONAMIENTO |
| ■ INDUSTRIAL / MARITIME
- INDUSTRIAS / MARITIMO | ■ PARKS
- PARQUES |
| ■ SCHOOL
- ESCUELA | ■ FIRE STATION
- ESTACION DE BOMBEROS |

January 31, 2005
Barrio Logan Vision

Enero 31, 2005
La Vision de Barrio Logan



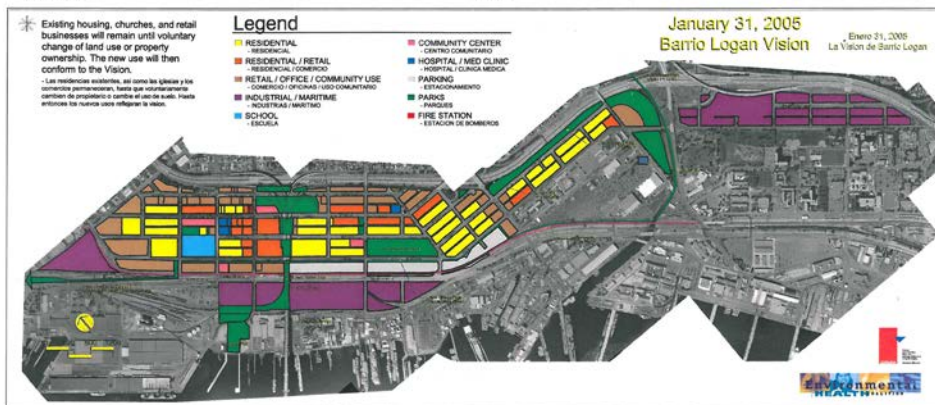




More than 1000 residents, 24 local businesses & 16 community organizations endorse the Barrio Logan Vision

Yes, I/we support the Environmental Health Coalition Comité REAL Vision for my community! I/we call on the City of San Diego to complete a new community plan for Barrio Logan based upon this vision, map and principles!

Name _____ Organization _____
 Address _____ Phone _____ Email _____
 Comments _____ Date _____



This Vision will make our community safer!

Approximately 1,643,900 pounds of toxic or hazardous materials, liquids and solids, and 374,650 cubic feet of toxic or hazardous gases will be removed from our neighborhoods!

This Vision will make our community healthier!

Over FIVE TONS (11,000 pounds) of toxic air contaminants that are currently emitted near homes and schools will be removed to an industrial area. This includes over 600 POUNDS of diesel particulate matter emissions, and over a 100 POUNDS of heavy metals.

This Vision will make our community more affordable!

Between 1200 and 1600 affordable housing units will be added to the community!



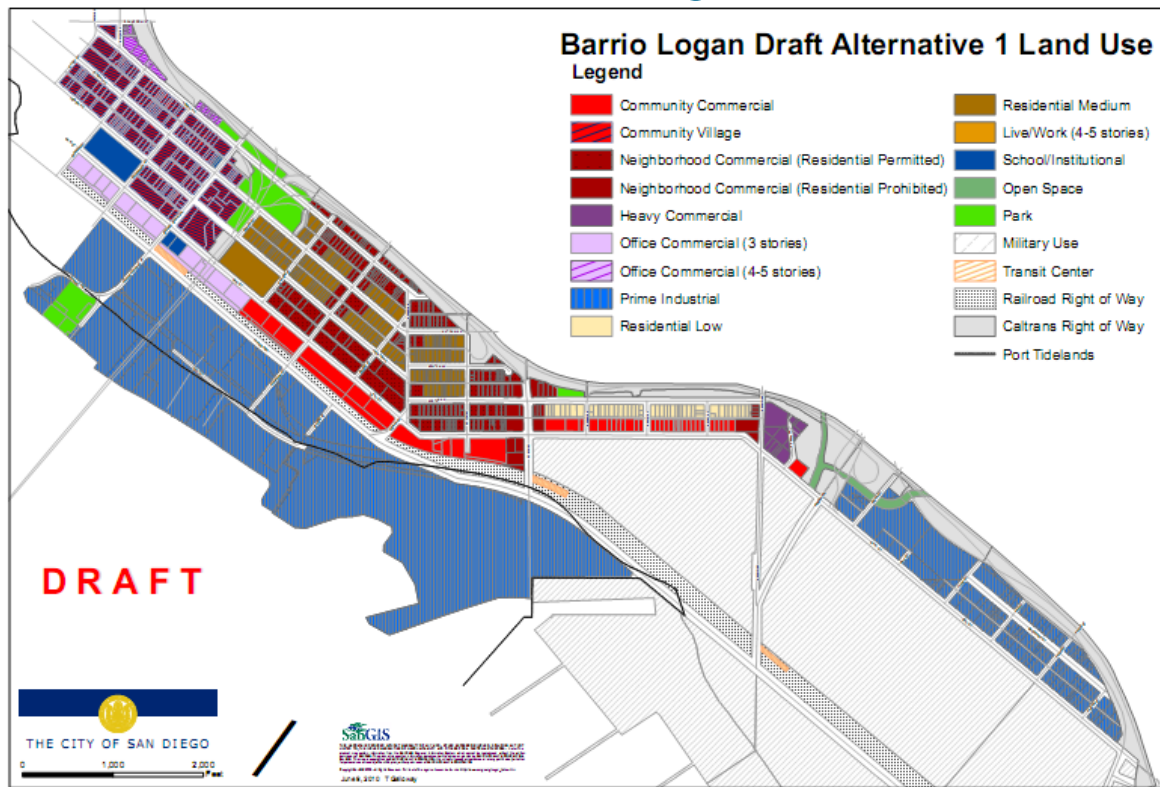
Overlay of Draft Centre City Planned Districts and Barrio Logan Vision



Source: Center City Planned Districts (San Diego Metropolitan Council, January 3, 2008). CA 15 Area 15-1.
Barrio Logan Vision (Barrio Logan Planning Inc., June 12, 2008).



Community Plan Preferred Alternative Barrio Logan



Evaluation