

MID-CITY CAN FOOD JUSTICE MOMENTUM TEAM CAMPAIGN CHART

Goals	Momentum Team	People Power	Targets	Strategy Timeline ¹	Allied Work
Short Term Goal	Technical Assistance Needed	<ul style="list-style-type: none"> • Mosques, Churches • UWEAST • Farmer’s Market Venders • Bahati Mamas • F&SJ Club at Crawford HS • Compassionate people • Mid-City CAN 	<ul style="list-style-type: none"> • Private Landowners • SDUSD Facilities and Land Management • City Council 	<ol style="list-style-type: none"> 1. Research 2. Research Agricultural Code 3. Work with local college for research (City College & SDSU) 4. First find vacant lands 5. Visit vacant lots 6. Ask about land ownership 7. Ask around 8. Knock on any door to get land 9. Have conversations with landowners 10. Use Canyons 11. Sign Petitions 12. Ask City of San Diego or private land owners 13. 2020 Central Elementary Moving – Land? 14. Talk to Real Estate agents to gain insights 15. Ask Price for a roof-top garden on new building 16. Apply for grants 	
To obtain land from the City and/or private landowners to be used for community gardening	<ul style="list-style-type: none"> • Information on land use • Soil Testing prep • Find out conditions of the land • Find expertise in our community 				
Continuing Goal	<ul style="list-style-type: none"> • Lands – private or public • How/Who produces water • Information on gardening 				
To have SDUSD expand its Halal food program to all schools in the Crawford and Hoover Clusters	<ul style="list-style-type: none"> • Information on land policy • Identify top 3 lots • Community mapping of vacant lots 				
Sub-Goal		Resources	Allies		
To have SDUSD provide tasty and nutritious food to all students		<ul style="list-style-type: none"> • Price Philanthropies • Healthy Food Access Working Group • SDUSD • Georgette Gomez • We have time • Garden Associations Conferences • Michelle Obama • Kaiser Permanente • IRC • Kitchens for Good • Alliance for African Assistance • California Endowment 	Listed in “People Power” and “Resources”		
Long-Term Goal			Opponents		
To increase the number of Pocket Parks in City Heights			<ul style="list-style-type: none"> • Gentrifiers – Real Estate Developers • Businesses 		

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¹ Rather than developing a full timeline, participants put the strategies in the order they need to be addressed