

The Office of Child and Youth Success

Community Neighborhood Services

Update on the Child and Youth Master Plan
(CYMP)



SUMMARY

The City of San Diego's Child and Youth Master Plan (CYMP) is the intentional roadmap that will create a shared vision of services, programs, and resources that will support equitable cross-generational solutions for sustainable goals that uplift the voices of children, youth and families in San Diego.

The Child and Youth Master Plan (CYMP) will build off community conversations through townhalls and focus groups, in collaboration with steering committees shaped with cross-sector leaders that are delineated and represented by a broad range of organizations, institutions, and individuals that possess various years of experience in contributing, supporting and leading in their sector.

CYMP OBJECTIVES

1. Create a culture of trust and transparency into the planning process to build shared solutions to address systemic challenges affecting children, youth, and their families.
2. Build children and youth centered solutions in collaboration with school districts, community stakeholders, non-profit and private organizations.
3. Leverage public and private assets to support sustainable programs, resources, and services to safeguard the proposed solutions.





WHY NOW

Indicator	Year	San Diego	San Diego County	California	Data Source
Child Population (Ages 0-17)	2014-2018	281,478	726,344	9,073,655	U.S. Census Bureau, American Community Survey (Jan. 2020).
Percentage of Households with Children	2014-2018	29.4%	33.4%	34.8%	U.S. Census Bureau, American Community Survey (Jan. 2020).
Percentage of Children in the Care of Grandparents	2014-2018	2.8%	2.9%	3.1%	U.S. Census Bureau, American Community Survey (Jan. 2020).
Percentage of Children Living with Foreign-Born Parents	2014-2018	49.3%	44.1%	48.3%	U.S. Census Bureau, American Community Survey (Jan. 2020).
Percentage of Children Living in Linguistically Isolated Households	2014-2018	8.8%	7.5%	9.8%	Population Reference Bureau, analysis of U.S. Census Bureau American Community Survey microdata files (Jan. 2020).
Percentage of Children Living in Crowded Households	2014-2018	24.3%	23.9%	27.7%	Population Reference Bureau, analysis of U.S. Census Bureau American Community Survey microdata files (Jan. 2020).
Median Income for Families with Children	2016-2020	\$98,682 <i>(Annual Income)</i>	\$93,206 <i>(Annual Income)</i>	\$84,790 <i>(Annual Income)</i>	U.S. Census Bureau, American Community Survey (Aug. 2022).
Percentage of Children Living in Low-Income Working Families	2016-2020	20.9%	21.2%	23.0%	Population Reference Bureau, analysis of U.S. Census Bureau American Community Survey microdata files (Aug. 2022).
Percentage of Children Living Below the Federal Poverty Threshold	2016-2020	13.8%	13.6%	16.8%	U.S. Census Bureau, American Community Survey (Aug. 2022).
Percentage of Children Living Below 50% of the Federal Poverty Threshold	2016-2020	6.4%	5.8%	7.0%	U.S. Census Bureau, American Community Survey (Aug. 2022).
Percentage of Children without Secure Parental Employment	2014-2018	27.4%	27.1%	30.3%	Population Reference Bureau, analysis of U.S. Census Bureau American Community Survey microdata files (Jan. 2020).



STRATEGIC PLANNING PROCESS

Phase One (September 2022 - June 2023)

Through the months of May and June 2023, SAY San Diego and partner organizations conducted a series of nine multilingual, virtual townhalls, and over 40 focus groups (on-going).

Phase Two (July 2023 - June 2024)

In collaboration with steering committees, we will begin to design an actionable plan to address disparities based on feedback collected during Phase 1 townhalls and focus groups.

Phase Three (July 2024 - December 2024)

The implementation of solutions and the monitoring strategies will begin to be developed. The actionable strategies will ensure that opportunities for children and youth are created through meaningful connections and purposeful solutions to current challenges.



TOWNHALL ENGAGEMENT STRATEGY

- Digital and Print Media
 - Media Release from City Communications
 - Over 200 flyers printed and dispersed
 - Media Kit emailed to local community partners for cross-posting
 - Social Media Posts on Instagram and Twitter
- Television Appearances
 - NBC Telemundo
 - KUSI in the morning
 - Local Fox evening news
- Collaboration with County and Education Partners for cross-promotion
 - San Diego Unified, San Diego Community College District, San Diego County Office of Education, and County of San Diego Live Well Office

YOUTH DEVELOPMENT AND ENGAGEMENT

Youth Engagement in Town Halls

- OCYS and SAY San Diego trained youth interns in intercommunication skills to support with facilitating and notetaking in the virtual townhalls.
- There were at least six youth leading the facilitation efforts at each one of the townhalls.
- OCYS contracted with David's Harp Foundation to create and produce 4 town hall and CYMP digital media videos.



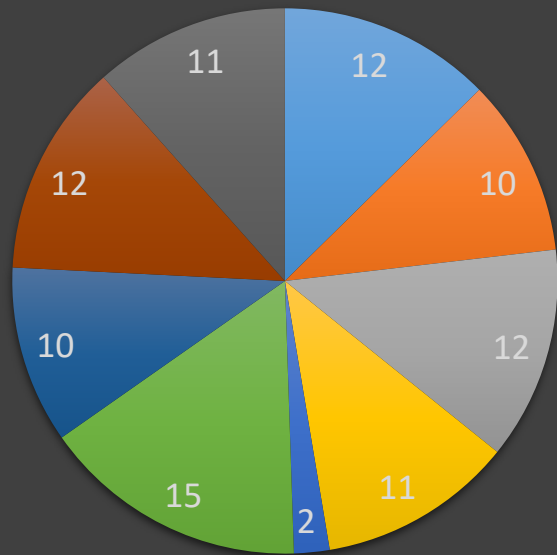
[VIDEO - Easy to Join the Town Hall](#)



[VIDEO - Do You Know What a Town Hall is?](#)

PUBLIC INPUT DATA

Townhall Participation Summary



- D9_May20 ■ D6_May25 ■ D5_May30
- D8_May31 ■ D7_June1 ■ D4_June3
- D3_June14 ■ D1_June28 ■ D2_June29

Ages of Participants

- 74% - 25+ Years Old
- 23% - 18-to-24 Years Old
- 3% - 14-to-17 Years Old

Who Were They?

- 69% - I work for a youth-serving organization
- 29% - I am a parent or caregiver to youth
- 27% - I am a youth or young adult
- 22% - Other



YOUTH COMMISSION OPPORTUNITIES

Invitation for Commissioners to participate in the following ways:

- **Upcoming focus groups**
July – August 2023
- **Renaming of the CYMP**
January 2024
- **Logo design for the CYMP**
January 2024

The Youth Commissioners shall receive regular updates on strategies, solutions, and funding opportunities during their Commission meetings





ADDITIONAL PRIORITIES

1. Implementation of an internal Child Care Benefit Pilot program.
2. Participate in the success of the County of San Diego's Child Care Blueprint.
3. Onboarding and training nine Employ & Empower Interns.
4. Creation of a Youth Care and Development Pilot Program.
5. Receiving and dispersing a one-time grant for refugee students at City schools.
6. Collaborate with the Registrar of Voters and other community organizations to conduct voter education and civic engagement to increase historically low youth voter turnout.
7. Support the Youth commission as a Liaison.



Thank you

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