The Business Model Canvas

Key Partners 🔗

- City of San Diego (Dept. of Real Estate & Development)
- Local Nonprofits
- San Diego State University
- Urban Designers
- Local philanthropic Foundations (e.g., SD Foundation)

Key Activities ✓

- Co-design and planning with senior residents
- Advocacy campaigns
- Digital outreach
- Spatial Data Collection
- Site assessment

Key Resources 🏭

- City-owned land identified as developable
- GIS tools and ArcGIS Dashboard
- Student researchers and mentors

Value Propositions 🎁

- Empowerment through resident-led design
- Dashboard-integrated visibility into neighborhood risk
- Safe, affordable, and climate-adaptive housing for seniors
- Enhanced access to services, green space, and social connectivity
- Alignment with UN SDGs (10, 11, 13)

Customer Relationships ♥

- Community-led decision-making
- Bilingual (English/Spanish) engagement
- Culturally responsive storytelling and feedback

Channels 🚚

- Project website (Google Sites)
- ArcGIS Online map and Dashboard
- 6-minute advocacy video (YouTube)
- Social media, flyers, and civic meetings

Customer Segments

- Seniors 65+ in Barrio Logan facing housing insecurity
- Severely rent-burdened elders
- Spanish-speaking and low-income communities
- Environmental and housing advocates

Cost Structure 🏷

- Dashboard and web platform development
- Marketing, translation, and outreach
- Community engagement costs
- Technical support and planning consultation
- Future capital and construction budgeting

Revenue Streams 💰

- City or federal grants (e.g., HUD, CDBG)
- Local philanthropic funding
- Support from advocacy organizations
- In-kind academic resources and talent
- Potential long-term rental or co-op revenue model

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