



# Placed-Based Initiatives 101





# GENERAL CHARACTERISTICS OF “PLACE-BASED WORK

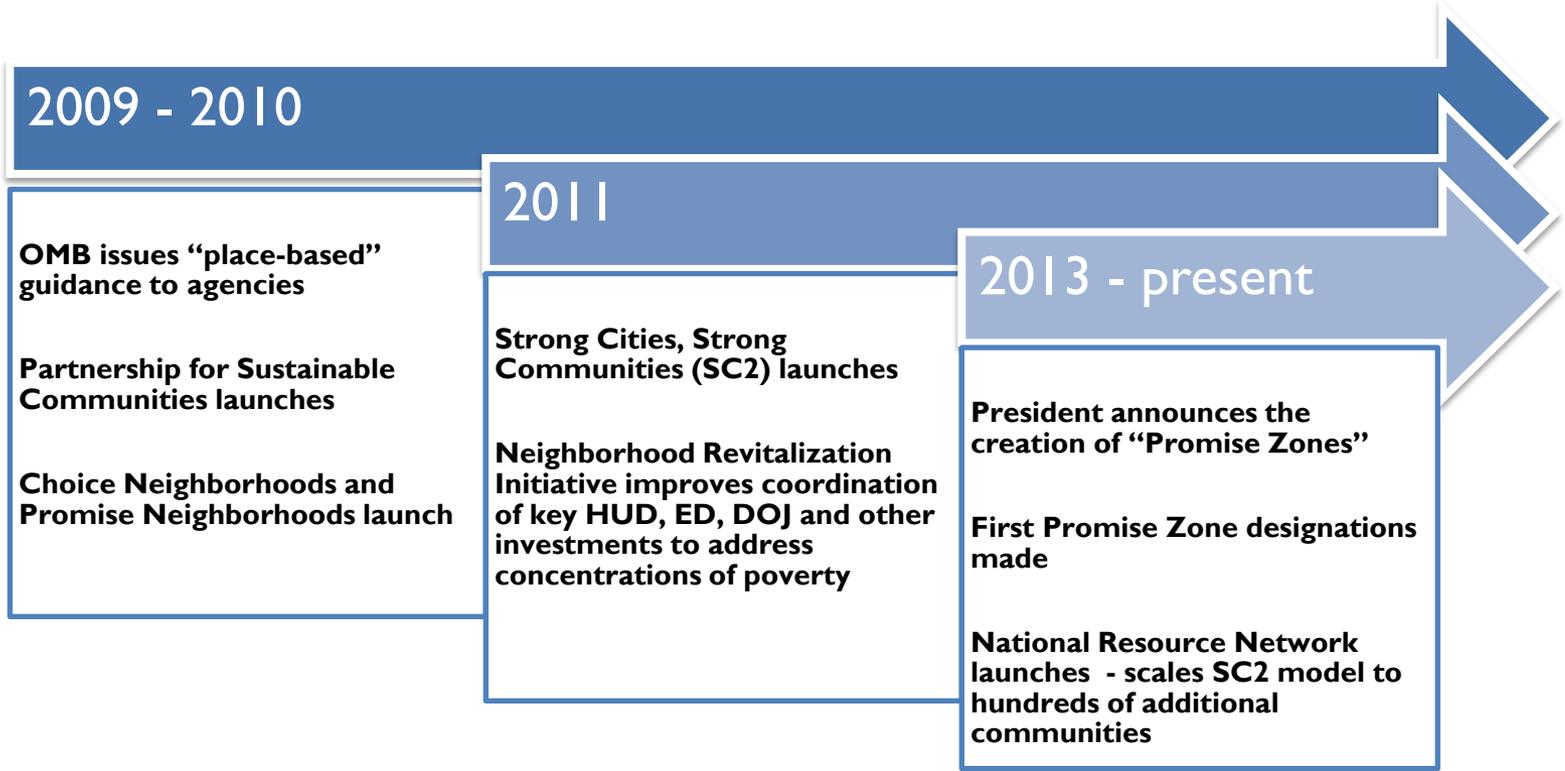


- Broadly focused around promoting inclusive economic growth (w/ many supporting policy/programmatic areas, such as land use, public safety, workforce, small business support, affordable housing, education, etc.)
  - Includes addressing inequality through a variety of different program/policy interventions
- Locally driven and locally designed projects/priorities
- Public-private partnerships
- Inter-agency
- Focuses cross-program (and cross-agency) resources, expertise and technical assistance to benefit local partner
- Typically, though not always, involves some form of “boots on the ground” (whether federal employees or other paid fellows or experts)
- Different, but usually defined, geographic scale of focus (e.g., regional, city-wide, neighborhood level, etc.)



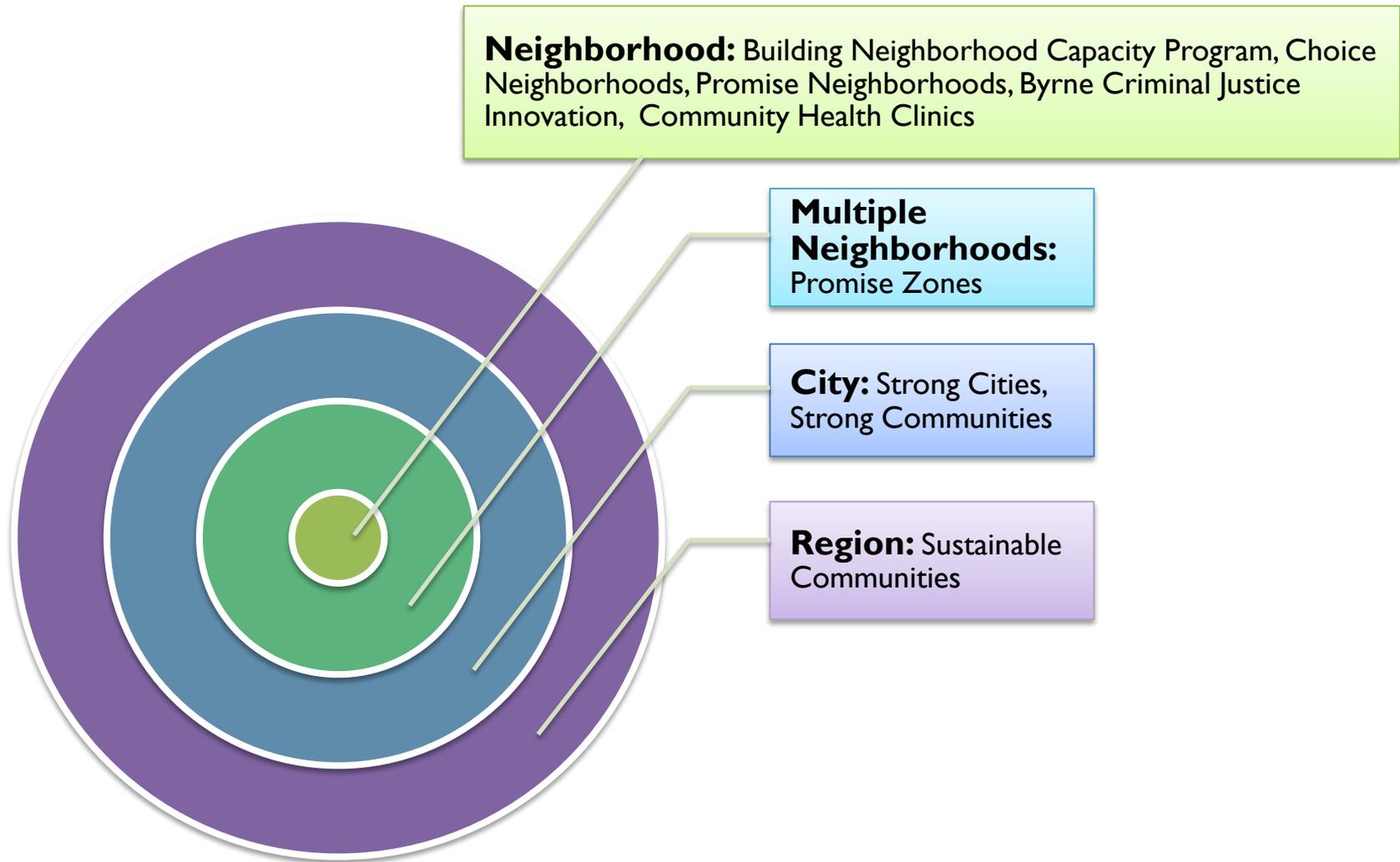
# CONTEXT AND TIMELINE

Obama Administration has piloted efforts to strengthen federal-local relationship & support community priorities related to economic growth and equity.





# PLACE-BASED INVESTMENTS AND SUPPORTS





# PLACE-BASED INITIATIVE GOVERNANCE



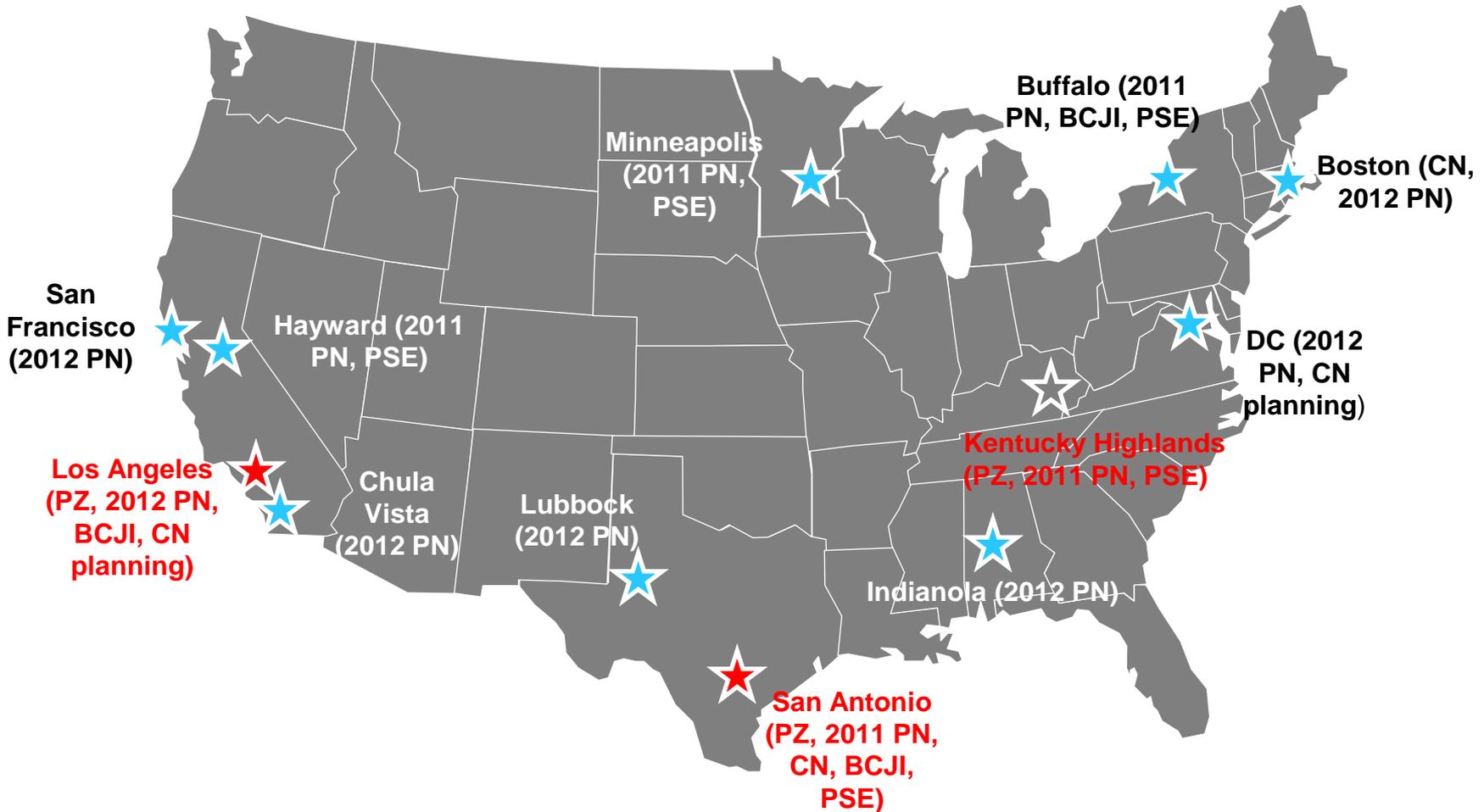
## LADDERS OF OPPORTUNITY

Neighborhood Revitalization Initiative	Strong Cities, Strong Communities	Partnership for Sustainable Communities	Promise Zones
<p><b>Programs:</b>            Promise Neighborhoods, Choice Neighborhoods, Byrne Criminal Justice, Community Health Centers</p>	<p><b>Programs:</b>            Strong Cities, Strong Communities (SC2)</p>	<p><b>Programs:</b>            Sustainable Communities Challenge Grants and Regional Planning Grants</p>	<p><b>Programs:</b>            Promise Zones</p>
<p><b>Oversight:</b> NRI Program Integration Workgroup</p>	<p><b>Oversight:</b> Council on SC2</p>	<p><b>Oversight:</b> Partnership for Sustainable Communities</p>	<p><b>Oversight:</b> Promise Zones Operations Team</p>
<p><b>Participants:</b> ED (lead), HUD, DOJ, HHS</p>	<p><b>Participants:</b> 19 federal agencies</p>	<p><b>Participants:</b> HUD, DOT, EPA</p>	<p><b>Participants:</b> HUD and USDA lead, many partners</p>
<p><b>Areas of Alignment</b></p> <ul style="list-style-type: none"> <li>• Program and Policy Development: joint planning, preference points, common language and measures</li> <li>• Grants Monitoring: aligned monitoring, reporting, and site visits</li> <li>• Technical Assistance: coordinated TA, shared training opportunities, communities of practice</li> </ul>	<p><b>Areas of Alignment</b></p> <ul style="list-style-type: none"> <li>• Federal Team Leads embedded in City Hall; part-time and advisory federal team members assist with coordination</li> <li>• Cross-agency selection process</li> <li>• FPM conducting outreach to develop community needs assessments (74 communities engaged to-date)</li> <li>• National Resource Network (311 for cities)</li> </ul>	<p><b>Areas of Alignment</b></p> <ul style="list-style-type: none"> <li>• Field network includes sustainability experts at HUD (10 regional leads)</li> <li>• Data tools to inform stakeholders about sustainability</li> <li>• Stakeholder engagement</li> <li>• Grant making</li> </ul>	<p><b>Areas of Alignment</b></p> <ul style="list-style-type: none"> <li>• Federal resources, information and community engagement: federal community liaison, federal desk officers</li> <li>• Selection process</li> <li>• Evaluation</li> <li>• Philanthropic intermediary and private sector engagement</li> </ul>



# MAPS OF PLACE-BASED INITIATIVE INVESTMENTS

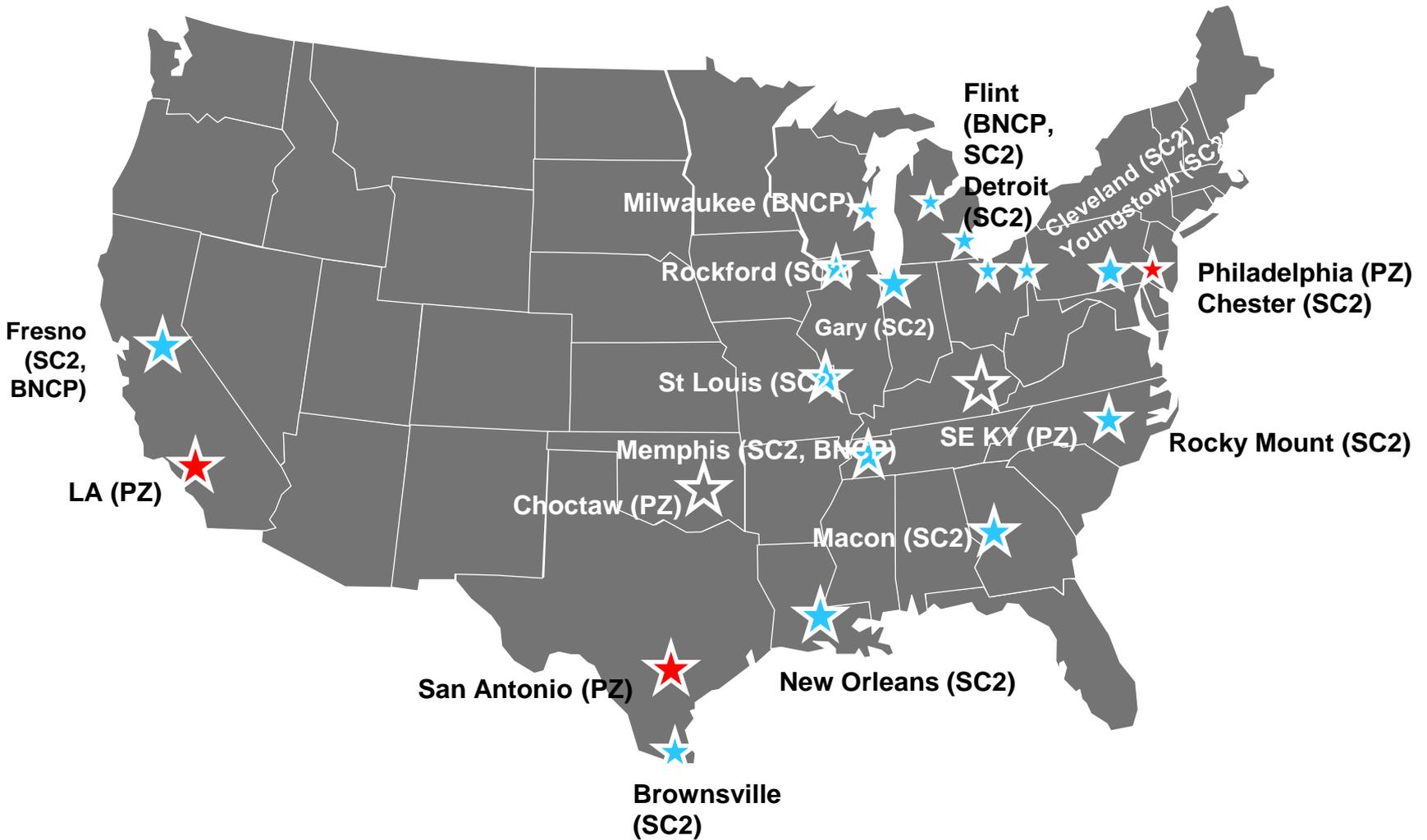
Promise Neighborhoods Implementation + ALL Relevant Promise Zones (PZ), CHOICE Neighborhoods (CN), Byrne Criminal Justice Innovation (BCJI), Public Safety Enhancement (PSE)





# MAPS OF PLACE-BASED INITIATIVE INVESTMENTS

Strong Cities Strong Communities (2011 – 7; 2014 – 7); Promise Zones (2014 – 5 designees);  
Building Neighborhood Capacity Program (2012 – 4 cities, 2 Neighborhoods/city)

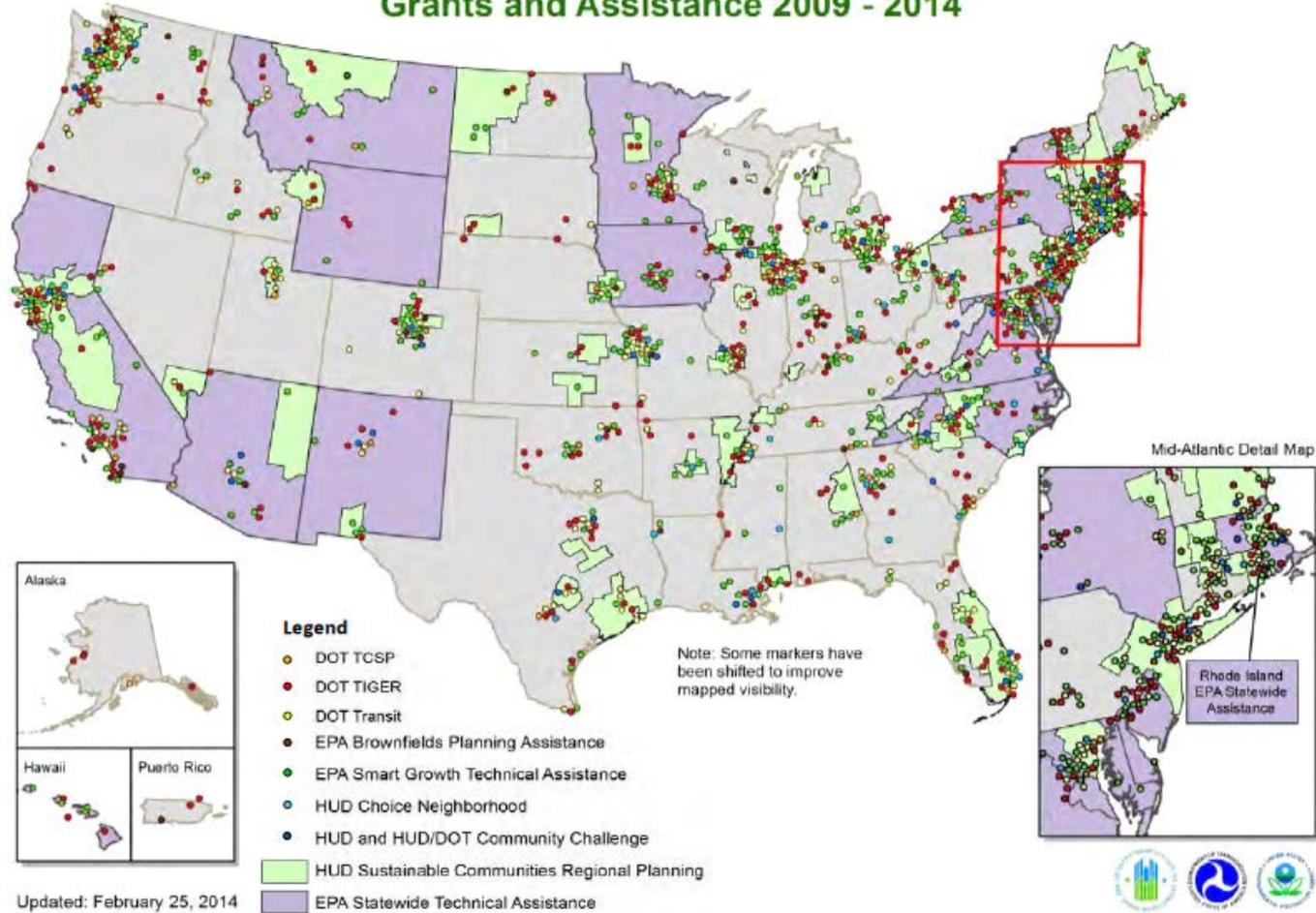




# PARTNERSHIP FOR SUSTAINABLE COMMUNITIES



## HUD-DOT-EPA Partnership for Sustainable Communities Grants and Assistance 2009 - 2014



As of February 2014, the Partnership agencies have received more than 9,800 applications for assistance, requesting almost \$122 billion. The Partnership has been able to fund 1,066 projects in all 50 states, the District of Columbia, and Puerto Rico with approximately \$4.6 billion, representing just over 10 percent of applications.



# PROMISE NEIGHBORHOODS



students are healthy

students feel safe

students live in stable communities

family/ community support learning

students w/ 21<sup>st</sup> century learning tools

12 implementation grantees (2011 & 2012)  
46 planning grantees (2010, 2011, 2012)

Grantee supports

ED program staff

Federal partners

PNI (+ AEC & HCZ)

CSSP

Urban

RLG (scorecard)

Contracts



# CHOICE NEIGHBORHOODS



The *Choice Neighborhoods* program supports locally driven strategies to address struggling neighborhoods with distressed public or HUD-assisted housing through a comprehensive approach to neighborhood transformation. \$30 million for implementation, \$500,000 for planning grants.

## Implementation Grantees:

### **FY 2010/2011**

- Boston, MA
- Chicago, IL
- Seattle, WA
- New Orleans, LA
- San Francisco, CA

### **FY 2012**

- Cincinnati, OH
- Tampa, FL
- San Antonio, TX

### **FY 2013**

- Columbus, OH
- Norwalk, CT
- Philadelphia, PA
- Pittsburgh, PA

## Choice Neighborhoods is focused on three core goals

### Housing:

- Replace distressed public and assisted housing with high-quality mixed-income housing that is well-managed and responsive to the needs of the surrounding neighborhood;

### People:

- Improve educational outcomes and intergenerational mobility for youth with services and supports delivered directly to youth and their families; and

### Neighborhood:

- Create the conditions necessary for public and private reinvestment in distressed neighborhoods to offer the kinds of amenities and assets, including safety, good schools, and commercial activity, that are important to families' choices about their community.



# BUILDING NEIGHBORHOOD CAPACITY PROGRAM



The *Building Neighborhood Capacity Program* (BNCP) is designed to help low-income neighborhoods build the infrastructure and resources needed to ensure families experience better results around education, employment, safety, housing and other key areas.

Currently 8 communities in 4 cities, expanding to 12 communities in those 4 cities soon

- **Flint, Michigan**
  - Ward 1
  - Ward 3
- **Fresno, California**
  - El Dorado Park
  - Southwest
- **Memphis, Tennessee**
  - Greater Binghampton ("the Heights")
  - Frayser
- **Milwaukee, Wisconsin**
  - Amani
  - Metcalfe Park

DOJ Led Federal Management Team including ED, HUD, HHS

Technical Assistance Provider: CSSP

BNCP helps neighborhoods develop the knowledge, skills, relationships, interactions and organizational resources that enable residents, civic leaders, the public and private sectors and local organizations to create comprehensive neighborhood revitalization plans.



# BYRNE CRIMINAL JUSTICE INNOVATION PROGRAM



The BCJI program is administered by the Department of Justice Bureau of Justice Assistance and is focused on supporting data-driven, comprehensive responses to crime in some of the country’s most troubled communities. As the national Training and Technical Assistance Provider for BCJI, LISC is supporting cross-sector partnerships in the 29 cities funded by BCJI as they seek to address the drivers of crime in persistent “hot spot” locations which are thwarting progress towards neighborhood revitalization. Grants are \$600,000 for implementation and \$300,000 for public safety enhancement grants, \$100,000 for planning grants.

## BCJI TEAMS FUNDED IN FISCAL YEAR 2012

Austin, TX	Dayton, OH	Philadelphia, PA
Baltimore, MD	Detroit, MI	Portland, OR
Brooklyn, NY	Lowell, MA	San Antonio, TX
Buffalo, NY	Milwaukee, WI	San Bernardino, CA
Charleston, WV	Omaha, NE	Seattle, WA

Technical Assistance Model

Using data and research to guide program strategy

Engaging community members in shaping crime prevention and revitalization efforts

Tackling problems from multiple angles by tapping the resources of diverse, cross-sector partners

Integrating crime control efforts with revitalization strategies

## BCJI TEAMS FUNDED IN FISCAL YEAR 2013

Baton Rouge, LA	Kansas City, MI	Springfield, MA
Cleveland, OH	Los Angeles, CA	Syracuse, NY
Corning, CA	Nashville, TN	Tampa, FL
Erie, PA	Providence, RI	West Albany, GA
Evansville, IN	San Francisco, CA	



# PROMISE ZONES



In his 2013 State of the Union address, President Obama announced that he would designate 20 *Promise Zones* nationwide by the end of 2016: urban, rural, and tribal communities where the Administration would partner with local leaders to create jobs, increase economic activity, improve educational opportunities, and reduce violent crime.

## Benefits for Designees:

- Access to 12 Federal agencies participating in Promise Zone collaboration through federal liaisons and desk officers
- 5 AmeriCorps VISTA members deployed to each of the Promise Zone designees
- Eligible applicants in Promise Zones will receive preferences for certain competitive federal programs and technical assistance
- Tax incentives for business in the Promise Zone, if enacted by Congress
- Designation is valid for 10 years and may be extended as necessary to capture the full term of availability of the Promise Zone tax incentives, if the tax incentives are enacted

2014  
Designees

Los Angeles, CA

Philadelphia, PA

San Antonio, TX

Choctaw Nation, OK

SE Kentucky

## 2015 Opportunity

- Deadline for applications: 11/21/14
- Anticipated designations: 6 urban, 1 rural, 1 tribal
- Webinars and other pre-application TA links in resources section of the PZ website



# STRONG CITIES STRONG COMMUNITIES



SC2 launched in June 2011 and is aimed at creating new partnerships between federal agencies and localities to spark economic development in communities that have faced significant long-term economic challenges. In addition to other components, SC2 embeds federal experts into the mayors' teams to help them execute their economic vision for their city.

**Community Support Teams:**

- Embedded with mayors in 14 cities since 2011
  - Focus on City Priorities

**National Resource Network:** experts work with local leaders to identify practical solutions, share real-world expertise and best practices, and help cities develop the tools and strategies they need to grow their economies and more effectively use existing federal investments

**SC2 Fellowship:**

- provides distressed cities with talented and mission-driven professionals who work directly with mayors, local government agencies and community nonprofits to help restore American cities and create a pathway to economic growth
- fellows share their first-hand experiences about their work on GMF's Urban and Regional Policy Program's blog, Urban Current

First Cohort	Chester, PA
	Cleveland, OH
	Detroit, MI
	Fresno, CA
	Memphis, TN
	New Orleans, LA
	Youngstown, OH
Second Cohort	St. Louis, MO
	Gary, IN
	Flint, MI
	Brownsville, TX
	Rockford, IL
	Macon, GA
Rocky Mount, NC	



# PARTNERSHIP FOR SUSTAINABLE COMMUNITIES



The Partnership for Sustainable Communities works to coordinate federal housing, transportation, water, and other infrastructure investments to make neighborhoods more prosperous, allow people to live closer to jobs, save households time and money, and reduce pollution. The partnership agencies incorporate six principles of livability into federal funding programs, policies, and future legislative proposals.

## Achievements

- [Location Affordability Portal](#),
- [Smart Location Database](#) and the [Sustainable Communities Census HotReport](#)
- Since 2009, awarded \$4.6 billion in grants to over 1,000 communities in all 50 states, DC, and Puerto Rico
- HUD investments included \$233 million in Community Challenge and Regional planning grants to 143 communities
- [Partnership for Sustainable Communities: Five Years of Learning from Communities and Coordinating Federal Investments](#)
- [www.sustainablecommunities.gov](http://www.sustainablecommunities.gov)

Livability Principles	Provide more transportation choices
	Promote equitable, affordable housing
	Increase economic competitiveness
	Support existing communities
	Leverage federal investment
	Value communities and neighborhoods

Federal Participants: HUD, DOT, EPA, USDA



# RESOURCES



Building Neighborhood Capacity Program: <http://www.buildingcommunitycapacity.org/>

Promise Neighborhoods: <http://www2.ed.gov/programs/promiseneighborhoods/index.html>

Choice Neighborhoods:

[http://portal.hud.gov/hudportal/HUD?src=/program\\_offices/public\\_indian\\_housing/programs/ph/cn](http://portal.hud.gov/hudportal/HUD?src=/program_offices/public_indian_housing/programs/ph/cn)

Byrne Criminal Justice Innovation:

[http://www.lisc.org/csi/byrne\\_criminal\\_justice\\_innovation\\_\(bcji\)/index.php](http://www.lisc.org/csi/byrne_criminal_justice_innovation_(bcji)/index.php)

Promise Zones: [www.hud.gov/promisezones](http://www.hud.gov/promisezones)

Strong Cities Strong Communities: <http://www.huduser.org/portal/sc2/home.html>

National Resource Network: <http://www.nationalresourcenetwork.org/en/home>

Partnership for Sustainable Communities: [www.sustainablecommunities.gov](http://www.sustainablecommunities.gov)