



IT'S A PROMISE
KYpromisezone.com



Basically Promise Zones





Promise Zones

“A child's zip code should never determine his/her destiny; but today, the community he/she grows up in impacts their odds of graduating high school, health outcomes, and lifetime economic opportunities”

Brief History

- HUD history of “experimental” programs focused on addressing designated neighborhoods of persistent, concentrated poverty with new community revitalization strategies
 - Model Cities (1966-1974)
 - UDAG (1978-1989)
 - Empowerment Zone/Enterprise Community (1994-2004)*
 - Empowerment Zone/Renewal Community(2001-2009)*
 - Neighborhood Revitalization Initiative (2010-?)



Promise Zones
HUD/USDA + 13
Agencies

**Promise
Neighborhoods**
Dept. of Education

**Choice
Neighborhoods**
HUD

**Byrne Criminal
Justice/Building
Neighborhood
Capacity Programs**
Dept. of
Justice

**Health Center
Program**
HHS

CDFI Program
Treasury



What are Promise Zones

- Federally designated high poverty-high capacity communities with broad public and private sector support for revitalization efforts
- Urban program led by HUD
- Rural and Tribal programs led by USDA
- 13 participating federal agencies partner directly with local leaders to collaboratively address target areas of revitalization
- Each zone designated for 10 years

Promise Zones Goals



Create Jobs



Increase Economic Opportunity



Improve Educational Opportunities



Reduce Serious or Violent Crime



Leverage Private Capital

Evaluation and Research Projects

Goals	Example Metrics
Employment and Asset Building	<ul style="list-style-type: none">Jobs created, wage growth, median income, employment rate
Investment and Business Growth	<ul style="list-style-type: none">Businesses, by industry, Start-ups, capital investment dollars
Education	<ul style="list-style-type: none">Graduation rate, 3rd grade reading level, absenteeism, Pre-K enrollment, college entry rate
Public Safety	<ul style="list-style-type: none">Crime rate, by type, perception of safety
Housing	<ul style="list-style-type: none">Affordable units, rent burdened households, homeownership rate, homelessness
Health and Wellness	<ul style="list-style-type: none">Health professional shortage score, percent insured, designated food deserts, primary care visits
Community Infrastructure	<ul style="list-style-type: none">New neighborhood amenities, internet access, surveys
Civic Engagement	<ul style="list-style-type: none">Community meetings, surveys

Agency Partners

- 13 Participating agencies across the federal government
- Each member agency and more than 25 federal programs represented in the initiative
- More information on Federal Partners:

<https://www.hudexchange.info/promise-zones/federal-partner-funding-and-technical-assistance-opportunities/>



Promise Zones Federal Partners

- **U.S. Department of Housing and Urban Development (Lead Agency – Urban)**
 - Leads efforts to support urban Promise Zones
- **Urban U.S. Department of Agriculture (Lead Agency – Rural)**
 - Lead efforts to support rural and tribal Promise Zones
- U.S. Department of Commerce
- U.S. Department of Education
- U.S. Department of Health and Human Services
- U.S. Department of Justice
- U.S. Department of Labor
- U.S. Department of Transportation
- U.S. Department of Treasury
- Corporation for Community & National Service
- Environmental Protection Administration
- National Endowment for the Arts
- Small Business Administration

More information on Federal Partners: <https://www.hudexchange.info/promise-zones/federal-partner-funding-and-technical-assistance-opportunities/>

Promise Zone Benefits



Federal staff on the ground to help connect with resources



5 AmeriCorps VISTA members

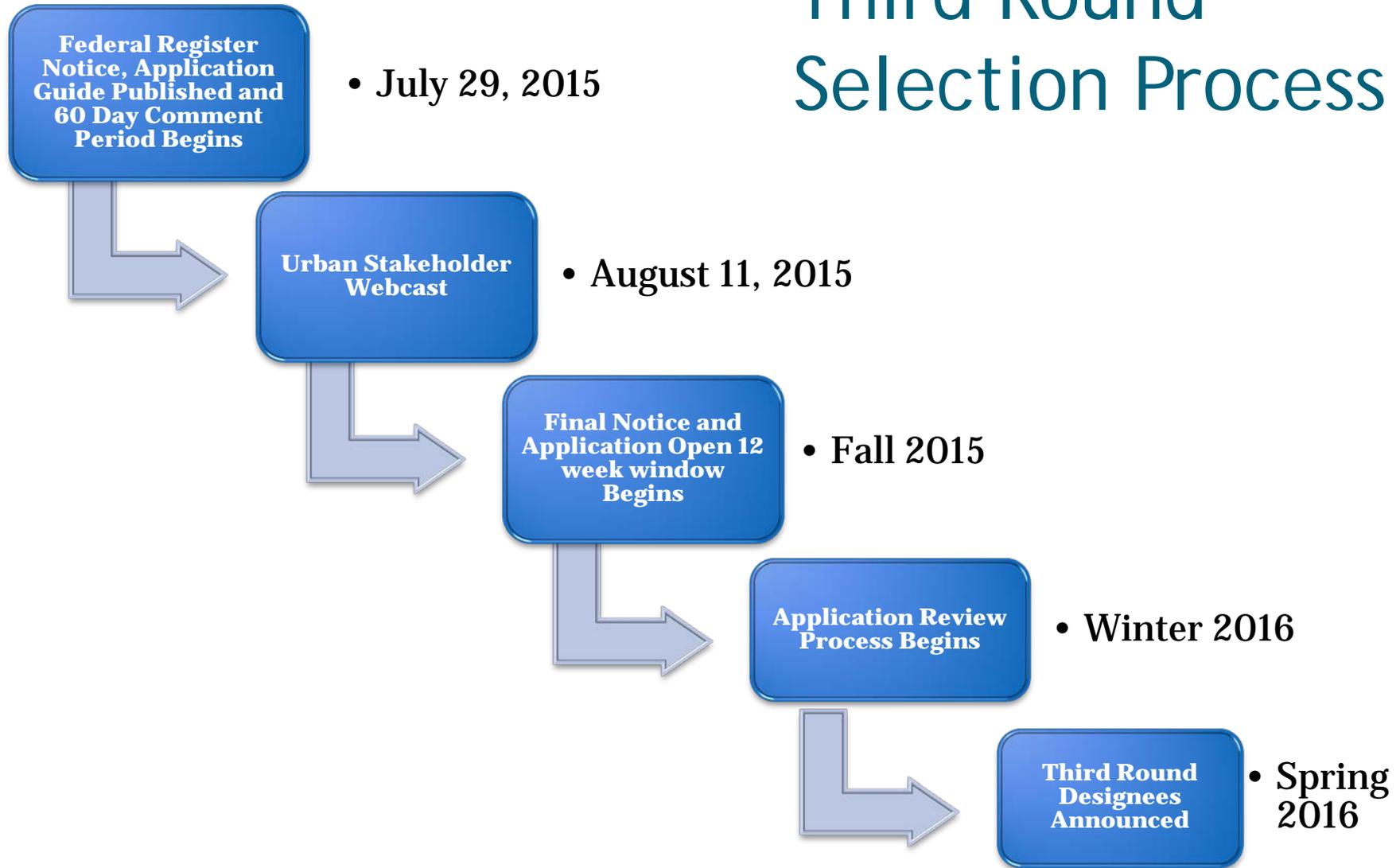


Preferred access and technical assistance to more than 35 federal programs

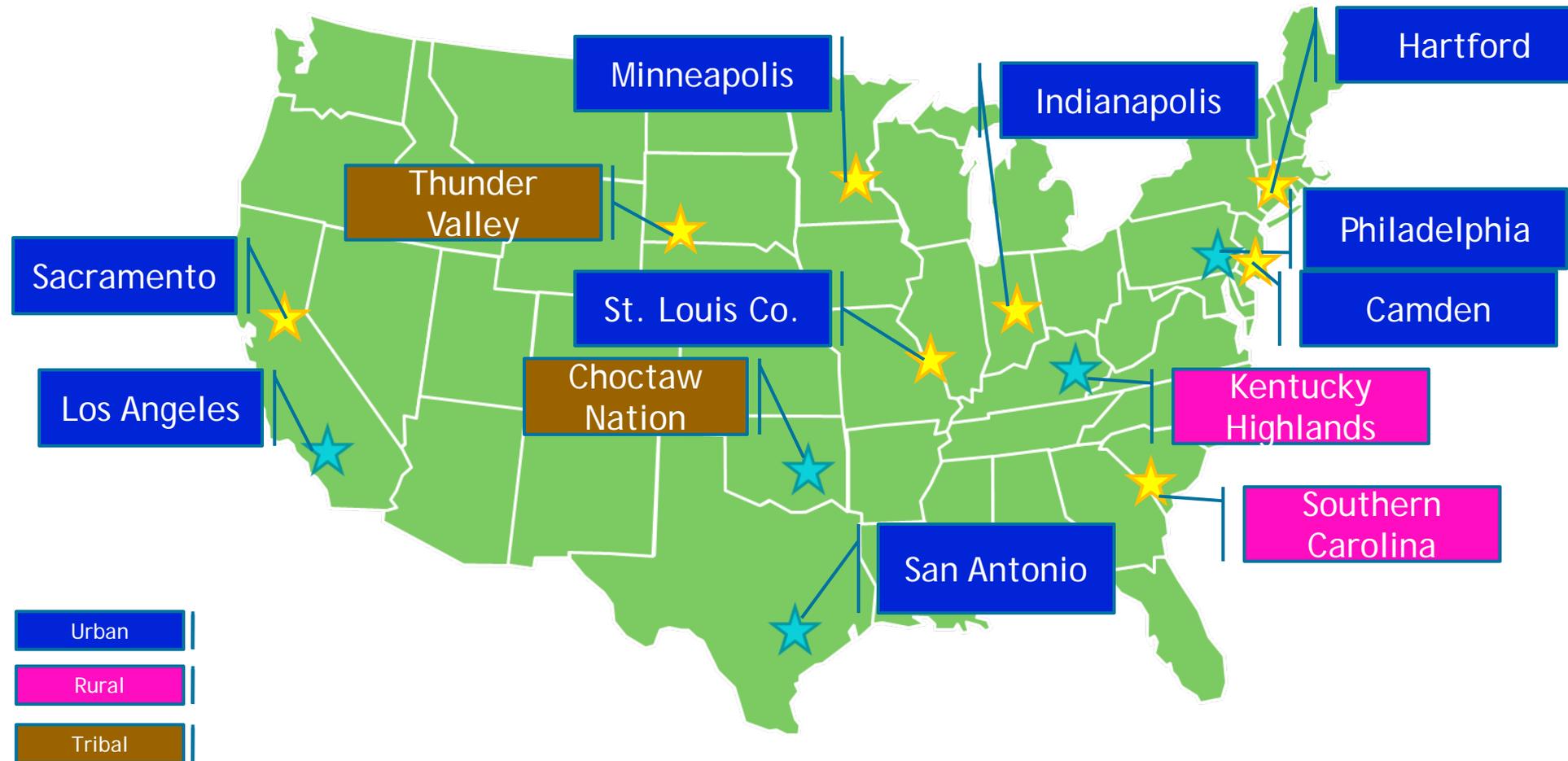


Business hiring tax incentives, if enacted by Congress

Third Round Selection Process



13 Current Promise Zone Designees



Promise Zone Designees

Promise Zone designees have shown through a competitive application process that they have both:

High Need Geographies

- Significant rates of poverty
- Significant unemployment
- High crime rates
- Low education levels



High Capacity Implementers

- Comprehensive vision and concrete strategies
- Committed local government leadership
- Strong cross sector collaboration
- A commitment to results

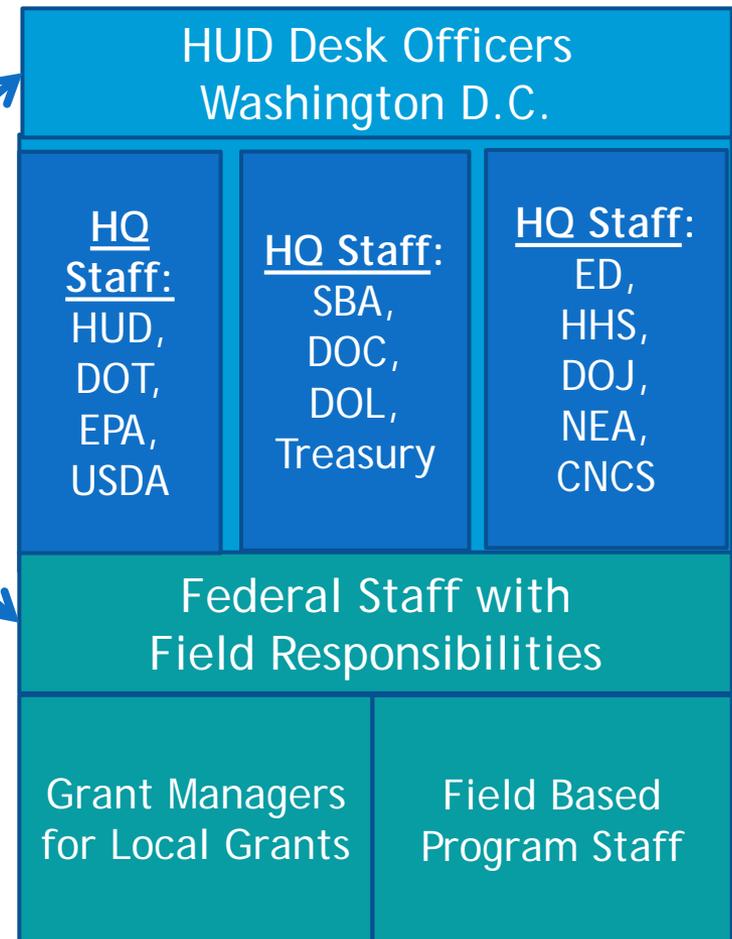
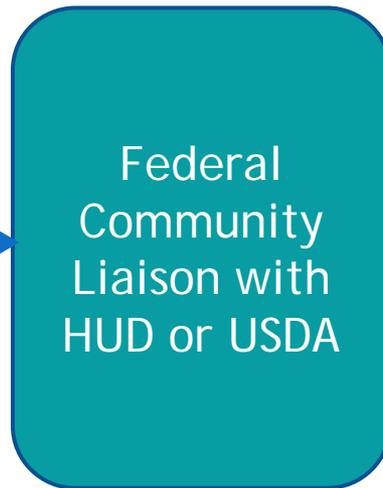
Promise Zones

Federal Government Operating Structure

Local Community

Primary Federal Contact

Federal Resources



Communication is always a two way street. Federal Community Liaisons inform federal agencies' staff about Promise Zone partners' goals and needs, and they inform Promise Zone partners about federal agencies' funding and technical assistance opportunities.

St. Louis City and County Promise Zone Governance Structure

Executive Committee

St. Louis Economic Development Partnership/HUD

Implementation
Partners
St. Louis City

Implementation
Partners
St. Louis County

Create
Sustainable
Mixed Use
Communities

Increase
Economic
Activities

Crime
Reduction

Educational
Outcomes

Health and
Wellness

Work Force
Readiness

Promise Zones Designees

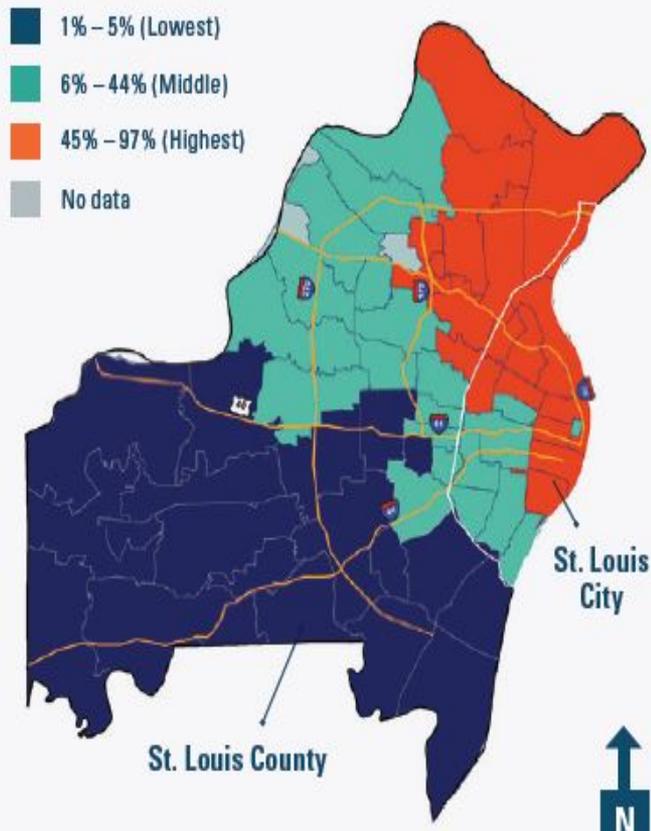
<p>Number of Designees</p>	<p>Urban, rural, and tribal communities Total 20 Promise Zones Round 1 (2014): 5 Round 2 (2015): 8 Round 3 (2016): 7</p>
<p>Designation Duration</p>	<p>10 Years</p>
<p>Qualifying Criteria</p>	<p>Contiguous geography encompassing one or more census tract (exception: Tribal)</p>
	<p>Population: Urban: 10,000 – 200,000 Rural/Tribal: Less than 200,000</p>
	<p>Overall poverty rate or Extremely Low Income Rate Urban: At or above 33% Rural/Tribal: At or above 20%; PZ must contain one census tract at or above 30%</p>
	<p>Local leadership (Mayor) must demonstrate support</p>
<p>Lead Organizations</p>	<p>May be local or tribal governments or departments within or nonprofit organizations</p>

St. Louis Promise Zone

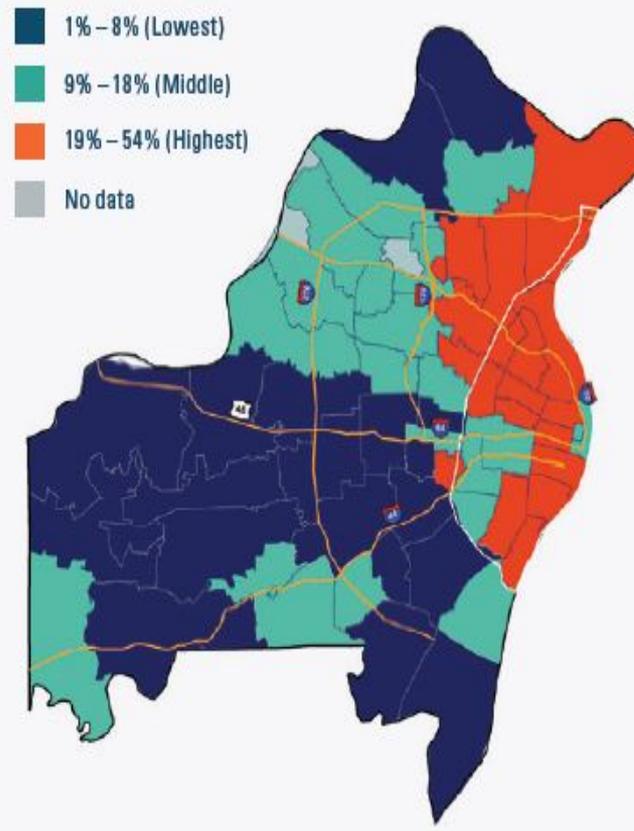
The St. Louis Promise Zone has an alarmingly high unemployment, crime, and mortality rates; significant numbers of vacant lots and abandoned buildings; and homelessness.

The concentration of African American population and concentration of poverty

A) The concentration of African American population
Percent African American population by ZIP code



B) The concentration of poverty
Percent of all residents living in poverty by ZIP code



St. Louis Promise Zone Map



St. Louis Promise Zone

- **Estimated Population - 199,792**
- **Poverty Rate – 35.48%**
- **Unemployment Rate – 20.91%**

STL Promise Zone Emcompasses

- Northern portion of St. Louis City and St. Louis County
- Bellverive Acres, Bel-Nor, Bel-Ridge, Berkley, Beverly Hills, Cool Valley, Country Club Hills, Dellwood, Ferguson, Flordell Hills, Glen Echo Greendale, Hazelwood, Moline Acres, Normandy, Hillsdale, Jennings, Kinloch, Northwoods, etc....

Promise Zones Early Lessons

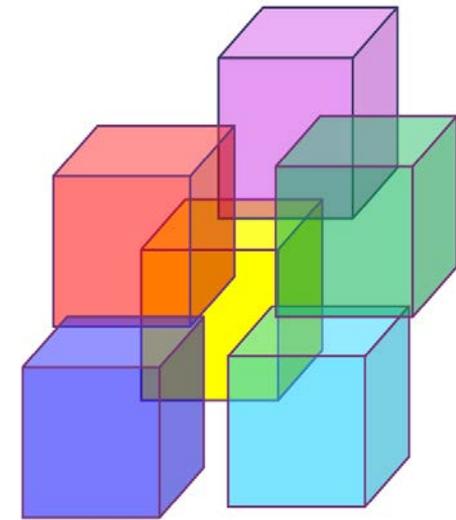
- **Local lead organization coordinating functions and data gathering/analysis need consistent support**
- **Cross-disciplinary teams, with federal and local information and networks represented, can make substantial progress**
- **Timely information about unfamiliar federal programs and assistance adapting new techniques to the local situation is useful to the most sophisticated practitioners**
- **Local lead organizations identify specific needs for TA and capacity building support among local partners and can assist federal agencies with effective targeting**

Approaches to Scaling

- **Within Promise Zone applicant pool:**
 - ✓ As designated PZ communities are ready, work with them to expand practices to other neighborhoods in the same cities and regions
 - ✓ Work more intensively with Designees to access technical assistance, identify potential resources without preferences
 - ✓ Use Community Development Marketplace database to identify peer cohorts among applicants, target interagency TA and align investing

Community Development Marketplace (CDM)

- Promise Zone applications detail high impact local projects already underway in communities and how outside investors and assistance providers can participate
- The CDM creates data dissemination tools to allow philanthropic and for-profit investors the ability to more quickly and efficiently connect with, and ultimately fund, more sustainable community development investment opportunities



Community Development
MarketPlace

Promise Zones

Approach to data gathering & research

- **Approach:** enable place based research in revitalizing areas
 - ✓ Data gathering, sharing and archiving across Promise Zone sites
 - ✓ Active, ongoing conversation about findings, approaches and methodologies among federal, local and other interested parties
 - ✓ Potential to use data or subsets for multiple studies using different methods or a mix
- **Data types under discussion:**
 - ✓ Group A: Indicators/measures that HUD can provide annually for Promise Zones' geographic areas
 - ✓ Group B: Indicators/measures consistently being tracked across Promise Zones that require local data
 - ✓ Group C: Indicators/measures that must be informed by local definitions and context
 - ✓ Group D: Information only available via survey

Promise Zone Opportunities in FY 2015

- **Department of Agriculture:** Community Facilities Grant Program; Community Food Projects Competitive Grants Program; Farm To School Grants; Farmers Market Promotion Program; Farmers Market SNAP Support Grant; Food Distribution Program on Indian Reservations Nutrition Education Grant; Housing Preservation Grants; Local Food Promotion Program; Rural Community Development Initiative; Self-Help Section 523 Technical Assistance Grants; SNAP Process and Technology Improvement Grants.
- **Department of Commerce:** Economic Development Assistance Programs.
- **Corporation for National and Community Service:** AmeriCorps VISTA; Operation AmeriCorps.
- **Department of Education:** Charter Schools Program Replication & Expansion Grant; Native Youth Community Projects; Performance Partnership, Promise Neighborhoods
- **Department of Health and Human Services:** Assets for Independence; Community Economic Development Program; Community Economic Development Program-Healthy Food Financing Initiative Program; Community Services Block Grant; Health Centers Program; Teen Pregnancy Prevention Program.
- **Department of Housing and Urban Development:** Choice Neighborhoods Implementation Grant; Choice Neighborhoods Planning Grant; Community Development Block Grant for Indian Tribes and Alaska Native Villages; Lead Based Paint Hazard Control Grant Program; Lead Hazard Reduction Demonstration Grant Program.
- **Department of Justice:** Byrne Criminal Justice Innovation Program; COPS Hiring Program
- **Department of Labor:** Face Forward-Youth; Training To Work Adult; YouthBuild
- **Small Business Administration:** Clusters Initiative, HUB Zone Program; Office of Entrepreneurship Education; Office of Native American Affairs; Program for Investment in Micro-Entrepreneurs; Women's Business Center
- **U.S. Department of the Treasury:** New Markets Tax Credit Program



Thank you!

For more information, please visit:

www.hud.gov/promisezones