



Promise Zones

Presentation for the Department of Education's Place Based Team
September 14, 2015

Promise Zones Overview

Promise Zones is...

A White House Initiative

Part of the President's Ladders of Opportunity Agenda

A Place- Based Initiative



Promise Zones Goals



Create Jobs



Increase Economic Opportunity



Improve Educational Opportunities



Reduce Serious or Violent Crime



Leverage Private Capital

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 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

Promise Zones Federal Partners

- **U.S. Department of Housing and Urban Development**
 - Leads efforts to support urban Promise Zones
- **U.S. Department of Agriculture**
 - 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 Agency
- 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 Zones Designees

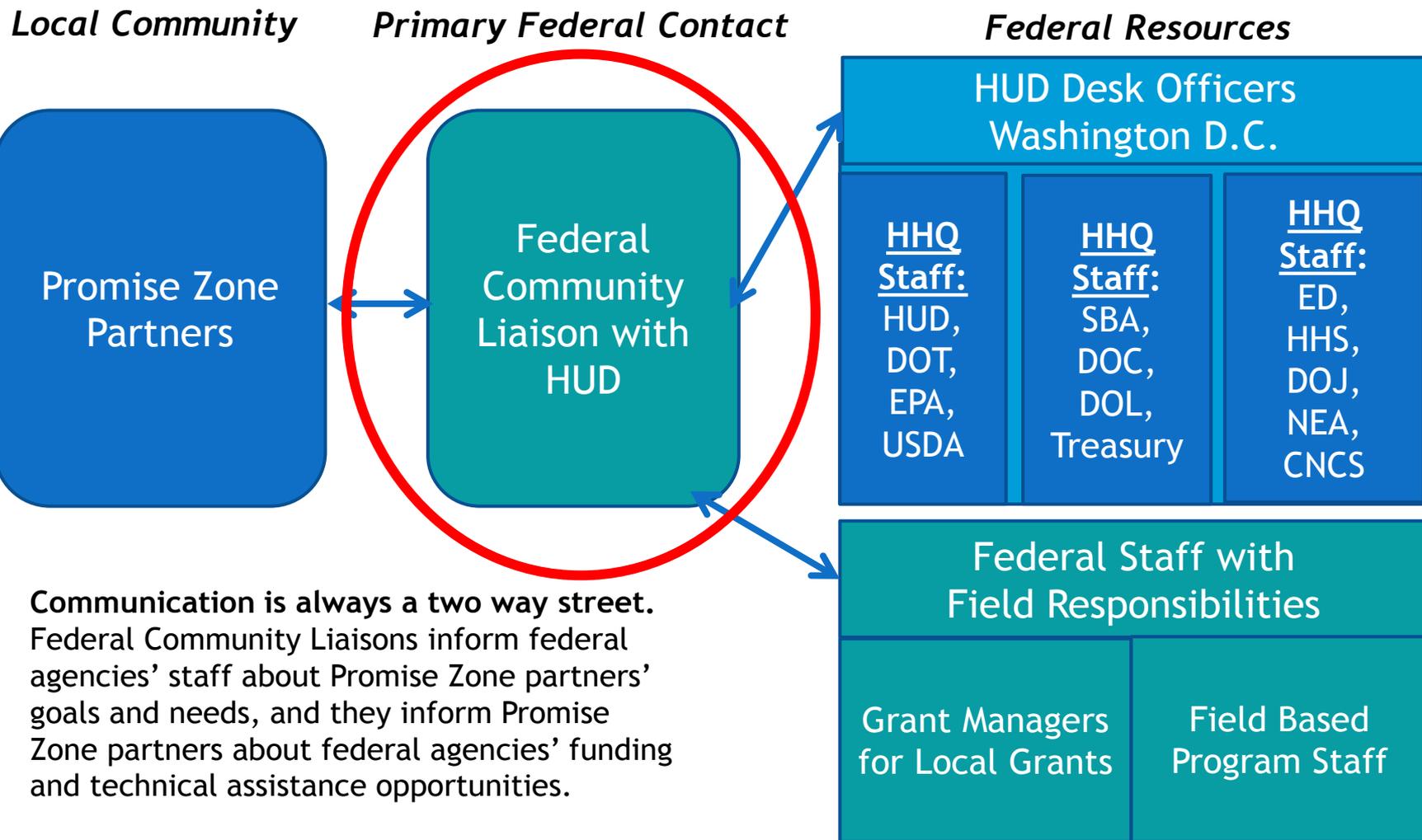
<p>Number of Designees</p>	<p>Urban, rural, and tribal communities Total 20 Promise Zones Round 1 (2014): 5 Round 2 (2015): 8 Round 3 (2016): 7</p>
<p>Designation Duration</p>	<p>10 Years</p>
<p>Qualifying Criteria</p>	<p>Contiguous geography encompassing one or more census tract (exception: Tribal)</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 housing authorities or nonprofit organizations</p>

Operational Deep Dive

How Promise Zones Federal Support Structure Works

Promise Zones

Federal Government Operating Structure



Federal Community Liaisons

Federal Community Liaisons are based in the field so they can regularly meet with Promise Zones' lead designees and help them identify how they can use federal resources to achieve their goals.

Community Liaisons Do

- Advise
- Communicate
- Convene Potential Partners
- Manage Projects
- Make Referrals to Technical Experts
- Facilitate Resolutions

Community Liaisons Do Not

- Administer Grants
- Represent Programs Without Clearance from Appropriate Offices

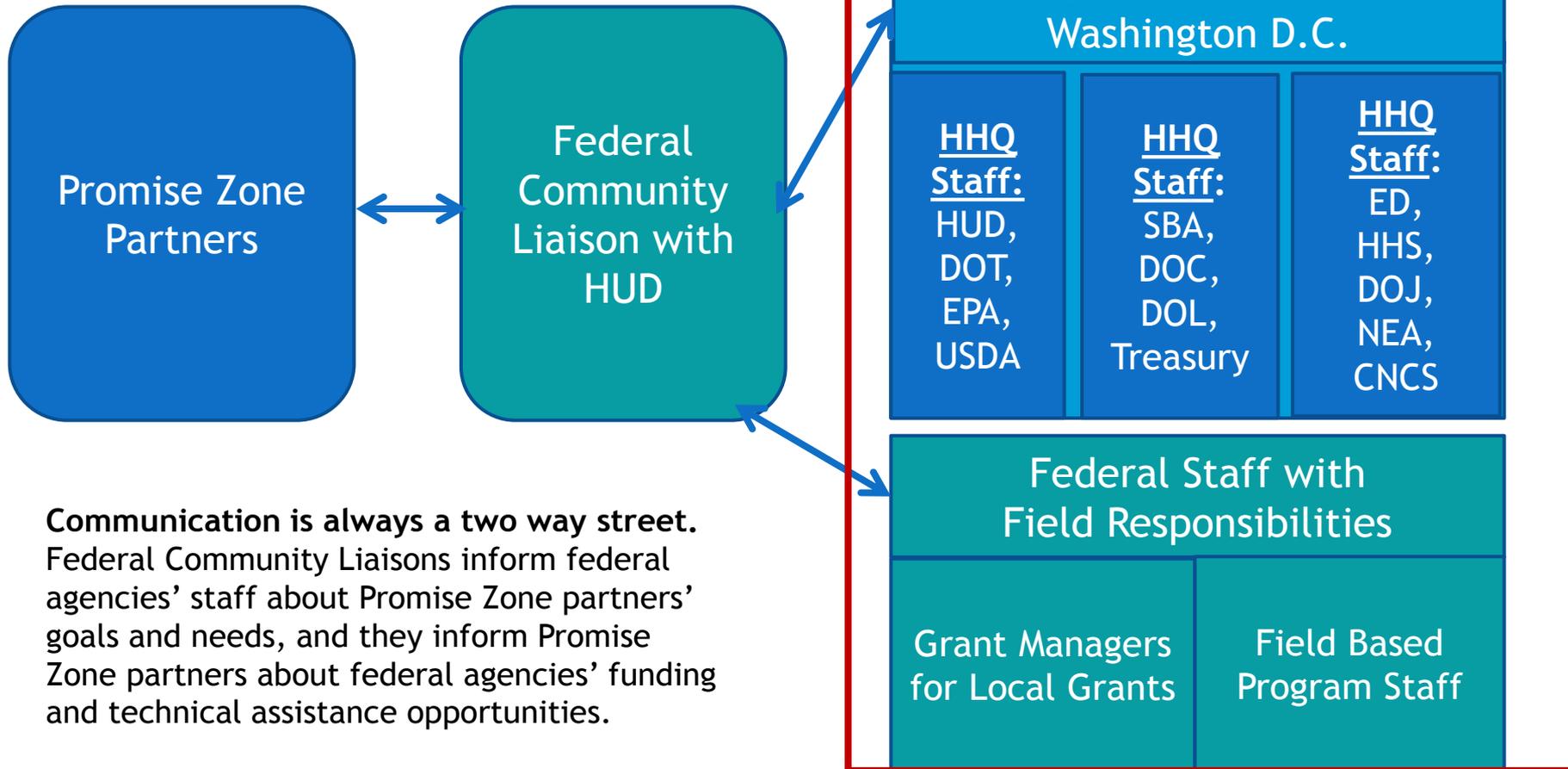
Promise Zones

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.

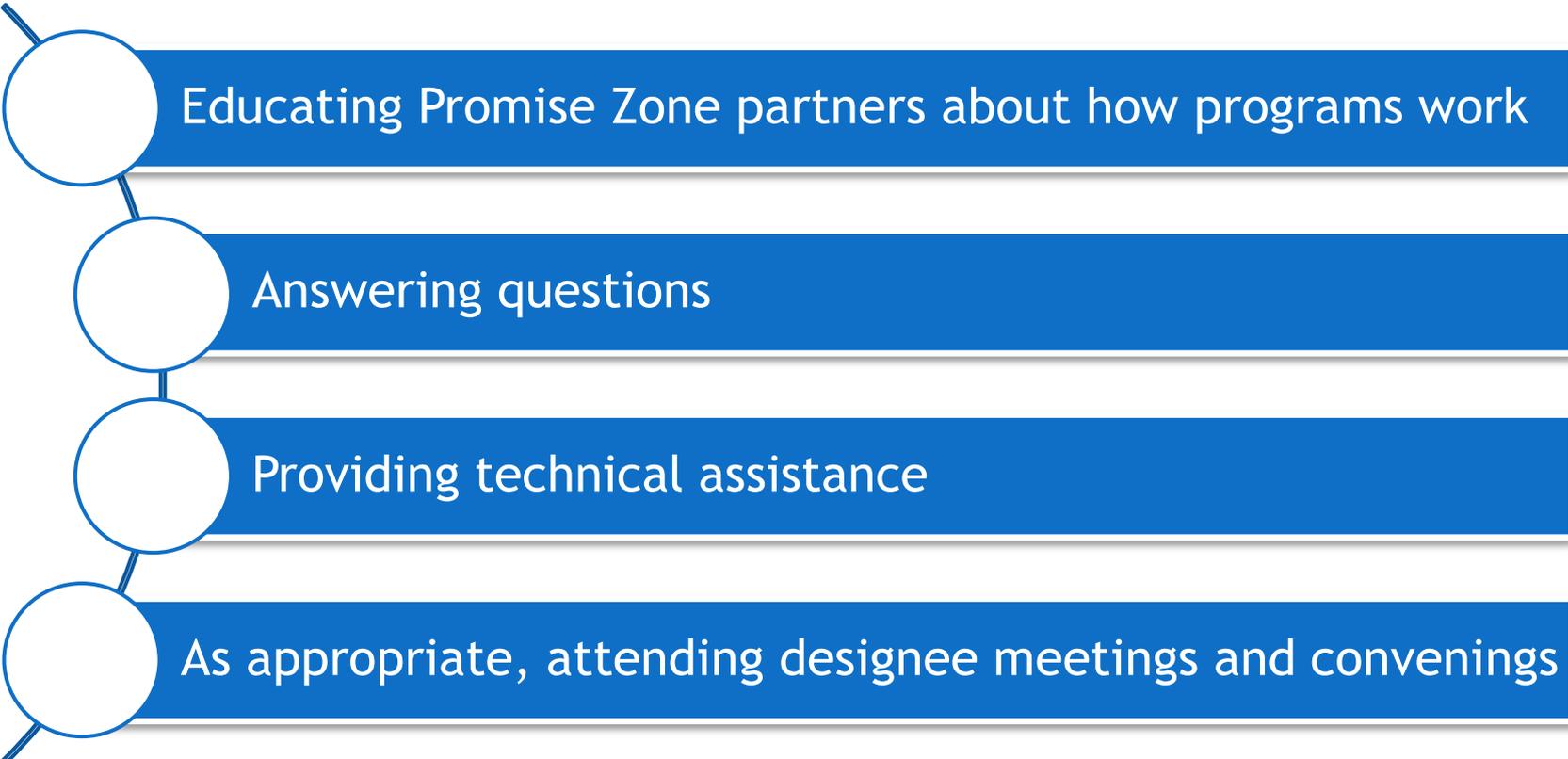
Desk Officers at HUD Headquarters

Desk Officers at HUD Headquarters in Washington D.C. help Federal Community Liaisons support Promise Zones by developing in-depth knowledge about different agencies' programs. Desk Officers:

- 
- Work with other federal agencies' **Promise Zone Point of Contact** to answer technical questions
 - Track funding opportunities
 - Develop technical assistance opportunities
 - Raise awareness of Promise Zones' needs

Federal Agencies' Program Staff

Federal agencies' program staff play a critically important role in supporting Promise Zones. Whether they are based in Washington D.C. or the field, federal agencies' program staff can help Promise Zones by:



Educating Promise Zone partners about how programs work

Answering questions

Providing technical assistance

As appropriate, attending designee meetings and convenings

Data Collection Sources and Methods

OPS or similar project tracking tool

- Project, activity and milestone reporting information input by CLs into HUD's strategic plan management system

Interviews

- Informal and formal interviews with key PZ personnel

Micro-experiments

- Working with Social and Behavioral Sciences Team on small-scale program evaluations or interventions using RCT/experimental methods

Outcome indicators

- Short, mid, and long term individual- and community-level indicators related to PZ goals, tracked centrally for comparison sites and PZs using administrative/national data

Local evaluations

- Other evaluation activities developed by sites (e.g., NNIP project in LA PZ; East Point metrics in San Antonio PZ)

Education Indicators

PZ Domain	Sub-Goals	Core Indicators	Measures
Education	Improve quality of K-12 Ed	Chronic absenteeism HS graduation rate (long term indicator) 3rd grade reading level (long term indicator)	% with >X unexcused absences (informed by local measures) % students with on-time HS grad Informed by local needs/data availability
	Promote college readiness, early college, post secondary ed opportunities	College entry	Informed by local needs
	Early childhood ed (pre-K)	Accessibility to pre-K	Informed by local needs

Promise Zone Designees

Promise Zones Designees



Education and Promise Zones Overview

- Education (early childhood, K-12, and adult education) is a priority of the designees
- Promise Zones are building upon and weaving existing education investments into their plan
- Holistic approach to education
 - Cradle – to – Career
 - Adult education goals tied to workforce development and public safety priorities



US Secretary of Education Arne Duncan's visit to the Philadelphia Promise Zone

Site Specific Education Goals

Community Development Marketplace: Promise Zone Round 2 Applicant Goals and Activities Database Search Tool

This database contains information that has been made publically available by applicants to the Round 2 Promise Zones Initiative in order to share expertise and foster collaboration in sustainable community development projects

Please read all directions. Fill out any or all of the search criteria in following form to search the CDM database.

Type in Colored Boxes:

Search by Keyword(s): (Search for up to three)

OR

OR

OR

Choose from Dropdown Menus:

U.S. Economic Region: (Bureau of Economic Analysis)

Search by Geography: "Only Show Results in": (Leave Blank for Full Search)

U.S State:

Choose from Dropdown Menus:

Search by Applicant: (Must select state first)

Delete cell content as needed

Search By Policy Code: (Check any number of boxes)

Employment/Asset Building:	Investment & Business Growth:	Education:	Public Safety:	Housing:	Health and Wellness:	Community Infrastructure:	Civic Engagement:
<input type="checkbox"/> Workforce Development	<input type="checkbox"/> Private Sector Investment	<input checked="" type="checkbox"/> Early Childhood	<input type="checkbox"/> Crime Prevention and Intervention	<input type="checkbox"/> Housing Development	<input type="checkbox"/> Healthy Food Access	<input type="checkbox"/> Commercial Corridors	<input type="checkbox"/> Resident Capacity Building
<input type="checkbox"/> Family Asset Building	<input type="checkbox"/> Entrepreneurship	<input checked="" type="checkbox"/> K-12	<input type="checkbox"/> Community Policing and Trust	<input type="checkbox"/> Homeownership	<input type="checkbox"/> Environmental Health	<input type="checkbox"/> Community Infrastructure	<input type="checkbox"/> Strategic Planning
	<input type="checkbox"/> Small Business Development	<input checked="" type="checkbox"/> Adult Ed	<input type="checkbox"/> Public Safety Capacity Building	<input type="checkbox"/> Renter Assistance	<input type="checkbox"/> Health and Healthy Lifestyles	<input type="checkbox"/> Transportation	
			<input type="checkbox"/> Reentry	<input type="checkbox"/> Homelessness		<input type="checkbox"/> Broadband	

PLEASE NOTE: USE LINKS AND BUTTONS IN THE WORKSHEETS TO RUN SEARCHES AND REPORTS. DO NOT USE EXCEL TABS AT THE BOTTOM OF THE WINDOW

When searching keywords, do not use any punctuation. When searching multiple keywords, if "AND" is chosen, the keywords will be searched TOGETHER, not separately. The search results will only include entries with ALL of the keywords present in the narrative. To search keywords separately, change first "AND" to "OR". Database returns exact matches to the keyword(s) entered only. (NOT case sensitive) Please Note: typing a space is considered a character in Excel. Type a blank space before and after the keyword to separate it from similar words. Be sure to delete all excess spaces when searching a new keyword. Search by Geography, or search by Applicant will narrow the results to only those from the chosen geography and/or applicant. To search by Policy Code, please see descriptions below.

- The Community Development Marketplace (CDM) provides information on Round 2 designee, finalists, and applicants' education goals and strategies.
- [The CDM Designee and Finalist report](#) summarizes shared priorities and strategies around education.
- Summaries of education goals and activities for Round 1 designees can be found on the [Promise Zone website](#).

Snapshot of Promise Zone Education Activities

- San Antonio:
 - Promise Zone to Work Program: Free job training to high school students
- Los Angeles:
 - Promise Zone received three grants from CNCS:
 - **Operation AmeriCorps**: College and Career Ambassadors for ESL and financial literacy classes
 - **LA Promise Corps**: English and Math tutors in 19 schools
 - **Promise Zones AmeriCorps Program**: College and Career Ambassadors for high school students
- Philadelphia:
 - Promise Zones AmeriCorps Program: College and Career Ambassadors for high school students



Thank you!

For more information, please visit:

www.hud.gov/promisezones