

**The Promise:** To co-create an ecosystem of **opportunity** and **investment** through **collaboration** that addresses systemic racism and inequities to improve the quality of life of Promise Zone **residents**.

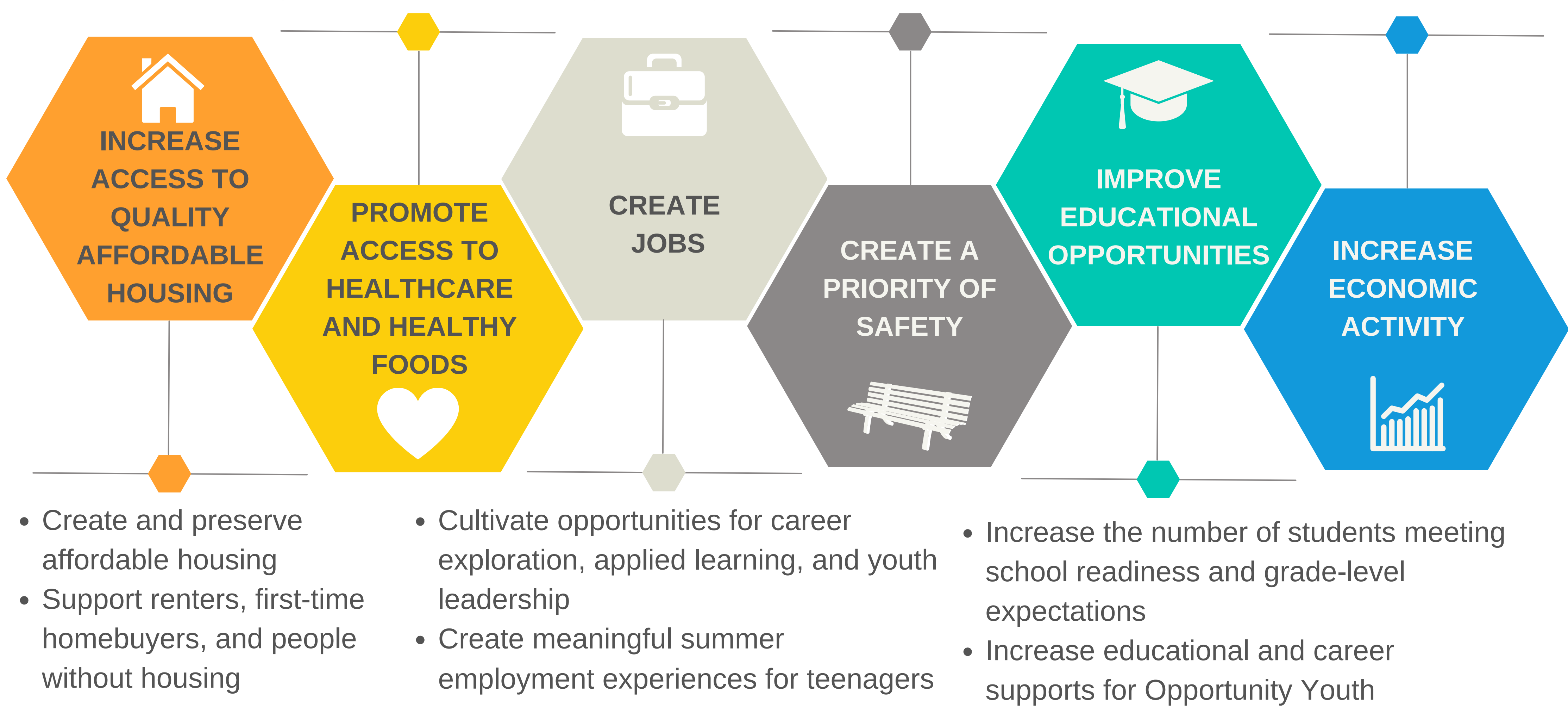
**How do we do it?** By fostering **partnerships** with community-serving organizations, government agencies, philanthropic, corporate, and educational institutions with **shared goals**.

## Working Group Goals

- Increase access to healthy foods
- Improve access to healthcare
- Support opportunities for active transportation and active living

- Dialogue with residents
- Create environments conducive to learning and working
- Improve infrastructure

- Increase and improve access to capital



## Outcomes (metrics)

- Residents and business owners will enjoy and feel safe in the Promise Zone (Violent & property crime reports)
- There will be an increase in positive presence in parks, rec centers and school joint-use facilities where residents can be physically active
- Low- to moderate-income households will be able to achieve the goal of home ownership (Rates of home ownership)
- Affordable housing will be developed, constructed, retained and rehabilitated (SDPZ housing inventory)
- Residents will have access to affordable residential options with proximity to transit, healthy food, and green space
- Residents will improve economic mobility (Labor force participation and unemployment rates)
- Residents will experience improved health and less chronic disease
- Residents will have access to quality healthcare in the Promise Zone (Health insurance coverage)
- Residents will be financially literate
- Students will be school-ready, will perform at or above grade level expectations, and will be college or career ready at graduation (California school dashboard)
- New businesses will open, providing jobs for residents and economic growth for the area (SDPZ Business Activity Dashboard)
- Businesses will be strengthened, grow in number and thrive (Active businesses)
- Public spaces will be more appealing and have more amenities
- Residents will purchase goods and services in their neighborhood more often
- Opportunity Youth will have access to educational and credentialing opportunities, internships and well-paying jobs
- Residents will be able to find jobs in the Promise Zone (Unemployment rates)
- Student funding will be at or above the national average

The San Diego Promise Zone is a collaborative network driven by 6 goals, championed by 6 working groups and more than 80 partners, to improve the quality of life of 80,000 residents across 4 City Council Districts, 15 Neighborhoods, and 19 Census Tracts.

## How does the Promise Zone Support Partners?

- Supporting, attracting, and creating opportunities for investment
- Sharing resources and building partnerships
- Facilitating grant alignment meetings and providing relevant grant data and narrative
- Providing Letters of Support and Promise Zone Preference Point Certification
- Advocating for coordination among government agencies
- Supporting alignment across working groups
- Raising awareness around Promise Zone needs
- Providing capacity building opportunities and support

**Estimated \$107 million in grant funding secured by 85 partners**

## Partners

Able-Disabled Advocacy

Access Youth Academy

Accessibility

Barrio Logan College Institute

**Catalyst of San Diego & Imperial Counties**

**Central San Diego Black Chamber of Commerce**

Chicano Park Museum and Cultural Center

Circulate San Diego

**City of San Diego**

Community Housing Works

Computers 2 SD Kids

Corona Enterprises LLC

**County of San Diego HHSA**

DETOUR

Diamond Business Association

Diamond Education Excellence

Partnership

Dreams & Ducats

Family Health Centers of San Diego

Feeding San Diego

Good Neighbor Project

GRID Alternatives

Groundwork San Diego

**Harmonium**

Heartland Coalition YouthBuild San Diego

Hip Hop & Wellness

Home Start, Inc.

I Am My Brother's Keeper

International Rescue Committee

Jacob & Cushman San Diego Food Bank

**Jacobs Center for Neighborhood Innovation**

Jewish Family Service

Kitchens for Good

Leah's Pantry

Legal Aid Society

Local Initiative Support Corporation

**Logan Heights Community Development Corporation**

Meals on Wheels San Diego County

Metro Community Ministries Inc.

Metropolitan Area Advisory Committee on Anti-Poverty

mohuman

Mongol Tribe

National Conflict Resolution Center

National University

Neighborhood House Association

Nile Sisters Development Initiative

Outside the Lens

Partnership for Environmental Progress

Paving Great Futures

Project A.W.A.R.E.

Project Concern International

Project New Village

Reality Changers

Regional Taskforce on the Homeless

San Diego Association of Governments

San Diego Co-Harvest

San Diego Community College District

San Diego Continuing Education

San Diego County Office of Education

San Diego Food System Alliance

San Diego For Every Child

San Diego Futures Foundation

San Diego Habitat for Humanity

**San Diego Housing Commission**

San Diego Housing Federation

San Diego Parks Foundation

San Diego State University

San Diego Unified School District

**San Diego Workforce Partnership**

San Ysidro Health Center

SBCS (Formerly South Bay Community Services)

Second Chance

**Small Business Development Center of San Diego and Imperial Counties**

**Social Advocates for Youth San Diego**

South County Economic Development Council

**The League of Amazing Programmers**

United Way of San Diego

University of California San Diego

Urban Collaborative Project

**Urban Corps of San Diego County**

Urban League of San Diego County

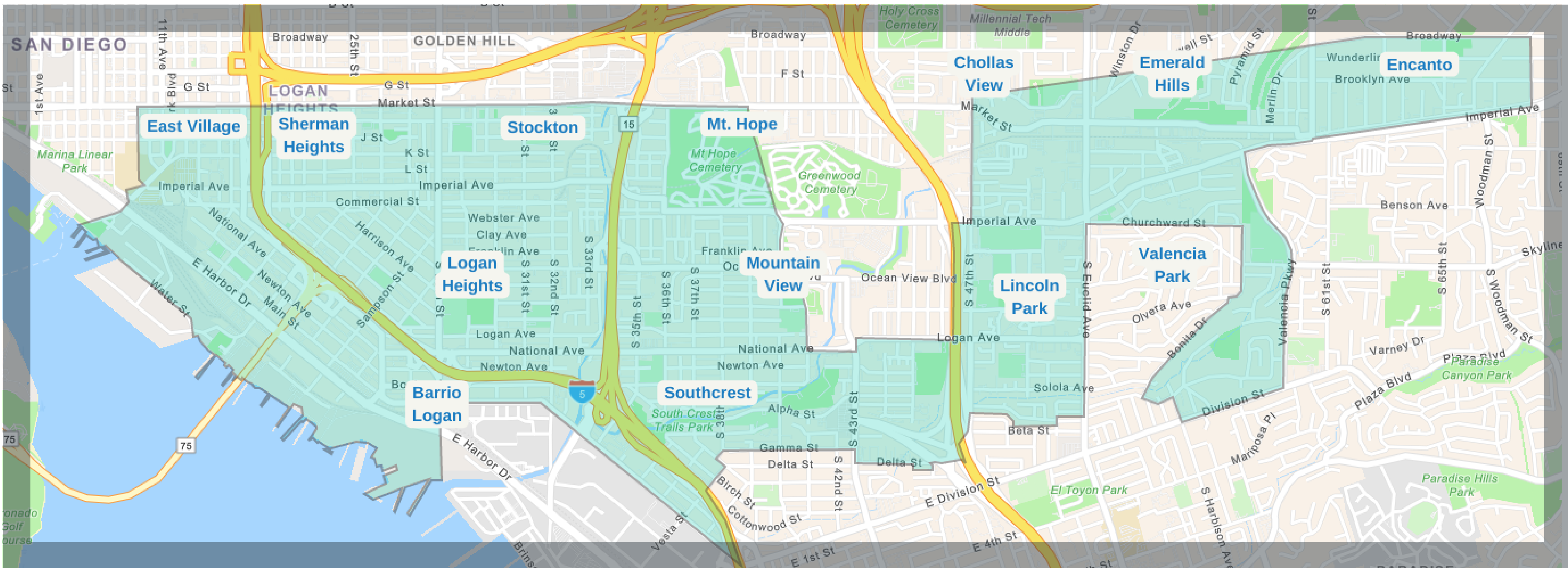
UrbanLife Ministries

Workshops for Warriors

YMCA of San Diego County

Youth Will

**\*Steering Committee Members**



## About the Promise Zone

In 2016, the San Diego Promise Zone became one of 22 federally designated Promise Zones in the United States and one of only four in California. The San Diego Promise Zone covers a 6.4-square-mile targeted area that spans East Village and Barrio Logan east to Encanto and is home to the City's most culturally rich and ethnically diverse neighborhoods, but also some of the most underserved communities. More than 80,000 San Diegans live in the Promise Zone, an area where unemployment is high (15.61 percent, pre-pandemic), and poverty is concentrated (39.06 percent).

Through the Promise Zone initiative, community-based organizations, direct service providers, residents, and business owners work with government agencies to streamline resources and deliver comprehensive support.

## Key Designation Highlights

- 10-Year Strategic Planning Process
- All 19 Census tracts designated as qualified Opportunity Zones
- NASSCO partnership to create pipeline of Opportunity Youth to employment
- Expedited permitting for affordable housing projects in Promise Zone
- Higher reimbursements and waitlist lifted for small businesses in Promise Zone through Storefront Improvement Program
- 5-year financial partnership with California Coast Credit Union to administer one-time capacity building, community outreach, and workforce development micro-grants to partners

## Key Highlights by Working Groups

### Increasing Economic Activity

- Created a Community Navigators Pilot Program to help small businesses navigate relief
- Supported the development of the outreach framework of the Small Business and Nonprofit Relief Program.
- Collaborated with the Economic Development Department to add a 30% bonus rebate for Promise Zone businesses who participate in the Storefront Improvement Program

### Increasing Access to Quality Affordable Housing

- Hosted a Homelessness and Housing Affordability Town Hall with panel of experts to discuss current interventions and data tracking methods
- Disseminated information about rental assistance during the COVID-19 Pandemic

### Promoting Access to Healthcare and Healthy Communities

- Worked to make community gardens possible in open space public parks
- Collaborated with the UCSD Center for Community Health to support the Mas Fresco More Fresh Nutrition Incentive Program

### Creating Jobs + Improve Educational Opportunities

- Collectively pursued an Economic Development Administration grant to advance digital equity in 2019
- Hosted Digital Inclusion in Promise Zone Workshop Series
- Collaborated with the City's SD Access for All Digital Inclusion Initiative

### Creating a Priority of Safety

- Carried out a 2017 Community Perception Survey
- Informed the development and education around the Get It Done App