



# San Diego Promise Zone 101

[www.sandiego.gov/promisezone](http://www.sandiego.gov/promisezone)

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# **Promise Zone Team**



Amairany Macias,  
AmeriCorps VISTA



Donika Moreno,  
AmeriCorps VISTA



Daniela Salgado,  
AmeriCorps VISTA



Amber Joy Weber,  
Promise Zone  
Program Manager



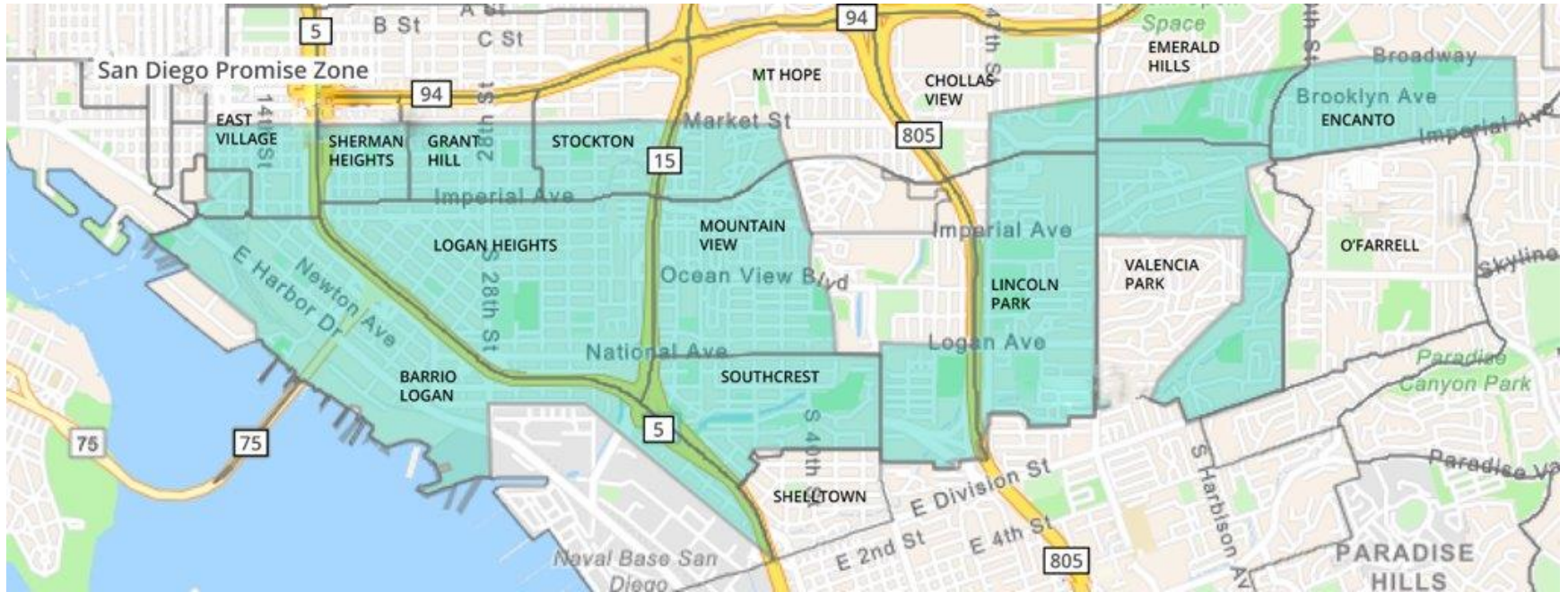
Chrishael Sanchez  
AmeriCorps VISTA



Roosevelt Williams III,  
Community  
Development Specialist

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# Map of San Diego Promise Zone



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# Promise Zone Eligibility (HUD)



- The Promise Zone must encompass one or more census tracts across a **contiguous geography**
- The rate of **overall poverty** or extremely low-income of Promise Zone residents must be **at or above 33%**
- Boundaries must encompass a **population** of at least **10,000** but no more than **200,000** residents
- Local leadership must demonstrate **commitment** to the Promise Zone effort

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# Promise Zone Federal Benefits



**AmeriCorps**

- Recruitment of five AmeriCorps VISTA members annually
- Federal liaison assigned to assist with navigating federal programs (HUD)
- Preference for certain competitive federal grants and technical assistance
- *A Promise Zone is a designation overseen by a federal agency and does not receive direct federal funding.*



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# 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**.

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# The Role of City Staff



- Help facilitate working group meetings
- Recruit and manage VISTAs
- Report to HUD and AmeriCorps on progress
- Act as a liaison between City departments and community needs
- Support partners, build relationships, disseminate resources, and connect with communities



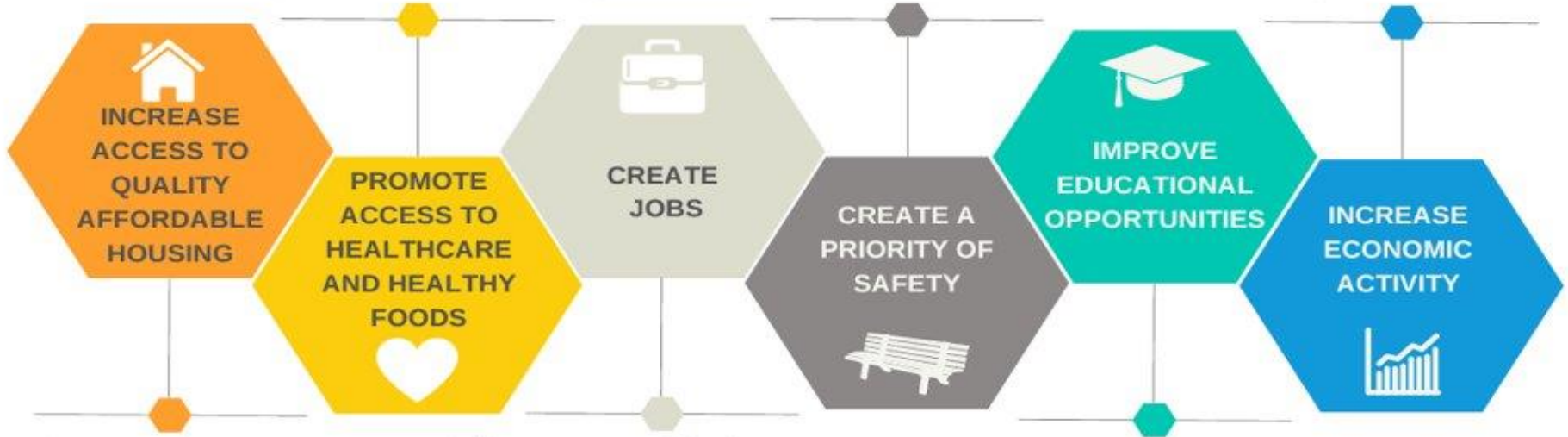
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# **Promise Zone Goals and Objectives**

- 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



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# Working Group Meetings



- Healthy Communities: Monthly
- Jobs & Education: Monthly
- Economic Activity: Monthly
- Housing Affordability: Every other month
- Steering Committee: Monthly

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# **Promise Zone Co-Chairs**



Karen Clay, Healthy  
Communities



Alondra Estrada-Lam,  
Healthy Communities



Daniella Stephen,  
Economic Activity



Sylvia Ramirez,  
Economic Activity



Raquel Aparicio,  
Jobs and Education



Sarah Tuakli Cooper,  
Jobs and Education



Adria Fox, Housing  
Affordability



Jon Rios, Housing  
Affordability



Rosa Ana Lozado,  
Steering Committee

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# San Diego Promise Zone Partners

Access Youth Academy  
Accessity  
Akitso  
Barrio Logan College Institute  
BLAC  
Black Tech Link  
Boys & Girls Clubs of Greater San Diego  
C4GS-ZEDlife  
Central San Diego Black Chamber of Commerce  
Chicano Park Museum and Cultural Center  
Circulate San Diego  
Civic San Diego  
Classics For Kids, Inc  
Community Housing Works  
Computers 2 SD Kids  
Corona Enterprises LLC  
County of San Diego HHSA  
CSA San Diego County  
D.E.T.O.U.R.  
Diamond Business Association  
Diamond Education Excellence Partnership  
Dreams + Ducats



Elementary Institute of Science  
Family Health Centers of San Diego  
Father Joe's Villages  
GRID Alternatives  
Groundwork San Diego  
Harmonium  
Harmony Academy  
Heartland Coalition YouthBuild San Diego  
Home Start, Inc.  
I Love to Glean  
In Good Company  
International Rescue Committee  
Jacobs Center For Neighborhood Innovation  
Jewish Family Service  
Kate Sessions Commitment  
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  
Mission Edge  
Mohuman  
Monarch School Project  
Mongol Tribe  
National Conflict Resolution Center  
Nile Sisters Development Initiative  
Outdoor Outreach  
Outside the Lens  
Partnership for Environmental Progress  
Paving Great Futures  
Project A.W.A.R.E.  
Project New Village  
Reality Changers  
Regional Taskforce on the Homeless  
San Diego Co-Harvest  
San Diego County Office of Education  
San Diego For Every Child  
San Diego Futures Foundation  
San Diego Habitat for Humanity  
San Diego Housing Commission  
San Diego Parks Foundation  
San Diego State University

San Diego Unified School District  
San Diego Workforce Partnership  
SBCS (Formerly South Bay Community Services)  
SD Hip Hop Health and Wellness 5K & Festival  
Second Chance  
Sister Cities Project  
Social Advocates for Youth San Diego  
South County Economic Development Council  
The LEAGUE of Amazing Programmers  
Travelers Aid Society of San Diego  
United Way of San Diego  
University of California San Diego Center for Community Health  
Urban Collaborative Project  
Urban Corps of San Diego County  
Urban League of San Diego County  
UrbanLife Ministries  
Watering Hope  
Workshops for Warriors  
YMCA of San Diego County  
Young & Prosperous  
Youth Will



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# Partner Responsibilities

- Participate in activities that address the shared SDPZ goals, and support ongoing community engagement
- Participate in a working group
- Provide information regarding data, grants, successes, challenges, and other info relevant to SDPZ reporting
- Fulfill responsibilities as Steering Committee member, if appointed or elected.



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# Partner Benefits

- Network of over 80 organizations dedicated to PZ goals
- Organization listed as a partner on City website and PPTs
- Exclusive outreach of relevant funding opportunities
- Promise Zone data or boilerplate language, letters of support, and federal preference point certification as available for grant applications
- Facilitation of collaborative grant alignment meetings
- Free job postings in monthly SDPZ Newsletter job board
- Eligibility to apply for Partner Financial Award
- Use of an SDPZ partner logo
- Priority access to City opportunities and workshops including the Nonprofit Academy



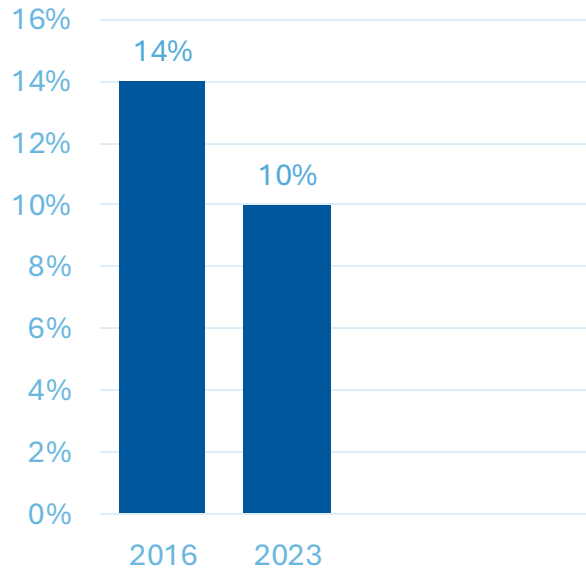
# CCCU Partnership



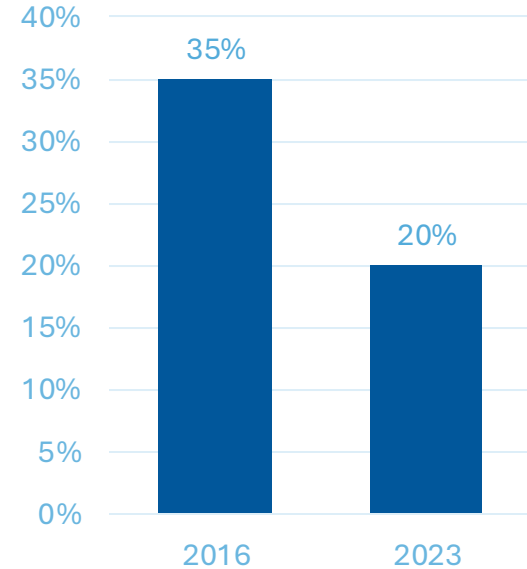
# Promise Zone Data 2016-2023

Partners have reported **over \$500 million** invested in the Promise Zone

## Unemployment Rate



## Poverty Rate



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# Youth-Led Career Expo

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# **Promise Zone & Community Events**









# Promise Zone Newsletter



**Raquel Aparicio** is the Director of Student Outreach and Engagement at the University of California, San Diego. In this inaugural role, she leads efforts to advance advocacy, education and reporting for higher education pipeline-building while ensuring the coordination of diverse outreach initiatives. Born and raised in Nicaragua, Raquel was shaped by the perseverance and dedication of her mother, Silvia Elena. Teachers who invested in her growth ignited her passion for education, inspiring her to build a career dedicated to supporting students. Facing her challenges as an immigrant and first-generation student, she became committed to removing barriers for underserved communities.



Her journey in higher education began in admissions at Point Loma Nazarene University and San Diego Mesa College, where she worked to create equitable student opportunities. Raquel joined The Governor's Office of Business and Economic Development (GO-Biz) during a brief transition from academia, where she played a key role in advancing a bottom-up approach to economic development. She worked to bridge connections across federal, state and local government, economic development agencies, higher education institutions, K-12 districts, chambers of commerce and industry leaders—ensuring that economic initiatives were informed by and responsive to community needs. Recognizing the critical role education plays in economic mobility, she brought issues of educational access into the conversations of the Promise Zone's Economic Activity and Jobs and Education working groups. This experience reaffirmed her mission, leading her back to higher education in 2023. She now continues her work at UC San Diego while serving as Co-Chair of the Promise Zone's Jobs and Education Working Group, which is hosting a Career Expo on March 18.

Raquel is one of our amazing partners spotlighted for the March Newsletter, especially as we recognize Women's History Month and direct attention to the achievements and accomplishments of women. One of Raquel's role models is her mother, Silvia, who took her first flight to the United States alone with four young children. Her mother's courage and unconditional love stuck with Raquel, and she continues to incorporate these qualities wherever she goes.

Learn more about Raquel and the UC San Diego Enrollment Department [here](#).  
Submit your nomination for the next Community Spotlight by clicking [here](#)

## Partner Announcements



March 2025

Working Group  
Priority Alignment

Housing Affordability

Safety

Jobs + Education

Healthy Communities

Economic Activity

## GRANT OPPORTUNITIES

**NASE Growth Grants**

At the core of the National Association for the Self-Employed (NASE) is the desire to help others in the self-employed community. To this end, one of the ways NASE gives back to the community is through the NASE Growth Grants. Four winners are chosen each quarter to be awarded up to a \$4,000 grant to support the growth of their business. Growth Grant applicants must be a NASE member in good standing for 3 months prior to submitting an application.  
**Award Amount:** \$4,000  
**Deadline:** Rolling  
**TAGS:** Economic Activity, Small Grant

**EPA Thriving Communities Grant Program**

The Thriving Communities Grantmaker Program, funded by the Inflation Reduction Act, signifies a crucial step towards advancing climate and environmental priorities. The Environmental Protection Agency's Thriving Communities Grant Program will invest \$48 million in grants into disadvantaged communities working on environmental and health-related issues.

The International Community Foundation (ICF) along with other partner organizations (Liberty Hill Foundation, Resources Legacy Fund and Community Foundation for Southern Arizona) will distribute \$48 million in funding throughout (EPA Region 3) (California, Arizona, Hawaii, Nevada, Guam, American Samoa, the Northern Mariana Islands, and 148 Tribal Nations) to nonprofits, local governments, grassroots organizations, and Native, Indigenous, rural, border, and urban communities tackling challenges including unsafe housing, pollution, lack of access to clean water, reducing extreme heat, and more.  
**Award Amounts:** \$150,000 to \$350,000  
**Deadline:** Rolling  
**TAGS:** Healthy Communities, Federal, RDFF

March 2025

## Spotlight on Council Districts



Discover the diverse districts within the Promise Zone and their respective City Councilmembers.

**Councilmember**  
**Stephen Whitburn**



**District 3**

**Councilmember**  
**Henry L. Foster III**



**District 4**

**Councilmember**  
**Vivian Moreno**



**District 8**

**Council President**  
**Sean Elo-Rivera**



**District 9**



For additional information regarding City Councilmembers and their respective Districts, please visit <https://www.sandiego.gov/citycouncil>.

Sign up at  
<https://www.sandiego.gov/promisezone>





**Questions?**