



San Diego Promise Zone 101

www.sandiego.gov/promisezone

Promise Zone Team



Amairany Macias,
AmeriCorps VISTA



Chrishael Sanchez
AmeriCorps VISTA



Daniela Salgado,
AmeriCorps VISTA

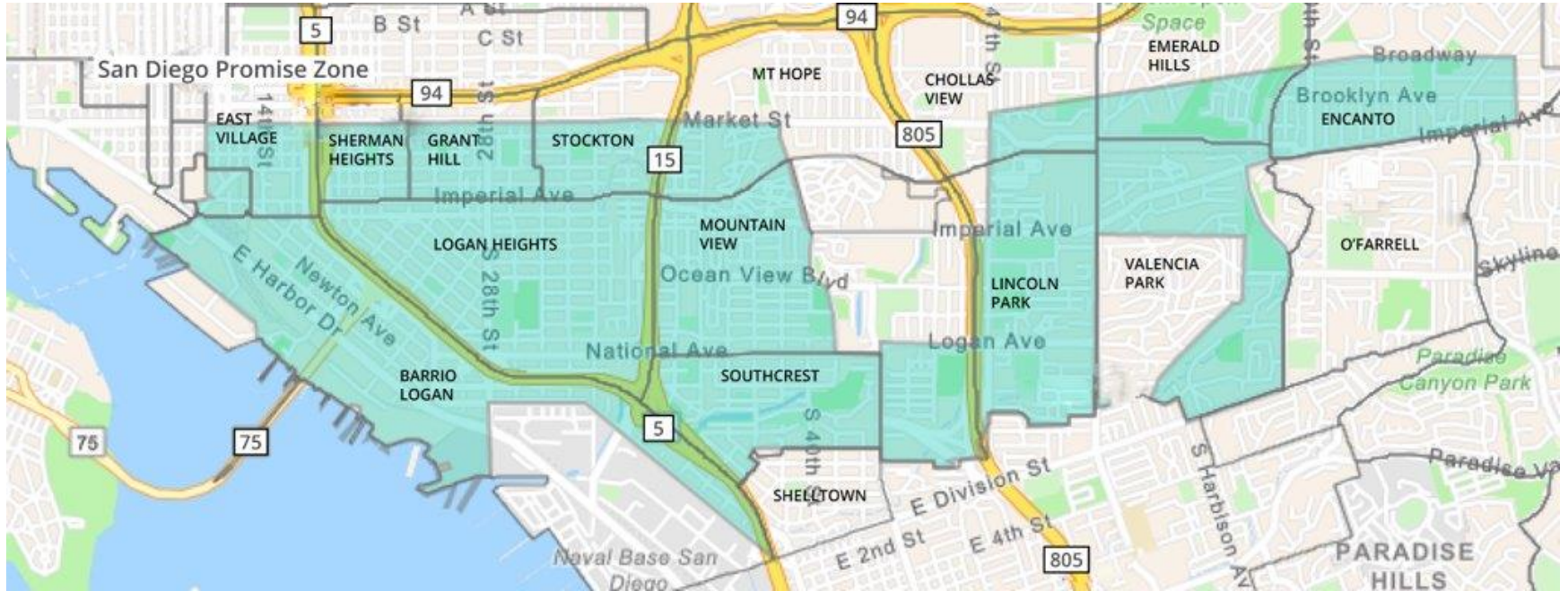


Amber Joy Weber,
Promise Zone
Program Manager



Roosevelt Williams III,
Community
Development Specialist

Map of San Diego Promise Zone



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

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.*



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**.

The Role of City Staff



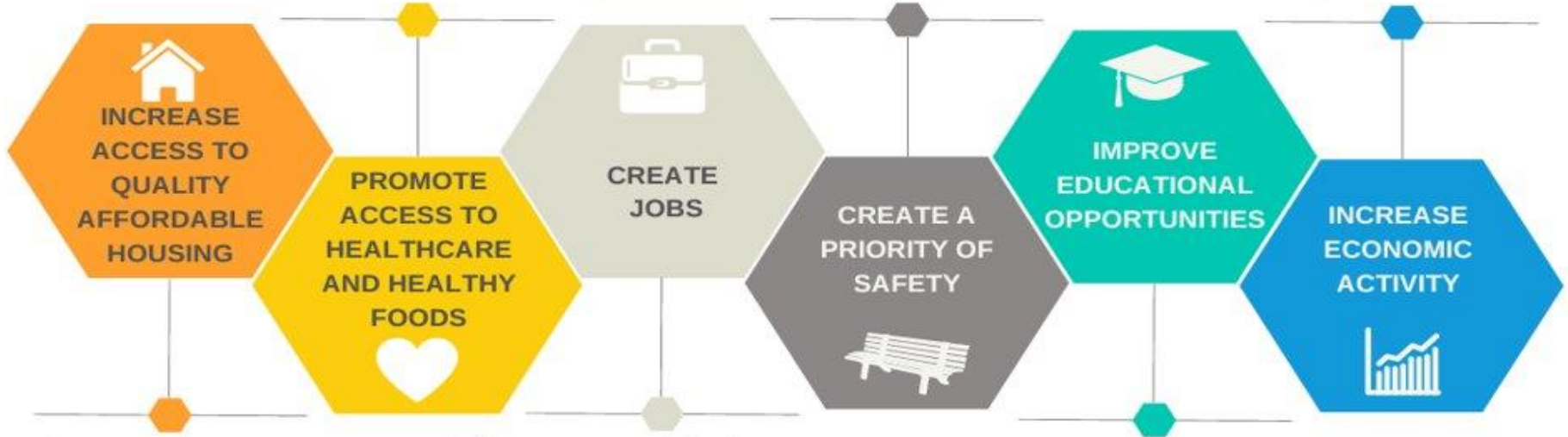
- Help facilitate working group meetings
- Recruit and manage VISTAs
- Report to HUD and AmeriCorps on progress
- Act as a liaison between City departments and community needs
- Support partners, build relationships, disseminate resources, and connect with communities

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



Working Group Meetings



- Healthy Communities: Bi-monthly
- Jobs & Education: Bi-monthly
- Economic Activity: Bi-monthly
- Housing Affordability: Bi-monthly
- Steering Committee: Monthly

Promise Zone Co-Chairs



Ale Ricardez,
Healthy Communities



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

San Diego Promise Zone Partners

Access Youth Academy
Accessity
Akitso
Barrio Logan College Institute
BLAC
Black Tech Link
Blue Shield of California
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
Healthcorps Inc.
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 Made
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



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.



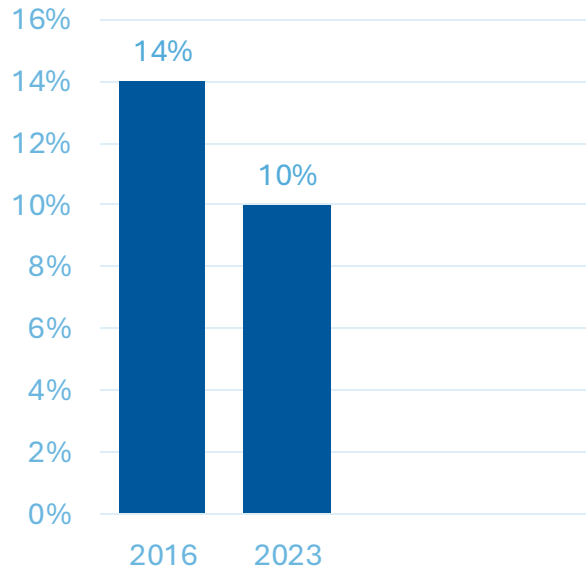
Partner Benefits

- 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

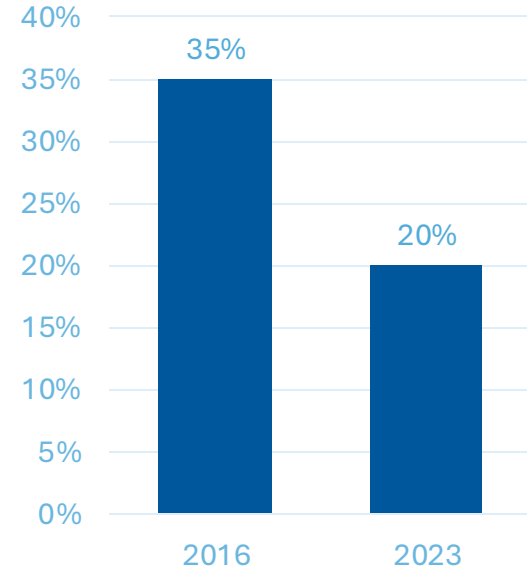
Promise Zone Data 2016-2023

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

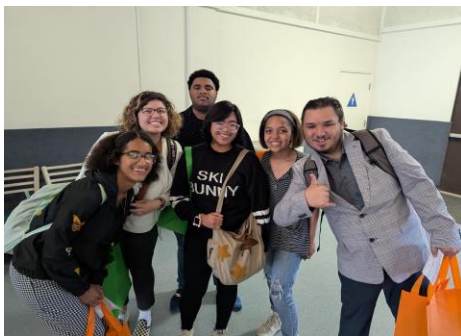
Unemployment Rate



Poverty Rate



Youth-Led Career Expo







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.

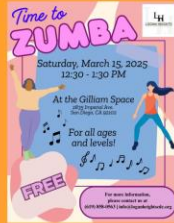


Her journey in higher education began in admissions at Point Loma Nazarene University and San Diego Mesa College, where she worked to create equitable student opportunities. Raquel joined The Governor's Office of Business and Economic Development (GO-Biz) during a brief transition from academia, where 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?