



San Diego Promise Zone 101

www.sandiego.gov/promisezone

Promise Zone Team



Amairany Macias,
AmeriCorps VISTA



Chrishael Sanchez
AmeriCorps VISTA



Daniela Salgado,
AmeriCorps VISTA

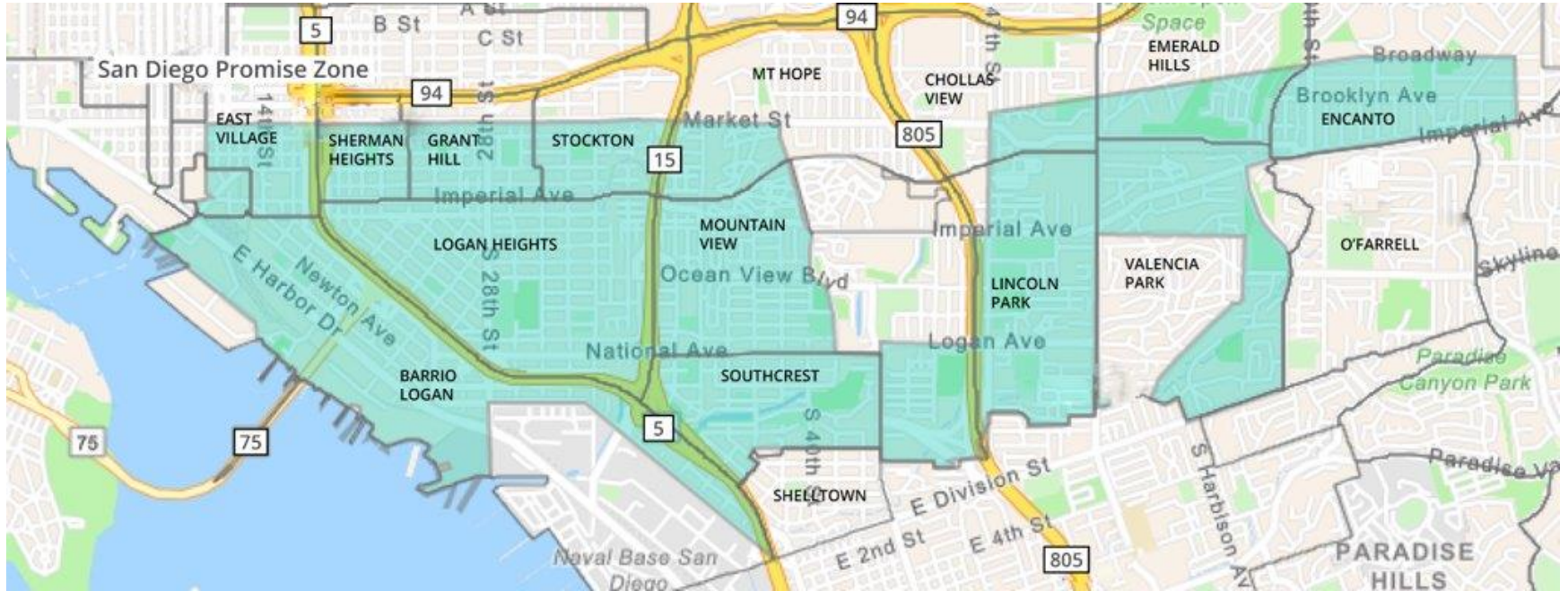


Amber Joy Weber,
Promise Zone
Program Manager



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



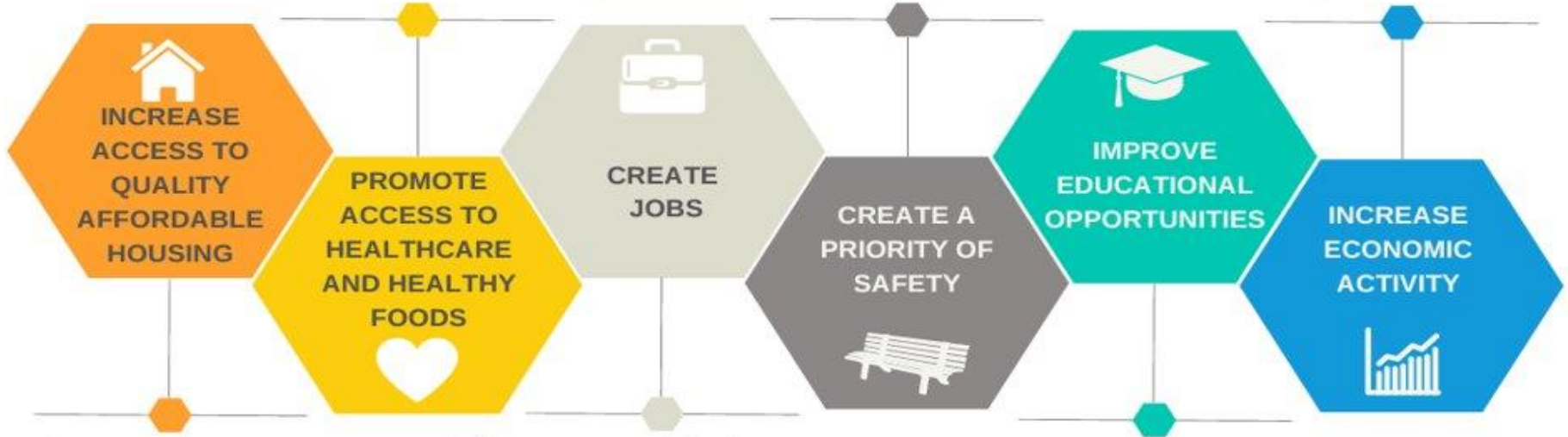
- Help facilitate working group meetings
- Recruit and manage VISTAs
- Report to HUD and AmeriCorps on progress
- Act as a liaison between City departments and community needs
- Support partners, build relationships, disseminate resources, and connect with communities

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

A Brave Space
 Access Youth Academy
 Accessibility
 Akitso
 Barrio Logan College Institute
 BLAC
 Black Tech Link
 Blue Shield of California
 Boys & Girls Clubs of Greater San Diego
 C&C Protege Program
 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
 The City of



San Diego Promise Zone Partners

Elementary Institute of Science
 Emilio Nares Foundation
 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
 Nerds Rule Inc.
 Nile Sisters Development Initiative
 Our Genetic Legacy
 Outdoor Outreach
 Outside the Lens
 Pacific Community Fund
 Paddle for Peace
 Partners for Economic Prosperity
 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 Futures Foundation
 San Diego Habitat for Humanity
 San Diego Housing Commission
 San Diego Made Factory

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
 SAY 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.



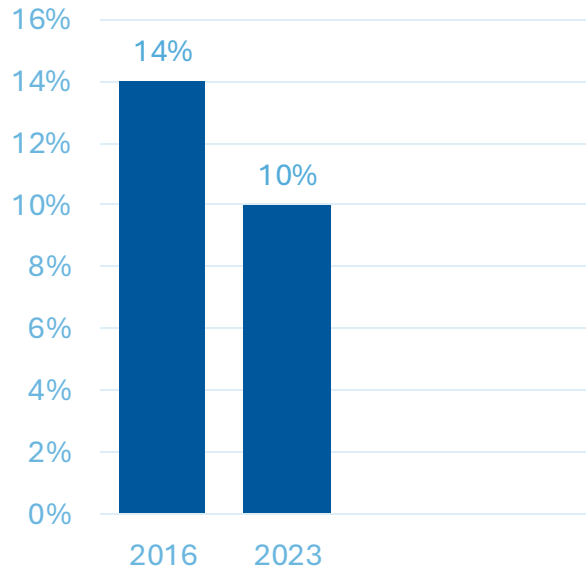
Partner Benefits

- 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

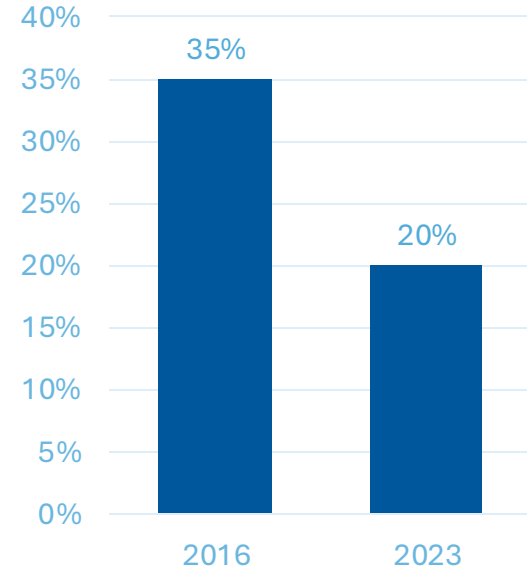
Promise Zone Data 2016-2023

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.

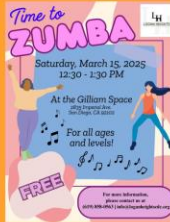


Her journey in higher education began in admissions at Point Loma Nazarene University and San Diego Mesa College, where she worked to create equitable student opportunities. Raquel joined The Governor's Office of Business and Economic Development (GO-Biz) during a brief transition from academia, where 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 of 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
Jobs + Education Housing Affordability Safety
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 9 (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?