



# 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



Chrishael Sanchez  
AmeriCorps VISTA



Daniela Salgado,  
AmeriCorps VISTA



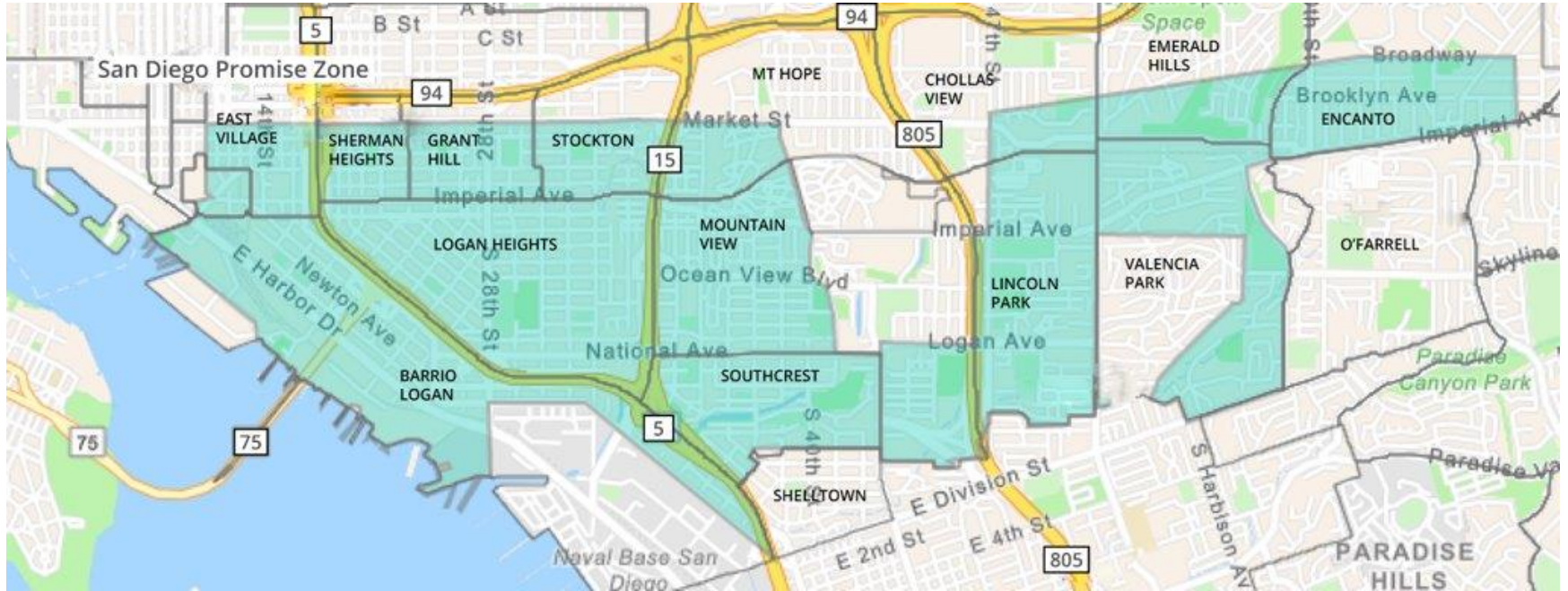
Amber Joy Weber,  
Promise Zone  
Program Manager



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



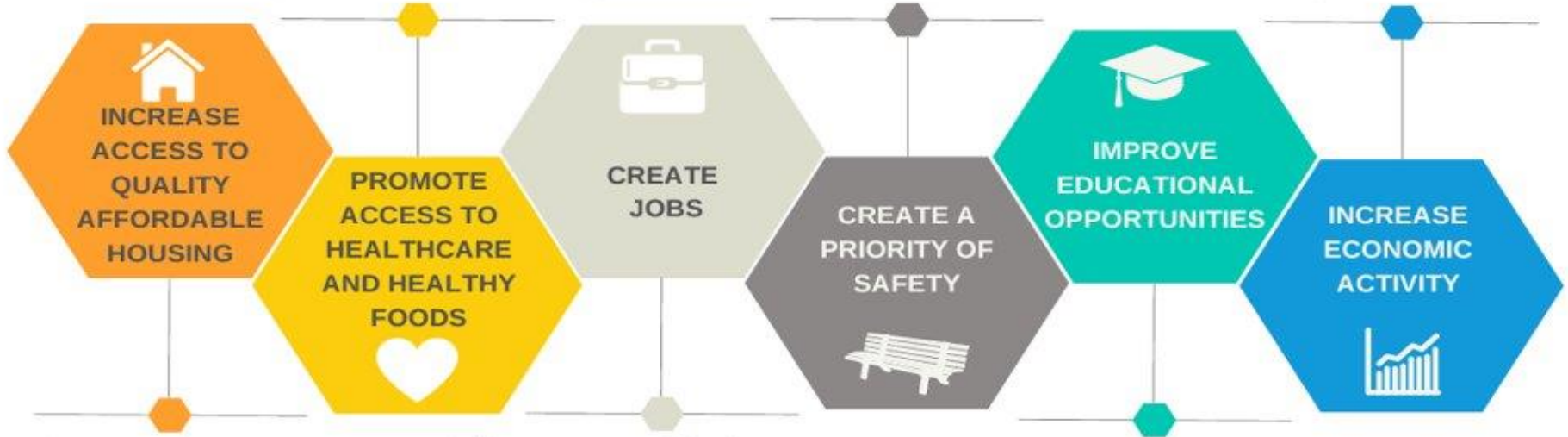
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# **Promise Zone Goals and Objectives**

- 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



All-Partner Meeting 7/11/25



All-Partner Meeting 5/14/24

# Working Group Meetings

San Diego Promise Zone: Healthy Communities Action Plan (begun April 2025)

Goal: Promote Access to Healthcare and Healthy Foods

Objective 2: Improve access to healthcare.

Outcomes: Residents will experience improved health and less chronic disease; Residents will have access to quality healthcare in the Promise Zone (incl. health insurance coverage).

Inputs: Which organizations/partners can/could support the activities?	Activities: What are the main things the project will do/provide?	Outputs: How many and what sort of observable/tangible results will be achieved? (metric)	Outcome: What will occur or what did occur as a result of our actions? (overall result)
San Ysidro Health	Open first Urgent Care Center in Southeast San Diego & PACE Program	# of inpatients/participants who will use Urgent Care and PACE (~500 senior residents)	~100 new jobs will be created and more residents will have access to urgent care
San Ysidro Health	Create educational campaign around Urgent Care Center's opening	# of inpatients/participants who will use Urgent Care and PACE (~500 senior residents)	More residents will have access to urgent care
Blue Shield of California	Create community engagement strategy for residents to better understand Medicare and Medicaid	# of partnerships and participants participating	Residents will better understand Medicare and Medicaid
UCSD Sanford Stem Cell Clinical Center	Healthcare workforce development in regenerative medicine to ensure access to specialized care	Pre post understanding at a relevant cadence, not each event like our other working groups	Often university innovation ecosystems gentrify beyond the city
UCSD Sanford Stem Cell Clinical Center	Education about regenerative medicine & clinical trials.	Pre post short questionnaire during interaction to gauge changes in understanding	Increased access to personalized medicine, warmer attitudes

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# **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**

# 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.

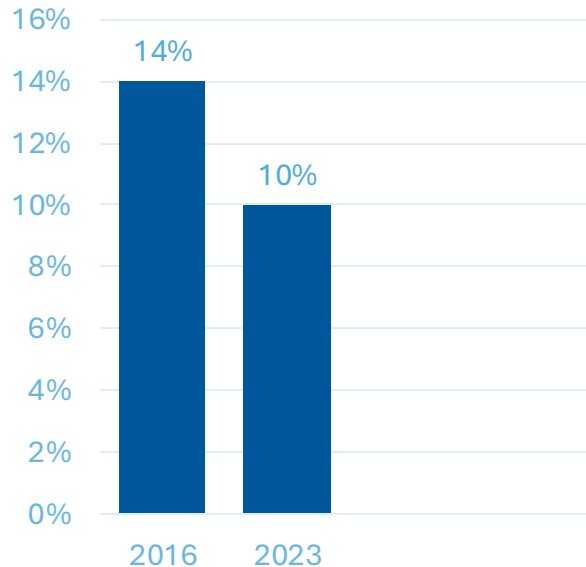
Metropolitan Area Advisory Committee on Anti-Poverty  
 Mission Edge  
 Mohuman  
 Monarch School Project  
 Mongol Tribe  
 National Conflict Resolution Center  
 Nerds Rule Inc.  
 Nile Sisters Development Initiative  
 Our Genetic Legacy  
 Outdoor Outreach  
 Outside the Lens  
 Pacific Community 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

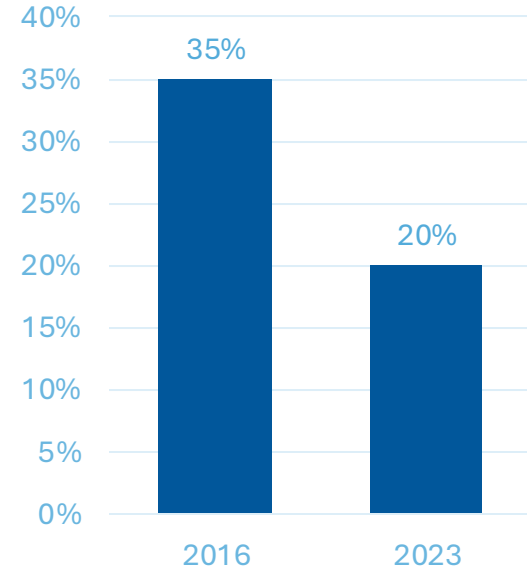
# Promise Zone Data 2016-2023

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

## Unemployment Rate



## Poverty Rate





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# Community-Led Transition: Beyond the Federal Designation



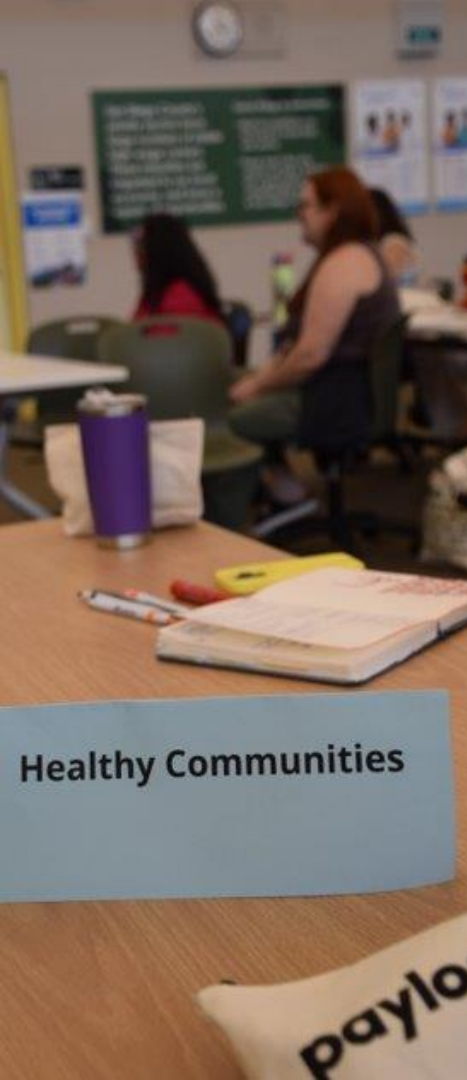
Steering Committee Retreat 9/25/25

- Partners are committed to advance and prioritize shared goals
- Explore opportunities to sustain current momentum to continue the work
  - Continue to host the Youth-Led Career Expo
  - Quarterly EDD newsletter

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# Youth-Led Career Expo





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# Opportunities for Action

- Participate as a vendor or sponsor of the Youth-Led Career Expo
- Present at or participate in a working group meeting
- Provide any updates on services or activities that you provide in the Promise Zone
- Send events and other resources that you provide to [PromiseZone@sandiego.gov](mailto:PromiseZone@sandiego.gov) for inclusion in the monthly newsletter

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# Upcoming Events & Activities

- Promise Zone Panel at Live Well Advance Summit
  - Wednesday, Oct. 22, 2025, 1:15-2 p.m.
- Working group meetings (10-11:30 a.m. or 2:30-4 p.m.):
  - Nov, Feb, Mar, Apr, May
- Youth-Led Career Expo
  - Tuesday, Mar. 3, 2026
- All-Partner Meetings
  - Thursday, Dec. 4, 2025
  - June 2026



# 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.

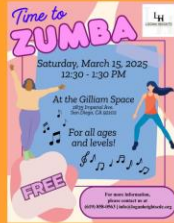


Her journey in higher education began in admissions at Point Loma Nazarene University and San Diego Mesa College, where she worked to create equitable student opportunities. Raquel joined The Governor's Office of Business and Economic Development (GO-Biz) during a brief transition from academia, where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



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# **Promise Zone & Community Events**









**Questions?**