Economic Development Department

San Diego Promise Zone Update

Economic Development and Intergovernmental Relations Committee

Item 2

November 17, 2021

The City of SAN DIEGO

What is a Promise Zone?

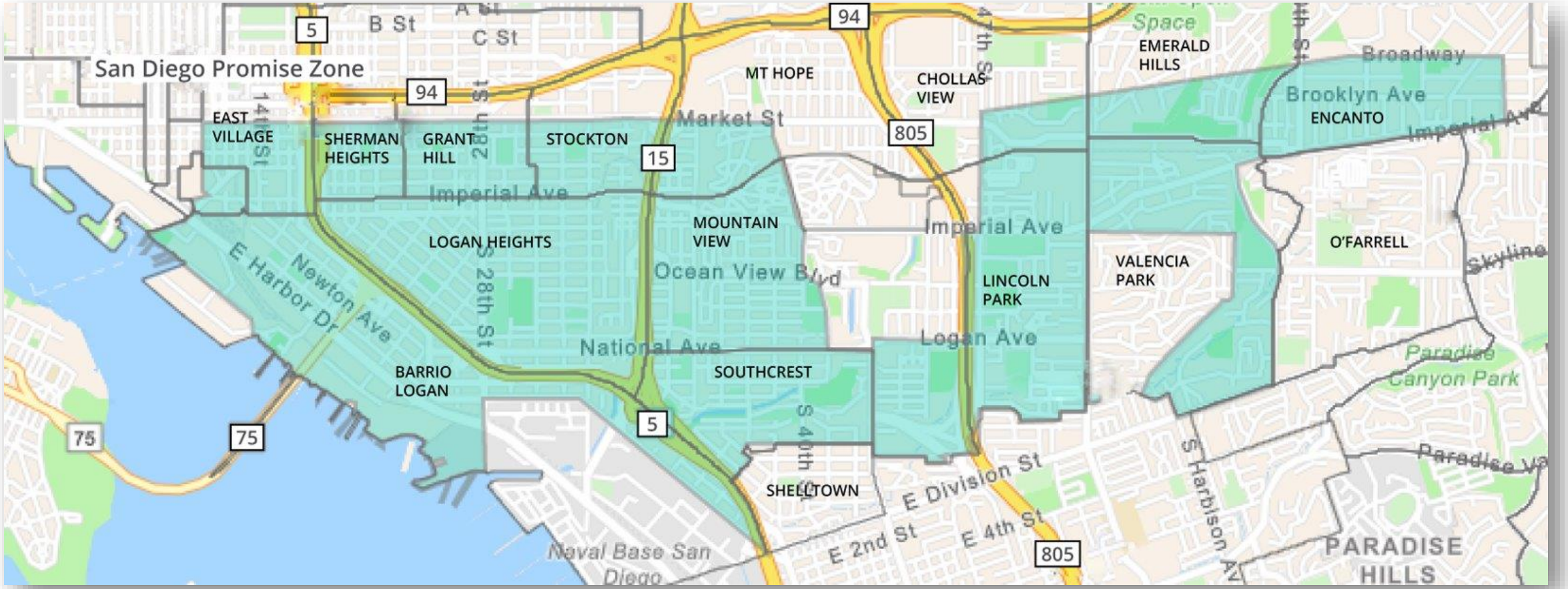
Goal: Revitalize 22 nationwide high-poverty communities by infusing federal, state, local, community development and private sector resources into targeted neighborhoods through a collaborative framework.

Eligibility

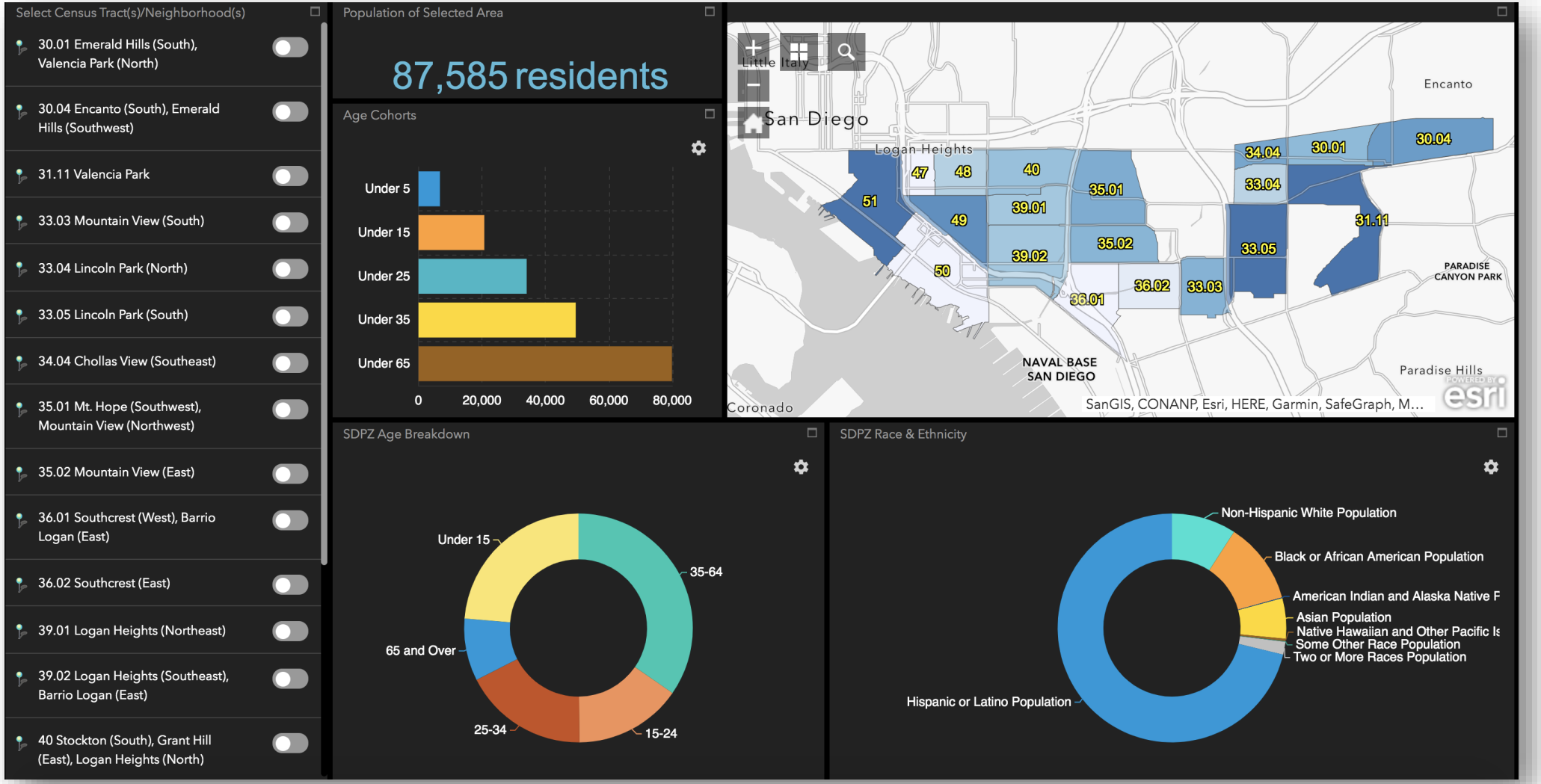
- One or more census tracts across a **contiguous geography**;
- An overall **poverty** or extremely low-income rate **at or above 33 percent**;
- A **population** of between 10,000 and **200,000 residents**;
- A demonstrated **commitment** of local leadership to the effort.

A Promise Zone is a designation overseen by a federal agency and does not receive direct federal funding.

San Diego Promise Zone



Economic Development

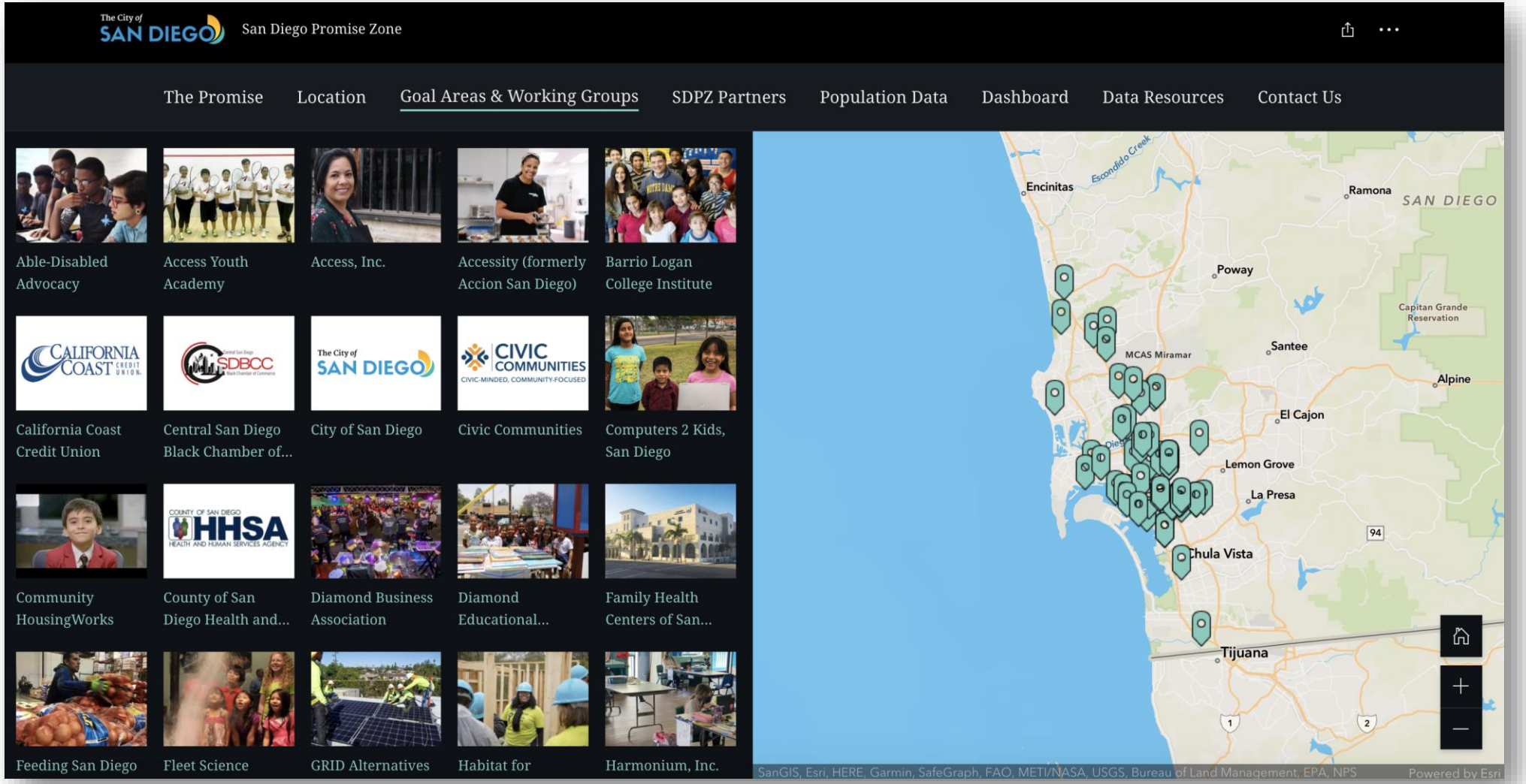


www.sandiego.gov/promisezone

San Diego Promise Zone Partners

Able-Disabled Advocacy
Access Youth Academy
Accesity (formerly Accion)
Barrio Botany
Barrio Logan College Institute
Catalyst of San Diego & Imperial Counties
Central San Diego Black Chamber of Commerce
Circulate San Diego
Civic San Diego
Community Housing Works
Computers 2 Kids
Corona Enterprises LLC
County of San Diego HHSA
Diamond Business Association
Diamond Educational Excellence Partnership
Family Health Centers of San Diego
Feeding San Diego
GRID Alternatives
Groundwork San Diego
Habitat for Humanity
Harmonium
Heartland Coalition Youth Build Association
Home Start
International Rescue Committee
Jacobs Center for Neighborhood Innovation
Jewish Family Services of San Diego
Kitchens for Good
Leah's Pantry
Legal Aid Society San Diego
LISC San Diego
Logan Heights CDC
MAAC – Metropolitan Area Advisory Committee on Anti-Poverty
Meals on Wheels
Metro Community Ministries
mohuman
Mongol Tribe
National Conflict Resolution Center
Neighborhood House
Partnership for Environmental Progress
Paving Great Futures
Project AWARE
Project Concern International
Project New Village
Reality Changers
Regional Task Force on the Homeless
San Diego Association of Governments (SANDAG)
San Diego College of Continuing Education
San Diego Community College District
San Diego County Office of Education
San Diego Co-Harvest
San Diego Food System Alliance
San Diego Futures Foundation
San Diego Housing Commission
San Diego Housing Federation
San Diego & Imperial SBDC Network
San Diego State University
San Diego Unified School District
San Diego Workforce Partnership
San Ysidro Health Center
SAY San Diego
SD Hip Hop Health and Wellness 5k & Festival
Second Chance
South Bay Community Services (SBCS)
South County Economic Development Council
The League of Amazing Programmers
United Way of San Diego County
University of California San Diego
Urban Collaborative Project
Urban Corps of San Diego County
Urban League of San Diego County
Urban Life
Workshops for Warriors
YMCA of San Diego County
Youth Will

As of October 20, 2021



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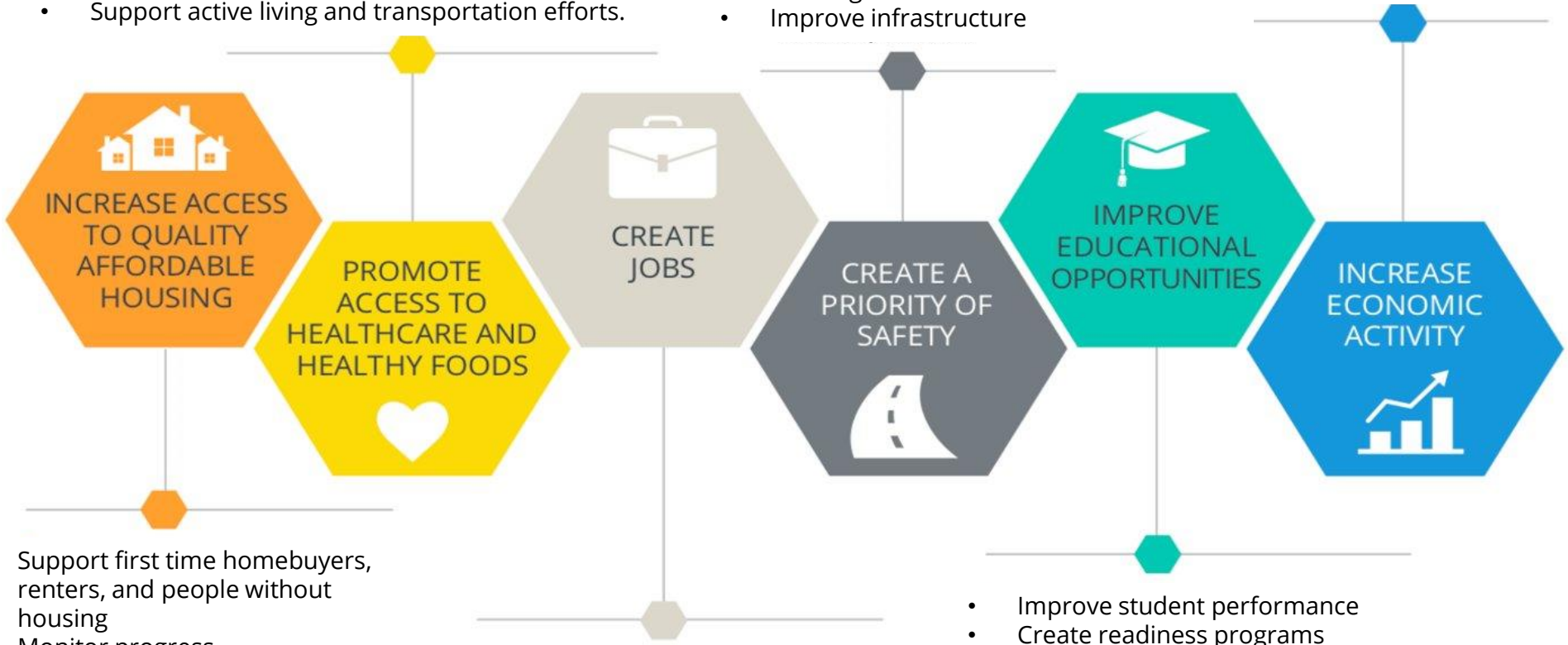
2021 Working Groups and Priorities

- Support food security and nutrition programs
- Promote urban agriculture
- Collaborate with health agencies
- Support active living and transportation efforts.

- Dialogue with Residents
- Create environments conducive to learning and work
- Improve infrastructure

- Increase and improve access to capital



- Support first time homebuyers, renters, and people without housing
- Monitor progress

- Connect with opportunity youth
- Expand effective workforce development programs
- Connect residents with jobs and training

- Improve student performance
- Create readiness programs
- Expand educational and training opportunities

How does a Promise Zone designation support Partners?

- Convenes organizations to assess and drive shared goals and priorities
- Advocates for coordination and prioritization among government agencies
- Connects partners to pertinent City departments
- Supports, attracts, and creates opportunities for investment
- Provides preference points for certain competitive federal grants and technical assistance
- Connects partners to federal liaison from HUD

Key Initiative Highlights

- 10-Year Strategic Planning Process
- All 19 Census tracts designated as qualified Opportunity Zones
- Yearly neighborhood business walks
- NASSCO partnership to create pipeline of Opportunity Youth to employment
- First diversity-focused accelerator
- Expedited permitting for affordable housing projects in Promise Zone
- Testing and promotion of “Get It Done App”
- Higher reimbursements and waitlist lifted for small businesses in Promise Zone through Storefront Improvement Program
- Community Perceptions Survey
- Career Pathway Expo
- Priority consideration under City’s Digital Equity Working Group and SD Access 4 All
- Nearly $50 million in grant funding among Promise Zone partners

Economic Activity

Priority: Increasing and improving access to capital
Chair: Logan Heights CDC, Central San Diego Black Chamber of Commerce, Diamond BID

- Created a **Community Navigators Pilot Program** to help small businesses navigate relief efforts through trusted messengers.
- Developed outreach framework of the Small Business and Nonprofit Relief Program.

Safety

Priorities: Dialoguing with Residents; creating environments conducive to learning and work; improving infrastructure

Interim Chair: San Diego Unified School District

- Highlighted impactful work from partners
- Discussed ways to collect and leverage data on community perceptions from residents
- Collaborated with Healthy Communities to build a healing garden and develop art mural project proposal

Healthy Communities

Priorities: Supporting food security and nutrition programs; promoting urban agriculture; collaborating with health agencies; supporting active living and transportation efforts

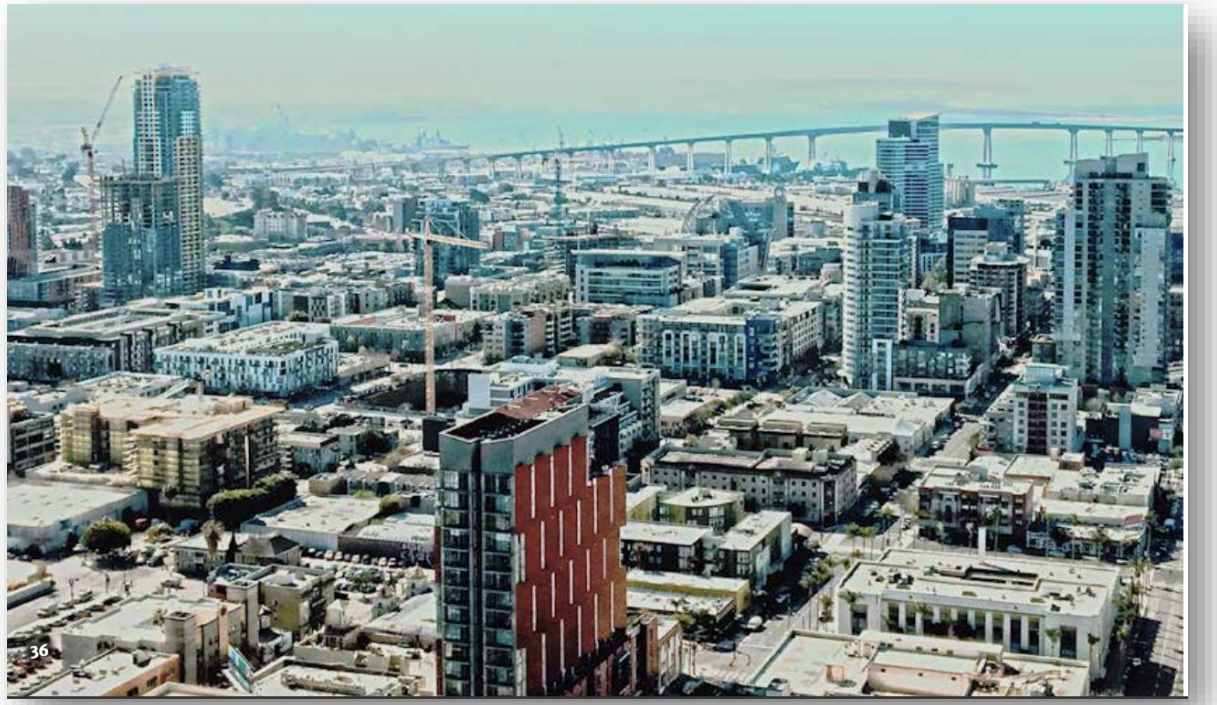
Chairs: County of San Diego's Health and Human Services Agency and Urban Corps of San Diego County

- Working to make community gardens possible in public parks; pursuing funding opportunities to activate vacant lots
- Supporting sustainable transportation and healthy food options

Housing Affordability

Priorities: supporting first-time homebuyers, renters, and people without housing; monitoring progress.
Chair: San Diego Housing Commission

- Welcomed new leadership from the San Diego Housing Commission
- Hosted a Homelessness and Housing Affordability Town Hall with panel of experts to discuss current interventions and data tracking methods



Jobs & Education

Priorities: Expand educational and training opportunities; connect with opportunity youth; expand effective workforce development programs

Chairs: San Diego Workforce Partnership, the LEAGUE of Amazing Programmers, the City's Economic Development Department, and San Diego Unified School District

- Collectively pursued an Economic Development Administration grant to advance digital equity
- Hosted Digital Inclusion in Promise Zone Workshop Series
- Worked with City Departments in the development of career expo to take place in early 2022

All Partner Meeting

SD PromiseZone

Mayor Todd Gloria

Meeting Highlights

- Local Leadership Recommitted to Promise Zone Initiative
- Officially Installed Promise Zone Steering Committee
- Working Group Leadership Shared Key Accomplishments
- Partners Shared Announcements and Networked
- Announced California Coast Credit Union Corporate Partnership

San Diego Promise Zone Partner Financial Assistance

- Five-year marketing partnership agreement with California Coast Credit Union allocating **$60,000** annually to Promise Zone initiatives.
- Grant allocations between $1,500 and $20,000 will support:
  - Partner Capacity Building
  - Community Outreach Initiatives
  - Programs Addressing Barriers to Post-Secondary Education and Employment
- All work will be carried out by Promise Zone partners.
- Funding will support projects that help advance the goals of the federal designation of the Promise Zone

CALIFORNIA COAST CREDIT UNION

Official financial partner of the City of San Diego

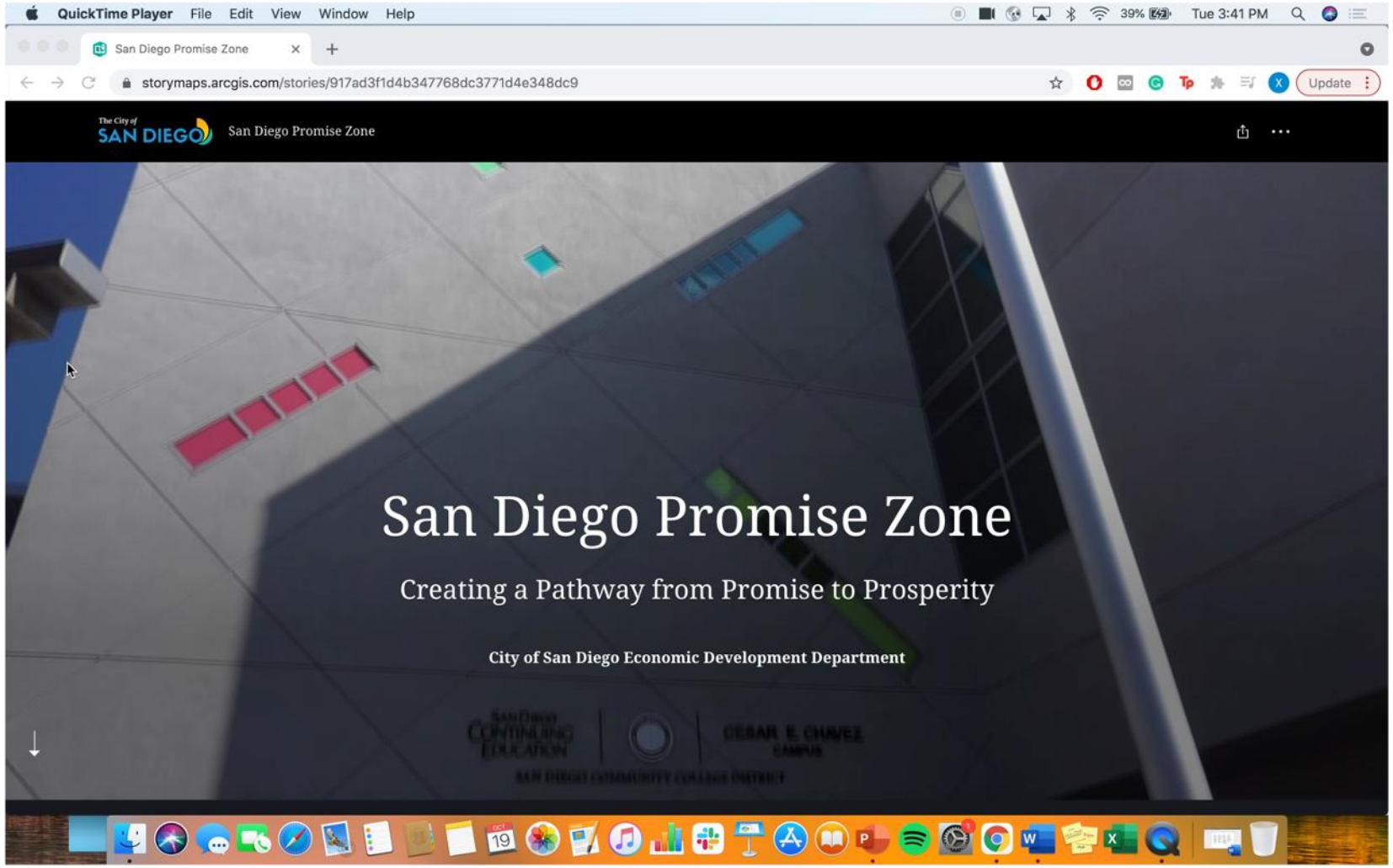
https://news.yahoo.com/cal-coast-credit-union-funding-222539631.html

San Diego Promise Zone Partner Financial Assistance

California Coast Credit Union
Official financial partner of the City of San Diego

Promote Program	Virtual Technical Assistance Workshop	**Application DEADLINE**	Award Announcement	Expected payment date
Nov.–Dec.	**Dec. 6th**	**Jan. 4th**	**Jan. 31st**	**Apr. 1st**

Dec. 1st	**Dec. 7th – 14th**	**Jan. 5th – 28th**	**Feb 1st**
Applications OPEN	Virtual Office Technical Assistance Hours	Application Review Process Begins	City Contracting Process Begins



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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**.

Questions?

The City of SAN DIEGO