Sacramento Promise ZONE

Local Partners Convening

September 22, 2016
Promise Zone Partners Video by SMUD

• Click here for video.
What is a Promise Zone?

• Place-based strategy for revitalization
• Locally-driven collaboration
• Builds on strategies already underway
• Serves as model for others cities
• Eligibility:
  • Overall poverty rate > 33%
  • Population between 10k-200k
  • Contiguous geographic area
Where are the Promise Zones?

- 5 jurisdictions awarded nationally in 2014
- 8 jurisdictions awarded nationally in 2015, including Sacramento
- 9 jurisdictions awarded nationally in 2016
Sacramento Promise Zone

- Total population: 127,889 residents
- Poverty Rate: 34%
- Third graders reading at grade level: 37%
- Life expectancy for residents: 72 years vs 79 years outside the Promise Zone
Goals of the Sacramento Promise Zone

Revitalizing high-poverty communities by:

• Creating jobs and job training
• Increasing economic activity
• Improving educational outcomes and opportunities
• Improving health and wellness
• Promoting sustainable community revitalization
Federal Benefits of the Promise Zone

- 5 AmeriCorps Vista Members
- A federal liaison assigned to assist with navigating federal programs
- Preferences for certain competitive federal programs and technical assistance
- Promise Zone tax incentives if approved by Congress
Promise Zone Partners

**Government Agencies**
- Doris Matsui, U.S. House of Representatives
- Richard Pan, California State Senate
- Mayor Kevin Johnson
- Members of the Sacramento City Council
- Members of County of Sacramento Board of Supervisors
- City of Sacramento
- County of Sacramento
- Sacramento Housing and Redevelopment Agency
- California Housing Finance Agency
- Housing Authority of the City of Sacramento
- Housing Authority of the County of Sacramento

**Jobs**
- Sacramento Employment and Training Agency
- Greater Sacramento Urban League
- Sacramento Regional Conservation Corps

**Economic Development**
- Valley Vision
- California Office of Economic Development
- California Capital Finance Corporation
- Sacramento Area Council of Governments
- Downtown Sacramento Partnership
- Sacramento Metro Chamber of Commerce
- Sacramento Black Chamber of Commerce
Promise Zone Partners

**Health**
- Sierra Health Foundation
- Healthy Sacramento Coalition
- County of Sacramento, Health Departments
- The California Endowment
- Health Education Council
- Alchemist CDC
- United Way California Capital Region
- Health for All
- Kaiser Permanente
- Samuel Merritt University
- UC Davis Health Systems
- VSP

**Education**
- University of California, Davis
- University of California, Davis – Center for Regional Change
- Los Rios Community College District
- Sacramento City Unified School District
- Twin Rivers Unified School District
- Sacramento County Office of Education
- First 5 Sacramento
- California State University, Sacramento

**Sustainably Built Communities**
- Sacramento County Sheriff’s Department
- Mayor’s Gang Prevention and Intervention Task Force
- Building Healthy Communities
- Sacramento Regional Transit
- SMUD
- Sacramento Area Congregations Together (A.C.T.)
- NeighborWorks
- Sacramento Regional Conservation Corps
- California Housing Finance Agency
Accomplishments

• SHRA / United Way California Capital / Department of Health and Human Services participating in the Promise Zone Early Childhood Peer Learning and Action Network
• HUD’s Center for Faith-Based and Neighborhood Partnership provided a grant writing training to 80 partners
• The U.S. Economic Development Agency designated Sacramento an “Investing in Manufacturing Communities Partnership” community
• Established the Promise Zone Resident Council
• Hired 5 VISTA Members
• Selected the Federal Liaison
• Hosted USDA Convening with County Department of Health and Human Services
• Hosted a visit by the Federal Regional Director of Health and Human Services Department
• Assisted in creating The Fathering Coalition – a faith-based initiative supporting MBK mentoring efforts
• Established the Alder Grove Medical Clinic
• Hosted agency for USDA grant workshop
Grants Awarded

Total Grants Awarded: $47,098,000

- HUD’s Choice Neighborhood Implementation grant ($30 million)
- HUD’s Jobs Plus grant ($2.7 million)
- 12th Street Complete Streets Implementation grant ($3.3 million local funding)
- Electric Car Share grant ($1.1 million local funding)
- Sacramento Regional Conservation Corps Youth Build Project grant ($1.1 million)
- Community Oriented Police Services: Anti-Gang Initiative grant ($747,000)
- Sacramento City Unified School District USDA Farm to Fork grant ($100,000)
- City of Sacramento National Endowment for the Arts Our Town grant ($125,000)
- Alder Grove Medical Clinic ($150,000 local funding)
- Sacramento Housing Services USDA Farmer’s Market grant ($52,000)
- United Way Volunteer Income Tax Assistances (VITA) grant ($44,000)
- California Capital Financial Development Corporation EDA Small Business Forum’s grant ($80,000)
- Sacramento State Preparing Teachers and Improving STEM Education grants ($7.6 million)
Economic Development and Jobs Action Team

Jobs Goal:
Job creation and acceleration
• **Sub goal 1:** Invest in occupational skills training that prepares jobseekers for career pathways to middle skilled jobs that ensure self-sufficiency

Economic Development Goal:
Promote a sustainable economic base
• **Sub goal 1:** Focus resources on projects to create jobs, improve quality of life and build a sustainable local economy
Economic Development and Jobs Action Team

Next Steps:

• September 15th – Spurring Economic Growth Forum formed 5 working groups

• October 2016 – First strategic meeting for each working group

• Support SBA Emerging Leaders Initiative

• Support the California Capital Corporation Small Business Forums
Sustainably Built Communities
Action Team

Sustainably Built Communities Goal:
Facilitate neighborhood revitalization to create destinations that are desirable for both living and working

• **Sub goal 1:** Strengthen community capacity to address gang involvement and create safe neighborhoods, especially for boys and men of color

• **Sub goal 2:** Increase the role of arts in neighborhood revitalization projects to engage residents while preserving and enhancing community identity

• **Sub goal 3:** Increase housing types and transit growth to promote livability and connectively
Sustainably Built Communities

Action Team

Next Steps:

• October 2016: First Arts Committee Meeting

• Support the Mayor’s Gang Prevention and Intervention Taskforce efforts
Health Action Team

Health Goal:
Promote healthy behaviors and increase health interventions

• **Sub goal 1:** Increase adoption of comprehensive approaches to improve community design that supports physical activity.

• **Sub goal 2:** Increase opportunities for physical activity in the Promise Zone.

• **Sub goal 3:** Implement strategies to translate and integrate known community health interventions into usual clinical care approaches.
Health Action Team

Next Steps:

• Expanding Summer Meals in Sacramento for 2017

• Supporting Reduction of African American Child Deaths (RAACD) effort

• Formalizing agreement with Samuel Merritt University to engage nurse scholars in the Promise Zone

• Exploring other collaborative priorities with measurable outcomes for 2017
Education Action Team

Education Goal:
Increase educational opportunities for all Promise Zone students along the education spectrum – from PreK to higher education.

- **Sub goal 1:** Increase third grade reading proficiency by focusing on early learning programs and results-based interventions.

- **Sub goal 2:** Improve retention rates by increasing basic skills competencies in reading, writing, and math to improve student preparedness for degree, certificate courses, and employment.

- **Sub goal 3:** Support and improve college and career readiness programs.
Education Action Team

Next Steps:

• October 2016 – Meeting with Institute of Museum and Library Services

• November 15\textsuperscript{th} – STEM (STEAM) Forum
Q & A
How to Become a Partner

We welcome organizations that are committed to maintaining:

• Commitment to Promise Zone goals

• Collaborating with SHRA and partner organizations in securing additional resources

• Reporting on milestones and outcomes

• Email sacpromisezone@shra.org to connect with the Promise Zone team
How to Request Letter of Support & Promise Zone Certification

**Step 1:** Submit **Notification of Interest in Applying** (at least 30 days before grant deadline)

**Step 2:** Schedule a meeting with SHRA to review **Memorandum of Understanding (MOU)** (within 2 weeks of submitting Notification)

**Step 3:** Submit **Grant Support Request** and **signed MOU** (5 business days before grant deadline)

**Step 4:** Receive confirmation and be notified whether support/certification is approved

Visit [www.SacramentoPromiseZone.org](http://www.SacramentoPromiseZone.org) for more details.
Requirements for Consideration

• Determine that proposed project is serving the Promise Zone

• Prepare and send executive summary and budget (if applicable) of proposed project to sacpromisezone@shra.org

• Determine that proposed project aims to meet at least one of the Promise Zone goals

• Organization has signed a Promise Zone MOU

• Agrees to Follow-Up Requirements

Visit www.SacramentoPromiseZone.org for more details.
Data, Evaluation and Reporting

Key Elements of Designation Agreement

• Monthly reporting on federal grants applied or awarded
• Quarterly reports on PZ progress
• Annual reports previous year accomplishments and priorities for next year

Data, Evaluation and Support

• UC Davis currently developing evaluation framework for PZ
Q & A
Looking Forward

• Establish the Implementation Council
• October 27th – Federal Partners Convening
• November 4th – UC Davis Promise Zone Webinar
• November 15th – Promise Zone STEM Forum
• November 16th – UC Davis Promise Zone Mapping Training
Website: www.SacramentoPromiseZone.org

Twitter: @SacPromiseZone

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