

# Sacramento Promise



# ZONE

## Local Partners Convening

September 22, 2016



# Promise Zone Partners Video by SMUD

- [Click here for video.](#)

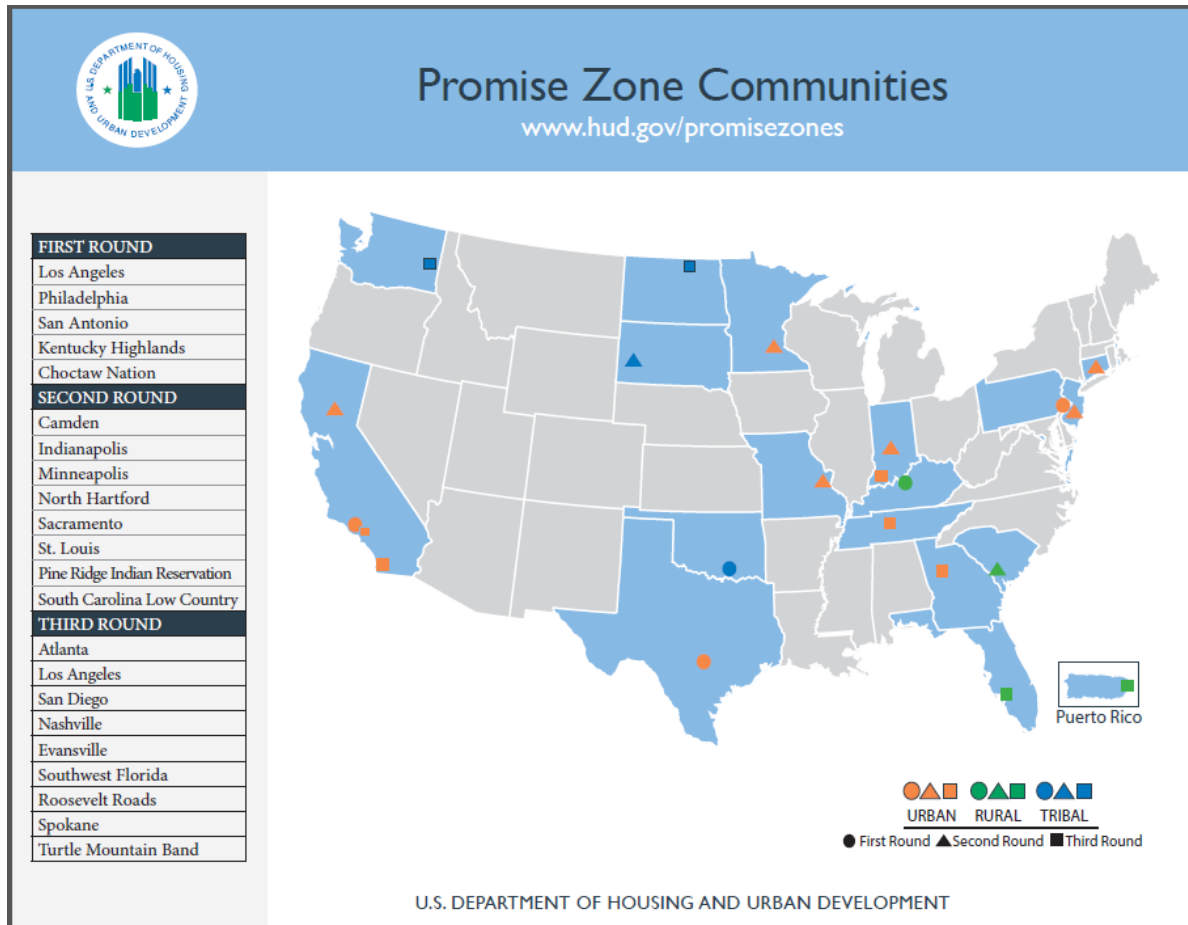


# What is a Promise Zone?

- 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?

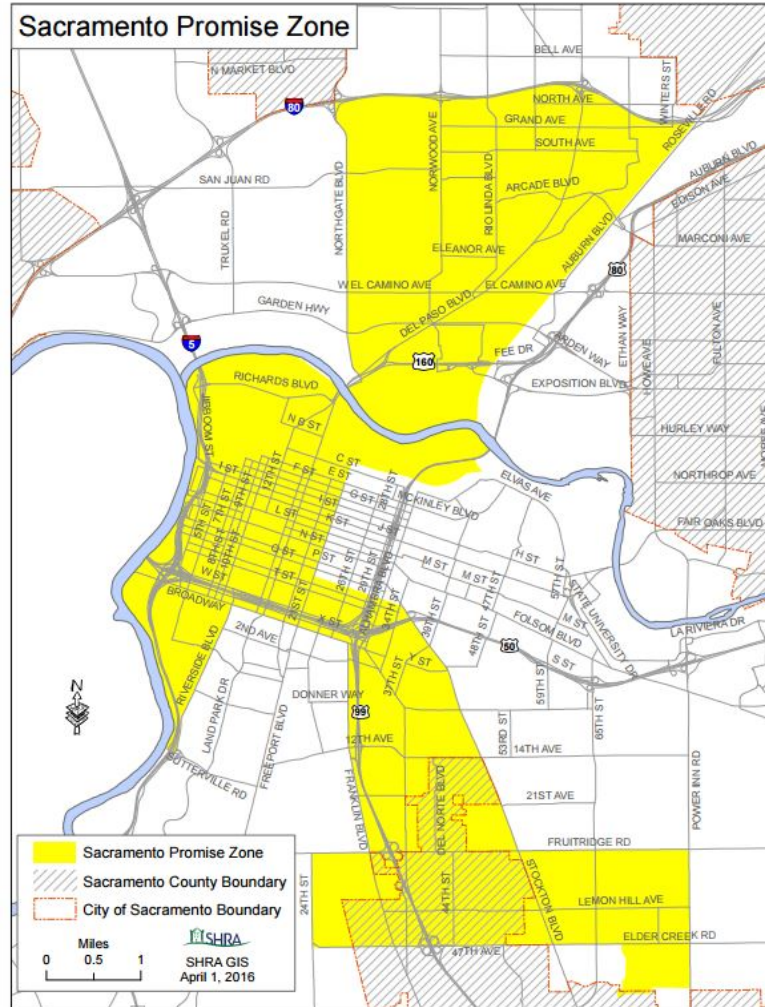


- 5 jurisdictions awarded nationally in 2014
- 8 jurisdictions awarded nationally in 2015, including Sacramento
- 9 jurisdictions awarded nationally in 2016



# Sacramento Promise Zone

- Total population: 127, 8893 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**)
- 12<sup>th</sup> 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**)



**Executive Committee**  
Sacramento Housing and Redevelopment Authority, City of Sacramento: Office of the Mayor, Sacramento County, Board of Supervisors

**Health Council**  
Executive Leadership of Health Partners

**Community Engagement**  
Resident Council

**Implementation Council**  
Co-Chairs from each Action Team

**Sustainability Team**  
Private Philanthropy, Corporate, Government

**Education Council**  
Executive Leadership of Education & Workforce Development Partners

**Health Action Team**  
Implementation and Supporting Partners

**Jobs Action Team**  
Implementation and Supporting Partners

**Sustainably Built Community Action Team**  
Implementation and Supporting Partners

**Economic Development Action Team**  
Implementation and Supporting Partners

**Education Action Team**  
Implementation and Supporting Partners

**Data Management & Evaluation**  
UC Davis Center for Regional Change



# 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 15<sup>th</sup> – 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 connectivity



# 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<sup>th</sup> – 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](mailto: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](mailto: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](http://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 27<sup>th</sup> – Federal Partners Convening
- November 4<sup>th</sup> – UC Davis Promise Zone Webinar
- November 15<sup>th</sup> – Promise Zone STEM Forum
- November 16<sup>th</sup> – UC Davis Promise Zone Mapping Training



**Website:** [www.SacramentoPromiseZone.org](http://www.SacramentoPromiseZone.org)

 **Twitter:** @SacPromiseZone

 **Facebook:** Sacramento Promise Zone

