PROMISE ZONES:
Rebuilding Communities for Health Equity
Wednesday, November 13, 2013
4:00pm-5:30pm EST
Welcome and thank you for joining our Web Forum!

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Q&A Feature

Please submit questions via the Q&A Feature

Please send your questions to All Panelists
Presenters

• Judith Bell, President, PolicyLink

• Brian Smedley, Ph.D., Vice President and Director, Joint Center for Political and Economic Studies

• Luke Tate, Senior Policy Advisor Urban Affairs & Economic Mobility, White House Domestic Policy Council

• Robert Sampson, Ph.D., Henry Ford II Professor of the Social Sciences at Harvard University and Director of the Boston Area Research Initiative
Agenda

• Welcome

• Remarks from White House Domestic Policy Council
  • Policy Updates on Promise Zones

• What Does the Evidence Say?: Will Promise Zones Help Reduce Crime, Stimulate Economic Activity, and Improve Health?

• Stakeholder Updates and Asks

• Q&A

• Closing Remarks
Welcome & Purpose of Webinar

Brian Smedley, Ph.D.
Vice President and Director
Joint Center for Political and Economic Studies

Judith Bell
President
PolicyLink
Remarks from White House Domestic Policy Council

Luke Tate
Senior Policy Advisor for Urban Affairs & Economic Mobility
White House Domestic Policy Council
What are Promise Zones?

Promise Zones will revitalize high poverty communities across the country, working with local leaders to:

• Create jobs;
• Increase private investment;
• Improve educational opportunities; and
• Reduce violent crime.
Structure of Support for Promise Zones

• The Administration will designate **20 communities** (urban, rural, and tribal) over the next **four years** – including up to five in 2013.

• Benefits for Promise Zones include:
  
  • Tax incentives

  • Federal partnerships & technical assistance

  • Preferred access to federal resources
Eligibility & Application Process

• First Round of designations will be made in 2013
  
  – Only communities currently participating in the following programs are encouraged to apply:

  • **Urban designations** - Choice Neighborhoods, Promise Neighborhoods, Byrne Criminal Justice Innovation implementation grantees

  • **Rural designations** – Promise Neighborhoods & Stronger Economies Together

  • **Tribal designations** – Stronger Communities Together, Sustainable Communities, Rural Jobs Accelerator

• Subsequent rounds will be open to other communities beginning in 2014
Urban Promise Zone Criteria

Lead Applicant

1. Local governments

2. Non-profit organizations in partnership with local government

3. Housing authorities in partnership with local government
Urban Promise Zone Criteria

Qualifying Criteria

1. Must encompass multiple census tracts across contiguous geography.
2. Overall poverty rate within zone must be over 20%.
3. Must contain at least one census tract with a poverty rate above 30%.
4. Boundaries must have a population of 10,000 – 200,000 residents.
5. Existing boundaries of PNs, CNs, or Byrne must be within proposed zone.
6. PNs, CNs, or Byrne grantees & partners must be active, and partner with applicants for the Promise Zone.
7. Local leadership must demonstrate commitment to the zone effort.
8. Applicants serving across jurisdictions must identify lead applicant and demonstrate commitment by leadership of all jurisdictions involved.
Rural-Tribal Promise Zone Criteria

Lead Applicant

1. Local or tribal governments; including county, city, town, township, parish, village, governmental authority or other general-purpose political subdivision of a state or tribe or any combination thereof.

2. Non profit organizations or tribal housing authority in partnership with local or tribal government.
Rural-Tribal Promise Zone Criteria

Rural Qualifying Criteria

1. Must encompass multiple census tracts across a contiguous geography and include one or more non-metro counties.

2. Overall poverty rate must be over 20%.

3. Must contain at least one census tract with poverty rate over 30%.

4. Boundaries must have a population of 6,000 – 200,000 residents.

5. Boundaries must have significant overlap with existing PNs, SET region, Rural Jobs Accelerator, or SC planning grant; and grantees should be key partners in Promise Zone application.

6. Local leadership must demonstrate commitment to the zone effort.

7. Applicants serving across jurisdictions must identify lead applicant and demonstrate commitment by leadership of all jurisdictions involved.
Rural-Tribal Promise Zone Criteria

Tribal Qualifying Criteria

1. Tribal applicants can define boundaries as: multiple census tracts and nearby tribally-owned areas; reservations; or consortia of tribes and non-tribal jurisdictions.

2. Overall poverty rate must be over 20%.

3. Boundaries must have a population of no more than 200,000 residents.

4. Boundaries must have significant overlap with existing boundaries of a SET region, Rural Jobs Accelerator, or SC planning grantee; and grantees must be key partners in Promise Zone application.

5. Local and tribal leadership must demonstrate commitment to the zone effort.

6. Applicants serving across jurisdictions must identify lead applicant and demonstrate commitment by leadership of all jurisdictions involved.
The President’s Budget Request for FY2014 included significant increases to several key place based programs of the Administration. In addition to expanding those efforts, a portion of these budgets would be used to support Promise Zones.

President Obama has requested $300 million for Promise Neighborhoods, $400 million for Choice Neighborhoods and $35 million for Byrne Criminal Justice Innovation program.
Will Promise Zones Help Reduce Crime, Stimulate Economic Activity, and Improve Health?

Robert Sampson, Ph.D.

Henry Ford II Professor of the Social Sciences at Harvard &
Director of the Boston Area Research Initiative
Concentration Effects: Child Well-Being and Violence in Chicago

Durable Inequality in New York City, Largest HUD “Moving to Opportunity” Site

General Patterns

• Neighborhood concentration
  • Spatial inequality

• Across diverse social phenomena
  • “Things go together”

• Persistence despite change
  • The social order of the city
Challenges and Opportunities for Promise Zones: The New Social Transformation of the City

- Suburbanization of Poverty
- Gentrification and Public Housing Revolution
- Great Recession
- Historic Crime Decline
- Immigration Boom (1990-present)
Updates and Asks

Autumn Saxton-Ross, Ph.D.
Program Director
Joint Center for Political and Economic Studies
Updates - Stakeholder Engagement

**Policy** – refinement of the Promise Zones initiatives suggestions of additional considerations, etc.

**Communications** - developing messaging and implementing the blueprint strategy; assisting with gathering info for the push calendar and helping to link events with promotional opportunities, esp. with social media

**Outreach** – continuing to expand the stakeholder group, to share the information regarding Promise Zones with other network and engage/educate policymakers to the importance of Promise Zones

**Research** – how to start an evidence base that PZ and similar efforts work by provide recommendations of existing data/methods related to current place-based investments that have the potential to be complementary to PZs; identify new models/evaluation methods for Promise Zones
What you can do...

• Share information regarding Promise Zones with your colleagues, networks, etc.
• Join a committee
• Send us an email with information regarding upcoming convenings, conference calls, network meetings, etc. where we can share information regarding Promise Zones with key audiences.
• Email this information to LisaCM@policylink.org and asaxton-ross@jointcenter.org
Q & A
Closing Remarks &
Thank You!

For more information: [www.hud.gov/promisezones](http://www.hud.gov/promisezones) has the most recent Questions and Answers document, as well as selection process information for the 2013 round.

Send questions to: [PromiseZone@hud.gov](mailto:PromiseZone@hud.gov)