A Promise for a Better Future
Becoming a Catalyst for Change

THE PROMISE ZONE BASICS
Promise Zone Program

Led by President Obama’s Administration, the Promise Zone initiative partners with high-poverty communities across the country to:

- Increase Economic Activity
- Reduce Serious & Violent Crime
- Improve Educational Outcomes
- Improve Health & Wellness
- Create Sustainable, Mixed-Income Communities
- Increase Workforce Readiness
Promise Zones

1st ROUND:
- Los Angeles, CA
- Philadelphia, PA
- San Antonio, TX

2nd ROUND:
- St. Louis, MO
- Sacramento, CA
- Hartford, CT
- Indianapolis, IN
- Minneapolis, MN
- Camden, NJ

TRIBAL & RURAL
Federal Support

As a catalyst for change, Promise Zone benefits accelerate efforts for revitalization, creating a more inclusive region.

- Assistance of five AmeriCorps Vista members
- Federal liaison assigned to help navigate federal programs
- Preference for 40+ federal programs and technical assistance from 13 federal agencies
- Tax incentives (if enacted by congress)
Federal Partners

Thirteen federal agencies offer Promise Zone designees preferential access to over 40 programs such as grants and technical assistance.

Department of Commerce, Department of Labor, The Department of the Treasury, Corporation for National & Community Service, Small Business Administration, Department of Education, Department of Health & Human Services, National Endowment for the Arts, Department of Transportation, Department of Agriculture, Environmental Protection Agency, Department of Housing and Urban Development, Department of Justice
The Poverty Crisis

36% of the population in the Promise Zone is living 185% below the federal poverty line.

Why were we awarded the designation?

Population: 10,000-200,000

Location: continuous geography with 1+ census tracts

Poverty Rate: 33% or higher
% INCOME BELOW THE NATIONAL POVERTY LEVEL

- 0-20%
- 20-40%
- >40%

<table>
<thead>
<tr>
<th>PERSONS IN HOUSEHOLD</th>
<th>POVERTY GUIDELINE</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>$13,550</td>
</tr>
<tr>
<td>2</td>
<td>$18,330</td>
</tr>
<tr>
<td>3</td>
<td>$23,110</td>
</tr>
<tr>
<td>4</td>
<td>$27,890</td>
</tr>
<tr>
<td>5</td>
<td>$32,670</td>
</tr>
<tr>
<td>6</td>
<td>$37,450</td>
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<tr>
<td>7</td>
<td>$42,230</td>
</tr>
<tr>
<td>8</td>
<td>$47,010</td>
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</table>
Becoming a Catalyst for Change

ST. LOUIS PROMISE ZONE
<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
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<tbody>
<tr>
<td>Population</td>
<td>199,792</td>
</tr>
<tr>
<td>Poverty (living 185% below federal poverty line)</td>
<td>36%</td>
</tr>
<tr>
<td>Household income &lt;$20k</td>
<td>38%</td>
</tr>
<tr>
<td>Those over 25 y.o. without diploma</td>
<td>19%</td>
</tr>
<tr>
<td>Dropout rate</td>
<td>7%</td>
</tr>
<tr>
<td>Unemployed</td>
<td>23%</td>
</tr>
<tr>
<td>Rent burdened</td>
<td>61%</td>
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</tbody>
</table>

PZ Demographics
The St. Louis Promise Zone

ST. LOUIS CITY & COUNTY:

Bellerive Acres, Bel-Nor, Bel-Ridge, Berkeley, Beverly Hills, Cool Valley, Country Club Hills, Dellwood, Ferguson, Flordell Hills, Glen Echo Park, Greendale, Hazelwood, Hillsdale, Jennings, Kinloch, Moline Acres, Normandy, Northwoods, Pagedale, Pine Lawn, Riverview, University City, Uplands Park, Velda, Village Hills, Wellston

St. Louis City Wards: 1-5, 18-19, 21-22, 26-27
Governance Structure

EXECUTIVE COMMITTEE
St. Louis City, St. Louis County, the Partnership, federal liaison, committee co-chairs

IMPLEMENTATION PARTNERS - city
St. Louis City, Mayor’s Rep, SLDC, planning & urban design

IMPLEMENTATION PARTNERS - county
St. Louis County, County Executive’s Rep, county planning & policy dept

COMMITTEES
- WORKFORCE READINESS
- ECONOMIC ACTIVITY
- CRIME REDUCTION
- EDUCATIONAL OUTCOMES
- SUSTAINABLE COMMUNITIES
- HEALTH & WELLNESS
Becoming a Catalyst for Change

SIX GOALS
GOAL 1: increase economic activity

Focus on **LIVABLE WAGES, UPWARD MOBILITY** and high-demand sectors.

Link school and training center curricula to the needs of **HIGH-POTENTIAL** businesses.

Replace blight with **OPPORTUNITY** and value-added amenities.

- Identify Gap funding for and attract investment in hard to develop areas -- $50M
- Link schools and training center curricula to the needs of high potential businesses

DEFORMING GOAL #1

Strengthen high-potential business clusters by expanding the pipeline to jobs in these sectors. Support and develop job hubs and assemble land for businesses.
GOAL 2: reduce serious & violent crime

Defining Goal #2

Achieve consistent annual reduction in the rate of violent crime across the Promise Zone through greater collaboration among police departments. Focus resources in high-crime areas.

Enact professional, **Uniform Standards for Police** and improve relations between the police and the community.

**Ensure Community Safety** by increasing funding for police departments to provide adequate manpower.

- Adoption of joint, multi-agency training for all Zone police
- Hot spots reduced by 25% by 12/31/16
GOAL 3: improve educational outcomes

Define Goal #3: Expand ACCESS TO EARLY CHILDHOOD EDUCATION and parent education programs.

Promote high school attendance rate.

Return underachieving schools to ACCREDITATION.

- 25% increase in number of students reading at grade level by 3rd grade
- Ensure all Zone schools have access to child psychologist

Ensure students in the Promise Zone are college and career ready by improving schools. Schools will return to accredited status and provide wrap-around services to support children from birth to post-graduation.
GOAL 4: create sustainable, mixed-income communities

DEFINING GOAL #4

Strengthen ‘marginally stable’ Promise Zone neighborhoods, TRANSFORMING THEM INTO DESIRABLE PLACES with adequate infrastructure, funding & partnerships.

- Develop 4 new transformative, mixed income, mixed use developments
- Home repairs in a minimum of 200 Zone homes
Goal 5: improve health and wellness

Defining Goal #5

Address systemic needs and individual interventions to reduce disparities in the life-expectancies of Promise Zone residents.

Improve access to health services, including developmental, behavioral and mental health.

Promote healthy habits and behaviors as well as safe, stable and healthy living and learning environments.

- Work with schools, churches, mental health providers to improve identification/referrals
- Address systemic needs to reduce disparities in life expectancy of Zone residents
GOAL 6: increase workforce readiness

Serve the underemployed, unemployed and displaced workers, leading to **SUSTAINABLE WORK** and a competitive regional economy.

- Comprehensive skill-based training
- Focused individual employment planning
- Accessible career development and placement services
- Personal finance education/transportation services

DEFINING GOAL #6

Stimulate the economic self-sufficiency of individuals living in low-to-moderate income areas by connecting unemployed and under-employed residents with job readiness, training and placement opportunities.

- Open Career Pathways Job Readiness Centers
- Urban League Site: Save Our Sons Program
HOW IT WORKS

Becoming a Catalyst for Change
Promise Zone partners can provide feedback on proposals. Applicants provide executive summary of proposal.

Proposals deemed most beneficial to residents and objectives receive a letter of support, improving the applicant’s competitiveness in the grant process.
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SUCCESSES
Making an Impact: 2015

4 funded
$7.1M granted
17 letters of support

BIOSTL $2.5M
HEALTHY MARRIAGE $3.5M
HOME REPAIR & WEATHERIZATION $1M
HASCO FOODS $100K
Successes & Milestones

2015

Second Quarter
• Sec. Julian Castro announced St. Louis Promise Zone designation

Third Quarter
• Regional community partnership meeting with Secretary Castro in North St. Louis City.

Fourth Quarter
• BioSTL awarded $2.5M Cluster Innovation Grant
• Erica Henderson appointed PZ Director
• $3.5M Healthy Marriage Grant awarded
• HUD liaison begins PZ work: Elvis Stephens
• Congressman Lacy Clay hosts PZ event at Harris-Stowe
Successes & Milestones

First Quarter
- Neighborhood Job Readiness Center opened in North St. Louis City and North St. Louis County

Second Quarter
- Promise Zone Website Launched
- Governance Structure Established
- Implementation Partners and Governance Committees Convene
- Construction to begin on Urban League Center (June), Site of Save Our Sons Program
BioSTL’s Inclusion Initiative connects underserved communities to the bioscience sector. Working with the MET Center, it will bring career and entrepreneurship opportunities to the Promise Zone.

**PROJECT FOCUS**

- $2.5M
- 4-year grant
- SBA Regional Innovation Cluster Initiative Grant
Healthy Marriages Grant

PROJECT FOCUS

Deliver evidence-based healthy marriage relationship education linked with economic stability/mobility services.

- $3.5M
- 5,675 total participants over 5 years
- 4 evidence-based services
- Awarded to Family Workforce Centers of America
The Promise Zone has been the recipient of a number of programs that improve the area and its residents' quality of life.

Career Pathways
Urban League’s “Save our Sons” Program
BECOME A CATALYST FOR CHANGE

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