



# A Promise for a Better Future

**STLPARTNERSHIP**

LAST UPDATED 6/26/17

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



IMPROVE EDUCATIONAL  
OUTCOMES



REDUCE SERIOUS &  
VIOLENT CRIME



CREATE SUSTAINABLE, MIXED-  
INCOME COMMUNITIES



IMPROVE HEALTH & WELLNESS



INCREASE WORKFORCE  
READINESS

## Promise Zones

### 1<sup>st</sup> ROUND:

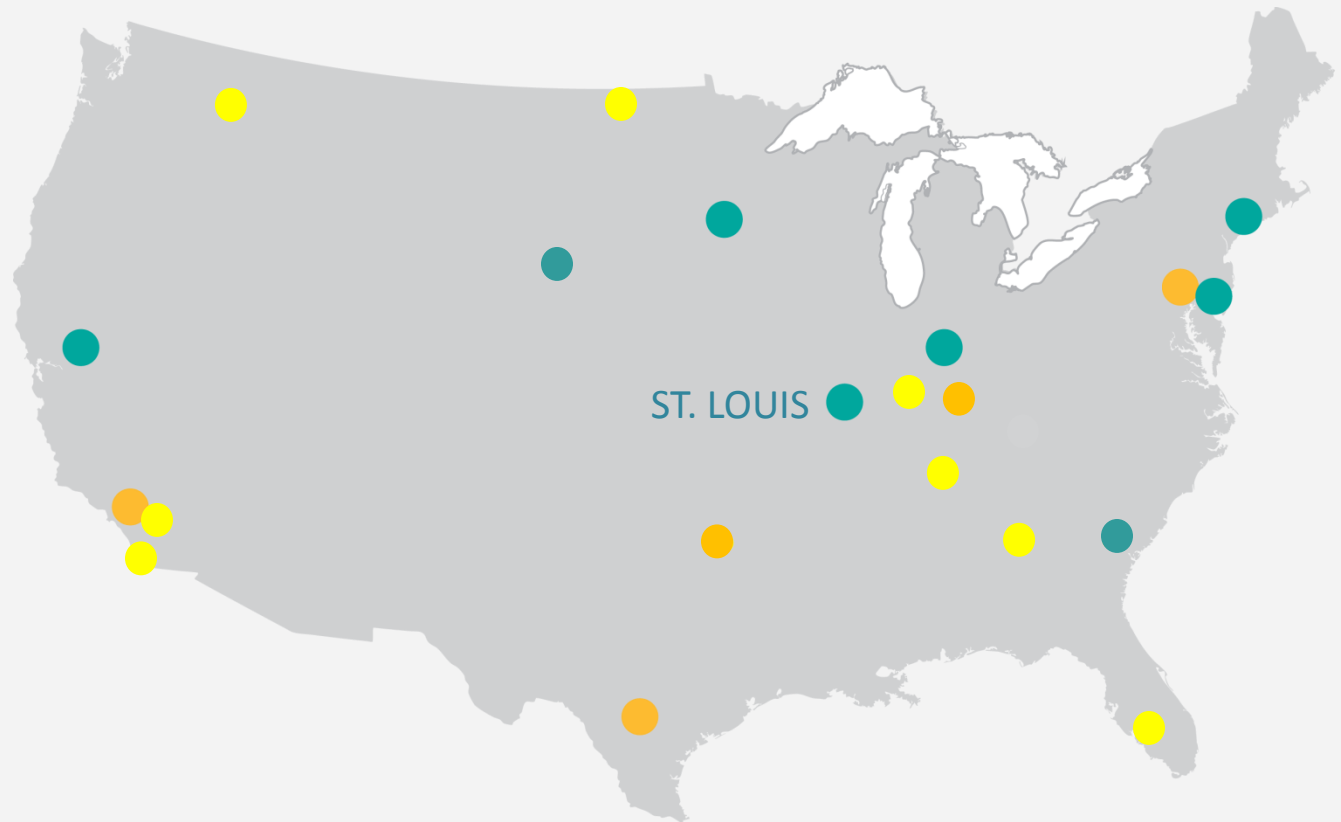
Los Angeles, CA  
Philadelphia, PA  
San Antonio, TX  
Kentucky Highlands  
Choctaw Nation

### 2<sup>nd</sup> ROUND:

St. Louis, MO  
Sacramento, CA  
Hartford, CT  
Indianapolis, IN  
Minneapolis, MN  
Camden, NJ  
Pine Ridge Indian Reservation  
South Carolina Low Country

### 3<sup>rd</sup> ROUND:

Atlanta, GA  
South Los Angeles, CA  
San Diego, CA  
Nashville, TN  
Southwest Florida Regional Planning  
Commission  
Spokane Tribe of Indians, WA  
Turtle Mountain Band of Chippewa  
Indians, Rolette County, ND  
Roosevelt Roads, Puerto Rico



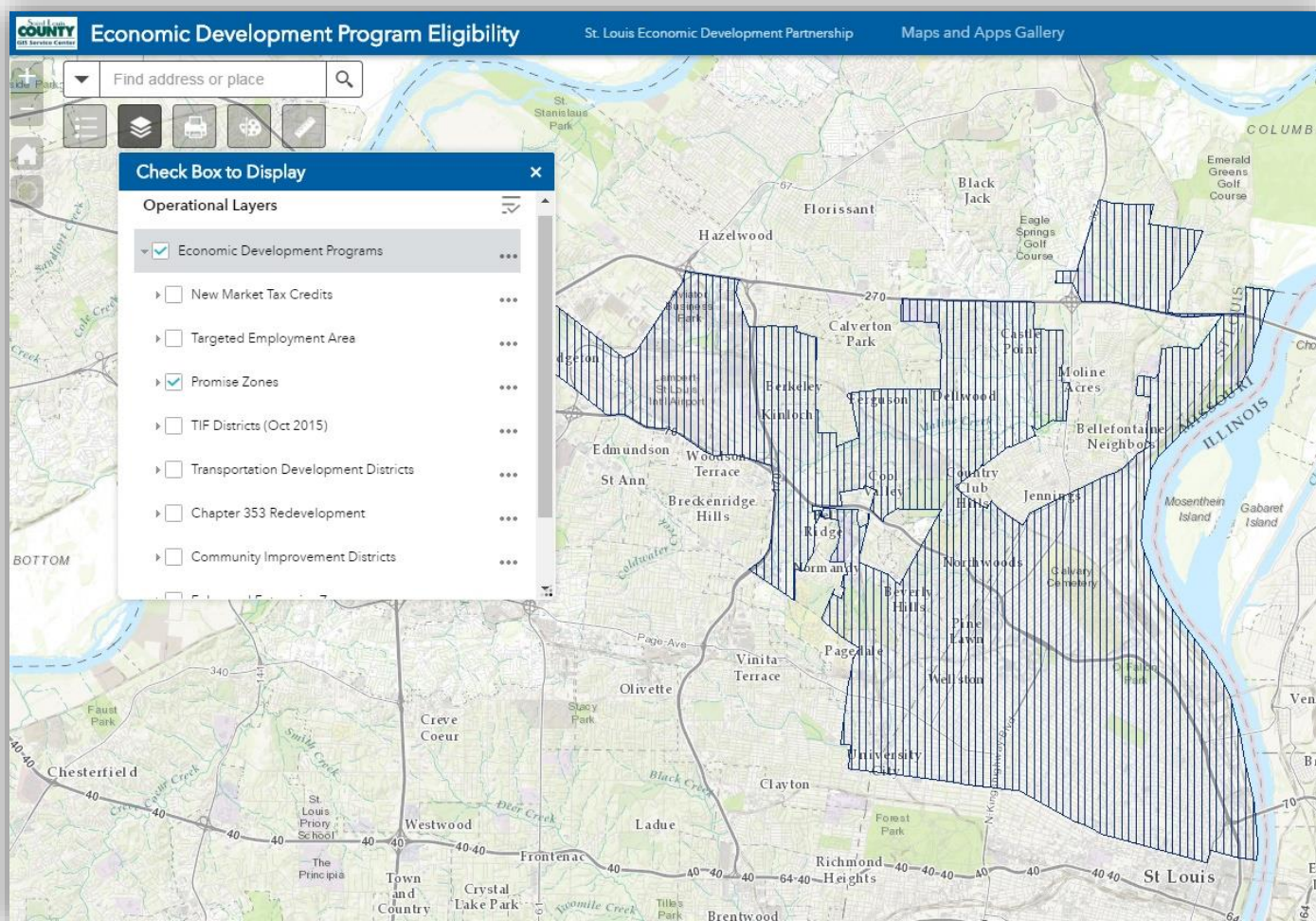
*\*Not pictured: Roosevelt Roads, Puerto Rico (Third Round Designee)*

## The St. Louis Promise Zone

Is it located in the Promise Zone?

Use this tool to search a location and determine if it is within the St. Louis Promise Zone boundaries:

<http://stlcogis.maps.arcgis.com/apps/webappviewer/index.html?id=0603b2f92c8341b5ba3e6ded9a51bfbdb>



## 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.

### ECONOMIC



Corporation for  
**NATIONAL &  
COMMUNITY  
SERVICE** ★★ ★

U.S. Small Business Administration  
**SBA**

### EDUCATION



### COMMUNITY



### SAFETY



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

WHY WERE WE  
AWARDED THE  
DESIGNATION?

**POPULATION**

10,000-200,000

**LOCATION**

continuous  
geography with  
1+ census tracts

**POVERTY RATE**

33% or higher

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



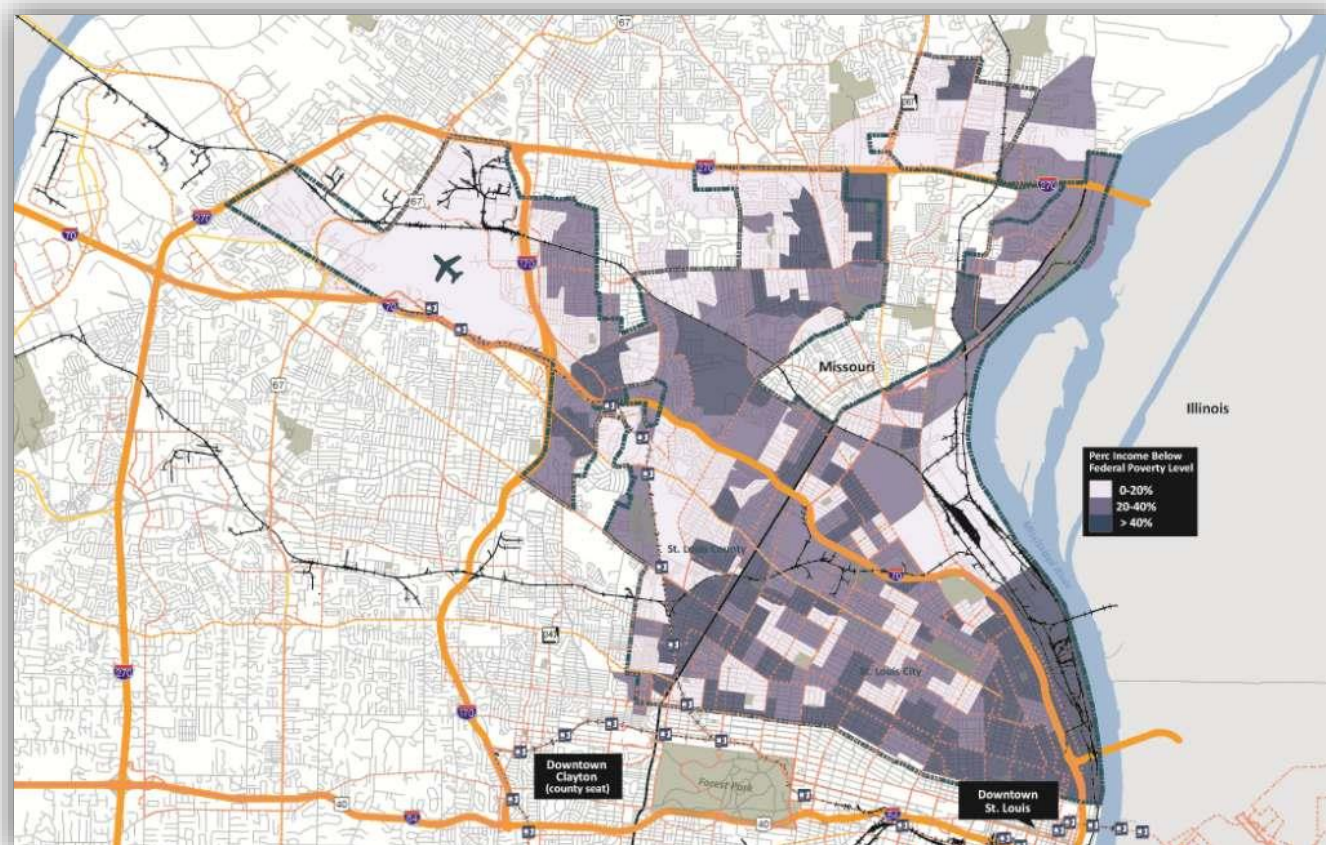


## Poverty distribution

% INCOME BELOW  
THE NATIONAL  
POVERTY LEVEL



PERSONS IN HOUSEHOLD	POVERTY GUIDELINE
1	\$13,550
2	\$18,330
3	\$23,110
4	\$27,890
5	\$32,670
6	\$37,450
7	\$42,230
8	\$47,010



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# ST. LOUIS PROMISE ZONE

## PZ Demographics



population

199,792



poverty  
*(living 185%  
below federal  
poverty line)*

36%



household  
income  
<\$20k

38%



those over  
25 y.o.  
without  
diploma

19%



dropout  
rate

7%



unemployed

21%



rent  
burdened  
*(over 30% of  
household  
income pays  
rent)*

61%

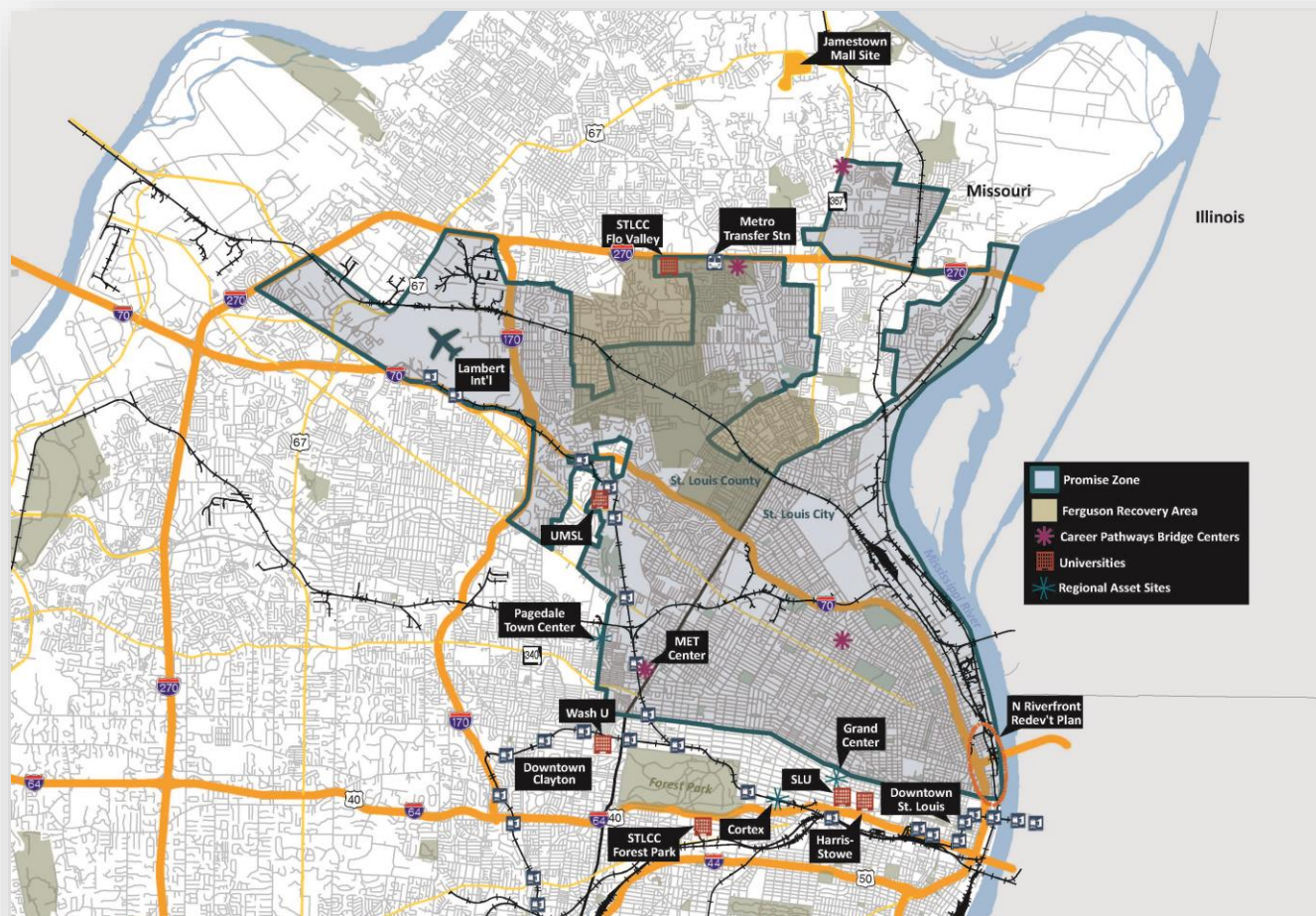


## The St. Louis Promise Zone

### 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 City, 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

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## **SIX GOALS**



# GOAL 1: increase economic activity

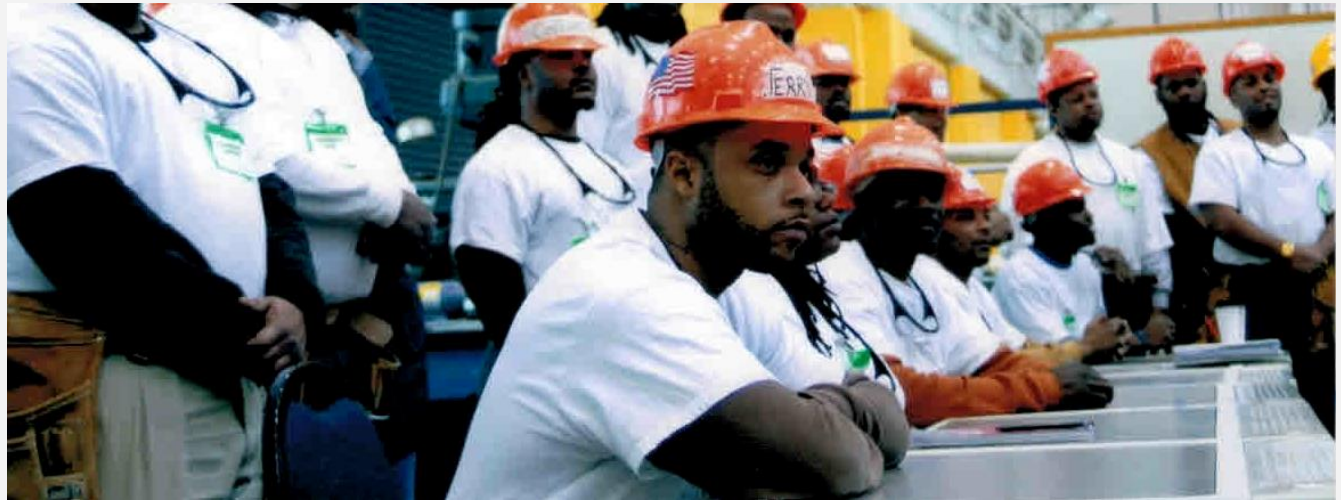
## DEFINING GOAL #1

Strengthen high-potential business clusters by expanding the pipeline to jobs in these sectors. Support and develop job hubs and assemble land for businesses.

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
- Link schools and training center curricula to the needs of high potential 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

# GOAL 3: improve educational outcomes

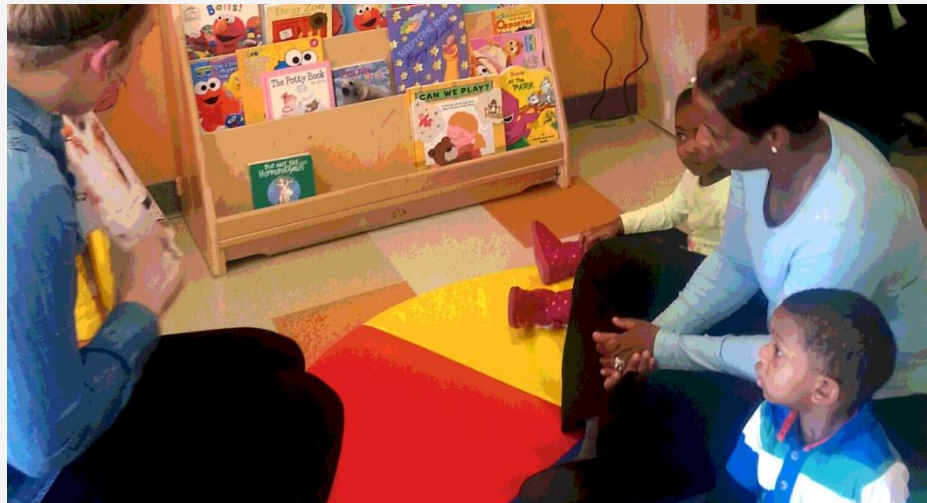
## DEFINING GOAL #3

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.

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 3<sup>rd</sup> grade
- Ensure all Zone schools have access to child psychologist



# GOAL 4: create sustainable, mixed- income communities

## DEFINING GOAL #4

Design and implement a collaborative strategy for large-scale, mixed-income, mixed-use development that will foster transformative, sustainable communities.

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

### 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.

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



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



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# HOW IT WORKS

## Certification of Consistency

### OPPORTUNITY

An applicant engaging in activities and pursuing grant opportunities that are parallel to the goals of the Promise Zone, can receive a Certification of Consistency.

### EXPLORATION

Applicant connects with Promise Zone office to cultivate a Promise Zone related strategy and potential partner discussion.

### REVIEW

Applicants provide executive summary of proposal according to the Certification Process and Promise Zone partners provide feedback on proposals.

### SUPPORT

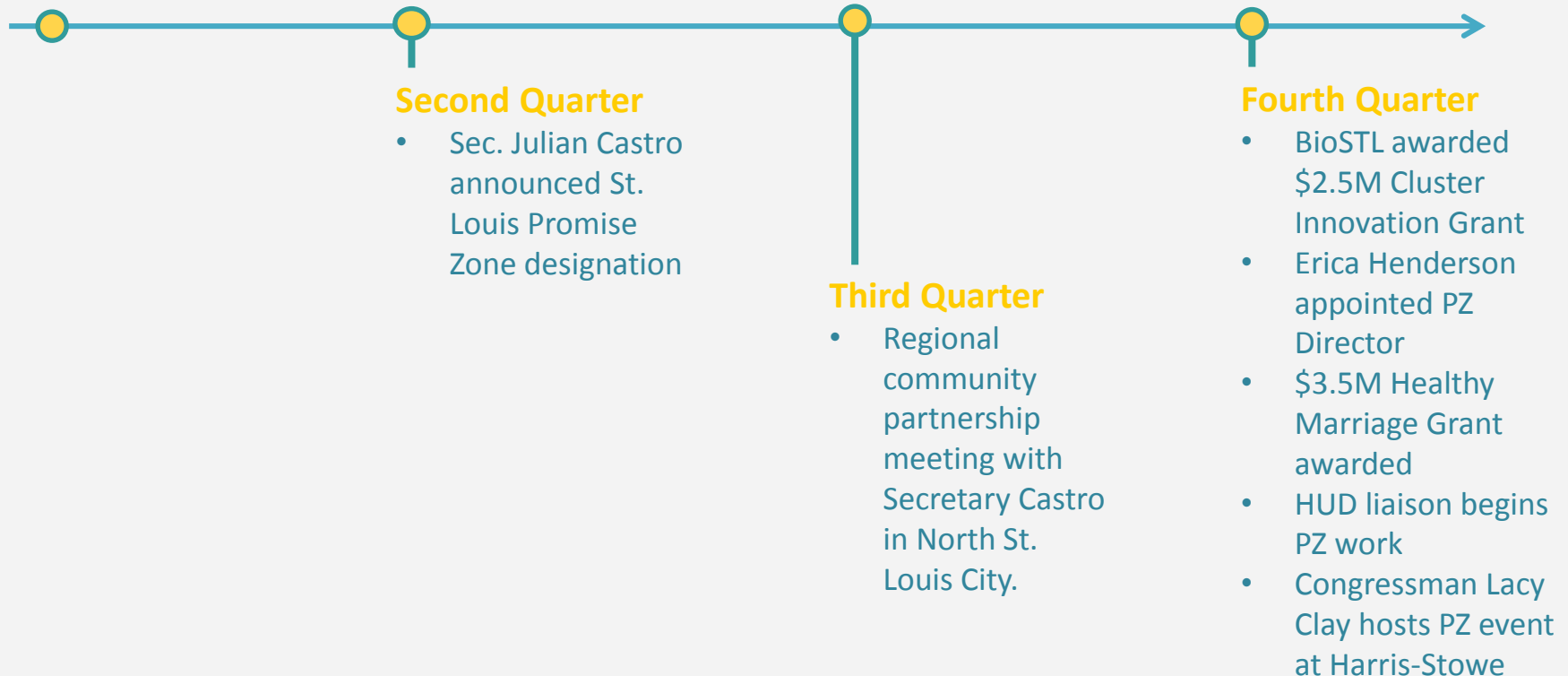
Proposals deemed most beneficial to residents and objectives receive a letter of support, improving the applicant's competitiveness in the grant process.

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**SUCCESSSES**

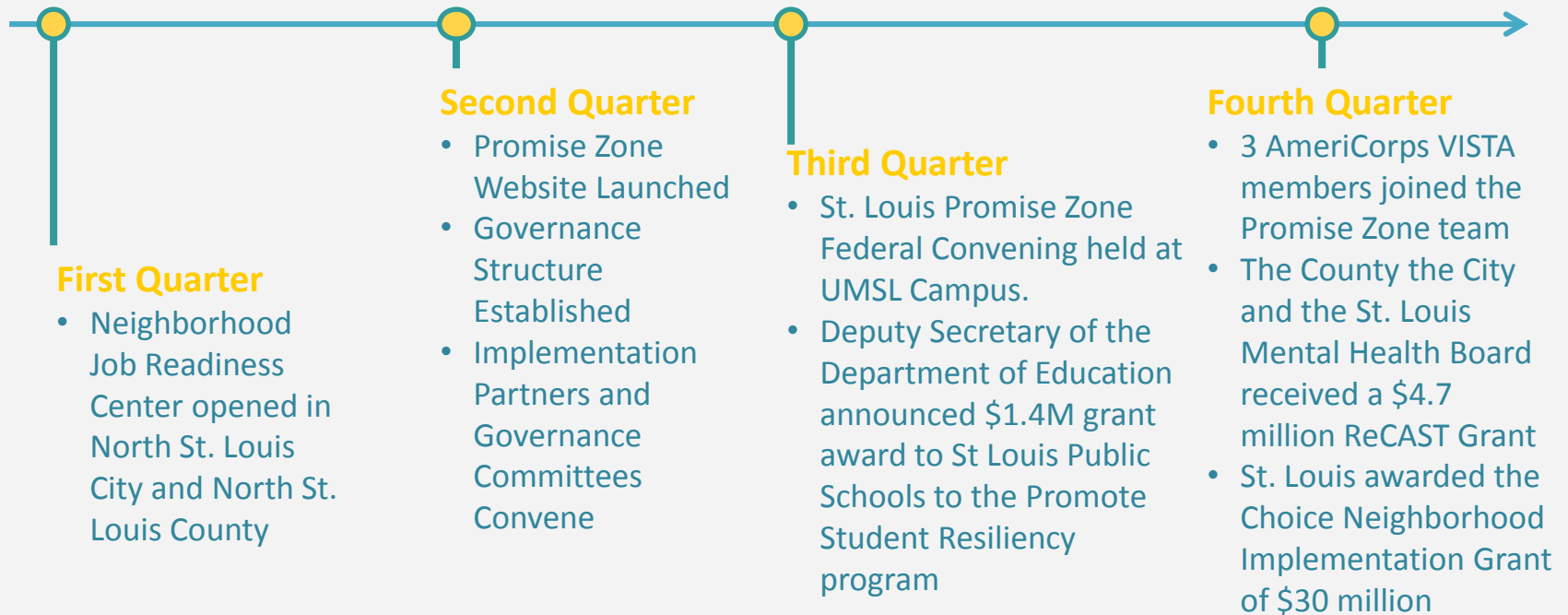
## Successes & Milestones

2015



## Successes & Milestones

2016



## Making an Impact

**150+**  
collaborative  
partners

**\$60M**  
granted  
in addition to NGA Project award  
of \$1.75B

**53**  
certifications  
provided

BIOSTL	\$2.5M	(4 yr)
HEALTHY MARRIAGE	\$3.5M	(5 yr)
HOME REPAIR & WEATHERIZATION	\$1M	
HASCO FOODS	\$100K	
INSECURITY NUTRITION INCENTIVES	\$2.6M	
SAMHSA - RECAST GRANT	\$4.7M	(5 yr)
PROMOTING STUDENT RESILIENCE	\$1.4M	
JUVENILE RE-ENTRY ASSISTANCE PROGRAM	\$100K	
DISCONNECTED YOUTH DEMO PROJECT	\$5M	(23 mo)
CHOICE NEIGHBORHOOD IMPLEMENTATION	\$30M	
NGA PROJECT AWARD	\$1.75B	



## BioSTL Inclusion Initiative

### PROJECT FOCUS

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.



- \$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

## Promise Zone PROGRESS

### SUCSESSES

- Career Pathways
- Urban League's "Save our Sons" Program
- ReCAST Grant
- Choice Neighborhood Implementation
- AmeriCorps VISTA members
- 2 AmeriCorps NCCC teams



The Promise Zone has been the recipient of a number of programs that improve the area and its residents' quality of life.

**Erica Henderson, Promise Zone Director**

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[@STLPromiseZone](#)

**BECOME A CATALYST FOR CHANGE**