

# THIRD ROUND PROMISE ZONES INITIATIVE REQUEST FOR COMMENTS

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## Rural Stakeholders Webinar

August 12, 2015



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*Deputy Under Secretary  
for Research, Education and Economics  
U.S. Department of Agriculture*

# Webinar Agenda

- ✓ Overview of the Promise Zones Initiative
- ✓ Third Round Public Comment Period (ends September 28, 2015)
- ✓ Draft Third Round Application Guide
  - Proposed Lead Applicant Eligibility
  - Proposed Community Eligibility Criteria
  - Proposed Selection Criteria
  - Proposed Required Information
  - Max Survey Platform
  - Mapping Tool
  - Community Development Marketplace
  - Data and Evaluation
  - Third Round Public Comment
- ✓ Projected Third Round Promise Zone Timeline
- ✓ Resources for Applicants

# Agency Partners

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

## PZ Initiative Goals



## PZ Community Priorities



## Policy Domains Now Being Tracked

Create Jobs



Create jobs, employment opportunities  
Workforce development



Employment & asset building

Increase Economic Activity



Support Businesses  
Promote entrepreneurship  
Increase investment  
Leverage private capital



Investment & business growth

Leverage Private Capital



Improve quality of K-12 education  
Increase opportunities for post-secondary & adult education  
Expand access to early childhood education



Education

Improve Educational Opportunities

Reduce Serious and Violent Crime



Reduce crime  
Increase community trust and public safety



Public safety

Increase quality affordable housing access  
Expand homeownership  
End homelessness



Housing

Expand access to healthcare and healthy lifestyles



Health

Expand neighborhood amenities  
Improve infrastructure, broadband access



Community Infrastructure

Promote Resident participation  
Connection to community



Civic engagement

# Promise Zone Benefits

Promise Zones is an initiative that uses existing federal resources

✓ *No grant funds come automatically with a designation.*



Preferences for some competitive programs & technical assistance



Opportunity for 5 AmeriCorps VISTA volunteers



Federal Liaison to help navigate federal resources



Business hiring tax incentives, if enacted by Congress

# Promise Zones Designees

- Choctaw Nation, OK
- Kentucky Highlands, KY
- Pine Ridge Indian Reservation, SD
- South Carolina Low Country, SC



# Promise Zone Opportunities in FY 2016

- **Department of Agriculture:** Community Facilities Grant Program; Community Food Projects Competitive Grants Program; Farm To School Grants; Farmers Market Promotion Program; Farmers Market SNAP Support Grant; Food Distribution Program on Indian Reservations Nutrition Education Grant; Housing Preservation Grants; Local Food Promotion Program; Rural Community Development Initiative; Self-Help Section 523 Technical Assistance Grants; SNAP Process and Technology Improvement Grants.
- **Department of Commerce:** Economic Development Assistance Programs.
- **Corporation for National and Community Service:** AmeriCorps VISTA; Operation AmeriCorps.
- **Department of Education:** Charter Schools Program Replication & Expansion Grant; Native Youth Community Projects; Performance Partnership.
- **Department of Health and Human Services:** Assets for Independence; Community Economic Development Program; Community Economic Development Program-Healthy Food Financing Initiative Program; Community Services Block Grant; Health Centers Program; Teen Pregnancy Prevention Program.
- **Department of Housing and Urban Development:** Choice Neighborhoods Implementation Grant; Choice Neighborhoods Planning Grant; Community Development Block Grant for Indian Tribes and Alaska Native Villages; Lead Based Paint Hazard Control Grant Program; Lead Hazard Reduction Demonstration Grant Program.
- **Department of Justice:** Byrne Criminal Justice Innovation Program; COPS Hiring Program.
- **Department of Labor:** Face Forward-Youth; Training To Work Adult; YouthBuild.
- **Small Business Administration:** Clusters Initiative, HUB Zone Program; Office of Entrepreneurship Education; Office of Native American Affairs; Program for Investment in Micro-Entrepreneurs; Women's Business Center.
- **U.S. Department of the Treasury:** New Markets Tax Credit Program

# Rural & Tribal Promise Zones

## Proposed Eligible Lead Applicants

- Local governments - county, city, town, township, parish, village, governmental authority or other general-purpose political subdivision of a state or any combination thereof - and Federally-recognized tribes;
- Nonprofits applying in partnership with local or tribal government;
- Public Housing Agency applying in partnership with local government, or Tribally Designated Housing Entities (TDHEs) applying in partnership with tribal government;
- Local Education Agencies (LEAs) applying in partnership with local or tribal government; or
- Community colleges applying in partnership with local or tribal government.



# Rural & Tribal Promise Zones

## Proposed Qualifying Criteria

The following must be present in an application:

1. Must encompass one or more census tract(s) across a contiguous geography.
2. A population of no more than 200,000 residents that does not include any incorporated municipalities or unincorporated areas with individual populations greater than 50,000. Rural and tribal Promise Zones may fall in metro and non-metro counties.
3. Rate of overall poverty or extremely low income rate (whichever is greater) of residents within the Promise Zone must be at or above 20 percent, and must contain at least one census tract with a poverty rate at or above 32.5 percent;
4. Local leadership must demonstrate commitment to Promise Zones effort.

# Third Round Promise Zones

## Tribal Application Criteria Highlights

1. Eligible areas to include tribally owned land, tribally controlled areas, reservations or consortia of tribal and non tribal jurisdictions
2. Rural and tribal Promise Zones must encompass one or more census tract(s) across a contiguous geography
3. Population is limited to 200,000 and may not include any incorporated municipalities or unincorporated area with individual population greater than 50,000
4. Rural and tribal promise zones may fall in non metro and metro counties

# Third Round Promise Zones

## Proposed Selection Criteria

Section III: Selection Criteria: **Need** (10 points)

Section IV: Selection Criteria: **Strategy** (40 points)

Section IV Part A: Needs and Assessment - **10 points**

Section IV Part B: Promise Zone Plan - **25 points**

Section IV Part C: Promise Zone Sustainability and Financial Feasibility - **5 points**

Section V: Selection Criteria: **Capacity and Local Commitment** (50 points)

Section V Part A: Partnership Structure and Commitment - **10 points**

Section V Part B: Capacity of Lead Applicant - **10 points**

Section V Part C: Capacity of Implementation Partner Organizations - **10 points**

Section V Part D: Data and Evaluation Capacity - **5 points**

Section V Part E: Resident Engagement - **5 points**

Section V Part F: Strength and Extent of Local Government Commitment - **10 points**

# Third Round Promise Zones

## Proposed Required Information

To be rated and ranked, applications must include **all** required information.

Required information helps us determine whether the application meets eligibility criteria:

- Executive Summary
- Abstract
- Letter(s) that demonstrates the commitment from Mayors or Chief Executives of all UGLGs.
- Mapping Tool
- Narrative describing the nature and scope of crime in the proposed Promise Zone, highlighting Part I Violent Crime data.
- Narrative summarizing needs and assets of the proposed Promise Zone.
- To-scale city map and community level map.
- Overarching narrative of the Promise Zone Plan.
- Goals and Activities Template within Max Survey for each proposed goal in the Promise Zone.
- Narrative outlining the budget projection for funding project coordination for the first 5 years of designation.

# Third Round Promise Zones

## Proposed Required Information continued:

- Narrative description of how a Promise Zone plan would bolster efforts to secure additional funds for partnership structure and/or specific Promise Zone goals and activities.
- Narrative describing role of residents in developing the Promise Zone Plan including engagement with current residents and New Americans that may include immigrants and refugees.
- Narrative detailing the partnership structure including the specific roles and responsibilities of each implementation partner organization; and the role of residents and the accountability mechanisms.
- Diagram of the partnership structure in the proposed Promise Zone.
- Preliminary Memorandum of Understanding (MOU).
- Narrative describing the lead organization's capacity to achieve Promise Zone outcomes.
- Narrative assessing the financial stability of the lead organization.
- Nonprofit lead organizations must submit their most current IRS Form 990.
- Public sector lead organizations must submit their most current OMB Circular A-133 (now 2 CFR Part 200) audit report, including balance sheet (statement of NET Position), Statement of Activities (Income Statement), Statement of Cash Flows, Notes to the Financial Statements, Schedule of Findings and Questioned Costs, Report on Compliance for Each Major Federal Program, Report on Internal Controls Over Compliance, and Schedule of Expenditures of Federal Awards.

# MAX.GOV

- Applications must be submitted via **Max Survey**
- Access from [www.hud.gov/promisezones](http://www.hud.gov/promisezones)



MAX Survey

## Third Round Promise Zones Application Stage Site Access Request Form

Complete the following form to gain access to the stage site for the Third Round Promise Zones application. Within 1-2 business days, you will receive an individualized link to access and test the application stage site.

The U.S. Department of Housing and Urban Development and the U.S. Department of Agriculture are soliciting public comments on the proposed selection process, criteria, and submissions for the third round of the Promise Zone initiative that has been announced via the Federal Register. HUD and USDA have created the stage site for applicants and other stakeholders to provide specific feedback on the intake mechanism. While the stage site reflects the Urban Promise Zone application guide, USDA will use a similar intake mechanism for Rural and Tribal Promise Zone applications.

The third round application guide is available at: [www.hud.gov/promisezones](http://www.hud.gov/promisezones). Comments are due by September 28th, 2015 and may be submitted at [PromiseZones@hud.gov](mailto:PromiseZones@hud.gov) with "Third Round Promise Zone selections" in the subject line. Questions or comments may also be directed by postal mail to the Office of the Deputy Assistant Secretary for Economic Development, U.S. Department of Housing and Urban Development, 451 Seventh Street SW., Room 7136, Washington, DC 20410 ATTN: Third Round Promise Zone selections. Please note that this is a stage site for applicants and stakeholders to provide feedback on the application intake process. Any materials submitted via the stage site will not be considered for a Promise Zone designation.

*There are 5 questions in this survey.*

Next →

Load unfinished survey

Exit and clear survey

# Mapping Tool

[www.hud.gov/promisezones](http://www.hud.gov/promisezones)

MONDAY, SEPTEMBER 22, 2014

**HUD.GOV**  
U.S. Department of Housing and Urban Development  
Secretary Julián Castro

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## PROMISE ZONES

This tool assists applicants to HUD's Promise Zone initiative prepare data to submit with their application by allowing applicants to draw the exact location of the area they intend to serve. For more information on the Promise Zone initiative, visit <https://www.onecpd.info/promise-zones>. To begin, click on the "Sign Up" or "Log In" buttons below, or choose "Instructions" for help on using the tool.

Enter an Address, city or state  Go

Select a State  Select a County  Go

Legend Clear Map Current Zoom: 4

### Promise Zone Options

4 Current Zoom Level

- ☐ Show Tribal Areas (Zoom 6+)
- ☐ Show Counties (Zoom 6+)
- ☐ Show Tracts (Zoom 9+)
- ☐ Show Poverty (Zoom 9+)
- ☐ Show Block Groups (Zoom 12+)

*The mapping tool is populated by a large amount of data. After clicking these polygon guides, please wait for data to load before clicking on additional buttons. Also, after clicking "DRAW" you have to re-enable the optional layers if you need them as a guide to draw your shape.*



# Community Development Marketplace

- The Community Development Marketplace (CDM) is a database of the Second Round Promise Zones Initiative applicant project data from 111 communities (86 urban, 18 rural, and 7 tribal) that consented to share their goals and activities template with the public. The CDM provides information that describes community goals, the proposed activities expected to advance their goals, and the organizations involved in implementing and supporting these projects.
- The purpose of the CDM is to allow communities to identify others who are working on similar issues, to help funders and social investors find potential investment opportunities, and assist other stakeholders in identifying potential partners.
- The CDM can be quickly filtered by keywords to yield information on the lead applicant, geographic locations, community goals, proposed activities, implementation partners, and expected outcomes around a topic of interest.
- This is an opportunity to create a community of peers and to share best practices around community revitalization efforts.



# Data and Evaluation

USDA & HUD established a collaborative process for data sharing.

USDA, HUD and other federal agencies have identified key indicators and data sources linked with Promise Zone designees' goals.

- A list of indicators and data sources that Promise Zones can use to track their progress towards key goals is available [here](#).
- Federal partners also developed a strategy to access and aggregate nationally available, neighborhood-level data and share that data with PZ designees to help with evaluation.
- Federal Partners are asking sites to help access and share local data (e.g. on crime, education) to assist with tracking changes over time and with future evaluations of the Initiative. [\(Read the Data Tracking Strategies Summary\)](#).

An additional resource that communities can use to identify local data sources is the **Data Inventory** from the **Place Based Data Project**, a report produced for the Department of Health and Human Services by the Urban Institute. [\(Read the Report\)](#).

The **Data Inventory** is a list of federal, state, and local sources for neighborhood-level data that communities can use to measure a baseline, or track progress over time on community and economic development goals related to health, education, crime, and employment.

# Third Round Public Comment

USDA & HUD invite public comments on the proposed selection process, criteria, and submissions for the third round of the Promise Zones initiative. In addition, commenters are encouraged to address any or all of the following questions.

## A. Overarching Questions

- 1) Are the programs that provide preferential access for designated Promise Zones helpful? Are there policy areas or issues that are not represented?
- 2) If the community is not designated, but you and your partners intend to continue community revitalization efforts, please explain what particular types of information, technical assistance, peer exchange, introductions or other non-competitive assistance would be helpful to you as you move your work forward?
- 3) Do you find the MAX SURVEY sufficiently easy to use compared to other federal application systems (e.g. Grants.Gov)?
- 4) Would you be willing to provide the type of information requested in the Goals and Activities template for purposes of potentially connecting you to federal and private partners/peers that could facilitate your community's development work if it were not part of a competition for a federal designation? See [MAX Survey](#).

# Third Round Public Comment

## B. Community Development Marketplace (CDM)

5) What kind of potential user are you? USDA & HUD ha heard from foundations, investors, communities, researchers, and national intermediaries, but there may be others who can use this data.

6) Does the Third Round template capture information that would be useful to you?  
See MAX Survey link at [www.hud.gov/promisezones](http://www.hud.gov/promisezones)

7) Are there additional pieces of information that would assist you in filtering and searching for information you would like to have?

## C. Promise Zone Website

8) Is the website clear and easy to use? If not, what elements would be most helpful?

9) Is the interagency program information presented on the website well-matched to your community's needs? If not, what type of information would be most helpful to add?

# Third Round Public Comment

## D. Community & Stakeholder Engagement

10) Do you find Promise Zone communications through emails, webinars, written documents and other means, useful to organizations working in your community? Please elaborate on what is useful or what could be done to make it more useful.

11) How can USDA and HUD communicate more clearly/effectively with residents and community based organizations about the way that the Promise Zone initiative operates and how it supports local work?

12) How can the Promise Zone Initiative better engage new Americans and immigrant stakeholders?

## E. Data Collection, Research, and Evaluation

13) How can the Promise Zone make use of the EPA Smart Location Database?

14) Does the Promise Zone framework for tracking data address the issue of burdening designees in terms of data access and reporting? Are there other ways we could accomplish this?

15) Is the Promise Zone table of core indicators, measures, and data sources useful for community development outcome tracking? Are there other measures that should be added?

# Third Round Public Comment

Deadline for comments  
**September 28, 2015.**

**email** [Promisezones@hud.gov](mailto:Promisezones@hud.gov)

Use subject line “Third Round Promise Zone Selections”

## **Mail:**

Office of the Deputy Assistant Secretary for Economic Development  
U.S. Department of Housing and Urban Development  
451 Seventh Street, SW,  
Room 7136  
Washington, DC 20410  
ATTN: Third Round Promise Zone Selections

**Federal Register Notice available at**  
[www.hud.gov/promisezones](http://www.hud.gov/promisezones)

# Third Round Promise Zone Initiative

## Projected Timeline

<b>Summer 2015</b>	USDA & HUD Invite Public Comment
<b>September 28, 2015</b>	Public Comment Period Closes
<b>Fall 2015</b>	Third Round Promise Zone Competition Opens
<b>Winter 2016</b>	Applications Due
<b>Spring 2016</b>	Announcements

# Third Round Promise Zone Initiative

## Resources for Applicants:

[www.hud.gov/promisezones](http://www.hud.gov/promisezones)

- Draft application guides
- Sign up to receive notice of future
  - ✓ Webcasts
  - ✓ Funding Opportunities
  - ✓ Technical assistance opportunities

Email additional questions: [Promisezones@hud.gov](mailto:Promisezones@hud.gov)

Congressional staff, please contact Lelaine Bigelow via email at:  
[Lelaine.V.Bigelow@hud.gov](mailto:Lelaine.V.Bigelow@hud.gov)