



U.S. Department of Housing and Urban Development

THIRD ROUND PROMISE ZONES INITIATIVE REQUEST FOR COMMENTS

Urban Promise Zones Webcast

www.hud.gov/promisezones

August 11, 2015

Presenter



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U.S. Department of Housing and Urban Development

Webcast Agenda

- ✓ Overview of the Promise Zones Initiative
- ✓ Third Round Public Comment (**Deadline: September 28, 2015**)
- ✓ Details of the 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

Promise Zone Interagency Steering Committee

- U.S. Department of Agriculture
- U.S. Department of Commerce
- U.S. Department of Education
- U.S. Department of Health and Human Services
- U.S. Department of Housing and Urban Development
- U.S. Department of Justice
- U.S. Department of Labor
- U.S. Department of Transportation
- U.S. Department of the Treasury
- Corporation for National and 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 crime
Increase community trust and public safety



Public safety

Reduce Serious and Violent Crime



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 using existing federal resources.
 - ✓ *No grant funds come automatically with a designation.*
- Promise Zone Designees will receive:
 - ✓ Opportunity to engage Five AmeriCorps VISTA members in the Promise Zone.
 - ✓ A federal liaison assigned to assist with navigating federal programs.
 - ✓ Preferences for certain competitive federal programs and technical assistance from participating agencies.
 - ✓ If enacted by Congress, tax incentives for businesses that hire Promise Zone residents or make capital investments in Promise Zones.

Promise Zone Opportunities in FY 2015

- **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

Proposed Lead Applicant Eligibility

Urban Promise Zones:

- i. Units of Local Government (UGLG);
- ii. An office/department of a local government submitting on behalf of the local government under a local delegation of authority;
- iii. Nonprofit organizations applying with the support of the UGLG; and
- iv. Public Housing Agencies, Community Colleges, Local Education Agencies (LEAs), or Metropolitan Planning Organizations (MPO) applying with the support of the UGLG.

Note: Please see page 9 and 10 of the urban application guide.

Proposed Community Eligibility Criteria - Urban Promise Zones

All of the following must be present in an application for a proposed Promise Zone to be eligible for designation:

- i. Proposed Promise Zone must have one contiguous boundary and cannot include separate geographic areas;
- ii. The rate of overall poverty or Extremely Low Income rate (whichever is greater) of residents within the Promise Zone must be at or above 32.5%;
- iii. Promise Zone boundaries must encompass a population of at least 10,000 but no more than 200,000 residents;
- iv. The Promise Zone application must affirmatively demonstrate support from all mayors or chief executives of UGLGs that include any geographical area within the proposed Promise Zone boundary, where such city(is), county(ies), parish(es), or county equivalent(s) is(are) the sole UGLG(s) providing general government services for such geographical area(s), subject to the following conditions:
 - a. The chief executive of a city, county, parish, or county equivalent may only affirmatively demonstrate support for the Promise Zone Plan of one proposed Promise Zone containing a geographical area in which the city, county, parish or county equivalent is the sole provider of general public services;
 - b. Subject to the limitation in paragraph a. above, the chief executive of a county, parish, or county equivalent may affirmatively demonstrate support for the Promise Zone Plan of any proposed Promise Zone located in the county, parish, or county equivalent where another UGLG also provides general government services;

Proposed Community Eligibility Criteria - Urban Promise Zones, continued

- c. With the exception of paragraph b. above, if the Mayor or chief executive of a county, parish or county equivalent demonstrates affirmative support for the Promise Zone Plan of more than one proposed Promise Zone in which the UGLG he or she represents is the sole provider of general government services, all of the applications from that UGLG will be disqualified from the competition;
- d. Where the proposed Promise Zone boundaries cross UGLG boundaries, one Lead Applicant must be identified for the Promise Zone application, and commitment must be demonstrated by the mayors or chief executives of all of the UGLGs that are sole providers of general government services for any part of the proposed Promise Zone geographical area; and
- e. If a Promise Zone designated in Round 1 or 2 is located within a UGLG in which a new application is being submitted, the applicant must include an explanation of how, if a second Promise Zone designation is made, the UGLG that is the sole provider of general government services plans to work with both of the Promise Zone designees at the same time and sustain the level of effort, resources and support committed to each Promise Zone under its respective Promise Zone Plan for the full term of each Promise Zone designation. This explanation must be evidenced by commitments from the UGLG in materials submitted by the mayor or chief executive in support of the application.

Note: Please see page 10 and 11 of the urban application guide.

Third Round Promise Zones Initiative

Proposed Selection Criteria

Section III: Selection Criteria: Need (10 points)

Section IV: Selection Criteria: Strategy (45 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 IV Part D: Resident Engagement Strategy (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 Initiative

Proposed Required Information:

If an application does not include all of the required information, the review teams cannot evaluate it. To be rated and ranked, applications must include all required information listed in the application guide. Most 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 Initiative

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 Survey Platform

[Access Max Survey](#)



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. Comments are due by September 28th, 2015 and may be submitted at 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

Access the mapping tool at: www.hud.gov/promisezones

The screenshot shows the HUD.gov website header with the date "MONDAY, SEPTEMBER 22, 2014" and the HUD logo. The main navigation bar includes links for HOME, ABOUT PD&R, RESEARCH & PUBLICATIONS, DATA SETS, INITIATIVES, QUICK LINKS, and EVENTS. The "PROMISE ZONES" section features a large image of a residential building and a text box explaining the tool's purpose: "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."

Below the text is a search bar with the placeholder "Enter an Address, city or state" and a "Go" button. To the right are dropdown menus for "Select a State" and "Select a County", also with a "Go" button. The interface includes a "Legend" section with a "Clear Map" button and a "Current Zoom: 4" indicator. A "LOG IN" button is located in the top right of the map area.

The "Legend" section is titled "Promise Zone Options" and lists the following layers with checkboxes:

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

A note below the legend states: "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."

An "INSTRUCTIONS" button is located at the bottom left of the legend area.

The map area shows a map of the United States with state and city labels. A search bar on the left of the map contains "Vancouver". The map is currently zoomed to level 4. A "Map" button and a "Satellite" button are in the top right corner of the map area.

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) who 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.

[View the Community Development Marketplace.](http://www.hud.gov/promisezones)

Data and Evaluation

To support Promise Zones, HUD established a collaborative process for data sharing.

Promise Zone designees' goals fall into eight policy domains.*

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](#).
- HUD and its 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.
- HUD is 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.

*Promise Zones 8 policy domains are Civic Engagement, Education, Employment and Asset Building, Investment and Business Growth, Housing, Health and Wellness, Community Infrastructure, Public Safety and. HUD identified these policy domains by reviewing Promise Zones' goals and consulting with Promise Zone designees and other federal agencies.

Third Round Public Comment

HUD invites 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

For communities considering a Promise Zone application:

- 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)

For users of the Community Development Marketplace:

- 5) What kind of potential user are you? HUD has 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](#).
- 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 and 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 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 submitting comments is September 28, 2015.

Submit written comments by:

EMAIL:

Promisezones@hud.gov with “Third Round Promise Zone Selections” in the subject line.

OR

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: <http://www.gpo.gov/fdsys/pkg/FR-2015-07-29/pdf/2015-18626.pdf>

Projected Third Round Promise Zone Timeline

Summer 2015	HUD Invites Third Round Public Comment
September 28, 2015	Public Comment Period Closes
Fall 2015	Third Round Promise Zone Competition Opens
Winter 2016	Applications Due
Spring 2016	Announcements

Third Round Promise Zone Initiative

Resources for Applicants:

- The draft urban application guide is available at: www.hud.gov/promisezones.
- To receive information about upcoming webcasts and funding and technical assistance opportunities, please join the Promise Zones mailing list at: www.hud.gov/promisezones.
- Additional questions on how to apply and for eligibility should be directed by email to: Promisezones@hud.gov.

Congressional Requests:

- Congressional staff, please contact Lelaine Bigelow via email at: Lelaine.V.Bigelow@hud.gov for any follow-up questions after this briefing.