

Camden Promise Plan



President Barack Obama talks with students and law enforcement officials about community relations and programs that build trust between youth and the police, at the Salvation Army Ray and Joan Kroc Corps Community Center in Camden, N.J., May 18, 2015. (Official White House Photo by Pete Souza)

Lead Applicant: City of Camden, Office of the Mayor

Key Partners: Center For Family Services; Housing Authority of Camden City; Cooper's Ferry Partnership; Camden City School District; Camden Metro Police; Campbell Soup Company

View [Camden Fact Sheet](#).

About the Promise Zone

The Camden Promise Zone is home to 77,428 residents, of whom 43.9% live in poverty. In 2013, the U.S. Census designated Camden as being the poorest city in the nation, with the lowest median income of \$21,191. The 2013 Census data also showed that 44.5% of adults over age 25 had no high school diploma. The Camden Promise Zone has an alarmingly high unemployment rate, violent crime, childhood obesity and hunger, and the lowest performing school district in New Jersey.

Overview

Under the executive leadership of the Camden Mayor, the city is working in partnership with business, faith-based organizations, institutions of higher education, city agencies, and private citizens to coordinate efforts and cross-sector partnerships, to drive area revitalization and create a safe prosperous future for residents.

Promise Zone Plan

The Camden Promise Zone Plan represents the culmination of five years of collaborative efforts aimed at improving the quality of life for Camden children, youth, and families.

The following five goals have been identified as instrumental to continuing to mobilize the community and move Camden forward.

Increase Economic Activity

Transform the Camden Promise Zone into a sought-after place to live, work, visit, and invest by establishing a strengthened economic base, providing employment opportunities, and cultivating vibrancy and a strong sense of place through amenities.

Strategies

- Provide job training services and training programs, and family self-sufficiency programs.
- Negotiate redevelopment and community benefit agreements, which lead to neighborhood stability and mixed income communities.
- Continue citywide economic revitalization through the work of the Camden Higher Education and Healthcare Task Force, a collaboration of eight of the city's anchor institutions.

Reduce Serious And Violent Crime

Reduce violence and advance the safety and overall well-being of the residents of the Camden Promise Zone using community-based and data-driven approaches.

Strategies

- Incorporate proactive community policing components so that all Camden residents are safe and children can play outside and walk to school out of harm's way.
- Reduce violence and advance the safety and well-being of Camden Promise Zone youth using an integrated and data-driven approach to service delivery.

Improve Educational Outcomes

Provide high quality safe educational options to improve educational and developmental outcomes for all children and young adults in the Promise Zone.

Strategies

- Increase the preparedness of young children to successfully transition to school ready to learn.
- Increase the number of children who feel safe at school through the implementation of safety plans and prevention programs.
- Increase the number of parents who have the information, services, and support they need to help their children succeed.

Improve Health and Wellness

Improve the health of young people in Camden by reducing childhood obesity and hunger by 50% by 2020 by focusing on food access, nutrition education, physical activity, and public will.

Strategies

- Increase access to fresh foods by collaborating with school and community partners to provide onsite nutrition education, school gardens, cooking classes, physical activity programs, and school health and wellness policy creation and implementation.
- Promote access to physical activity in safe environments for children and their families.

Increase Affordable and Safe Housing

Ensure quality housing options are available for all residents by rehabilitating existing and multi-family housing units with a support services strategy and demolition of vacant properties.

Strategies

- Establishment of mixed-income, mixed-tenure developments to create diverse communities for residents of all income levels and to help build a sense of community among socially and economically diverse residents.