



U.S. Department of Housing and Urban Development

SECOND ROUND PROMISE ZONE DESIGNATION

Urban Promise Zones

Presenter



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Webcast Agenda

- ✓ Provide an overview of the Second Round Designation
- ✓ Promise Zone Interagency Steering Committee
- ✓ Promise Zone Goals
- ✓ Promise Zone Benefits
- ✓ Promise Zone Opportunities in FY 2014
- ✓ Lead Applicant Eligibility
- ✓ Qualifying Criteria
- ✓ General Changes from the First and Second Round of the Promise Zone initiative
- ✓ Changes to the Urban Application from First to Second Round of the Promise Zone initiative
- ✓ Max.Gov
- ✓ Mapping Tool
- ✓ Application Checklist
- ✓ Application Timelines
- ✓ Resources for Applicants

Promise Zone Interagency Steering Committee

- U.S. Department of Agriculture
- U.S. Department of Commerce
- Corporation for National and Community Service
- 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
- National Endowment for the Arts
- Small Business Administration
- U.S. Department of Transportation
- U.S. Department of the Treasury

Promise Zone Goals

- Job Creation
- Increase Economic Activity
- Improve Educational Opportunities
- Leverage Private Investment
- Reduce Violent Crime

Promise Zone Benefits

- Promise Zones is an initiative using existing federal resources.
- Designees and their partners receive preferences in accessing federal resources:
 - ✓ Specific benefits will be different from year to year, depending upon appropriations and policy changes over the course of the 10 year designation
 - ✓ Preference points and priority consideration for certain competitive grants
 - ✓ Targeting of other program resources, such as technical assistance
- Tax incentives for businesses to hire Promise Zone residents and make capital investments in Zones, if enacted by Congress.
- Federal liaison will be assigned to help connect with resources.
- AmeriCorps VISTA members to work with local partners to build capacity in the Promise Zones.

Promise Zone Opportunities in FY 2014

- **Department of Agriculture:** Community Facilities Direct Loan and Grant Program; Community Food Projects; Farmers Market Promotion Program; Housing Preservation Grants; Local Food Promotion Program; Rural Community Development Initiative; Self-Help Section 523 Technical Assistance Grants
- **Department of Commerce:** Economic Development Assistance Programs
- **Corporation for National and Community Service:** AmeriCorps VISTA; Social Innovation Fund
- **Department of Education:** Charter Schools Program Replication & Expansion Grant; Full Service Community Schools Grant; GEAR UP; Project Prevent Grants; School Climate Transformation Grants
- **Department of Health and Human Services:** Assets for Independence; Community Economic Development Program; Community Economic Development Program-Healthy Food Financing Initiative Program; Community Health Centers; Community Services Block Grant; Healthy Start; 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
- **Department of Justice:** Byrne Criminal Justice Innovation Program; COPS Hiring Program
- **Department of Labor:** Reintegration of Ex-Offenders; Trade Adjustment Assistance Community College and Career Training Initiative; YouthBuild
- **Small Business Administration:** HUB Zone Program; Micro Entrepreneurship Initiative; Office of Native American Affairs; Women's Business Center
- **U.S. Department of the Treasury:** New Markets Tax Credit Program

Lead Applicant Eligibility

Urban Promise Zones:

1. Units of Local Government (UGLG/Local government)- including an office/department within local government or a county government in partnership with the local municipality;
2. The following entities must apply in partnership with local government:
NonProfit Organizations, Public Housing Agencies, Local Education Agencies, Metropolitan Planning Organizations, Community Colleges.

Qualifying Criteria - Urban Promise Zones

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

1. The Promise Zone must encompass one or more census tract(s) or portions of census tracts across a contiguous geography;
2. The rate of overall poverty or Extremely Low Income rate (whichever is greater) of residents within the Promise Zone must be at or above 33 percent;
3. Promise Zone boundaries must encompass a population of at least 10,000 but no more than 200,000 residents;
4. Local leadership, including the mayors or chief executives of all UGLGs represented in the Promise Zone, must demonstrate commitment to the Promise Zone effort.

Second Round Promise Zones Initiative

General Changes from the First and Second Round of the Promise Zone initiative:

1. The qualifying criteria no longer require inclusion of a boundary of a current Promise Neighborhoods or Choice Neighborhoods implementation grant or Byrne Criminal Justice innovation grant. All communities can apply that meet the eligibility criteria, and demonstrate high need, a strong local commitment and a compelling strategy.
2. All applications will be submitted through www.MAX.gov.
3. Only one Promise Zone application may be submitted in association with a Unit of General Local Government (UGLG).
4. Application Checklist is now available at: www.hud.gov/promisezones.

Second Round Promise Zones Initiative

Changes to the Urban Application from First to Second Round:

1. Established two urban subcategories, to recognize narrower base of public and private resources often available in smaller cities:
 - Large Metro CBSA: Metro CBSA with a total population of 500,000 or more;
 - Small/Medium Metro CBSA: Metro CBSA with a total population of 499,999 or less.
2. Eligible Lead Applicants have been expanded to include Local Education Agencies, Metropolitan Planning Organizations and Community Colleges. Please note: County governments, Public Housing Authorities are also eligible. All lead applicants must apply in partnership with local government.
3. Minimum required poverty or Extremely Low Income (ELI) rate increased – must be at or above 33 percent.

Note: See Definitions for Lead Applicant and urban application subcategories on pages 20-21 of the urban application guide.

MAX.GOV

Applications must be submitted via [MAX Survey](#)



MAX Survey

Letter of Intent and Second Round Promise Zone Designation Application Request

Thank you for your interest in the Promise Zone Program. Complete the following form by October 17, 2014 to submit your non-binding letter of intent to apply for second round designation as a rural, tribal or urban Promise Zone.

In addition, before or after October 17, 2014 you may submit this form to gain access to the second round Promise Zone application. Within one business day, you will receive an email with an individualized link to begin your application.

If you have any questions about this form, the application or about the Promise Zones program generally, please email PromiseZones@HUD.gov. All applications must be submitted by November 21, 2014 at 5:00 p.m. EST to be considered.

There are 7 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 banner 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 banner is a search bar with the text "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 on the left with "Promise Zone Options" and a "Current Zoom: 4" indicator. The "Legend" section contains the following options:

- 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."

The main map area shows a map of the United States with state and city labels. A "Map" button and a "Satellite" button are visible in the top right corner of the map area. A "LOG IN" button is located in the top right of the interface.

At the bottom left, there is a blue button labeled "INSTRUCTIONS".

Application Materials Checklist

The following items are Required:

Second Round Promise Zone Applications should not exceed one 25-page narrative attachment. *Additional documentation shall not exceed 35 pages. Any pages beyond these limits will not be reviewed.*

NARRATIVE SECTIONS

Section I: LEAD APPLICANT ELIGIBILITY

1. Abstract to be completed on MAX.gov.
2. Executive Summary should describe the Promise Zone plan.
Submit via www.Max.gov with a 2,000 character limit.

Section II: QUALIFYING CRITERIA

1. PDF Mapping tool data sheet to demonstrate poverty level and population levels.
Map and data sheet will not count toward 25 page narrative or 35 page additional documentation page limits.
2. Letter demonstrating commitment from UGLG leadership.
The letter(s) count toward the 35 page limit for additional documents. Please see Section V- Part F on Page 17 of the urban application guide.

Section III: SELECTION CRITERIA-NEED (10 points)

1. Narrative providing context for the poverty, employment, vacancy rates, and crime data points within the proposed Promise Zone geographic area.
Suggested 1 page limit.

Application Materials Checklist

The following items are Required:

Section IV: SELECTION CRITERIA- STRATEGY (40 points)

Part A: Needs and Assets Assessment (10 points)

1. Narrative summarizing needs and assets of the proposed Promise Zone community.
Suggested 2 page limit.
2. A to-scale city map and community-level map. *Optional for rural/tribal applicants.*

Part B: PROMISE ZONE PLAN (25 points)

1. An overarching narrative of the Promise Zone Plan.
Suggested 2 page limit.
2. Complete the goals and activities template within www.Max.gov for each proposed goal in the Promise Zone.
The goals and activities template will not count toward the 25-page limit. The applicant can identify up to six goals each of which include up to three subgoals. See Appendix for category descriptions and examples on Page 25 of the urban application guide.

Part C: PROMISE ZONE SUSTAINABILITY AND FINANCIAL FEASIBILITY (5 points)

1. A narrative describing the plan for obtaining funds for each goal.
Please see Section IV-Part B on page 11 of the urban application guide. Suggested 2-3 page limit.

Application Materials Checklist

The following items are Required:

Section V: SELECTION CRITERIA- CAPACITY & LOCAL COMMITMENT (50 points)

Part A: Partnership Structure (10 points)

1. Narrative detailing partnership structures.
2. A Promise Zone specific diagram of partnership structure for the Promise Zone Plan.
Suggested 3-4 page limit for narrative and diagram of partnership structure.

Part B: Capacity of Lead Applicant (8 points)

1. Narrative describing the lead organization's capacity to achieve Promise Zone outcomes.
Suggested 2 page limit.

Part C: Capacity of Implementation Partner Organizations (8 points)

1. Narrative describing implementation partner organizations' capacity to implement their roles and responsibilities under the proposed Promise Zone plan.
Suggested 3-4 page limit.

Part D: Data and Evaluation Capacity (3 points)

1. Narrative explaining the prior experiences of the organization to manage, share, and use data. *Suggested 1-2 page limit.*

Part E: Resident Engagement Capacity (3 points)

1. Narrative with detailed information on the organization's past experience with resident engagement. *Suggested 1-2 page limit.*

Part F: Strength and Extent of Local Government Commitment (10 points)

1. Letter from local government executive describing the commitment of local government toward Promise Zone activities. *Note: this is the same letter used in Section II on page 8 of the urban application guide. Suggested 2 page limit.*

Part G Strength and Extent of Partnership Commitment (8 points)

1. Narrative describing existing and new in-kind and financial partnership commitments. *Suggested 2 page limit.*
2. Preliminary Memorandum of Understanding (MOU) to be finalized upon designation. *The preliminary MOU counts toward the 35-page Additional Documentation limit.*

Application Materials Checklist

The following items are Optional:

PRE-APPLICATION MATERIALS

Letter of Intent: should include the lead applicant organization and tentative geography of the proposed Promise Zone.

Additional Documentation Section *(35-page limit for this documentation)*

Section III: Secondary sources or locally published data can be used to supplement the mapping tool, with attribution to the publication.

Section IV: Detail on community needs and assets referenced in narrative.

Section V: Letters of support.

Application Timelines

Application Deadline: Electronic copies of application materials must be received on November 21, 2014 by 5:00p.m. Eastern Standard Time via www.MAX.gov.

Applicants must complete the letter of intent/request for application form to access the application on www.MAX.gov. Once the form is submitted, the applicant will receive no later than by the next business day, an individualized, tokenized link to access the Promise Zone applications.

An optional non-binding Letter of Intent to apply is due by October 17, 2014. The Letter Of Intent should include the Lead Applicant organization and tentative geography of the proposed Promise Zone. The Letter of Intent can be completed and submitted via www.MAX.gov.

Alternative Data Request

If the Lead Applicant requests to use alternative data sources to meet the eligibility criteria or for the Need application section, a one-page explanation noting the alternative data source must be submitted along with the Promise Zone mapping tool data sheet. It should be emailed to pzapplications@hud.gov with the subject line “Alternative data source request” by October 17, 2014 to be approved by the relevant designating agency (HUD or USDA).

Second Round Promise Zone Initiative

Resources for Applicants:

- The urban, rural and tribal application guides and *the Frequently Asked Questions* can be found 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: <https://www.hudexchange.info/maillinglist/>.
- 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.

Upcoming Webinars

Max.Gov Webinar

October 7, 2014

2:30pm – 3:30pm

To RSVP, please go to:

<http://www.hud.gov/emarc/index.cfm?fuseaction=emar.registerEvent&eventId=2264&update=N>

Promise Zone Mapping Tool Webinar

October 7, 2014

3:30pm-4:30pm

To RSVP, please go to:

<http://www.hud.gov/emarc/index.cfm?fuseaction=emar.registerEvent&eventId=2265&update=N>