



## City Council Report

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**File ID:** 2019-00576

June 11, 2019

**Discussion Item 32**

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**Title:** Promise Zone and P3 Annual Report [Oral Report]

**Location:** Citywide

**Recommendation:** Receive and file.

**Contact:** Tyrone Roderick Williams, Director of Development, 9169-440-1319, Sacramento Housing and Redevelopment Agency

**Presenter:** Tyrone Roderick Williams, Director of Development, 9169-440-1319, Sacramento Housing and Redevelopment Agency

**Attachments:**

1-Description/Analysis

2-Background

3-Map

**Description/Analysis**

**Issue Detail:** On April 29, 2015, the U.S. Department of Housing and Urban Development (HUD) designated a portion of the City of Sacramento and unincorporated Sacramento County as a federal Promise Zone under the Promise Zone Initiative (Initiative) and identified the Sacramento Housing and Redevelopment Agency (SHRA) as the Lead Organization to manage the Initiative. The Promise Zone designation does not confer any direct funding but does provide preference and bonus points on federal grants and other resources for activities related to the Promise Zone goals, as well as other benefits. Attachment 2 includes information regarding 2018 Promise Zone accomplishments achieved by both the SHRA Promise Zone team and by the over 150+ collaborating partners working to expand resources and services in the Promise Zone.

**Policy Considerations:** Not applicable.

**Economic Impacts:** Not applicable

**Environmental Considerations:** Not applicable

**Sustainability Considerations:** Not applicable

**Commission Action:** At its meeting of May 15, 2019, the Sacramento Housing and Redevelopment Commission received an informational presentation related to this item.

**Rationale for Recommendation:** Not applicable

**Financial Considerations:** Not applicable

**LBE - M/WBE and Section 3 requirements:** Not applicable

Sacramento's Promise Zone encompasses some of the economically hardest-hit neighborhoods in the city and county – from Del Paso Heights in the North Area to Oak Park and the Avenues in the South County. It also includes portions of Downtown and Midtown and parts of two Board of Supervisor Districts and five City Council Districts. The Promise Zone is home to 127,893 residents of whom nearly 35 percent live in poverty. In the Promise Zone, 63 percent of the children read below grade level and the unemployment rate is 19 percent. The life expectancy of the residents of the Promise Zone is 72 years versus 79 outside the zone.

The City and County along with over 150+ committed and capable partners are aligned in efforts to significantly improve the lives of residents in the Promise Zone neighborhoods. Promise Zone partners are committed to aligning and directing local, federal, state, corporate and philanthropic funds into the Promise Zone neighborhoods. Since receiving the designation in April of 2015, more than \$141 million in federal, state, and local government investments have been awarded to organizations and agencies as a direct result of receiving bonus points or support from the Promise Zone to create jobs, provide job training and placement, increase access to healthy foods, and improve educational opportunities primarily in the Promise Zone.

**Promise Zone Goals**

The Promise Zone goals are clear, transformational and achievable.

- Improve health and wellness by promoting healthy behaviors and increasing health interventions
- Improve educational opportunities from cradle to career
- Create jobs and accelerate job training and placement
- Increase economic activity within the downtown and neighborhood business districts
- Facilitate sustainable neighborhood revitalization activities that support safe and thriving communities

**2018 Year in Review Summary**

2018 was another very successful year for Sacramento's Promise Zone. The opportunity to obtain the service of up to five AmeriCorps VISTA members for each Promise Zone designee continues to allow SHRA to use the services of four AmeriCorps VISTA members and one AmeriCorps VISTA Leader to increase our capacity to do the Promise Zone work.

In Sacramento, a Promise Zone Coordinator (Coordinator) manages and supervises Promise Zone AmeriCorps VISTA Members/VISTA Leader. The Coordinator is responsible for coordinating Promise Zone activities and processes that address issues of neighborhood housing development, public safety, job creation, training and

placement, economic development, small business development financing, and neighborhood revitalization issues by using a coalition of community stakeholders and Promise Zone sub committees to advance the goals of the Promise Zone with a strong focus on researching, identifying and pursuing federal funding opportunities. The Coordinator is also responsible to represent the Promise Zone in the National Coalition of Promise Zones (NCPZ) and the California Affinity Group.

In March of 2019, SHRA hired a grant writer whose duties include but are not limited to supporting the Sacramento Promise Zone and the Performance Partnership Pilot Initiative Program (P3 Program) which provides housing stability to homeless youth prior to them receiving supportive services to help them reach education and career goals. He will identify, research, and apply for grants that align with the goals of the Promise Zone and P3 program. The grant writer will also focus on sharing grant opportunities with partner organizations and support partner applications.

In 2018 SHRA also hired a housing specialist whose duties include but are not limited to supporting the P3 Program by assisting with identifying housing accommodations and working with landlords to educate them on the benefits of housing tenants who are a part of the program.

### **National and State Coordination**

In October of 2018, Dr. Michael Huff was hired and assigned to the San Francisco office of the Department of Housing and Urban Development - Office of Field Policy & Management as a Program Analyst (Community Initiatives) and he serves as a liaison to the Sacramento Promise Zone. Dr. Huff supports Promise Zone staff and partners to navigate federal agencies and programs, provide connections to federal agencies, and facilitate greater access to federal grants, technical assistance, and other federal resources.

Sacramento Promise Zone staff continues to participate in two groups that provide opportunities for peer-to-peer exchanges, share best practices, and leverage the power of collaboration. One group is the California Affinity Group, which is a group of staff members from California Promise Neighborhoods, Promise Zones, a Performance Partnership Pilot area, city governments, school districts, community organizations, the United States Department of Education (ED), and the United States Department of Housing and Urban Development (HUD). This group meets regularly with the common goal of improving educational and employment opportunities for people living in many of California's most distressed communities.

The United States Department of Education's Place Based Initiatives Pilot Team, which includes Performance Excellence Partners (PEP) and Jobs for the Future (JFF), provides in-person technical assistance meetings for the California Affinity Group. The Peer Exchanges are designed to provide the opportunity to collaborate in-person on topics of interest. Some of the 2018-19 peer exchange topics included but were not limited to best practices to better support homeless youth ages 16-24 to

pursue their educational and career goals, fiscal mapping (San Diego), transformational opportunities through community collaboration and education innovation (Indianapolis), and STEM schools and Career Pathway Transformations (Cleveland/Akron). The California Affinity group also held best practice webinars which include topics such as strategic system building and implementation of full community schools.

The second group that the Promise Zone participates in is the National Coalition of Promise Zones (NCPZ). The NCPZ includes all 22 of the Promise Zone designees. There are four tribal, four rural, and fourteen urban communities represented. The NCPZ holds bi-weekly calls to share best practices, share resources, and to use collaborative practice to positively impact all 22 promise zones across the country. Sacramento Promise Zone serves on the steering committee for the NCPZ.

The NCPZ convened in Washington D.C. in October of 2018 to meet with representatives from Federal agencies. The goal of the trip was to provide updates on the work of the Promise Zones and continue to build relationships and lines of communication to increase the amount of resources, technical assistance, and funding in all Promise Zones.

## **Health and Wellness**

### **Sacramento Promise Zone Health Fairs**

The Sacramento Promise Zone held two health fairs during 2018. One health fair was held in May at the Greater Sacramento Urban League (GSUL) and another was held in June at the Fruit Ridge Community Collaborative (FRCC). Each health fair included 15+ partner organizations that provided the community with health screenings, health information, and other health related opportunities. The health fairs also partnered with Sacramento Food Bank and Family Services (SFBFS) to give away 50 bags of fresh produce at each fair free to the community member attendees. The Elica Mobile Clinic was present at the June health fair to provide free health screenings and services.

### **Sacramento Promise Zone Community Nurse Corps (CNC)**

In 2017, collaboration was established between the Sacramento Promise Zone and Samuel Merritt University to create the Sacramento Promise Zone Community Nurse Corps (CNC) which continued throughout 2018. Through CNC, a cohort of experienced, registered nurses from Kaiser Permanente serve at various local partner sites to address the Promise Zone's community health needs. The CNC aims to address some of the highest health needs of our region including: increasing access to healthy food, promoting physical activity, increasing access to health care, and reducing African American child deaths.

The CNC program was designed by Samuel Merritt University and Kaiser Permanente to provide working registered nurses the unique opportunity to achieve a bachelor's

degree and gain the knowledge, skills, and attitudes needed to function within the health landscape of the 21st Century. As part of the degree program, the nurse scholar's intern with a community based organization working with underserved populations to study and learn firsthand about social determinants of health in an applied fashion. The community agencies gain the benefit of registered nurses conducting needs assessments, health education, and screenings without having to hire additional staff.

The CNC nurse scholars also perform strategic planning and create program planning documents based on research of evidenced-based practices/policies of other programs serving specialized populations. CNC nurse scholars have completed 3,655 hours of community service hours at six community based organizations including La Familia's Maple Neighborhood Center, Twin Rivers Public Housing, Mutual Assistance Network Firehouse Community Center, Martin Luther King Technology Academy, Health Education Council, and WellSpace Health.

Sacramento Promise Zone staff is currently working with the Sacramento Region Schools of Nursing Community Health Consortium (Consortium) to expand the Sacramento Promise Zone Community Nurse Corps (CNC). The Consortium includes Betty Irene Moore School of Nursing (UC Davis), California State University – Sacramento, Samuel Merritt University, and University of San Francisco's Sacramento Campus. Sacramento Promise Zone and Samuel Merritt Staff have educated the members of the Consortium about the Promise Zone and the CNC to analyze the viability of having each college allow their nurse scholars to intern with Promise Zone partner organizations.

### **Sac State Dietetic Opportunity**

Sacramento Promise Zone also partnered with California State University Sacramento (Sac State) Family and Consumer Sciences department in 2018 to create the Promise Zone & Sac State Dietetic Opportunity. Similar to the Community Nurse Corps, the Promise Zone & Sac State Dietetic Opportunity created an opportunity for Sacramento Promise Zone Community Based Organization partners to learn about CNC, the schools in the Consortium, and the prospect of having dietetic interns work with their organization to educate their community about dietetic and nutrition information to improve health outcomes.

### **Block by Block 2.0 - Healing Youth Trauma through Art**

Sacramento Promise Zone provided support for the Crocker Art Museum's application to the Institute of Museum and Library Services Museums for America grant. Crocker Art Museum was awarded \$227,909 to help launch and support "Block by Block 2.0", the Crocker's initiative to increase arts engagement, access, and education in Sacramento's most vulnerable neighborhoods.

A 'Street Team' comprised of high school aged youth who live or go to school in the Promise Zone are paid stipends to plan and develop art opportunities in Sacramento Promise Zone neighborhoods. Various art mediums are used to engage with youth and help them deal with trauma that they face.

Sacramento Promise Zone staff members are also a part of the Art Impact Collective, a collective with Promise Zone community representatives, and community organizations including the Roberts Family Development Center, Sol Collective, Sojourner Truth African American Museum, and 916Ink that help to put Block by Block 2.0 opportunities in the community.

The Street Team helped to do the following:

- Held 22 Meetings (10 meetings in the PZ)
- 55 events - festivals, cultural events, art fairs, read ins (35 events in the PZ)
- 6 Pop up art events: (4 pop ups in the PZ)
- Participated 4 marches (MLK, Cesar Chavez, Pride, Black Women's March) (all 4 marches in the PZ)
- 8 Summer Night Lights/Night Life Turned Right/Summer Nights of Impact events (2 NLTR in the PZ)
- 3 Art Ark visits (3 visits in the PZ)

### **Educational Opportunities**

#### **Y-PLAN**

The Y-PLAN Sacramento Healthy Cities Initiative is a multi-year action research effort to provide direct support to Health Linked Learning Pathways and the California Endowment Building Healthy Communities through the Y-PLAN (Youth-Plan, Learn, Act, Now!) educational strategy. Rather than being an add-on to already demanding school activities, Y-PLAN is aligned to the Common Core and fulfills Linked Learning Pathway and Academy requirements as an (a) integrated project and (b) innovative form of in-school civic work based learning.

During the spring of 2018, Health Professionals High School worked with Sacramento Housing and Redevelopment Agency staff to provide recommendations on how Promise Zone partners can best ensure Sacramento communities are "opportunity zones" for all. They took a special look at the housing challenges in their communities and how to best engage and support those living in affordable housing, or facing housing instability and homelessness.

#### **Summer Engineering Experience for Kids (SEEK)**

The Sacramento Promise Zone continues to partner with the National Society of Black Engineers (NSBE), Councilmember Larry Carr, Sacramento Municipal Utilities District (SMUD), South Sacramento Christian Center (SSCC), University of California Davis

(UC Davis), Siemens, and West Yost Associates to bring the Summer Engineering Experience for Kids (SEEK) Program to Sacramento. SEEK is a fun and engaging educational experience, led by engineering students and technical professionals. During the three week program, 3<sup>rd</sup> through 5<sup>th</sup> graders worked in teams, using their knowledge to solve problems and create products while discovering the underlying math and science principles involved in these processes. Each week, the students take on a new project, culminating with a presentation, design competition and physical competitions that all parents were encouraged to attend.

In 2018, 130 students attended SEEK. Students attended the camp free of charge to Sacramento Promise Zone families. The students were led by 17 UC Davis and Sac State University college student mentors and paid interns for the program.

### **Sacramento State University in the Promise Zone**

The Sacramento State University - Downtown campus is located in the Promise Zone. Sacramento State President, Robert Nelson, and other personnel have been very supportive Promise Zone partners and have worked with SPZ staff to identify ways to explore ways to accomplish Promise Zone goals and objective. They have also allowed the Promise Zone and partners to use the downtown campus facilities for meetings.

Sacramento State University also partnered with Align Capital Region to host the Summit on Educational Attainment for Working Age Adults at Sac State's Downtown campus in May. During the summit, the educational attainment initiative, ProjectAttain!, was introduced. ProjectAttain! has the ambitious goal to increase the number of working age adults in the greater Sacramento region with a degree, certificate or credential to 60 percent by 2025.

### **Job Training and Placement/Economic Development Activity**

#### **Mack Road Partnership Business Walk**

In May of 2018, Sacramento Promise Zone partnered with Mack Road Partnership to conduct the Mack Road Partnership Business Walk through the Mack Road Property & Business Improvement District (PBID). Volunteers from the Sacramento Promise Zone federal partners, the Sacramento Promise Zone Jobs and Economic Development Joint Working Group, and other partners surveyed business owners and/or store managers to gain insight into their experience of doing business in the district. The survey data was collected to inform and shape local economic development.

#### **Jobs Plus**

Jobs Plus is a multi-agency team that works with the residents at the Marina Vista and Alder Grove public housing communities to become employed or to participate in activities leading to employment (such as education and/or job training). Residents from

the public housing sites can go to the Jobs Plus Center to receive assistance from SHRA staff and staff from partner organizations including the County Department of Human Assistance, the Sacramento Employment & Training Agency (SETA), the Greater Sacramento Urban League and other community stakeholders.

During 2018, 59 Jobs Plus participants began new full-time employment to bring the overall total of participants who have begun full-time employment to 109. During 2018, 71 Jobs Plus participants began new part-time employment to bring the overall total of participants who have begun part-time employment to 123.

During 2018, 72 Jobs Plus youth participants enrolled in job training opportunities and 72 youth participants enrolled in extracurricular educational opportunities.

### **Financial Institution Partnership Opportunity (FIPO)**

The Promise Zone, along with support from the Federal Deposit Insurance Corporation (FDIC), facilitated the 2017/2018 Financial Institution Partnership Opportunity (FIPO). Ten financial institution partners collaboratively identified a Sacramento Promise Zone project to fund via a bank-led RFP process. Alchemist CDC was awarded \$137,500 for a project that will provide business training for aspiring food entrepreneurs from low-income populations and under-resourced communities. The program will also have a food incubator kitchen that will be available to food entrepreneurs so that they can prepare their food products into sellable goods. The 2018/2019 Financial Institution Partnership Opportunity (FIPO) is in the process of being finalized. So far, 11 financial institutions have committed to collaboratively fund two Sacramento Promise Zone projects.

Four of the FIPO financial institution partners were made aware of the need for capacity building in the Promise Zone through their participation in the RFP process. As a result, the four partners have committed a total of \$100,000 to sponsor a year-long capacity building training to be facilitated by the Impact Foundry for 30 Sacramento Promise Zone Community Based Organizations.

### **Performance Partnership Pilot Initiative Program (P3) - Combating Youth Homelessness**

In 2017, the Sacramento Housing and Redevelopment Agency (SHRA) was designated as a Performance Partnership Pilot Initiative Program (P3) awardee. The P3 program was launched in February of 2018. P3 is a collaborative effort between HUD, US Department of Education, the Department of Labor and local partners such as Lutheran Social Services of Northern California, Sacramento Regional Conservation Corps, Waking the Village, Wind Youth Services, and Volunteers of America working together to determine how federal policies and regulations might impact service provision to disconnected youth in our community. This is a pilot project that does not come with additional funds for staffing, services or additional vouchers, but whose goal it is to help

youth achieve stable housing, education and/or employment goals through the creative waiving of barriers that exist in each federal department that hinder these goals.

The Sacramento P3 program uses a Housing First model by recognizing that youth need housing first—before any requirements to participate in services or to be clean/sober. P3 housing (via Housing Choice Vouchers) is one type of housing on the continuum. Provision of P3 housing will allow “flow” through the continuum. Most of the youth referred to P3 come from transitional housing and this “flow” allows more youth to access shelters and transitional housing in the continuum. The benefit that this provides to homeless youth, and the community at large, cannot be overlooked. Without this step in the continuum, there is little option for youth in transitional housing to move into housing with reduced support. This opens up other housing options with greater support to additional homeless youth.

The goal of the P3 program is to provide housing stability prior to being connected to experienced and proven service providers that will provide extensive case management as the youth pursue education, training and/or certification that will lead to livable wage jobs. 32 disconnected youth have been housed and are receiving supportive services to help them accomplish their educational and career goals.

### **Neighborhood Revitalization**

The Sacramento Promise Zone team is utilizing the arts as another avenue to build vibrant communities and improve quality of life for residents inside the Promise Zone. The Sacramento Promise Zone team and art partners such as Crocker Art Museum, Sol Collective, 916 Ink, and Sojourner Truth African Heritage Museum have goals to use creative place-making, an emerging concept that combines arts, culture, and creativity to drive revitalization and livability outcomes in economically disadvantaged communities. Livability outcomes encompass community identity, public safety, environmental quality, job opportunities, and affordable housing and transit options. Through cross-sector collaboration with public agencies, private businesses, and arts organizations, the goal is to create opportunities within the Promise Zone for creative transformation and increased economic productivity.

### **Energy Sustainability**

The Sacramento Municipal Utility District (SMUD) made a significant commitment to support residents in the Oak Park section of the Promise Zone. The mission of SMUD is to enhance the quality of life for their customers and community by providing creative energy solutions and promoting their core values of leadership, ingenuity, community and integrity. They have a goal to promote energy efficiency education to low-income customers in the Sacramento area through coordinated efforts with community service providers.

SMUD is committed to providing no-cost energy upgrades to improve housing stability for qualified low income residents, valued at \$4,614,249 during a five year period. The

upgrades are energy efficiency packages that may include deep energy retrofits, weatherization, and potentially rooftop solar for households with the highest electric bill burden. These housing and appliance upgrades will encourage more efficient use of power and conservation of energy. SMUD also committed to provide competitive needs-based college scholarships for students pursuing STEM degrees. These scholarships will improve regional economic development and help fill the workforce pipeline for hard-to-fill STEM careers. SMUD continues to be a key corporate sponsor of the SEEK Summer STEM camp.

### **Electrify America: Sac-to-Zero**

A new zero emissions electric car share program has come to communities in the Sacramento Promise Zone. Electrify America launched the Sac-to-Zero initiative in November with the following goals:

- Positively impact Zero-Emission Vehicle (ZEV) awareness within the community
- Provide ZEV access to low-income and disadvantaged communities
- Increase use of ZEV technology
- Test economic viability of ZEV access initiatives
- Total investment of \$44M to launch initiatives

Envoy, a car sharing company funded in part by Electrify America, placed ZEVs and ZEV charging station infrastructure at two SHRA locations. Envoy's fleet will eventually feature more than 140 vehicles in over 70 different locations in Sacramento.

SHRA is collaborating with Envoy to help identify car sharing locations. Electric vehicles at public housing sites minimizes transportation barriers for residents and local community members without cars and significantly lessens the burden of performing everyday tasks such as grocery shopping, going to the doctor, picking up children from school and more. These affordable options also help promote a more equitable multi-modal transit culture by breaking down socioeconomic barriers to utilizing green transport.

### **JUMP Bikes**

Sacramento Promise Zone partnered with JUMP by Uber to inform partners about the opportunities to have JUMP bike racks installed at their location, have JUMP bike demonstration events, and/or take advantage of JUMP discount plans (BOOST plan for low-income users and Student Plan for college students enrolled in local colleges/universities). JUMP bikes provide on-demand transportation and increases community members' ability to access resources and opportunities.

JUMP partnered with PRO Youth and Families to install new JUMP bike racks at the Fruit Ridge Community Collaborative (FRCC) location. The new bike racks can hold up to 22 JUMP bikes. JUMP also did a JUMP bike demonstration at the Spring @ FRCC event, which hosted 500+ community members as they engaged in activities such as a

4000 egg hunt and were introduced to resources such as free eye exams and glasses from VSP.

## **Housing**

Sacramento Housing and Redevelopment Agency (SHRA) continued redevelopment activities on the Twin Rivers public housing project which is located in the Promise Zone. The 22 acre \$310 million dollar neighborhood revitalization project is the largest housing project currently under construction Downtown. The project includes the redeveloping 218 public housing units into a 487 unit mixed use, mixed income community.

Public housing units will be replaced one-for-one within a larger 487-unit rental housing program both on- and off -site, comprising of 135 market rate, 134 low-income and 218 public housing units. All units will be intermingled and dispersed throughout the site – creating a true mixed-income community.

Unit types include townhouses, garden apartments, and 4-story apartment buildings. A mixed-use 4-story apartment building will also be located adjacent to the new Blue Line Light Rail station to take advantage of transit oriented development opportunities.

New and existing streets will reconnect the current site to the surrounding grid, tying the community back into the larger neighborhood. Taller buildings frame the edges of the development along heavier-trafficked streets, with the building heights stepping back along the smaller streets. Building facades will be articulated in order to maintain a fine-grained scale.

New units will be designed to meet the space and storage requirements of today's families, and incorporate energy-efficient and water-saving features and fixtures, such as Energy Star-rated appliances and central HVAC systems, programmable thermostats, low-flow toilets and showerheads, and appropriate levels of insulation.

The Housing Strategy to do the demolition and redevelopment of the entire 22-acre Twin Rivers complex, including development of approximately 4 acres located immediately to the east of the public housing site is in process.

Relocation of the residents began in 2017. Phase II of the relocation efforts took place during 2018 and 2019. SHRA partnered with Overland Pacific to provide relocation consulting services to all residents to support them during relocation. Residents had the options to receive support to do the following: move into public housing, use the Housing Choice Voucher (HCV) Program, purchase a property, or opt out of using relocation consulting services and find housing on their own. Once residents chose an option and a unit was identified they had options to receive a stipend to move their items or have their items moved by professional movers. All residents have now been relocated from the development. 53 percent of the residents chose to move into public housing, and 35 percent choose to use the HCV program. Phase I of the demolition occurred during 2018 and the remainder of the demolition will be completed in 2019.

## **SIMPL: Sacramento Integrated Multimodal Place-based Living Project**

The Strategic Growth Council (SGC) allocated \$23 million in cap and trade revenues to SHRA to build a new light rail station and other improvements in the River District north of downtown which is located in the Promise Zone and is a part of the Twin Rivers public housing project. The funding came from the the Transformative Climate Communities (TCC) Program which is a California Climate Investment (CCI) program administered by the SGC, and implemented by the Department of Conservation (DOC) and other partnering State agencies. The TCC Program provides funding for projects that reduce greenhouse gas (GHG) emissions through the development and implementation of neighborhood-level transformative climate community plans that include multiple, coordinated GHG emissions reduction projects that provide local economic, environmental, and health benefits to disadvantaged communities.

## **National Park Service– Rivers, Trails, and Conservation Assistance (RTCA)**

The City of Sacramento and SHRA are receiving National Park Service – Rivers, Trails, and Conservation Assistance (RTCA) for the Sacramento River Placemaking project which is in the Promise Zone. The RTCA works with a broad coalition of community partners and stakeholders to facilitate the design and development of placemaking concepts to enhance the Sacramento River Parkway and promote it as a recreational designation.

The City of Sacramento and SHRA had a kick off meeting and site visit in March. A draft work plan has been developed, the core project team is being assembled, and the core project team will host weekly meeting once assembled.

## **Additional Collaborations**

There are many collaborative efforts that also affect the Promise Zone area residents and communities and have goals that align with Promise Zone goals. Build.Black Coalition and Black Child Legacy Campaign are examples of some of those efforts.

## **Build.Black Coalition**

The Build.Black. Coalition is promoting inclusive economic development and creating on-ramps to prosperity in an effort to transform lives and unite community by doing the following:

- Developing professional economic innovation learning communities that include economic leaders, investors and local entrepreneurs.
- Supporting emerging businesses with the New Idea Awards and Innovation Competition program that will recognize and support local economic development concepts and position awardees to attract further investment.
- Tracking results by identifying and disseminating lessons learned to key stakeholders in a written report and webinar, with the aim of increasing

awareness of African-American economic development opportunities and strategies in the City of Sacramento.

The Build.Black. Coalition is improving outcomes and communities so Black youth can thrive, be healthy and be safe.

### **Black Child Legacy Campaign**

The Black Child Legacy Campaign is a community-driven movement established by the Steering Committee on Reduction of African American Child Deaths, which is working to reduce deaths of African American children by 10% to 20% by 2020 in Sacramento County.

In Sacramento County, African American children die at twice the rate of any other ethnicity. The four leading causes of death are perinatal conditions, infant sleep-related deaths, child abuse and neglect and third party homicides.

Seven neighborhoods have the highest numbers of African American child deaths in the county. These neighborhoods are the focus of the Black Child Legacy Campaign. A Community Incubator Lead organization in each of these neighborhoods has been charged with prevention and intervention efforts to reduce disproportionate African American child deaths in these four causes of death.

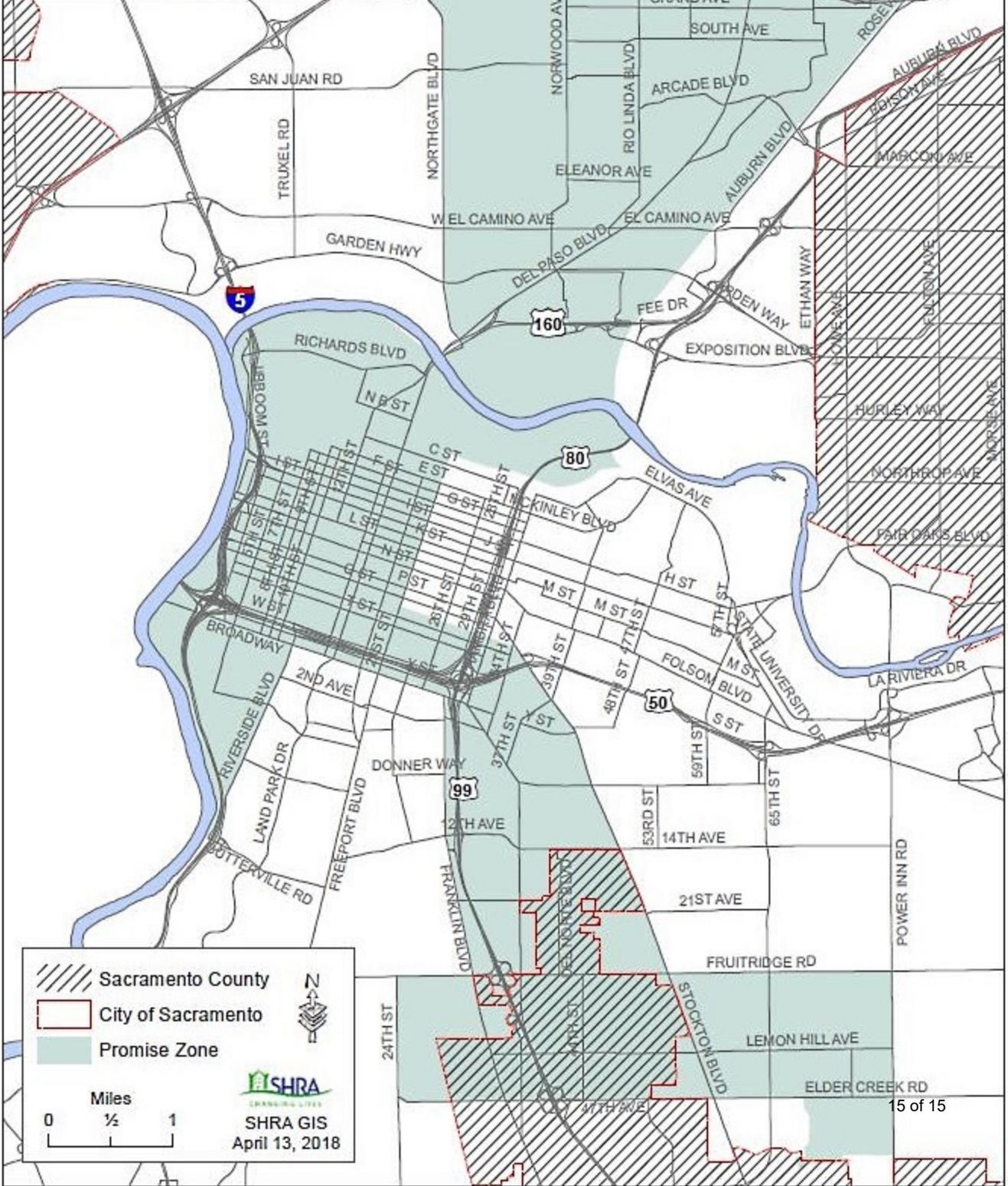
### **Federal Opportunity**

Opportunity Zones are a new community development program established by Congress in the Tax Cuts and Jobs Act of 2017 to encourage long-term investments in low-income urban and rural communities nationwide. The Opportunity Zones program provides a tax incentive for investors to re-invest their unrealized capital gains into Opportunity Funds that are dedicated to investing into Opportunity Zones designated by the governors of states. Sacramento Promise Zone staff has been working with the State of California Department of Housing and Community Development, the Governor's office, and the Los Angeles and San Diego Promise Zones to launch the program in California. There is a great opportunity to leverage Opportunity Zones and the Sacramento Promise Zone. 17 of the 29 Opportunity Zone census tracts are also Sacramento Promise Zone census tracts.



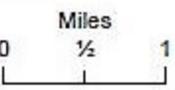
# Sacramento Promise ZONE

Connecting partners and resources



 Sacramento County  
 City of Sacramento  
 Promise Zone





  
 SHRA GIS  
 April 13, 2018