Los Angeles Promise Zone
Supporting People in Place

Presentation to:
California Opportunity Zones and Promise Zones Webinar

November 12, 2019
LA Promise Zone Demographics

- **Promise Zone Population**: 173,935

  - 61% of population lives in **poverty**
  - 36% of household earn less than $20,000 per yr
  - 15% of those 25 yrs of age & older do not have a high school diploma
  - 14% of residents are unemployed
  - 60% of families are rent burdened
  - 60% of population were born outside of the United States

*Defined as living 185% below the federal poverty line

**Defined as paying more than 30% of household income on rent
LA Promise Zone Mission and Goals

MISSION
The Los Angeles Promise Zone is focused on creating a collective impact project that targets resources to create jobs, boost public safety, improve public education, and stimulate better housing opportunities for residents and neighborhoods.

GOALS
- Create Economic Opportunity
- Improve Educational Opportunities
- Make Our Neighborhoods Safe
- Build Equitable, Livable and Sustainable Communities

PHILANTHROPY
- Provides financial & technical support for strategy development
- Operating support for implementers
- Capacity building

GOVERNMENT
- Shapes implementation through planning
- Service delivery & capital improvements

IMPLEMENTERS
- Deliver projects & services day to day
- Involve residents & other stakeholders consistently
- Gather & report performance data
LA Promise Zone Partners

**AFFORDABLE HOUSING**
- ArtSpace
- The Actor’s Fund
- Hollywood Community Housing Corporation (HCHC)
- Korean Churches for Community Development (KCCD)
- Local Initiatives Support Corporation (LISC)
- McCormack Baron Salazar (MBS)
- Partnering for Change (PFC)
- Pico Union Housing Corporation
- PATH Ventures
- St. Anne’s

**ECONOMIC DEVELOPMENT**
- Archdiocesan Youth Employment Services (AYE)
- Central City Neighborhood Partners (CCNP)
- DreamFutures Institute
- GO! Goldman Organization
- Korean Youth and Community Development (KYCC)
- Los Angeles Area Chamber of Commerce
- MCS Hollywood WorkSource Center
- OperationHOPE, Inc. (HOPE)
- Pacific Asian Consortium in Employment
- Peru Village LA
- Thai Community Development Center (Thai CDC)
- The Mission Continues

**CIVIC PARTICIPATION**
- Central Hollywood Neighborhood Council (CHNC)
- East Hollywood Neighborhood Council (EHNC)
- Pico-Union Neighborhood Council (PUNC)
- Salvadoran American Leadership & Educational Fund (SALEF)

**EDUCATION**
- 826LA
- The Actor’s Gang
- Alma Community Outreach
- ArtworxLA
- Boys and Girls Club of Hollywood
- City Year
- Communities in Schools
- Create Now
- Earth Echo International
- First 5 LA
- GEAR UP 4 LA
- The Harmony Project
- Heart of Los Angeles (HOLA)
- L.A.C.E.R Afterschool Programs
- Los Angeles Philharmonic
- Los Angeles Community College District
- Los Angeles County Office of Education
- Los Angeles Unified School District
- P.F. Bresee Foundation
- SIATech, Inc. Charter High School
- Spark
- UCLA Community Based Learning Program (CBL)
- USC Sol Price Center for Social Innovation
- Youth Policy Institute (YPI)

**GOVERNMENT**
- Los Angeles City Attorneys Office
- Los Angeles County

**HEALTH AND WELLNESS**
- Aviva Family and Children’s Services
- Children’s Hospital Los Angeles
- Children’s Institute Inc. (CII)
- Clinica Romero
- Friends of the Hollywood Central Park (FHCP)
- Global Green USA
- Hollywood Beautification Team (HBT)
- Levitt Pavilion Los Angeles
- Los Angeles Contemporary Exhibits
- Los Angeles Food Policy Council
- Los Angeles LGBT Center
- Los Angeles Neighborhood Land Trust
- Los Angeles Universal Preschool
- People Assisting the Homeless (PATH)
- People for Parks
- Prevencion y Rescate (Prevention & Rescue)
- SOS Mentor
- Sustainable Economic Enterprises of Los Angeles
- Trust for Public Land
- Up2Us Sports
- Visionary Youth Center

**LEGAL**
- Central American Resource Center (CARECEN)
- Public Counsel
LEADERSHIP COUNCIL
Oversees the progress & implementation of the partnership strategies, promotes activities & projects, helps identify funding opportunities, evaluates & recommends prospective partners.

WORKING GROUP FACILITATORS

WORKING GROUPS
Identifies community challenges, identifies concrete strategies & efforts, applies for funding & implements strategies, and tracks results.

ECONOMIC ACTIVITY  EDUCATION  NEIGHBORHOODS  PUBLIC SAFETY

The purpose of the Working Groups is to accomplish the four goals of the Promise Zone by developing and implementing strategies and programs.

City of Los Angeles
Mayor’s Office of
Economic Opportunity
is the Lead Agency for
the Los Angeles Promise Zone
LA Promise Zone Strategic Plan

STRATEGIC PLAN 2016
# LA Promise Zone Strategic Plan – Strategic Objectives

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**Create Economic Opportunity**
- Employ innovative economic development strategies
- Strengthen job training and placement programs
- Support small businesses and entrepreneurs
- Support family success

**Improve Educational Outcomes**
- Improve school-readiness
- Improve grade promotion and graduation rates at all levels
- Improve student preparedness for college and career
- Increase college readiness, enrollment, and graduation

**Make our Neighborhoods Safe**
- Address public safety and quality of life concerns
- Provide gang prevention and intervention services
- Promote safe routes to school

**Build Equitable, Livable & Sustainable Communities**
- Reduce and end local homelessness
- Preserve, maintain and expand supply of affordable housing
- Focus resources on sustainable neighborhood infrastructure
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<th>Build Accountability and Communication Systems</th>
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<td>• Facilitate internal team communications</td>
<td>• Develop communication tools and strategies for external audiences</td>
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<td>• Identify community needs and gaps in services</td>
<td>• Provide staff support for working groups and leadership council</td>
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<td>• Develop and maintain relevant metrics and initiative score card</td>
<td>• Leverage the expertise and success of partner organizations to benefit the Partnership and Initiative</td>
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<td>• Engage in relevant research, program design and implementation</td>
<td>• Involve every neighborhood in the LA Promise Zone</td>
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LA Promise Zone Major Accomplishments

- Awarded 67 Federal Grants for over $310 million
  - Awards from 14 Federal Agencies
  - Awarded to 25 different LA Promise Zone Partners
  - Over 82% in Funding Awarded to Different LA Promise Zone Partners

- 4 Working Groups; 3 Task Forces (Early Childhood Education, HomeZone; Data and Evaluation) and Myriad of Action Planning Teams

- Working Groups create and have implemented Action Plans Annually focused on collective action
  - Community Foods Project
  - Digital Connections for Seniors
  - Addressing Overcrowded and Substandard Housing Conditions
  - Community Based Crime Reduction in High Crime Park
  - And Many More

- Grew Collective Impact from 49 Partners to Over 75 along with more than 80 Supporting Organizations

- Comprehensive Data and Evaluation Framework

- Significantly improved Education outcomes (High School Graduation rates, College Readiness and College Acceptance Rates)
LA Promise Zone has 65 Census Tracts

- 64 of the 65 LAPZ Census Tracts were Eligible Low Income Community (LIC) Census Tracts (Eligible for OZ)
- April 9, 2018 US Treasury approved California Governor’s Submission of 42 of 64 Eligible LIC Census Tracts and 5 adjacent OZs = 47
- 8,764 OZ in Nation
- 879 in California
- 274 in Los Angeles County
- 193 in City of Los Angeles
- 42 in LA Promise Zone (more than 17 states or US Territories)
Los Angeles Promise Zone Opportunity Zone

Principle Statement

The Los Angeles Promise Zone is a collective impact using a holistic approach to create economic opportunity, improve education, boost public safety, and build sustainable, livable communities. Central LA. Our cross-sector partnership empowers our culturally diverse communities by aligning efforts and resources to support family success. Our work recognizes the importance of high performing schools and quality educational programs, public safety, housing affordability, and economic opportunities as essential elements of healthy neighborhoods.

The LA Promise Zone Leadership Council is excited about the potential for Opportunity Zone Tax incentives to be a powerful catalyst for community development and we look forward to working closely with developers, investors, and community stakeholders to ensure that resources advance equitable, sustainable change in our communities. We believe in a vision of development that builds livable communities where all residents have access to affordable housing, diverse transportation options, improved schools and sidewalks, green and public spaces, community assets and culture, and family-supportive services. We believe that a thriving economy is one where people have the opportunity and resources to move up the economic ladder.

To advance this vision, the Los Angeles Promise Zone Leadership Council prioritizes guiding Opportunity Zone investment to ensure that incoming capital funds to alleviate poverty, improve quality of life for low-income families in our communities, and promote equitable development without displacement.

We prioritize creating jobs for community members in the neighborhoods we serve and represent. These jobs should pay a living wage, with opportunities for advancement. We encourage projects to connect community members to workforce development services, particularly those targeted to our most vulnerable community members, including veterans, people experiencing homelessness, formerly incarcerated people, people with disabilities, and transitional aged youth.

We prioritize preserving and increasing the amount of affordable housing within the LA Promise Zone. It is our hope that Opportunity Zones incentives will be a tool to support the success of affordable housing developments facing rising costs during planning. We encourage projects to connect low-income tenants in the LA Promise Zone to services to ensure they are aware of and equipped to apply for housing in those units.

We prioritize expanding locally-owned small businesses within the LA Promise Zone. We know that local ownership of businesses creates jobs, cultivates a sense of place, and promotes investment in community institutions such as schools, parks, and cultural centers.

1. Creating Jobs
2. Preserving and Creating Affordable Housing
3. Expanding locally-owned Small Businesses
LA Promise Zone Federal Community Liaison Contact

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Email us to sign-up for the LA Promise Zone Newsletter and to receive updates about federal grant opportunities.

Follow us on social media @LAPromiseZone

#LAPromiseZone