



EASTSIDE PROMISE ZONE



IMPACT REPORT 2014-2017

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EASTSIDE PROMISE ZONE BACKGROUND

The Eastside of San Antonio is a diverse, bilingual community with some of the city's oldest and most distressed neighborhoods. Once a thriving area and the heart of the city's African American community, the Eastside has over time experienced significant neglect and increased poverty. The City of San Antonio began its dedicated work to reverse this trend and revitalize the Eastside in 2010, when hundreds of Eastside residents and stakeholders came together in a series of meetings to plot the course for the area's investment. By 2012, in collaboration with key partners, more than \$50 million in federal grants were secured to support the implementation of a coordinated community reinvestment plan. This included the partially overlapping \$23.7 million Promise Neighborhood Grant, \$29.75 million Choice Neighborhood Grant, and \$920,000 Byrne Criminal Justice Innovation Grant.

In 2014, the White House designated a 22 square mile area (that encompasses the target areas of the aforementioned grants) on the Eastside of San Antonio as one of the first five Promise Zones. The mission of the Promise Zone is to connect residents to opportunity and prosperity by creating jobs, increasing economic activity, improving educational opportunities, reducing violent crime, and leveraging private capital. Our vision is that:

By 2025, the Promise Zone will be a vibrant community, rich in diversity and opportunity, catalyzing progress throughout the Eastside.

San Antonio's Promise Zone designation has since synthesized, coordinated and advanced this vision and intensive community reinvestment effort. Although the designation does not come with federal funding, it has helped San Antonio to work strategically with the federal government and has brought an influx of local, federal and private resources and attention to the Eastside. The ten year designation comes with the following benefits:

- 1)** Preference points on certain federal grant programs to improve quality of life
- 2)** Five AmeriCorps VISTA volunteers (staff) to help implement Promise Zone initiatives
- 3)** Technical Assistance from HUD and other federal agencies
- 4)** Tax credits to businesses that choose to locate in the Promise Zone and hire Promise Zone residents - this benefit has not received the requisite approval by Congress

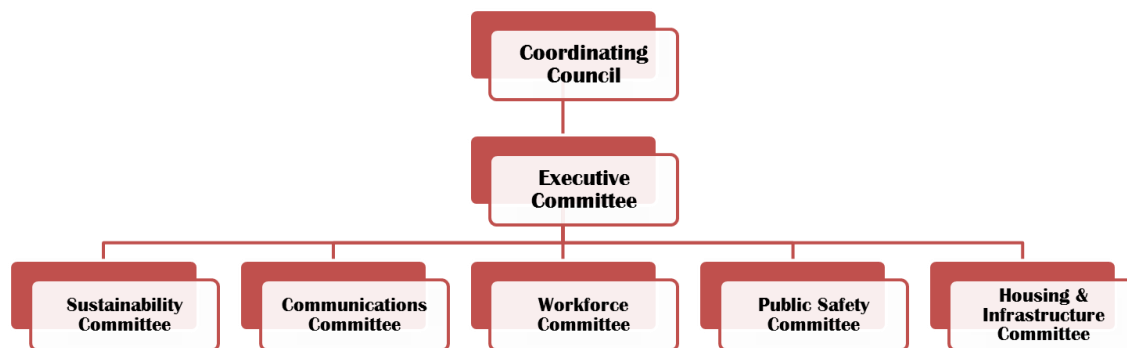
ABOUT THIS REPORT

This impact report describes the Promise Zone's progress since designation in 2014 through 2017. It includes:

- The Promise Zone governance structure and key partners
- The Promise Zone's geography and demographic trends over time
- A summary of federal investments in the Promise Zone
- The key accomplishments within each Promise Zone focus area

GOVERNANCE STRUCTURE

San Antonio is implementing a collective impact model to achieve measurable outcomes in the Promise Zone. To ensure coordination, a three-tier governance structure was established, which includes a Coordinating Council chaired by the Mayor, an Executive Committee, and multiple workgroups. The City created the Office of EastPoint in 2014 to serve as the backbone agency to coordinate and align city services with community priorities.



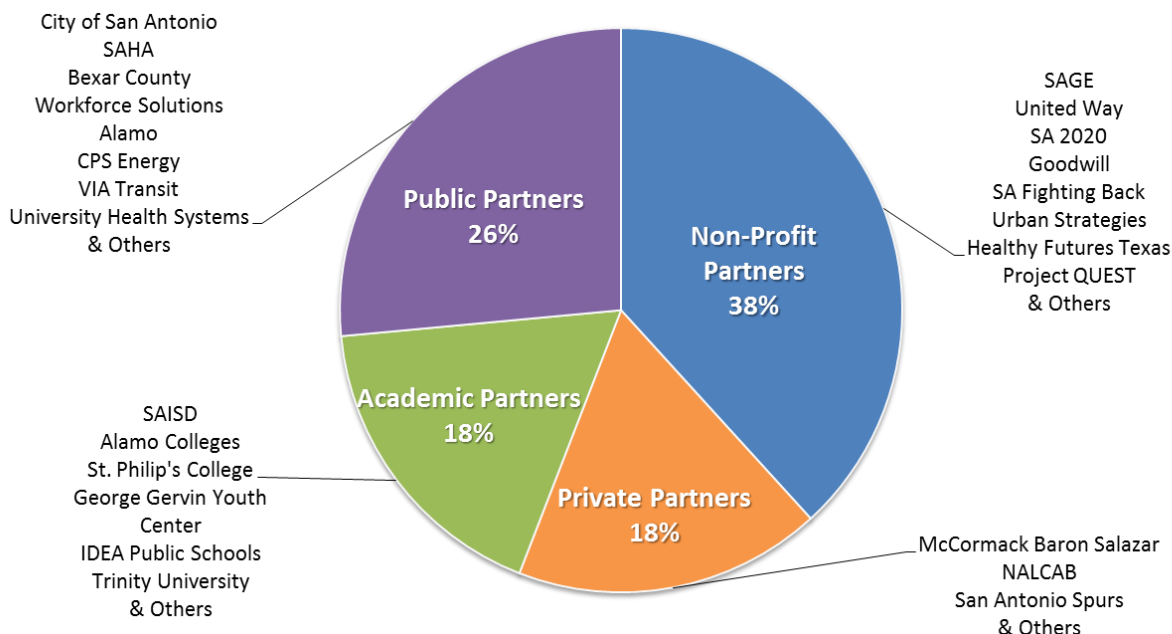
STRENGTHENING PARTNERSHIPS

The Promise Zone designation has strengthened and formalized local partnerships. The following are the lead Promise Zone partners:

- City of San Antonio – Promise Zone Lead Agency
- San Antonio for Growth on the Eastside – Lead Economic Development and Data Partner
- San Antonio Independent School District – Lead Education Partner
- San Antonio Housing Authority – Lead Housing Partner
- SA 2020 – Data and Evaluation Partner
- United Way of San Antonio and Bexar County – Lead Education Partner

In addition to the lead partners, the Promise Zone has incorporated over 30 public, private and non-profit partners dedicated to the Promise Zone's vision.

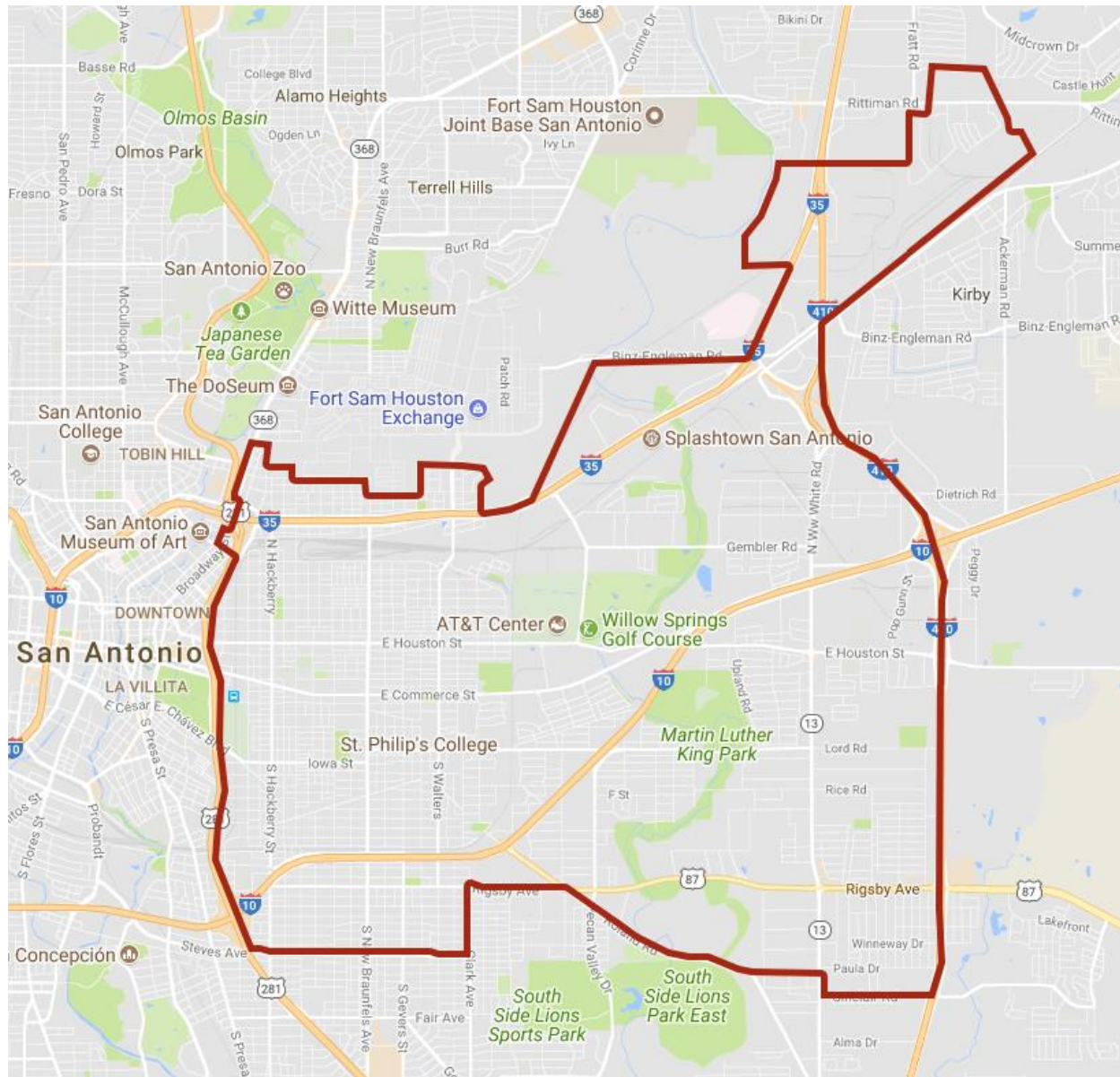
Promise Zone Partners by Sector



EASTSIDE PROMISE ZONE GEOGRAPHY

The Eastside Promise Zone is located immediately to the east of downtown San Antonio. It consists of 22 square miles, 10 zip codes,¹ and 19 census tracts.² There are 16 recognized neighborhood associations within the Promise Zone.

Map of the Eastside Promise Zone



¹ The following ten zip codes overlap with the Promise Zone: 78218, 78219, 78215, 78208, 78220, 78222, 78202, 78203, 78205, and 78210.

² The majority or entirety of the following 19 census tracts overlap with the Promise Zone: 1110, 1214.04, 1302, 1303, 1304.01, 1304.02, 1305, 1306, 1307, 1308, 1309, 1310, 1311, 1312, 1313, 1401, 1404, 1405, and 1919.

DEMOGRAPHIC TRENDS OVER TIME

Key demographic information, and its change over time since reinvestment efforts began in earnest on the Eastside, is summarized in the table below. (2011 is used as the baseline because it is when the first major federal investment was made on the Eastside). Data for the City of San Antonio is included to contextualize the trends.

Data Source: American Community Survey 5-Year Estimates, U.S. Census Bureau

Metric	Promise Zone 2016 Estimates	City of San Antonio 2016 Estimates	Percent change Promise Zone, 2011-2016	Percent change San Antonio, 2011-2016
Population	75,159	1,439,358	+6.22% (2011: 70,760)	+9.61%
Median Household Income	\$28,400	\$48,183	+6.83% (2011: \$26,583)	+9.60%
Poverty Rate	33.57%	19.50%	-1.03% (2011: 33.92%)	+1.62%
Unemployment Rate	9.79%	7.10%	-12.24% (2011: 11.16%)	-6.58%
Residents over 25 that do not have a high school diploma (%)	30.12%	18.39%	-12.49% (2011: 34.42%)	-9.41%
Residents over 25 that have a high school diploma or higher (%)	69.88%	81.60%	+6.59% (2011: 65.56%)	+2.26%
Residents over 25 that have a Bachelor's degree or higher (%)	11.25%	25.20%	+40.36% (2011: 8.01%)	+5.44%
Female Headed Families	41.28%	27.13%	+1.21% (2011: 40.79%)	+4.79%
Vacancy rate	12.98%	8.33%	-5.31% (2011: 13.71%)	-17.42%
Owner occupancy rate	49.11%	54.11%	-6.09% (2011: 52.29%)	-5.95%
Rental occupancy rate	50.89%	45.89%	+6.67% (2011: 47.71%)	+8.07%
Hispanic/Latino (All races, %)	62.66%	63.64%	+0.91% (2011: 62.09%)	+1.51%
Black/African American (Not Hispanic/Latino, %)	26.25%	6.65%	-5.97% (2011: 27.91%)	+3.82%
White (Not Hispanic/Latino, %)	8.95%	25.49%	+5.06% (2011: 8.52%)	-6.48%
Median Age	32.2	33.1	-1.54% (2011: 32.7)	+1.53%

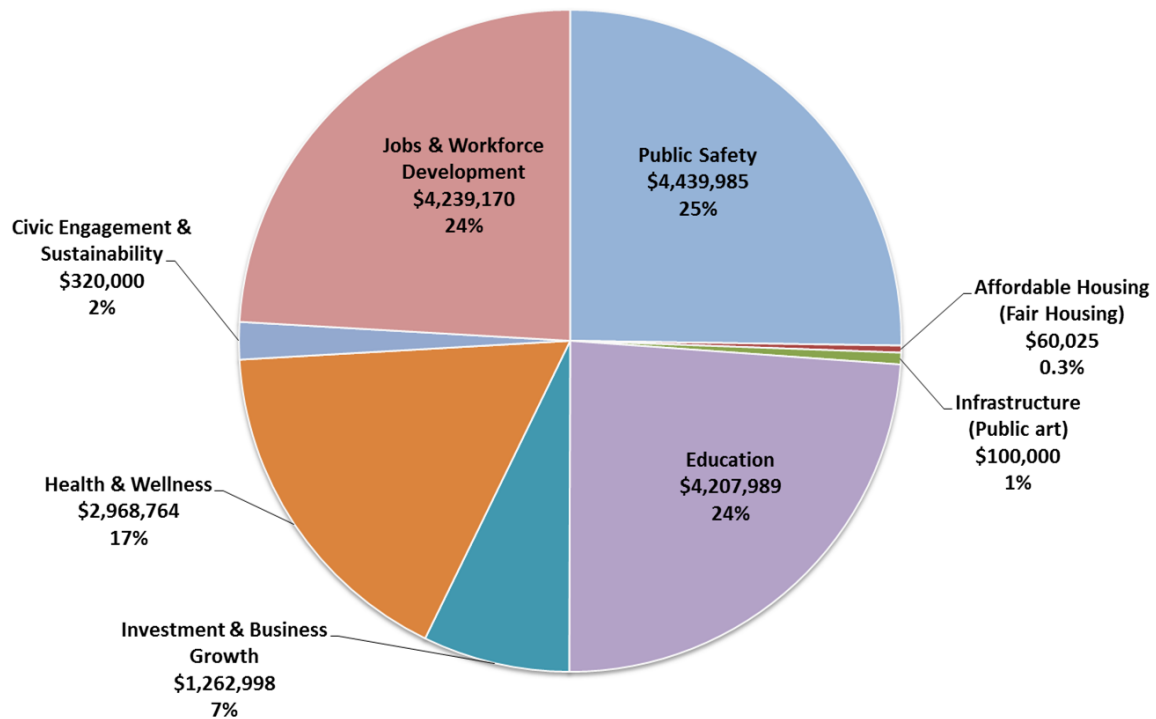
FEDERAL INVESTMENTS IN THE PROMISE ZONE (CERTIFIED)

The allocation of preference points for various federal grant programs is a primary benefit of the Promise Zone designation. Since designation in 2014, the City has certified 21 successful grant applications, helping to bring almost \$50 million in additional resources to the greater San Antonio area, over \$17 million of which has been directly invested in the Promise Zone.

The table below summarizes the federal dollars invested in the Promise Zone, including the impact in terms of how many Eastside residents have directly benefited from these investments. All of the grants listed below were certified by the City with HUD form 50153 to provide Promise Zone preference points. Additionally, the chart below summarizes the distribution of these federal investments among the eight Promise Zone focus areas.

Year	# of Awarded Grants	Total Grant Awards	Amount in Promise Zone	Impact: Residents served in PZ
2014	6	\$21.5M	\$5.8M	3,059
2015	10	\$19.5M	\$4.6M	12,201
2016	3	\$6.7M	\$6.7M	1,483
2017	2	\$1.4M	\$0.5M	To be determined
Total	21	\$49.1M	\$17.6M	16,743

Federal Investments in the Eastside Promise Zone by Focus Area
Total: \$17.6M



PROMISE ZONE FOCUS AREAS

To connect residents to opportunity and prosperity, the Promise Zone has eight focus areas: 1) Increase public safety; 2) Create jobs and workforce training; 3) Expand educational opportunities; 4) Build mixed-income communities; 5) Expand economic activity and leverage private capital; 6) Improve streets and public infrastructure; 7) Improve health and wellness; and 8) Engage the community and promote the sustainability of the Promise Zone Initiative. The sections below describe the key accomplishments within each focus area since designation in 2014.

1. Increased Public Safety

The Eastside Promise Zone has achieved some significant milestones in the effort to improve the safety of residents with a focus on the three C's (Crime, Code and Canine). Through a targeted effort by the City, reported property crimes in the Promise Zone have decreased year-to-year for an overall decrease of 20% since designation in 2014, compared to a 0.74% decrease citywide. Over the same period, code enforcement cases in the Promise Zone have increased by 68% (from 11,701 cases in 2014 to 19,646 cases in 2017) as a result of targeted Neighborhood Empowerment Action Team (NEAT) sweeps (a program that relies heavily on resident involvement). Finally, the number of impounds of loose animals in the Promise Zone has increased by 4% (from 3,957 in 2014 to 4,136 in 2017) as part of the proactive effort to address resident animal control concerns.

Violent crime has increased in the Promise Zone by 16% since designation (from 2,310 instances in 2014 to 2,699 in 2017), however this follows citywide (+13%) trends. The City has made significant efforts to reduce violent crime on the Eastside, including: creating a violent crime task force in conjunction with state and federal law enforcement agencies, implementing a special SAPD community engagement unit modeled after the Group Violence Intervention Program, investing over \$1 million to improve street lighting in the Promise Zone, adding four community engagement officers to the Eastside substation, issuing body cameras to over 200 police officers through a Promise Zone certified grant, and implementing neighborhood bike patrols and hot spot policing methods.

2. Creating Jobs and Workforce Training

Since designation in 2014, the Promise Zone has made significant strides to create jobs and provide workforce training for Eastside residents. The City and County have offered targeted incentives for job creation within the Promise Zone, and since designation over 2,000 jobs have been added to the Eastside according to Census data.

In 2016, the City of San Antonio partnered with Alamo Colleges and the San Antonio Independent School District (SAISD) to open the Eastside Education and Training Center (EETC). The EETC offers vocational training for high wage, in-demand occupations - at no cost to Promise Zone residents - through services and funding streams provided by Promise Zone partner organizations. Over 300 Promise Zone residents have received vocational certificates at the EETC since its opening, and 85% of EETC graduates have secured gainful employment. The EETC was nominated to become a pilot EnVision Center, the designation of which is pending. Additionally, the City has continued to promote career pathways to Promise Zone residents through Promise Zone to Work Job Fairs and events targeting high school students, which have reached over 2,000 residents.

3. Expanded Educational Opportunities

The Promise Zone designation has focused efforts to improve education on the Eastside and has achieved some notable progress. Graduation rates at Sam Houston High School have improved dramatically from 46% in 2009 to 81% in 2017. Through Promise Zone grant preference points, the designation directly contributed to the expansion of educational opportunities on the Eastside, with the conversion of Whealkey Middle School to a full-service community school and the opening of three IDEA K-12 charter schools within the Promise Zone.

The \$23 million Promise Neighborhood grant, located within the Promise Zone footprint and managed by the United Way of San Antonio and Bexar County, has made early childhood education and STEM education a priority. Through the Promise Neighborhood grant, SAISD schools were able to implement a STEM strategic plan, extensive teacher training, and curriculum development support. Additionally, kinder-readiness (as measured by the Early Development Instrument) has improved in the Promise Neighborhood footprint, rising to 41% from 31% in 2010. In the larger Promise Zone footprint, kinder-readiness has stayed consistent around 40% since designation.

4. Building Mixed-Income Communities

The Promise Zone has also made significant strides in building a mixed-income community through investments by the City and the San Antonio Housing Authority's \$29 million Choice Neighborhood Grant to redevelop the Wheatley Courts public housing complex into a 414-unit mixed income development. Two out of three phases for the new development, renamed East Meadows, have been completed, with the third and final phase scheduled to be finished in June 2020. Nearly 70 former Wheatley families and households have begun to return to East Meadows – this high rate of return reflects the value of the positive changes to the community. Additionally, a 4,000 square foot Bibliotech (digital library) opened in the East Meadows complex in March 2018.

To further increase the supply of affordable housing, in 2017 the City's Neighborhood Improvements Bond Program allocated \$20 million for affordable housing. In this program, the City will purchase vacant lots and demolish dilapidated vacant buildings in two targeted areas within the Promise Zone to make room for affordable, mixed-use housing developments. Additionally, the City has replaced over 70 roofs for low-income homeowners in the Promise Zone through the "Under One Roof" program. Demographic data further suggests that the Promise Zone is moving towards a mixed income community – from 2011 to 2016 the Promise Zone Median Household Income increased by approximately \$2,000 (from \$26,583 to \$28,400) and over the same period the proportion of residents with post-secondary degrees increased by 40% (from 8% to 11.25%).

5. Expanding Economic Activity and Leveraging Private Capital

The Promise Zone's lead economic development partner, San Antonio for Growth on the Eastside (SAGE) has continued to support economic activity in the Promise Zone. SAGE used two Promise Zone certified grant awards to create a comprehensive economic development strategy for the Eastside and to invest in three Eastside businesses, directly creating over 20 new jobs for Eastside residents. Additionally, SAGE has completed 96 grants to improve business facades on the Eastside since 2009, and invested over \$500,000 through the Grow Eastside Fund in an Eastside business.

Since designation in 2014, the City has helped bring over \$270 million in private residential and commercial development to the Eastside through public-private partnerships. According to Census data, the median value of owner-occupied homes in the Promise Zone has appreciated 6.5%, from \$67,900 in 2011 to \$72,400 in 2016.

6. Improved Streets and Public Infrastructure

The City, along with key partners, has made a concerted effort to improve public infrastructure on the Eastside. Since designation in 2014, the City has allocated over \$54 million for infrastructure improvements within the Promise Zone, including improvements to streets, sidewalks, drainage, parks and other facilities. Additionally, VIA, a member of the Promise Zone Coordinating Council, has invested almost \$2 million to improve public transport on the Eastside, including adding a dedicated bus route to St. Philip's College.

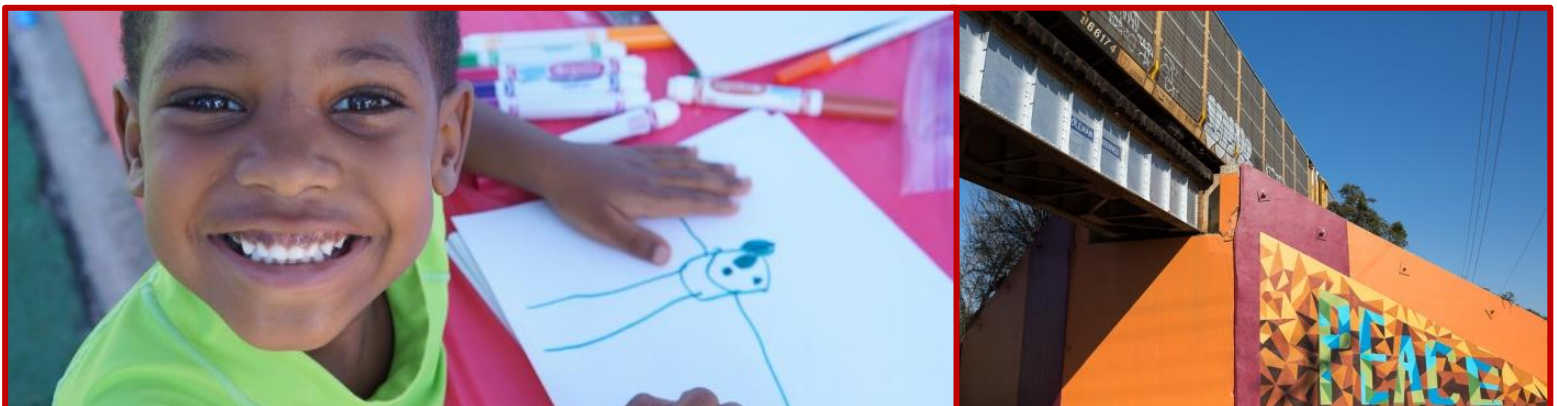
7. Improved Health and Wellness

The Promise Zone designation has helped coordinate efforts and brought additional resources to improve health and wellness on the Eastside. Promise Zone grant preference points have helped to bring almost \$3 million in federal investments to the Promise Zone for targeted HIV-prevention and teen pregnancy prevention efforts. The Promise Zone partnership also facilitated the ground-breaking on the 13,000 square foot, \$8.1 million Dr. Robert Hilliard Medical Clinic (the San Antonio Housing Authority, a key Promise Zone partner, contributed the land – worth \$230,000 – for the building of the clinic).

The Promise Zone is considered a food desert. To combat this, community-led community gardens and farmer's markets have been thriving in the Promise Zone since designation, bringing fresh fruits and vegetables to Eastside residents. Additionally, Bexar County is in the planning stages of a 10-acre urban farm project and the San Antonio Housing Authority is developing a 3-acre urban farm through the Choice Neighborhood grant that will have strong educational and community engagement components.

8. Engaging the Community

The Promise Zone has led a thorough resident engagement effort. Paint-a-thons and neighborhood clean-ups brought residents and volunteers together to beautify the Eastside, while neighborhood coffees and monthly neighborhood association meetings ensured that residents have active input in Promise Zone initiatives. Additionally, in 2015 the City launched the Neighborhood Leadership Academy to teach Promise Zone neighborhood leaders about how the City functions and how they can be part of the solution to revitalize and sustain their neighborhoods. Over 60 residents have graduated from this program. Finally, the City has led efforts to bring more people to the Promise Zone through high-profile events, including beer festivals, arts festivals, concerts, and the annual Martin Luther King March, which traverses much of the Eastside in recognition of the community's African American heritage.



AMERICORPS VISTA VOLUNTEERS

A primary benefit of the Promise Zone designation is the provision of five AmeriCorps VISTA volunteers. Dedicated to the Promise Zone's mission, the VISTAs serve at the forefront of the Promise Zone community engagement efforts. San Antonio's VISTAs engage regularly with residents at the 16 Eastside Neighborhood Association meetings, provide essential support for community outreach events, and otherwise bolster the Promise Zone's efforts.

Since the designation began in 2014, the Office of EastPoint has hosted 18 AmeriCorps VISTAs. Below is a spotlight of the current VISTAs serving with Eastside Promise Zone and a summary of their community impact.

Terrence Littlefield – VISTA Leader

Mr. Littlefield has been with the Promise Zone since September, 2016. During this time, he has provided essential support for the opening of the Eastside Education and Training Center. Additionally, Mr. Littlefield has organized numerous community events, including a career pathways event for Promise Zone high school students and a free backpack giveaway event to support K-12 education. Mr. Littlefield has 33 years of experience in education, a Master's in Education, and a strong history of involvement with urban community initiatives.



Haley Lemieux – Grants and Data Coordinator

Ms. Lemieux supports the grant and data collection features of the Promise Zone designation. She circulates federal and state grant opportunities to the Promise Zone partners on a monthly basis and collects quarterly reports to assess the impact of certified Promise Zone grants. Additionally, Ms. Lemieux collects and analyzes data to assess the outcomes and accomplishments of the Promise Zone designation, and otherwise provides research support to Promise Zone initiatives. Ms. Lemieux is a recent graduate of the University of Oxford with a B.A. in Politics and Economics.

Terry Ann Rendòn – Communications Specialist

Ms. Rendòn provides essential support connecting residents to Promise Zone initiatives. She maintains the department's social media pages, which have over 1,400 followers, and develops marketing materials to attract Promise Zone residents to participate in events, resource fairs, and job training. Additionally, Ms. Rendòn produces a monthly e-newsletter that connects 500 residents and partners to updates on the Eastside Promise Zone. Ms. Rendòn has over five years of experience in municipal government and a Master's in Journalism from Regent University.

