

PROMISE ZONES

Designee Kick-off Webinar
February 5, 2014



Agenda

- Introductions
- Promise Zone Initiative Structure
- Promise Zone Resources
- VISTA volunteers (high priority deadline)
- Getting started
- Q & A



HUD and USDA Teams on the Phone

- Valerie Piper, HUD, Deputy Assistant Secretary for Economic Development
- Joani Walsh, USDA, Deputy Under Secretary for Marketing and Regulatory Programs
- Max Finberg, Director of USDA's StrikeForce Initiative
- NRI Grant Managers
- HUD Field Staff

Promise Zones Designees



Promise Zone Goals

- Job creation
- Increased economic activity
- Improved educational opportunities
- Leverage private investment
- Reduced violent crime

Current Structure of the Initiative

- HUD & USDA are leading the interagency effort
- Building an infrastructure that will sustain the initiative & ensure community implementation needs are being met
- Designees are key partners in making this initiative successful

Current Structure of the Initiative

- On-the-ground Federal Support and VISTAs
- Federal Resources & Information
- Evaluation & Data
- Philanthropic Engagement
- Communications

On-the-ground Federal Support

- Existing field operations for both HUD & USDA
- HUD and USDA will have one employee in each community
- This person will serve as a liaison for your community and the federal family of agency partners
 - Will match your identified needs with interagency partner resources
 - Clarify and resolve questions
- Interim liaison will be named until hire for position

VISTAs

- The Corporation for National and Community Service (NCNS) has committed to providing 5 VISTAs in your community
 - VISTAs are full-time paid volunteers who commit to a year of service
 - Proposed roles:
 - 1 VISTA would be a project manager
 - 1 VISTA committed to data & evaluation capacity building
 - 3 VISTAs community choice
 - HUD/USDA will offer ongoing training

VISTAs

- Process & Timing
 - VISTA Webinar on Wednesday, Feb. 12th @ 3:00-4:00 p.m. EST
 - Work with VISTA state office to submit a VISTA application
 - Upcoming orientation trainings
- Identify 1-2 contacts from your teams who can attend next week's webinar and work with the State Office on the VISTA application and hiring process.

Federal Resources and Information

- Match Promise Zones strategies to federal resources and other opportunities
- *Community Strategies* document
 - Currently based from application information
 - Allows sorting by policy area, strategy, organization type and existing support
 - Communities provide input in next 2-3 weeks, discuss on 1:1 call

	A	B	C	D	E	F	G	H
1								
2	Designee Name	Policy Area	Strategy Code	Strategy/Goal	Project	Implementing Organization	Type of Organization	Existing Support
3	Information from your application.	Standard categories created by us.	Standard categories created by us.	Information from your application.	Information from your application.	Information from your application.	Standard categories created by us.	Information from your application.

Federal Resources and Information

- Frequently updated list of programs and resources
- Notifications of NOFAs and upcoming funding opportunities
- Highlighting technical assistance and program services that are already available

Promise Zones Communications

- Develop a plan for ongoing communications between Federal partners and Promise Zones
- Highlighting the work of Promise Zone Communities
 - Featuring your work on the HUD or USDA website
 - Convening ability of our interagency partners for continued amplification and thought-partnering
- Create summaries to post online and share more broadly
 - Review White House Fact Sheet's bulleted list for each community
 - Write summaries in February similar to [Choice Neighborhoods pages](#)
 - A template to guide your summary

Getting Started & Designee Next Steps

- Designee next steps:
 - Schedule individual calls in mid-to-late February with HUD or USDA
 - Provide input on *Community Strategies* document by 1:1 call
 - List of designee contacts
 - Provide contact information for key team members
 - If possible, identify lead contacts for communications and VISTA
- Deadline: Friday, February 21st

Federal Agencies Next Steps

- VISTA webinar next Wednesday, Feb. 12th 3:00-4:00 p.m. EST
- Will share a series of webinars focused on specific federal resources and opportunities

Questions and Contact Information

Continue to contact via email at:

- pzapplications@hud.gov (urban)
- Promise.Zones@USDA.gov (rural/tribal)

Questions?