

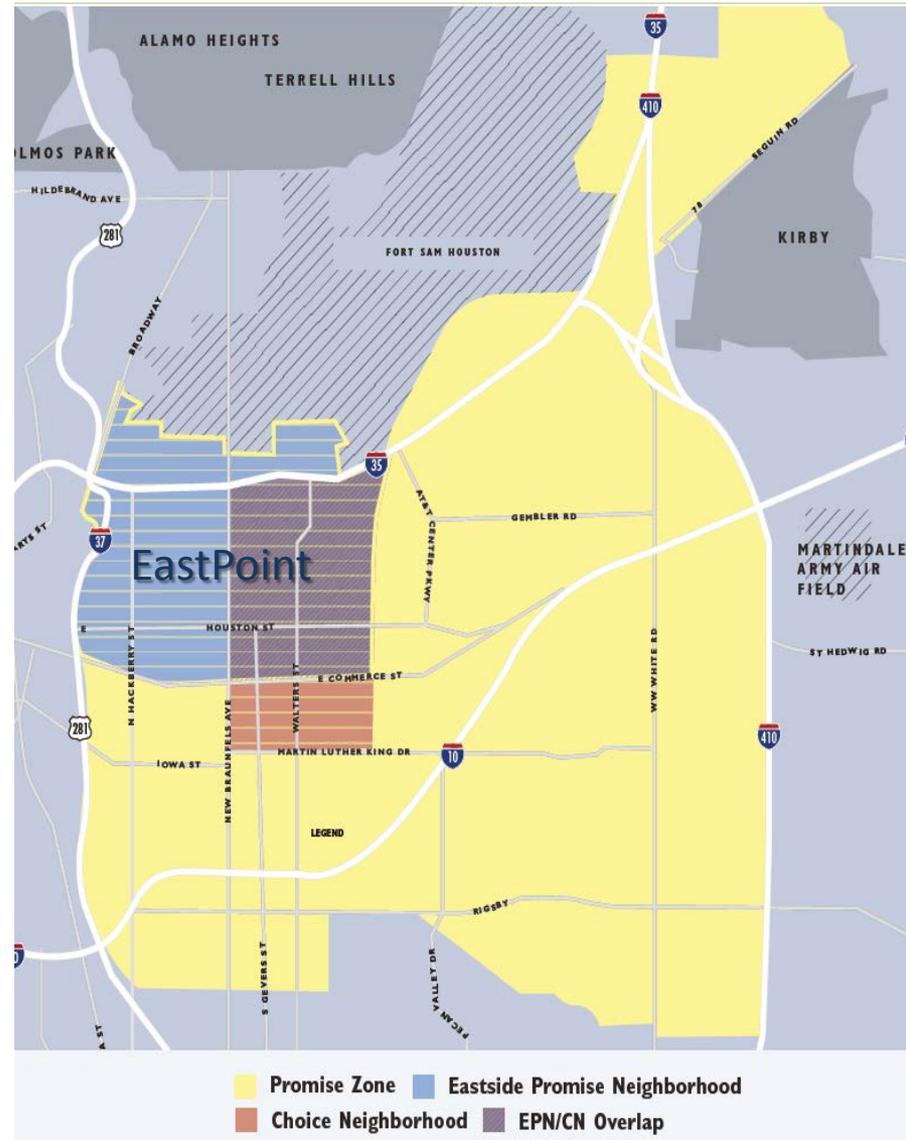
The Eastside Promise Zone: A Model for a Sustainable Housing Policy

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Overview of Eastside Promise Zone

- Jan. 2014, Eastside designated as one of the first 5 Promise Zones
- A partnership with the federal government to comprehensively revitalize the Eastside
- **Designation is for 10 years.** It offers the City and its partners
 - ❑ Priority access & preference points on federal grants to achieve specific outcomes,
 - ❑ Tax credits to encourage private investments, if enacted



Goal of the Promise Zone

- Goal is to reduce poverty and improve quality of life by creating “ladders of opportunity” and to ensure that everyone has equal access to opportunity
- Housing is the first rung on the ladder of opportunity
- Opportunity begins when people have a safe, healthy and affordable place to call home
- Opportunity grows with access to good schools, good paying jobs and safe neighborhoods

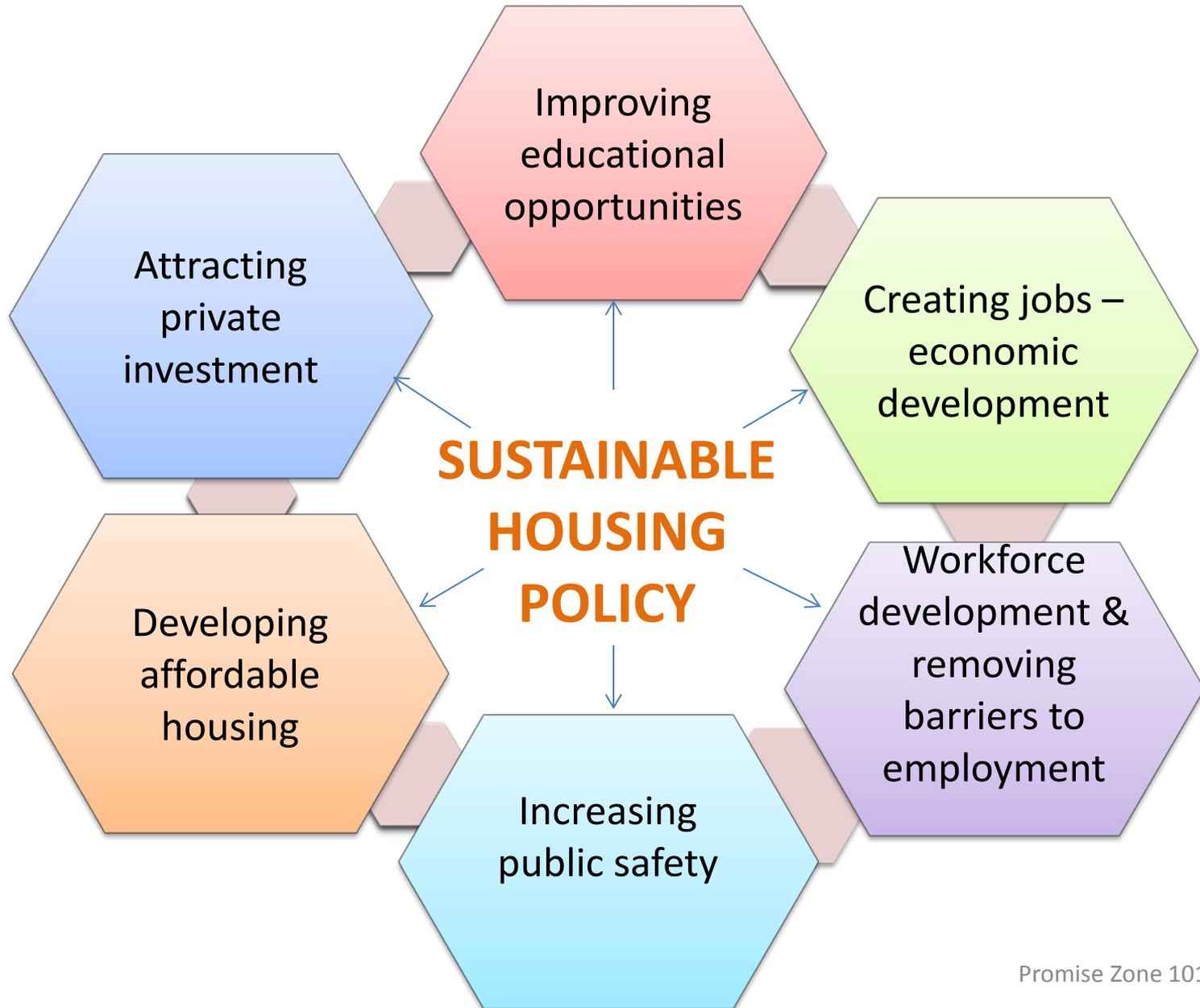
“the place you are born or the zip code you live in does not determine your destiny” - HUD Secretary Castro



Promise Zone Demographics - 2015

- **70,445 residents** - 63% Hispanic or Latino and 28% African American, 9% Anglo
- **27,763 housing units** – 51% owner occupied, 49% renter occupied, and 15% vacant
- **Over 1,000 vacant lots**, and 500 vacant buildings
- **23,479 total households** - \$28,878 median household vs. \$50,112 for Countywide
- **\$70,000** median house value
- **32% families below** poverty vs. 5% Countywide
- **15% unemployed** vs. 3.5% Countywide
- **33% of adults** did not graduate High School or have a GED

The Promise Zone Model



Key Accomplishments Since 2014

- City and partners have secured \$32M in federal grant funds to achieve outcomes
- Children kinder ready up from 14% to 29%
- Graduation rate up from 41% to 84%
- Demolished the Wheatley Courts public housing complex to build 417 new mixed-income units
- Crime has declined by 6.7%
- Over 1,300 jobs have been created
- 52 business façade grants
- Population has increased from 64,293 to 70,445



Housing Needs in the Promise Zone

- Increase homeownership
- Improve the quality of existing housing stock
- Incentives for in-fill housing
- Homeowner rehabilitation
- Rental rehab program
- Build capacity of housing non-profit providers



Partnerships and Capacity Building



- If you want to go fast...go alone.
- If you want to go far...go together.

an African Proverb Proverb



Vision

Our vision is that by 2025, the Eastside Promise Zone will be transformed from neighborhood of poverty into a viable, safe, and healthy mixed-income community that could be replicated to other parts of the City

