

The Promise Zones initiative will revitalize high-poverty communities across the country by attracting private investment, improving affordable housing, improving educational opportunities, providing tax incentives for hiring workers and investing in the Promise Zones, reducing serious and violent crime, and assisting local leaders in navigating federal programs and cutting through red tape.

Applications must provide a clear description of how the Promise Zones designation would accelerate and strengthen efforts at comprehensive neighborhood revitalization. Applications must provide clearly labeled sections:

- *Required:* A narrative of not more than 25 total pages that includes the most important information for purposes of Promise Zone selection. The narrative will be the main source for scoring; and
- *Optional:* Additional documentation of no more than 25 pages included as attachments (where feasible, provide in summaries or pull most relevant text, charts, graphs instead of including large documents).

<p>SUMMARY INFORMATION</p> <p>LEAD APPLICANT</p> <p>Due to the nature of the initiative, Promise Zone activities are likely to be carried out by a variety of organizations and organization types, including government entities, nonprofit organizations and for-profit organizations. Eligible lead applicants for Promise Zone designations include:</p> <ol style="list-style-type: none"> 1. Local governments 2. Non-profit organizations applying in partnership with local government 3. Housing authorities applying in partnership with local government <p>The application must clearly identify the lead applicant and provide the email and telephone contact information of the lead applicant.</p>	<p>SUBMISSIONS, SECTION I</p> <p><i>Required:</i> Complete the Abstract form (<i>posted at a later date</i>). Provide an Executive Summary within the Abstract form that describes how the Promise Zone designation would accelerate and strengthen existing efforts at comprehensive neighborhood revitalization. (Suggested one page limit)</p>
<p>QUALIFYING CRITERIA</p> <p>All of the following must be present for a proposed Promise Zone for the application to be designated:</p>	<p>SUBMISSIONS, SECTION II</p> <p><i>NOTE:</i> If your application does not meet all of these qualifying criteria, it will not be considered for designation</p>

1. Promise Zones must encompass one or more census tracts across a contiguous geography.
2. The overall poverty rate within the Promise Zone must be over 20 percent.
3. The Promise Zone must contain at least one census tract with a poverty rate above 30 percent.
4. Promise Zone boundaries must encompass a population of at least 10,000 but no more than 200,000 residents.
5. An existing boundary of a current Promise Neighborhoods or Choice Neighborhoods Implementation grant or Byrne Criminal Justice Innovation grant must be encompassed within the proposed Promise Zone boundaries.
6. A current Choice Neighborhoods or Promise Neighborhoods implementation grant, or a Byrne Criminal Justice Innovation grant, must be active within the Promise Zone, and the grantees/partners of those grants must be key applicants/partners for the Promise Zone application.
7. Local leadership, including the mayors of jurisdictions represented in the Promise Zone, must demonstrate commitment to the Promise Zone effort.
8. For applications across jurisdictional lines, a clear lead applicant must be identified, and commitment must be demonstrated by leadership of all jurisdictions involved.

as a Promise Zone.

Required: City and Zone Maps. Provide a to-scale city map and neighborhood map that clearly labels the proposed Promise Zone in the context of existing city streets, the central business district, other key city and neighborhood sites, and census tracts. Provide the data sheet produced from the mapping tool to demonstrate poverty levels and the population levels. *Note:* Maps and the data sheet will not count toward the 25 page limit.

(A mapping tool will be added to the application guide in advance of the application window. The Choice Neighborhoods mapping tool can be used as a test at: www.huduser.org/CN2013/choiceNeighborhood.html. Please note this version does not have the population levels.)

Clearly label the following information:

- a. The eligible Promise Zone;
- b. The boundaries of other federal place-based investments: Choice Neighborhoods grant, Promise Neighborhoods grant, Byrne Criminal Justice Innovation grant;
- c. Other useful information to place the Promise Zone in the context of the city, county/parish, or municipality, schools, health centers, other neighborhood assets, any crime hot spots or

		<p>concentration of crime locations, and revitalization activity underway or planned.</p> <p><i>Required: Local Leadership Support.</i> Provide a letter that that demonstrates the commitment from local leadership, including the mayors of the jurisdictions represented in the Promise Zone. For applications across jurisdictional lines, a commitment must be demonstrated by leadership of all jurisdictions involved.</p>
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SELECTION CRITERIA, 100 points total

Points	Factors	
5	<p>NEED</p> <p>The applicant’s submission materials must contain sufficient information to verify the following data within the boundaries of the geographic area proposed as a Promise Zone. Points will be awarded for:</p> <ol style="list-style-type: none"> 1. Higher poverty rate/ELI rate – Concentration of households in poverty or with extremely low incomes (whichever is greater) residing within the Promise Zone; 2. Higher Part I serious and violent crime rate – Rate of Part I serious and violent crimes within the Promise Zone; 3. Lower employment rate – Employment rate for working-age adults within the Promise Zone; and 4. Higher long-term vacancy rate – Percentage of residential properties experiencing long-term vacancy within the Promise Zone. 	<p>SUBMISSIONS, SECTION III</p> <p><i>Required:</i> Narrative describing data points for the proposed Promise Zone geographic area. The mapping tool used in the Qualifying Criteria section will provide data points for poverty, employment and vacancy rates. Secondary sources or locally published data can supplement the mapping tool. Crime data can be ascertained by the local law enforcement agency and should cover the years 2009-2011, and preferably break out the number of incidences for serious and violent crime. (Suggested 1 page limit)</p>

40	STRATEGY	SUBMISSIONS, SECTION IV
10	<p>The application must include information sufficient to demonstrate:</p> <ol style="list-style-type: none"> 1. The applicant’s current assessment of the needs and assets of the proposed Promise Zone, including the needs of particular segments of the targeted population and assets of the overall resident population, civic institutions, existing regional economic growth efforts and industries, crime, private economic activity, access to capital and other characteristics. 	<p><i>Required:</i> Narrative summarizing needs and assets of the community. (Suggested limit of two pages)</p> <p><i>Optional:</i> Attachments providing detail on community needs and assets referenced in the narrative.</p>
20	<ol style="list-style-type: none"> 2. Soundness of the applicant’s overall strategy for revitalizing the Promise Zone (and achieving Promise Zone outcomes) such that the Promise Zone offers children the safe, healthy environment they need to succeed, residents with choices of where to live and private actors with incentives to invest within the Promise Zone. In considering ratings under this factor, reviewers will consider items such as: <ol style="list-style-type: none"> a. Responsiveness of the strategy to the Promise Zone’s assets, challenges, and barriers; b. Extent to which the strategy targets and aligns existing local efforts, actors, and investments into the evidence-based Promise Zone strategy; c. Extent to which the strategy aligns with, and leverages, existing evidence-based regional/metropolitan efforts related to Promise Zones outcomes; d. Clear rationale with regard to priorities and sequencing within the strategy, including building on existing Choice Neighborhoods, Promise Neighborhoods, or Byrne Criminal Justice Innovation efforts as appropriate; e. Clear description of the interconnections between interventions across different policy areas (e.g., housing, education, safety, and 	<p><i>Required:</i> Narrative explaining the applicant’s overall approach to achieving the goals of creating jobs, increasing economic activity, improving educational opportunities, improving public safety, and leveraging private capital. (Suggested limit of five pages)</p> <p>The narrative should make specific reference to those items listed under this criterion which are relevant to its situation and priorities, and note those items which it does not consider relevant. Applicants may also include items not listed under this criterion if they are relevant to the local strategy, with explanation.</p>

	<p>health);</p> <ul style="list-style-type: none"> f. Clear plan to remove barriers and improve systems that impede delivery of services such as changes in policies, technology, and program reporting; g. Plan to manage, share, and use data for evaluation and continuous improvement – particularly where the evidence base for chosen strategies is still emergent; h. Extent to which the strategy demonstrates a commitment to improving outcomes for existing residents of the Promise Zone; i. Clarity of definition of outcomes, including whether annual goals are set for 5 years and whether a system is in place for accountability and measurement; and j. Overall likely impact of the strategy’s implementation within the Promise Zone. 	
5	<p>3. Evidence base supporting the goals of the applicant’s overall strategy including:</p> <ul style="list-style-type: none"> a. The strategy’s likelihood of creating jobs within the Promise Zone; b. The strategy’s likelihood of increasing economic activity within the Promise Zone; c. The strategy’s likelihood of improving cradle to career educational opportunities within the Promise Zone; d. The strategy’s likelihood of reducing serious and violent crime or maintaining a low rate of serious and violent crime within the Promise Zone; and e. The strategy’s likelihood of achieving other key outcomes necessary for success, including reduction of Promise Zone poverty rate. 	<p><i>Required:</i> Narrative summarizing the evidence base for strategy elements supporting each goal listed under this criterion. (Suggested limit of two pages)</p> <p><i>Optional:</i> Logic models that explain the proposed strategy. Copies or web links to studies, cases or other evidence reviewed in the selection of approaches to incorporate into the community’s strategy. Emphasize relevant excerpts/findings.</p>
5	<p>4. Sustainability and financial feasibility of the strategy:</p> <ul style="list-style-type: none"> a. Soundness of strategy to build a consortium of partners that 	<p><i>Required:</i> Narrative summarizing strategy to achieve a financially feasible and sustainable operation in each</p>

	<p>promotes sustainability of the Promise Zones strategy, including public and private partners and stakeholders;</p> <p>b. Leverage of private/non-profit capital already committed to elements of the strategy;</p> <p>c. Soundness of overall sustainability strategy, including future anticipated sources of funds and planning for contingencies including loss of anticipated funding or anticipated funding becoming available more slowly than anticipated.</p>	<p>major component of the applicant’s strategy. (Suggested limit of two pages)</p> <p>The narrative should make specific reference to those items listed under this criterion which are relevant to its situation and priorities, and note those items which it does not consider relevant. Applicants may also include items not listed under this criterion if they are relevant to the local strategy, with explanation.</p>
<p>55 CAPACITY AND LOCAL COMMITMENT</p>		
<p>10</p>	<p>1. Soundness of the partnership structure:</p> <p>a. Clarity of roles and responsibilities, including factors such as:</p> <ul style="list-style-type: none"> i. Identification of lead applicant; ii. Clarity of partner responsibilities for executing components of Promise Zone iii. Strategy, and appropriateness of partners designated for executing each component (e.g., including engagement of private employers/small businesses to create jobs and increase economic activity, engagement of educational stakeholders to improve educational opportunities, and engagement of public safety institutions to reduce serious and violent crime); and iv. Clarity of partnership governance structure. <p>b. Strength of accountability mechanisms for ensuring effective partnerships, including oversight processes and contractual measures and remedies for non-performance.</p>	<p>SUBMISSIONS, SECTION V</p> <p><i>Required:</i> Provide an organizational chart and accompanying narrative detailing your partnership structures, including the roles and responsibilities of each organization and the accountability mechanisms. (Suggested three to four page limit)</p> <p><i>Optional:</i> Attach existing MOUs, partnership agreements, other evidence of arrangements among parties. These materials are exempt from the attachments page limit.</p> <p><i>Note:</i> Promise Zone designees will be required to execute MOUs between all parties no sooner than 60 days after selection as a Promise Zone</p>

10	<p>2. Capacity of lead applicant – capacity of the organization leading the Promise Zone effort to achieve outcomes through implementation of sophisticated, multi-layered neighborhood revitalization efforts. For a. and b. below, up to 7.5 points will be based on the following:</p> <ul style="list-style-type: none">a. Degree to which prior experience of the lead organization is similar to, or has prepared the applicant for the scale, scope, and complexity of the proposed Promise Zone effort. In scoring under this factor, the reviewers will consider factors including the following, as appropriate to the situation of the proposed Promise Zone and proposed activities:<ul style="list-style-type: none">i. Role of current organizational leadership within the prior work;ii. Previous success achieving intended outcomes;iii. Previous success leveraging private resources, including investment capital, and managing large capital investments;iv. Previous success identifying and managing multiple non-profit, for-profit, public sector and philanthropic partners toward successful project completion and positive outcomes; andv. Previous success identifying and implementing evidence-based strategies, either independently or through partners.b. Demonstrated ability to manage, share, and use data for evaluation and continuous improvement, or to engage and manage capacity for such purposes; andc. Up to 2.5 points under this factor will be awarded based on the extent of past experience in resident engagement by the lead applicant working directly with or overseeing partners responsible	<p><i>Required:</i> Narrative describing the lead organization’s capacity to achieve Promise Zone outcomes through implementation of sophisticated, multi-layered neighborhood revitalization efforts as described in the Selection Criteria. Provide examples of past relevant experience and results achieved, use of data to drive outcomes, and experience engaging residents. (Suggested limit of two pages)</p>
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	<p>for resident engagement in similar efforts, including:</p> <ul style="list-style-type: none"> i. Similarity between proposed Promise Zone activities and the previous efforts of the organization responsible for such engagement; and ii. Extent of impact of resident input on project design and execution for those previous efforts. 	
10	<p>3. Capacity of partner(s) to implement Promise Zone strategy. In scoring for this factor, the reviewers will consider the capacity of partners most relevant to each component of the strategy. For a. up to 7.5 points will be based on the following:</p> <ul style="list-style-type: none"> a. Level of previous success of each partner in identifying and implementing evidence-based strategies similar to those for which they would be responsible in the Promise Zone, particularly to create jobs, increase economic activity, improve educational opportunities, or reduce serious and violent crime within a specified geographic area; b. Up to 2.5 points under this factor will be awarded based on the extent of past experience in resident engagement by the organization responsible for such engagement, including the factors listed below. If the initiative lead is taking direct responsibility for resident engagement activities, these points will be distributed to the others aspects of partner capacity: <ul style="list-style-type: none"> i. Similarity between proposed Promise Zone activities and the previous efforts of the organization responsible for such engagement; and ii. Extent of impact of resident input on project design and execution for those previous efforts. 	<p><i>Required:</i> Narrative describing partner capacity to implement Promise Zone strategy as described in the Selection Criteria, including examples of past relevant experience and results achieved, use of data to drive outcomes, and experience engaging residents. Partners are organizations that have a direct operational role to implement strategy. (Suggested four page limit)</p>

15	<p>4. Strength/extent of local government commitment (not contingent upon receipt of Promise Zone designation) to target local funds and locally-controlled funds from other sources toward evidence-based strategies to achieve Promise Zone outcomes within the Promise Zone.</p>	<p><i>Required:</i> Letter from local government executive that describes the commitment of local government to coordinate work and investments, including targeting of local and locally-controlled funds from other sources toward Promise Zone activities. (Suggested two page limit)</p>
10	<p>5. Strength/extent of partnership commitment (not contingent upon receipt of Promise Zone designation) to coordinate work and investments through evidence-based strategies to achieve Promise Zone outcomes within the Promise Zone. Examples of such partnership commitments may include, as appropriate for the context of the proposed Promise Zone, but are not limited to:</p> <ul style="list-style-type: none"> a. Strength/extent of local anchor institution commitment (e.g., hospitals, colleges/universities, major employers and business leaders, national and community foundations) to actions and investments likely to achieve Promise Zone outcomes; b. Strength/extent of commitment from city council, county, Metropolitan Planning Organization, and state officials, as demonstrated through their description of activities to be carried out in coordination with the Promise Zone; c. Strength/extent of commitment of local educational officials, criminal justice officials, and the workforce investment board, as demonstrated through their description of activities to be carried out in coordination with the Promise Zone; d. Strength/extent of involvement by resident and community organizations in development of overall strategy and commitment to continued involvement; e. Strength/extent of involvement of neighborhood-serving businesses and/or business associations; and 	<p><i>Required:</i> Narrative that describes commitments and the extent of partnerships with organizations that will not carry out day-to-day work of initiative, but will contribute resources or advise on the direction of the strategy regardless of the Promise Zone designation. (Suggested two page limit)</p>

	f. Strength/extent of commitment to share data across partners within the Promise Zone for purposes of program improvement and accountability.	
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