

SAN ANTONIO PROMISE ZONE

COLLECTIVE IMPACT REPORT 2019



Promise Zone Coordinating Council

The Eastside Promise Zone Coordinating Council is a body appointed by the Mayor of the City of San Antonio, San Antonio for Growth on the Eastside (SAGE), and the District 2 Councilmember with the purpose of coordinating the strategic implementation of community reinvestment activities in the Eastside Promise Zone. The members of the Coordinating Council include the Mayor of San Antonio, SAGE, the District 2 Councilmember, individuals who live, work and/or worship in the Promise Zone as well as executive representatives of organizations that invest in the Promise Zone. SAGE is the acting Chair of the Coordinating Council.

Alamo Colleges	National Association For Latino Community Asset Builders
Annie E. Casey Foundation	Promise Zone Neighborhood Associations
Atlas Body Shop	SA 2020
Bexar County	San Antonio Area Foundation
BiblioTech East	San Antonio Fire Department
Big Lou's Pizza	San Antonio for Growth on the Eastside
Chelsea's Catering and Bar Service	San Antonio Housing Authority
City of San Antonio	San Antonio Independent School District
City Council District 2	San Antonio Police Department
City of San Antonio Mayor's Office	St. Philip's College
ConnectSA	Trinity University
Frost Bank	United Way of San Antonio and Bexar County
Goodwill Industries	University Health System
Holy Redeemer Catholic Church	VIA Metropolitan Transit
Limitless Creations	Westcare
Local Initiatives Support Corporation	Workforce Solutions Alamo
Martinez Street Women's Center	

This report was compiled by:

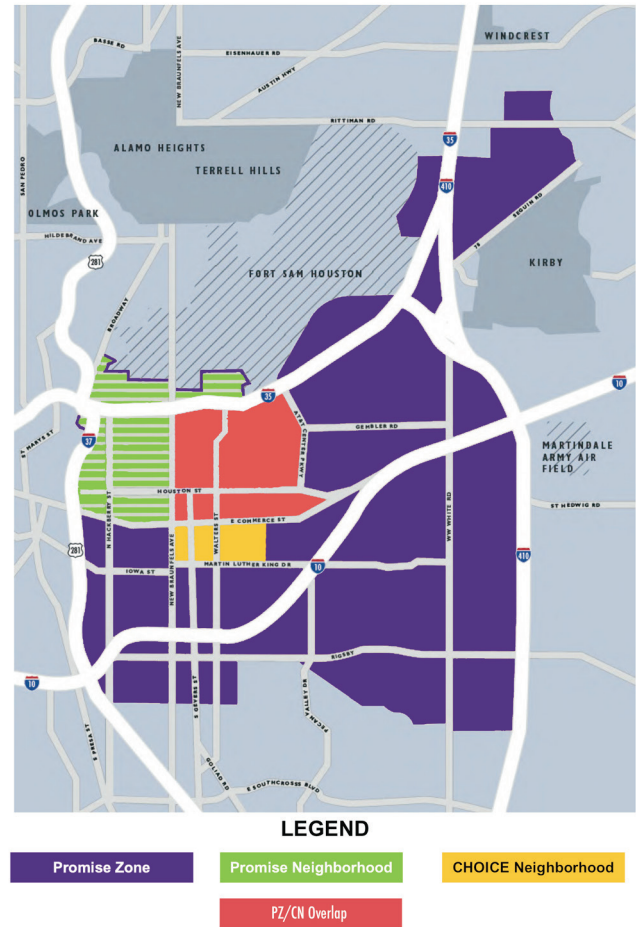


SAN ANTONIO PROMISE ZONE COLLECTIVE IMPACT REPORT 2019

The annual Promise Zone Collective Impact report highlights the ongoing needs of the Eastside community, the priorities the Promise Zone partners will implement to sustain neighborhood revitalization, and the investment in the Promise Zone to date.

The Eastside Promise Zone is a 22-sq. mile geographic area of the Eastside of San Antonio, which was designated as one of the first five Promise Zones nationally in January 2014 by President Obama.

Eastside Promise Zone



2019 Promise Zone Priority Areas

Workforce Development

Reduce poverty and unemployment by increasing accessible workforce development and adult education resources.

K-12 and Youth

Improve the quality of K-12 education to ensure that Promise Zone children and youth graduate from high school with the skills necessary to exit poverty and benefit from their community's revitalization.

Private Sector Investment

Promote new business starts and new job creation, strengthen existing businesses, and identify and attract new private capital sources with sufficient depth to help catalyze economic revitalization.

Housing Development

Increase the stock and quality of affordable housing by partnering to create more mixed income housing.

Crime Prevention and Intervention

Continue key Byrne Criminal Justice Innovation program crime prevention, safety-enhancing activities.

Community Infrastructure

Improve resident health and quality of life by increasing the availability of high quality community amenities.







Eastside Compared to City of San Antonio

San Antonio's Eastside neighborhoods reflect a rich cultural heritage and historic record. For generations, the residents of the Eastside have been predominantly working class, people of color.

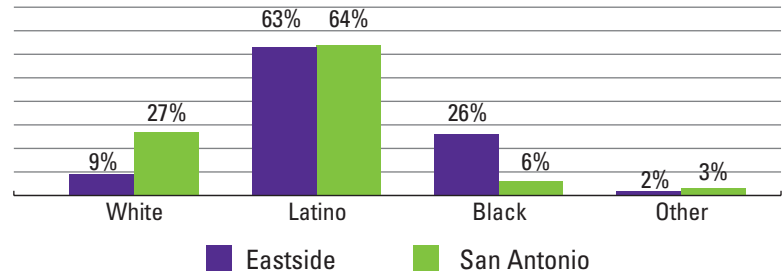
The community has a proud legacy as the heart of San Antonio's first and largest African American community. Over time, the demographics of the Eastside have evolved and it is now a diverse, majority-Hispanic community that remains home to a sizable African-American population and numerous African-American led community, religious, business and cultural institutions. The history of the Eastside can be characterized by decades of economic disinvestment. In the early 2000's, some of the worst pockets of poverty, crime and blight in the region could be found on the Eastside.

After decades of disinvestment, the Eastside of San Antonio has experienced a resurgence in private investment, school performance, quality housing stock, and public safety.

	Eastside	San Antonio
 Adults with less than High School Diploma	31%	18%
 Housing Cost Burden	42%	32%
 Median Household Income	\$29,877	\$54,175 (Bexar County)
 Population Growth since 2000	10.5%	27.7%

Racial Characteristics

The Eastside continues to be home to a sizable African American community compared to the city. Today, African Americans make up less than 7% of the city's population, however, more than 26% of Eastside residents are African American. The Latino population on the Eastside mirrors that of the city.



Shifting Demographic Landscape

The racial and ethnic profile of San Antonio's Eastside has changed significantly over the past few decades. US Census data between 2000 and 2017 shows:

White population
increased by

48.9%

African American population
decreased by

12.5%

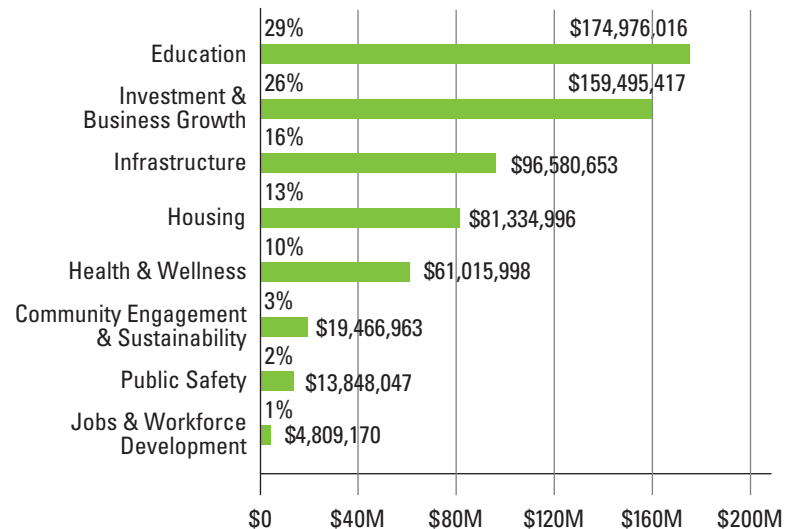
Hispanic population
increased by

27.0%

Community Investment

In 2010, hundreds of stakeholders and community residents organized to hold Eastside Reinvestment Summits and develop a strategy to revitalize the Eastside, beginning with public investment. By the end of 2011, the Eastside community secured more than \$50 million in federal grants in support of the reinvestment initiative. To date, San Antonio's Eastside Promise Zone has received over \$366 million in federal, public capital, and other investments. The chart below shows how more than half of those investments were targeted at improving education and increasing business growth on the Eastside. Massive investments were also made in infrastructure and housing.

Eastside Promise Zone Investments



The revitalization is ongoing. The Promise Zone partners are dedicated to reversing decades of disinvestment, expanding opportunity for all Promise Zone residents, and increasing the quality of life on the Eastside.

Building a Safer Community



Public Safety

Historically, the Eastside has had to fight the stigma of being a high crime area and face the economic repercussions that come with that reputation.

The Eastside Promise Zone has made huge strides in creating a safer community through community-oriented policing initiatives and resources that have been implemented in the Promise Zone including hot spot policing, bike patrols, police body cameras and increased SAFFE (San Antonio Fear Free Environment) officers availability to the community resulting in a 19% decrease in property crimes since 2014.

SAGE, non-profit and Collective Impact Coordinator of the Promise Zone, recognized this lingering perception as a barrier to development and invited the community to the first ever community event specifically on public safety to discuss issues, challenges and solutions regarding public safety on the Eastside.

On July 18th, SAGE held their Eastside Business Briefing on public safety with featured speakers San Antonio Police Chief McManus, Fire Chief Hood and Bexar County Assistant Chief Deputy Bennett. At the event, Chief McManus explained, “Council District 2 experienced a 19 percent decrease in crime, the highest decrease of any council district in the city.”

The Eastside Promise Zone will continue to work towards dismantling the negative perception of the Eastside and work towards advocating for a safer community.



Community Infrastructure



Community infrastructure is vital to the improvement of residents’ health and quality of life. By increasing high quality community amenities, Eastside residents benefit from the creation of employment, investment of cash resources to the community and a safer over-all community.

“The approved budget is a historic win for District 2 and has definitely set a precedent for the future that District 2 is not the black sheep of the city.”

—District 2 Councilwoman Jada Andrews-Sullivan

Budget Highlights



\$14 million

received by District 2 for street maintenance

13% of total street maintenance budget | Highest amount of all districts



\$500,000

for maintenance/renovations

\$90,000

for summer youth program

An increase in

\$50,000

that will go towards the historic
Martin Luther King Jr. March

\$25,000

towards a second chance initiative that will assist in
developing and securing employment for individuals
who are formerly incarcerated

Community Engagement

In 2019, SAGE had direct engagement with **5,000+** community members at Community Events, Town Halls and more throughout the Eastside. Our Eastside Business Briefings spotlight community needs such as the current state of the Eastside, public safety and housing. Our first-ever Housing Summit brought community members, developers and bankers into one space to discuss programs on affordable housing and concerns within the community.

SAGE, along with AmeriCorps VISTAs, continue to support the community at monthly Neighborhood Association meetings. These meetings are useful community resources as local officials attend with valuable updates and information, while also having the opportunity to listen to their constituents first-hand. Additionally, events such as National Night Out and SAGE community events are discussed and promoted.

Over 1,000 residents, along with vendors, came out to celebrate HalloEast. Not only does the annual Halloween Block Party provide food, fun and information to Promise Zone residents, it provides a safe environment for families to come together.

Finally, SAGE hosted the Eastside Historical Markers Input Session. The goal of the session was to get accurate and meaningful information to capture the true history and culture of the Eastside. A lot of great suggestions from the Eastside community were received.

We will continue to create a resilient, strong and safe Eastside community by working in partnership with community members and stakeholders in 2020.



Workforce Development



EETC continues to thrive in the Promise Zone, named the second EnVision Center in Texas

The Eastside Education and Training Center (EETC) is the result of a strong Promise Zone partnership. In 2016, the EETC opened its doors in collaboration with Alamo Colleges, San Antonio Independent School District, and local nonprofits to serve as a “one-stop shop” community resource that brings education, workforce training and support services to Eastside residents. The EETC takes an exhaustive approach to combating poverty by offering an array of programs and courses for adults seeking to improve their employability skills in order to transition to college or employment. In addition, the EETC offers food distributions and childcare services with the intention to support families as a whole.

With continued support and collaborations with Promise Zone partners such as Goodwill, United Way and Dual Generation, the EETC has served over 4,668 families in 2019. With these strong partnerships in place, EETC aims to build on and sustain the progress made in the Promise Zone making it a successful example of community work coming together.

In late 2019, the EETC became the second EnVision Center in the State of Texas. Along with the prestige designation, will come federal resources and internships that will continue to help Promise Zone residents find employment, education resources and learn life skills in one convenient and safe location.

Secretary of Housing and Urban Development, Ben Carson, delivered the news in person as he presented the Proclamation to Alamo Colleges’ Chancellor Dr. Mike Flores and other dignitaries.

“EnVision Centers are a way to connect local resources with the people who need them the most. From job training classes to financial counseling, I see so many vital services being provided here that have an unimaginable impact on the lives of the people you help,” said the HUD Secretary to multiple news outlets.

Carson believes in the bright future the EnVision Center will bring to its residents and is committed to the EnVision Center’s vision of “empowering all people to fulfill their potential by providing the tools needed to succeed.”

Employment Status & Poverty Rate

	2014*	2018*
Percent Below Poverty Level	34%	31%
Unemployment Rate	12%	7%

*American Community Survey 5-Year Estimates

There are many success stories out of the Eastside Education and Training Center (EETC). Alexandra Villanueva is one of many on an extraordinary journey. After having her first child, the Promise Zone resident decided to put her best foot forward and create a better life for her, her husband and their new daughter.

"I want to do better. I want to do better for her. I want to do better for my husband. I want to do better for my life," she said.

Villanueva is a recent graduate of the federally funded Healthcare Professionals Opportunity Grant program administered by St. Philip's College at the EETC.

Villanueva scored outstanding in her entry exam and chose her path as a medical assistant. Having worked in an emergency shelter for abused children, a medical assistant seemed to be the right fit for her. Alexandra worked hard to complete her ultimate goal of graduating. Having no days off from the months of November to April, her schedule consisted of having class Monday through Friday and working on the weekends. All this hard work culminated with a national certification on April 23rd, 2019.

While telling us her story, Villanueva added, "I would have never imagined I would be where I am at today."

While taking classes and working for those months, Alexandra took advantage of Dual Generation's Child Care Program. With the program, she was able to put her daughter in daycare. "It made it a lot easier," the new mother said in regard to how much the program benefited her.

One of the program requirements is to complete a 120-hour externship. Alexandra completed hers at the Skinner Health Clinic in downtown San Antonio. After completion she was quickly offered a position to stay on as a permanent employee.

Due to the many beneficial programs in the Promise Zone, Alexandra Villanueva is breaking the cycle of poverty. As more young and strong-minded individuals like her step up and do the same, the EnVision Center has become a true beacon of hope within the Promise Zone. When asked what she would tell others, she simply said, "Take advantage of the opportunity. You will surprise yourself. I was in that seat once."

"I am proud of myself," she added.

Alexandrea is continuing to evolve in her medical field profession and is currently enrolled in the Invasive Cardiovascular Program. She expects to graduate early 2021.

For more information on the EnVision program, go to
<https://www.huduser.gov/portal/envisioncenters/home.html>



In 2019:

EETC Enrollment



1,206

Students



30

**Health Profession
Opportunity Grants
Participants**



4,668

Families Served



A Dual Generation Approach to Breaking the Cycle of Poverty

Since 2014:

**486 Families
Enrolled in the Dual
Generation Program**

**95 Parents Received
a Formal Certificate**

**31 Parents Completed
HS Equivalency**

**7 Childcare Centers
supported by Dual-
Generation funding**

**Improving the Quality
of Eastside Childcare:**

**3 Childcare Centers
Received Texas Rising
Star State Certification**

**3 Additional Centers
entered into TRS
mentoring program**

**2 Centers Achieved
Texas School Ready
Certification**

The San Antonio Dual-Generation Partnership is an unprecedented community-wide answer that looks at the challenges created by poverty through the lens of people's real lives and needs. Combining solutions for finding housing, education, child care and employment, trusted community partners help families address their most pressing needs, but they don't stop there.

Children receive high-quality early education to help them reach their highest potential in the classroom and beyond. Parents gain the skills and tools to achieve financial stability and better support their children—and become more involved in their lives. The San Antonio Dual-Generation Partnership engages the strength of its community providers to work in concert because giving parents and children the opportunity to succeed together best positions families to thrive and fortifies the whole community.

We are creating hope in San Antonio by removing barriers and enabling families to achieve greater stability and success. We see promising strides in our neighborhood that will strengthen families for today and into the future. Every parent who completes a credential and gets a job is a hero for that family. When a child is able to start school ready to learn and grow, he or she is on the path to fulfilling his or her potential.

By equipping families with the tools and skills to thrive, the San Antonio Dual-Generation Partnership brings hope for a brighter future for families and the whole community.



A Unique Partnership is Key to St. Philip's Early College High School's Success

A unique partnership between San Antonio Independent School District and Alamo Colleges District has paved the way for Promise Zone student success. The partnership between the two organizations led to the creation of St. Philip's Early College High School (ECHS) with the mission to provide a first-class program that enables students to earn an Associate of Arts, Associates of Applied Science and/or workforce certification while completing the requirements for their high school diploma.

This year the high school received an "A" rating and two distinctions from the Texas Education Agency, continuing to provide a headstart for students' careers within the Promise Zone.

The program considers community needs and job demands so when their students have completed their education they can find good paying jobs. "We look at the job demands and try to match it to what St. Philip's College offers," said Principal Derrick Thomas.

St. Philip's ECHS faculty recognize that not all students come from the same background and therefore tailor the program to the students' educational needs. Faculty members go above and beyond to help their students succeed no matter the situation. "We are successful because we sit down with the students and ask them what their goals are and work with them to bring that into fruition," said Dr. Thomas.

Partnerships like this are key in moving the Promise Zone forward and result in similar success stories. With shared goals and interest in the community, more success stories are to come. As St. Philip's ECHS continues to maintain its high standards of excellence and achievement, a strong and positive message has been received.



SAISD Eastside schools have no F rated campuses



SAISD ranked 3rd highest in poverty and gained the most in student achievement and 2nd most in school progress and overall performance



80%

In the last 4 years SAISD has decreased the number of students attending low performing schools by about 80%

Private Sector Investment



Cafe Azteca offers more than coffee to the Promise Zone

Over half of America are coffee drinkers. While most chains and coffee shops stick to the same proven recipes, Tyler Ybarra, Owner of Café Azteca, calls on his past and culture to stand out. While managing a Starbucks in college, Ybarra met a lawyer who gifted him the advice to branch out on his own.

Ybarra headed down to Mexico to purchase a taco cart for his new venture. Realizing he couldn't serve coffee out of the small cart; he sold it and purchased a trailer which he would drive from the South Side of San Antonio to San Marcos every day for three years.

With those years of hard work and dedication, Café Azteca's fan base and recognition has grown. Ybarra moved his location from a small trailer in San Marcos to newly remodeled brick and mortar in the Eastside Promise Zone. When asked why he chose his location Tyler said, "Seeing different businesses come, the money that is being poured into it [the neighborhood] and the revitalization of houses and businesses."

"[The] Eastside has really supported me," Tyler added.

Tyler appreciates that the neighborhood feels like home. Having grown up in San Antonio he has seen this neighborhood grow from one of the most undesirable neighborhoods to the most sought after. "People are proud to say, 'I live in the Eastside,'" he states.

Though it is getting better, Ybarra feels the need for more infrastructure and education programs on the Eastside. The need for good jobs and stable homes will ensure the community continues to flourish. "Show them there is hope living here on the Eastside," the small business owner states.

When asked how leaders can continue the progress, the café owner suggests they listen to people within the neighborhood and find a good median. Tyler suggests, **"It is really important to hear out the people who have been here their whole lives."**

Velocity, TX

The Texas Research and Technology Foundation and VelocityTX moved into the new VelocityTX Innovation Center (Old Merchant's Ice Facility), on East Houston Street in February 2019 as the first phase of the project was coming to completion. VelocityTX is a business incubator and accelerator for companies in the life sciences, biotech, military medicine and disruptive technologies.

"We are thrilled to be on the East Side of San Antonio."

— VelocityTX



- Bringing **700 new jobs** to the Eastside
- Restored/Renovated **120,000 square foot campus**
- **48 new jobs** so far



Choice Neighborhood Initiative

Through its Critical Community Improvements (CCI) plan, the Eastside Choice Neighborhood was transformed with strategies that help change the landscape, programmatic, and economic condition of the neighborhood and its residents.



East Meadows II Construction

(119 multi-family units) nearly complete in CY19

Infill Housing—The San Antonio Housing Authority (SAHA) purchased vacant lots to build new 25 new homes priced from \$139,900 to \$164,900. *Goal: Reduce the neighborhood vacancy rate by 10 percent.*



Infrastructure Improvements—The City of San Antonio pledged \$6 million in local resources to SAHA to leverage the \$29.7 million Dept. of Housing and Urban Development (HUD)-Choice grant for reinvestment in the Choice Neighborhood. Monies were used for street improvements, sidewalk improvements, curb-cuts and driveway apron projects, which supported the Choice Infill Development Program.



Owner-Occupied Rehab Program

—Twenty grants up to \$47K were awarded to homeowners for renovations and repairs.

Business Façade Restoration

—Choice Neighborhood business owners made exterior improvements to their properties with matching grants up to \$25,000 in a successful program administered by SAGE.

University Health Clinic

(UHS)—\$5M Primary Care Clinic developed in collaboration with SAHA to increase access to healthcare for individuals and families in the Choice Neighborhood. The project links housing improvements and community services with health care.



Priorities for 2020



The Promise Zone Coordinating Council, which includes the Mayor of San Antonio, SAGE, District 2 Councilmember, residents who live, work and/or worship in the Promise Zone and executive representatives of organizations, continues to work towards a thriving and sustainable Eastside community.

On October 16, 2019 the Coordinating Council convened at a historic meeting to recommit their support to the Eastside Promise Zone as it hit the midway point of the 10-year Promise Zone designation.

Priority areas for Fiscal Year 2020 are determined by the members of the Eastside Promise Zone Coordinating Council.

2020 Priorities

Workforce Development

K-12 and Youth

**Early Childhood Development
and Kinder Readiness**

Private Sector Investment

Housing Development

Crime Prevention and Intervention

Community Infrastructure



CEO's Closing Remarks

SAGE was founded in 2008 to advance economic development and community revitalization in San Antonio's Eastside—a community with a proud history and culture that has also been challenged by disinvestment and concentrated poverty. Since its founding, SAGE has worked to advocate for efficient and sustainable growth for San Antonio's Eastside; advance small business development; maintain and promote the area's history and culture; and provide innovative and progressive solutions to Eastside challenges. Over the past five years, SAGE has been a leading community-based institution in the implementation of the Promise Zone investments.

As the designated backbone agency for sustainability and economic development on the Eastside, SAGE relies on our community partners and the Coordinating Council, listed earlier, who work with us to achieve collective impact.

We continue to be a catalyst for hope and growth, to reinvigorate our surrounding community. Through our City-Partnered Store Front Grants, SAGE has invested more than \$1 million dollars in storefront grant investments to improve the exterior of our Eastside establishments. These two programs have leveraged 429 new jobs and \$2.5 million dollars in supported revenue for our Eastside small businesses.

SAGE's goal is to utilize key partners from our surrounding San Antonio Community to build capacity for our families, business owners, and fellow non-profit partners. We could not create a ripple of impact without the support of our community.

To build a thriving community, it truly will take all of us working together. With 3 named opportunity zones in our backyard and the future projects, there are opportunities for community input to define, engage, and leverage our best assets to ensure the successful growth of our community by elevating the voices and the needs of our community to our constituents and developers, opportunities that show resilience, hope, growth, and prosperity for all who enter our beautiful Eastside.

With hope,

A handwritten signature in white ink, appearing to read 'Tuesdaé', is positioned above the printed name.

Tuesdaé Knight
President & CEO
San Antonio for Growth on the Eastside



San Antonio for Growth
on the Eastside

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