

San Diego Promise Zone

Third Round



Lead Organization:

City of San Diego

Population:

77,241

Poverty Rate:

39.06%

Unemployment Rate:

15.61%

Key Partners:

Civic San Diego,
County of San Diego
Health and Human
Services Agency,
Jacobs Center for
Neighborhood
Innovation,
San Diego Housing
Commission (SDHC),
San Diego Unified School
District,
San Diego Workforce
Partnership

The San Diego Promise Zone (SDPZ) comprises three of the City's most economically disadvantaged neighborhoods. The SDPZ is roughly bounded by the San Diego Unified Port District to the west; downtown San Diego and State Route 94 to the north; National City to the south; and the City of Lemon Grove to the east.



The San Diego Promise Zone (SDPZ) is characterized by high unemployment, low educational attainment, insufficient access to healthy foods, concentrated poverty, rising crime, and the least affordable housing in the nation. Youth unemployment is a severe problem: 40.1 percent of SDPZ youth, aged 16-24, are unemployed compared to 20.5 percent of youth of the same ages across the city.

Recent rezoning, vacant land along high traffic corridors, and a central location that is well-served by public transit are assets that the SDPZ will build upon to bring economic vitality to these underserved communities.

The City of San Diego and its partners have identified the following six goals to improve the quality of life and accelerate revitalization:

- Create Jobs
- Improve Economic Activity
- Reduce Violent Crime
- Expand Educational Opportunities
- Access Top-Quality Affordable Housing
- Promote Health and Access to Healthcare

“The City of San Diego is on an upward trajectory. We have trusted and established relationships with all of the Promise Zone implementing partners. We want to strengthen connections to our supporting partners and bring new partners to the SDPZ table. Few organizations have enough resources, political capital or public backing to drive a community-wide transformation. Collaboration is challenging; it demands vision, flexibility and a high degree of trust among partners. The City of San Diego and the SDPZ implementing and supporting partners have a collective desire and ability to make San Diego America’s Finest City.”

Kevin L. Faulconer, San Diego Mayor