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# From Promise Neighborhood To Promise City

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*Presented by:*

Mission Economic Development Agency  
Plaza Adelante: 2301 Mission Street, Suite 301  
San Francisco, CA 94110





## Mission District: Legacy of Art, Culture, Activism

Power of Place



# Housing Crisis

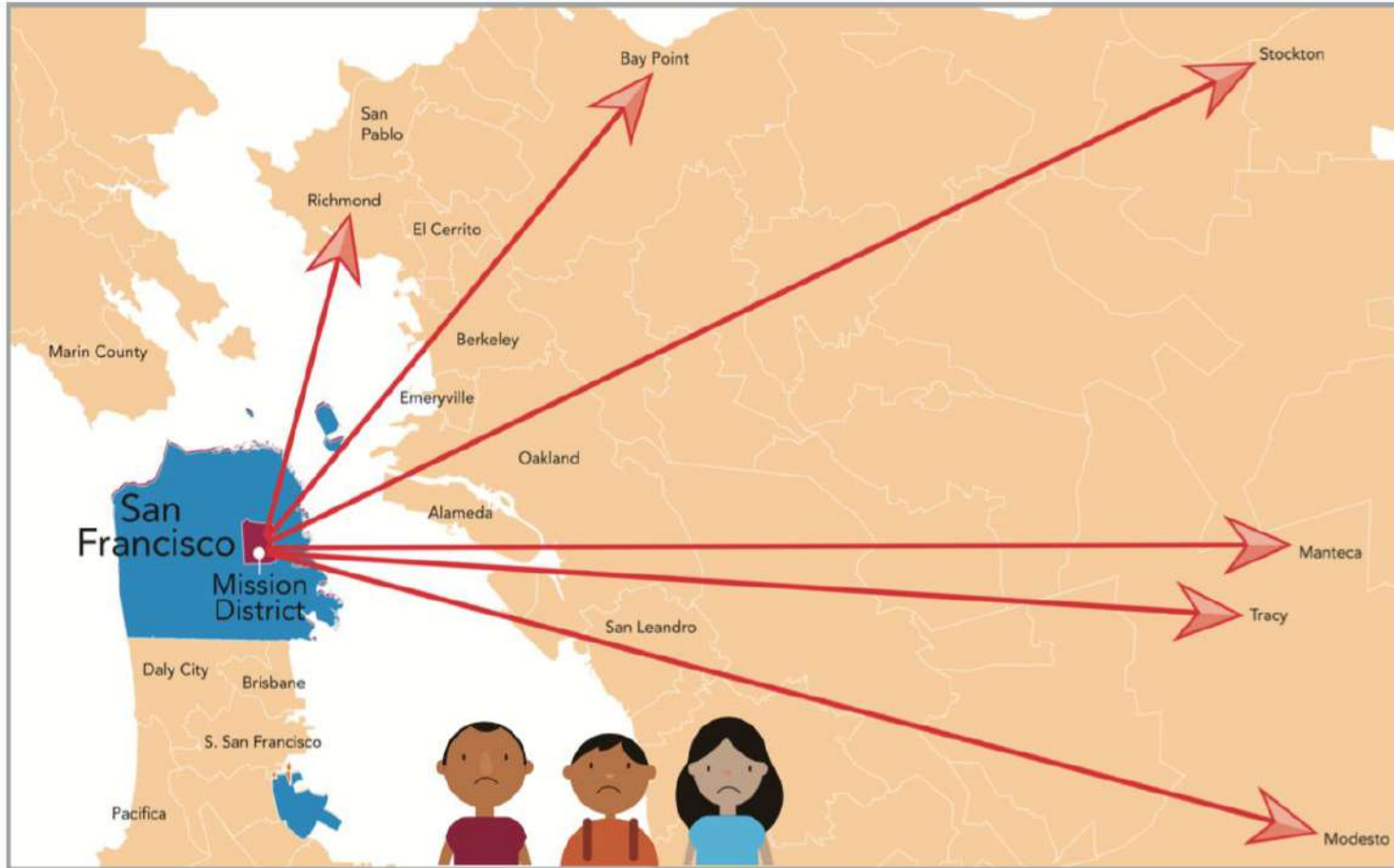
## Mission PhotoVoice Project: Sharing *Her* Story



“This is the area where my child was bathed every morning. We usually had to **take showers in the garage** because we had no access to the bathroom in the house. The bathroom in the house did not have hot water and was always getting clogged.

— *Deyser, Mission resident*

# DISPLACEMENT CRISIS



# Collective Response

Cradle to Career CBOs

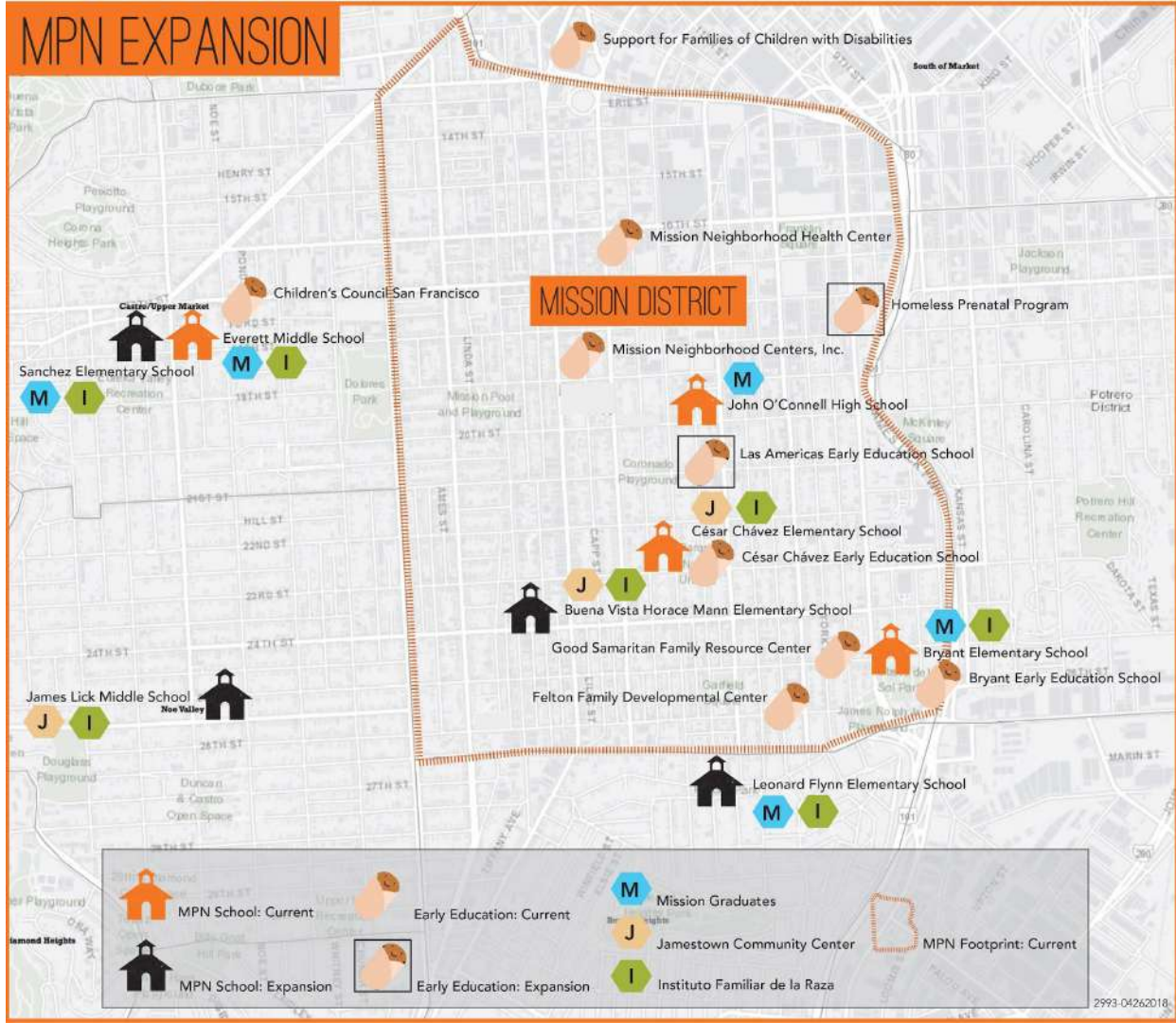
Schools/City

Common Agenda

Shared Measurement

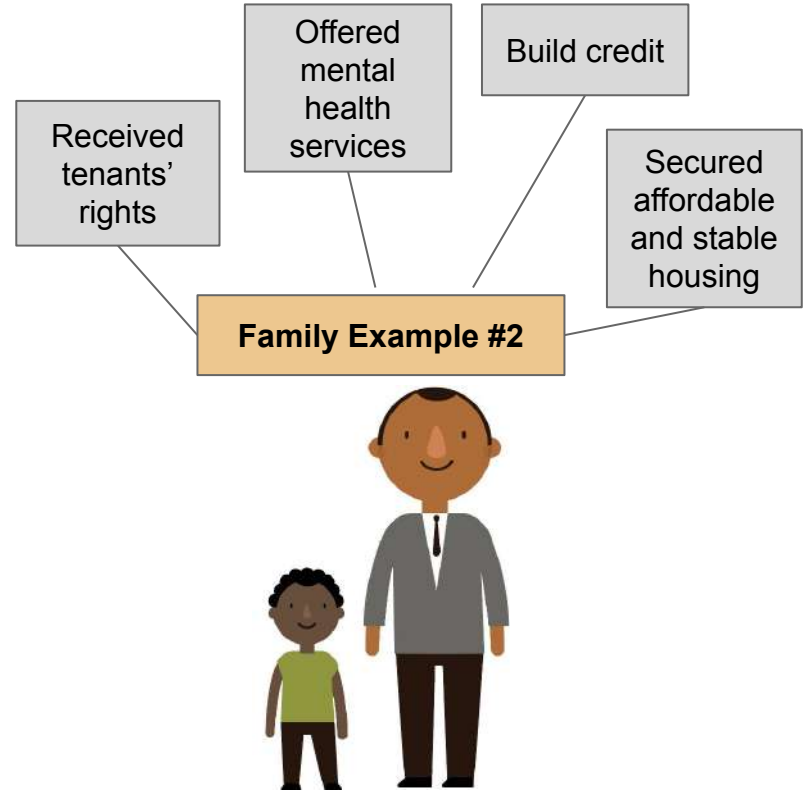
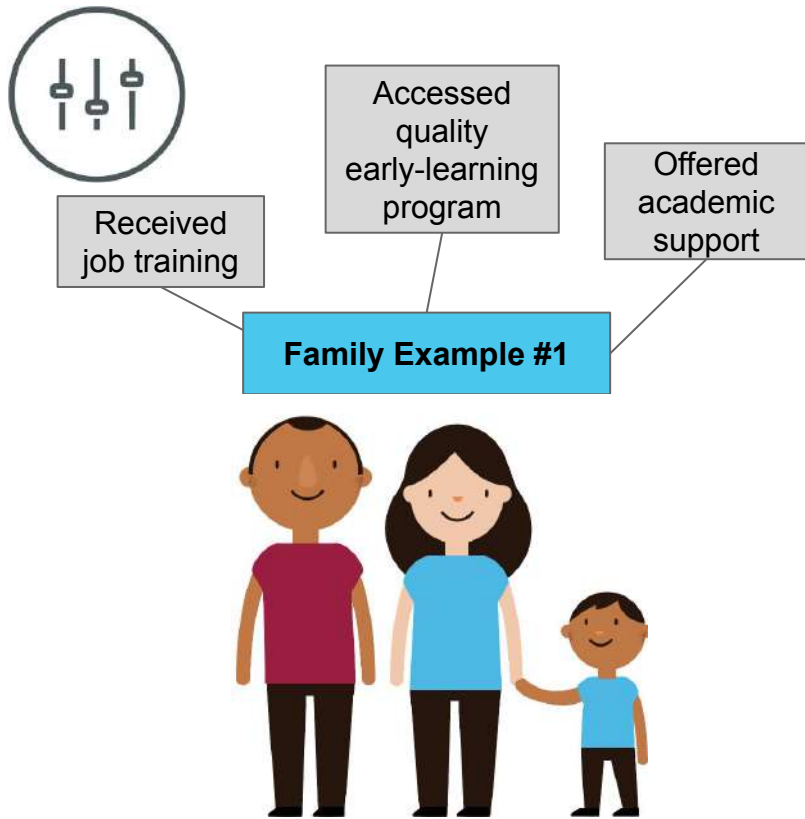
Continuous Communication

Backbone Agency



# Community Partners





Our Family Success Coaches **implement a two-generation approach**, integrating family economic success strategies and support services with schools.

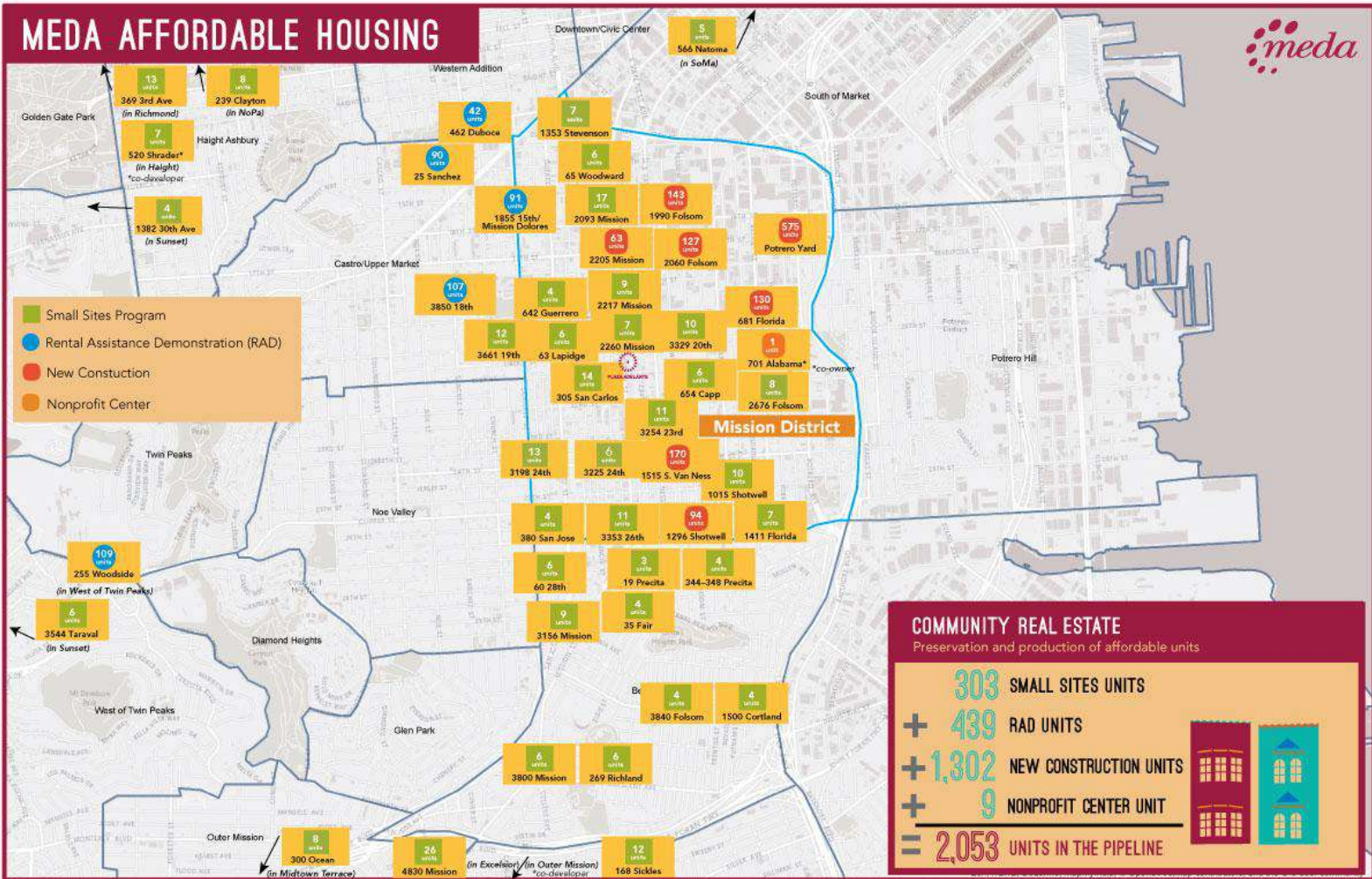
“We are a land-based people  
without any land.”

~ Nane Alejandrez  
Barrios Unidos





# MEDA AFFORDABLE HOUSING



# Casa Adelante - 2060 Folsom





# Measurable Results

- 16,000 served annually
- \$5.1M in tax returns last year
- 2,000 affordable units preserved or in pipeline
- Medical Home rate 61% to 80%
- Kinder-Readiness rate 47% to 71%
- Graduation rate 68% to 90%

# COVID Impact & Response

- Latinos only 15% of city, but 50% of positive cases
- Led vaccine outreach to 11,800 residents
- Provided \$8M in income relief to 6,000 families
- \$10M in pandemic response loans to 350 small businesses
- 1,650 rental relief applications

# Equitable Recovery

- COVID highlighted existing disparities
- Systems came together to address crisis
- Let's build on this for equitable recovery
- Good government
- It takes a village

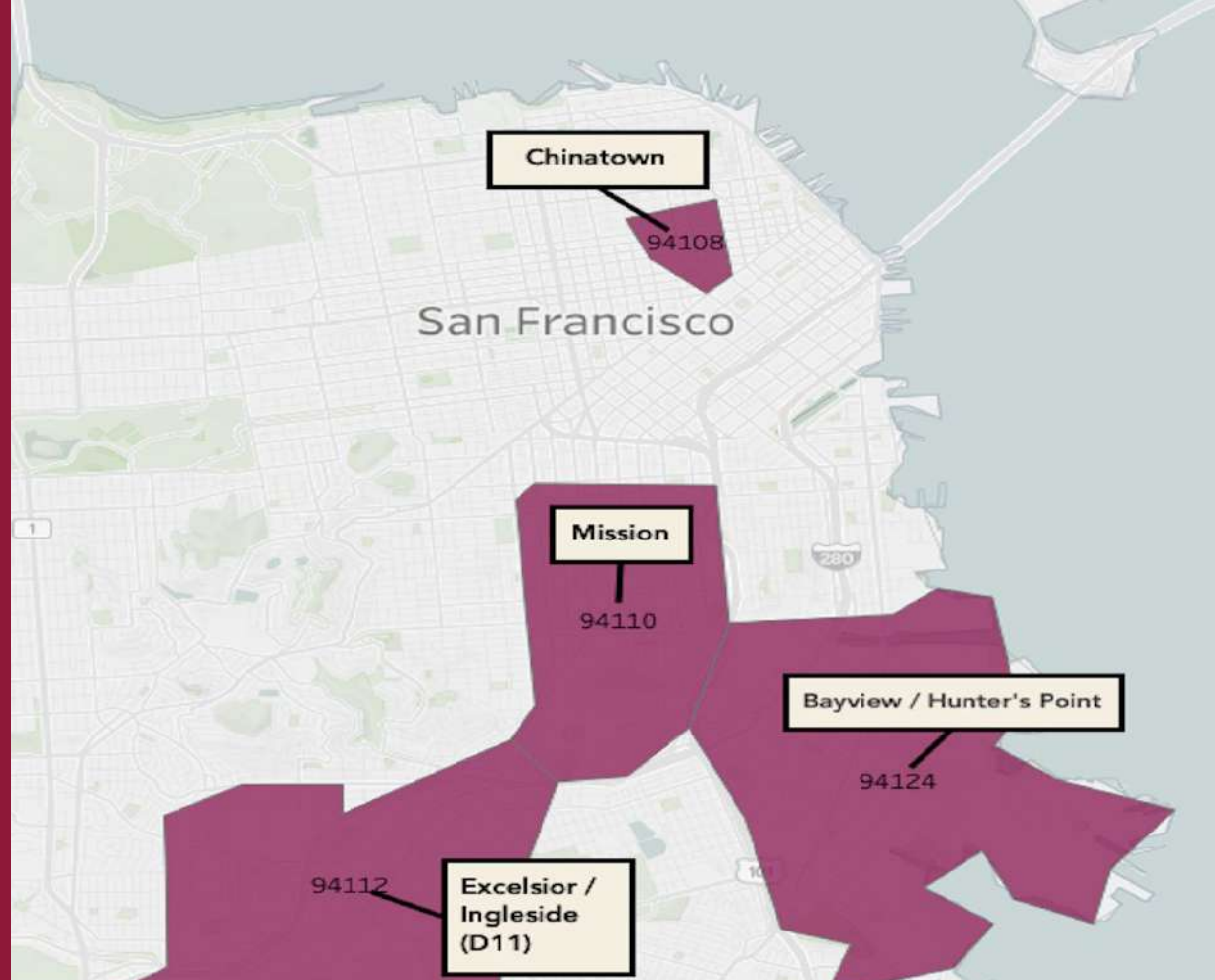
# Promise City

Promise Neighborhood plans  
in three new communities

Communities of color,  
previously redlined

Align with Mayor's Recovery  
Plan

Organize parents and youth  
for advocacy, community  
report card



# Promise City: A Transformational Opportunity

- **Reshape relationship** between community, schools, and city based on neighborhood collaboratives
- **Future of government:** community-led, data-driven, collaborative, accountable to results





# State Advocacy: It Takes A Village Act



# Our Partners



## CA Partners

California Promise  
Neighborhood Network  
California Cradle to Career  
Coalition  
End Child Poverty in  
California

## National Partners

Harlem Children's Zone  
StriveTogether  
PolicyLink

# *Questions? Thoughts?*

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