

EAST MAIN DISTRICT STRONG NEIGHBORHOODS INITIATIVE PROGRAM

Strong Neighborhoods host institutions and norms that encourage cooperation, trust, and mutual support among residents and businesses; nurture a sense of security, belonging, and meaning, promote skills and standards that help residents thrive in the broader society; attract investment and different types of residents; and maintain social networks that help residents access opportunities and resources locally as well as externally as needed. Fragile neighborhoods, by contrast, do the reverse.

The Strong Neighborhoods Initiative (SNI) works to help improve struggling neighborhoods by connecting residents, businesses, non-profit organizations, and schools as a way to further engage with these communities and work on projects together. Utilizing funding from the Community Development Block Grant Program, these identified neighborhoods will have a dedicated staff person to work on both individual activities and neighborhood projects over a three –five year period. This approach will put the collective assets and energy of residents/neighborhoods to bear in tailoring long term neighborhood solutions that are owned by residents through partnerships with fellow neighbors, businesses, local agencies and the City of Norman.

Developed jointly by the City of Norman Community Development Block Grant Program and Neighborhood Alliance, Inc., the objectives of the East Main District SNI are to:

- Assist neighborhood stakeholders within selected neighborhood boundaries, including residents, business owners, nonprofit organizations, faith-based institutions, and schools, in identifying neighborhood issues and concerns.
- Educate neighborhood stakeholders to preserve and strengthen their neighborhoods by connecting them with City and nonprofit organizations and resources.
- Actively engage neighborhood stakeholders as leaders in addressing negative conditions and taking ownership of their neighborhoods.
- Enhance resident-to-resident and resident-to-City-staff communication for the betterment of the neighborhood.
- Develop and implement a series of neighborhood improvement programs to address both individual properties and the neighborhood as a whole.
- Encourage ongoing community involvement of stakeholders beyond the program timeframe.

Neighborhood Alliance, Inc. will provide the services for The East Main District Strong Neighborhoods Initiative:

- A dedicated full time Neighborhood Alliance staff person for this specific geographic area concentrating on the development Strong Neighborhood Initiative programs;
- Encompassing the First Courthouse Neighborhood, the Original Townsite Neighborhood, and the East Downtown Commercial Corridor;
- The name East Main District is a tentative name until formally decided upon by the identified neighborhoods and stakeholders;

The Norman Neighborhood Capacity Building Program will provide the specific billable activities:

1. Salary and Benefits \$59,337
2. Miscellaneous Expenses (mileage, supplies, etc.) \$4,200
3. Oversight and Coordination with Neighborhood Alliance Norman Neighbors Programs \$9,600