



CITY OF NORMAN, OK STAFF REPORT

MEETING DATE: 07/11/2023

REQUESTER: Lisa D. Krieg

PRESENTER: Lisa D. Krieg, CDBG Grants Manager

ITEM TITLE: CONSIDERATION OF APPROVAL, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF CONTRACT K-2324-12: A CONTRACT BY AND BETWEEN THE CITY OF NORMAN, OKLAHOMA, AND NEIGHBORHOOD ALLIANCE, INC. IN THE AMOUNT OF \$73,137 FOR THE STRONG NEIGHBORHOODS INITIATIVE PROGRAM.

BACKGROUND:

In the summer of 2020 Mayor Breea Clark assembled the Mayor's Task Force of over 50 individuals representing the population of Norman to explore various subjects as a result of the comments that were received during the Fiscal Year 2020-2021 (FYE2021) Budget Process. This group met multiple times over a six-month period and heard presentations from selected entities on a wide range of subjects regarding opportunities that the City of Norman had to improve interactions with the public.

As a result of this effort, Contract K-2122-17 with Neighborhood Alliance, Inc. was approved on July 13, 2021 to launch the Norman Neighbors Project. In addition, Contract K-2223-23 was also approved by the Norman City Council to continue this program. A subsequent contract K-2324-11 is slated for consideration to continue this effort. The collaborative partnership with Neighborhood Alliance has resulted in direct benefits to the Community Development Block Grant Program (CDBG). Collaborating on the specific needs of low and moderate citizens who reside within the designated CDBG Target Area led to the designation of the Strong Neighborhoods Initiative (SNI) being included within the FYE24 Fourth Year Action Plan. Following the lead of this successful program that is long standing in Oklahoma City, the Norman SNI project will concentrate revitalization efforts within the East Main District which includes the First Courthouse Neighborhood, Original Townsite Neighborhood and the EDO, East Downtown Commercial Corridor.

DISCUSSION:

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. The first year of the SNI will be developed and implemented by Neighborhood Alliance of Central Oklahoma, Inc. with subsequent years being administered in house by the CDBG Program.

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.

The proposed contract represents a total of \$73,137 for activities described within the contract. The proposal includes employment of a dedicated staff person by Neighborhood Alliance who will be primarily responsible for the Norman activities, but will have the resources of the entire Neighborhood Alliance staff and Board of Directors at their disposal for support.

RECOMMENDATION:

Staff has reviewed the proposed contract and recommends approval of Contract K-2324-12 in the amount of \$73,137 to Neighborhood Alliance of Central Oklahoma, Inc. Funds are available in the Community Development Fund, fiscal year 2023-2024, Consultant-Planning (account 21240029 44003; \$73,137).