



## CITY OF NORMAN, OK STAFF REPORT

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**MEETING DATE:** 11/22/2022

**REQUESTER:** Jane Hudson, Director of Planning and Community Development

**PRESENTER:** Elisabeth Muckala, Assistant City Attorney III

**ITEM TITLE:** CONSIDERATION OF APPROVAL, REJECTION, AMENDMENT AND/OR POSTPONEMENT OF CONTRACT K-2223-53: A PROFESSIONAL SERVICES AGREEMENT BY AND BETWEEN THE CITY OF NORMAN, OKLAHOMA, AND STRONG TOWNS, A MINNESOTA NONPROFIT CORPORATION, IN THE AMOUNT OF \$149,875 FOR PARTICIPATION IN THE STRONG TOWNS COMMUNITY ACTION LAB.

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### **BACKGROUND:**

Strong Towns is a 501(c)(3) nonprofit media advocacy organization that seeks to provide services to communities to create a post-war pattern of development that is financially strong and resilient. Strong Towns coordinates with local governments through media, education, resources, events, neighborhood groups, and a “Community Action Lab”.

Strong Town’s priority campaigns are transparent local accounting, ending highway expansion, creating safe and productive streets, supporting incremental housing, and ending parking mandates and subsidies.

### **DISCUSSION:**

Strong Towns has selected the City of Norman to participate in its next Community Action Lab. If the City of Norman accepts this opportunity, the Community Action Lab could be pursued with Strong Town in conjunction with the anticipated Comprehensive Plan Update, allowing the City of Norman to plan in such a way that any goals identified through the Community Action Lab experience may be solidly implemented in its long range development planning.

The Community Action Lab is an extended engagement for multi-pronged approaches to mobilizing specific communities for change and coaching key local leaders through critical action steps meant to help a community realize a financially strong and resilient position. The Lab would last approximately two years and consists of five phases: Preparation (+/-1 month), Kickoff (1 month), Capacity Building (2-6 months), Action (7-11 Months), and Ongoing Support (12 months beyond completion of other phases).

The deliverables within the contract include:

- 3 major public events in the first year of the project;
- Formation of a 12-15 person “Action Team” with a customized training curriculum and access to online resources and education;
- Regular meetings between Strong Towns staff and Action Team and local leadership;
- A custom-designed marketing strategy for engaging Norman residents on multiple social media platforms;
- A public evaluation report including final metrics, notable achievements and challenges; and
- One year of ongoing support.

The Strong Towns Community Action Lab proposal was discussed at the September 1, 2022 meeting of the Business and Community Affairs (“BACA”) City Council Committee, where City Council members directed staff to negotiate a contract with Strong Towns for the provision of the enumerated professional services. The Norman City Attorney’s office adapted the proposal into the attached contract, K-2223-53, which has been approved and executed by Strong Towns. The services are proposed at a total cost of \$149,875.

Funds are available for this contract, appropriated from the General Fund and transferred to the Capital Fund by previous Council action, in Special Studies, Design (Account 50593388-46201; Project BG0164).

**RECOMMENDATION:**

City Staff recommends the City Council accept Contract K-2223-53, a professional services agreement with Strong Towns in the amount of \$149,875.