

Current State of Housing Insecurity Nationally (2024 Reports)



Wages Lag Behind Rent:

To afford a modest 2-bedroom at fair market rent, a full-time worker must earn \$32.1 I/hour — yet the federal minimum wage is \$7.25.



Assistance Falls Short:

Only **I** in **4** eligible renters receive federal housing aid due to chronic underfunding.



New Construction Doesn't Help the Poor:

The median rent for new multifamily units was \$1,740/month in 2021.
Units renting for less than \$850 dropped from 9% to just 2%.



Disproportionate Burden:

Black, Latino, Native American, and women workers are disproportionately impacted.

Current State of Housing Insecurity in Norman (2024 Reports)

Affordability Crisis

- Norman housing costs are 38% higher than OKC, 20% above state average
- 2024 Housing Wage in Oklahoma: \$19.91/hr for a 2BR (FMR)
- Rent spikes since 2023: +18% (studio), +9% (2BR)
- Median rent: \$1,300/month as of Sept 2024
- Nearly I in 3 Cleveland County renters are cost-burdened
- Highest burden among Black (51%) and Native
 (42%) residents



Homelessness Snapshot (Jan 2024 PIT Count) 91 unsheltered, 128 sheltered in Norman/Cleveland County

85% long-term homeless; 52% chronically homeless

Surge in **first-time homelessness** cases

☐ SHELTER ACCESS & GAPS

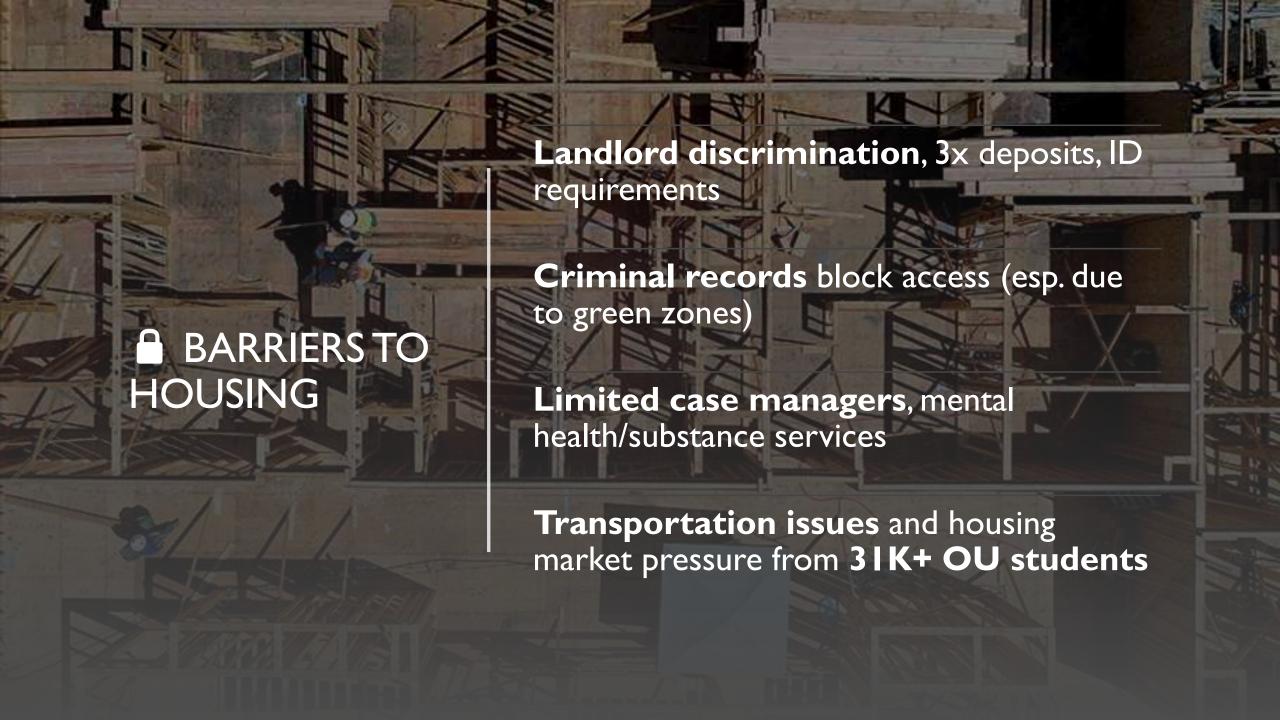
245 total beds across all housing types (ES, PSH, RRH, TH)

A Friend's House (52 beds) is at capacity nightly

Existing shelters are limited in **accessibility** (no pets, partners, possessions)

City's temporary shelter at 109 W Gray ends June 30, 2025







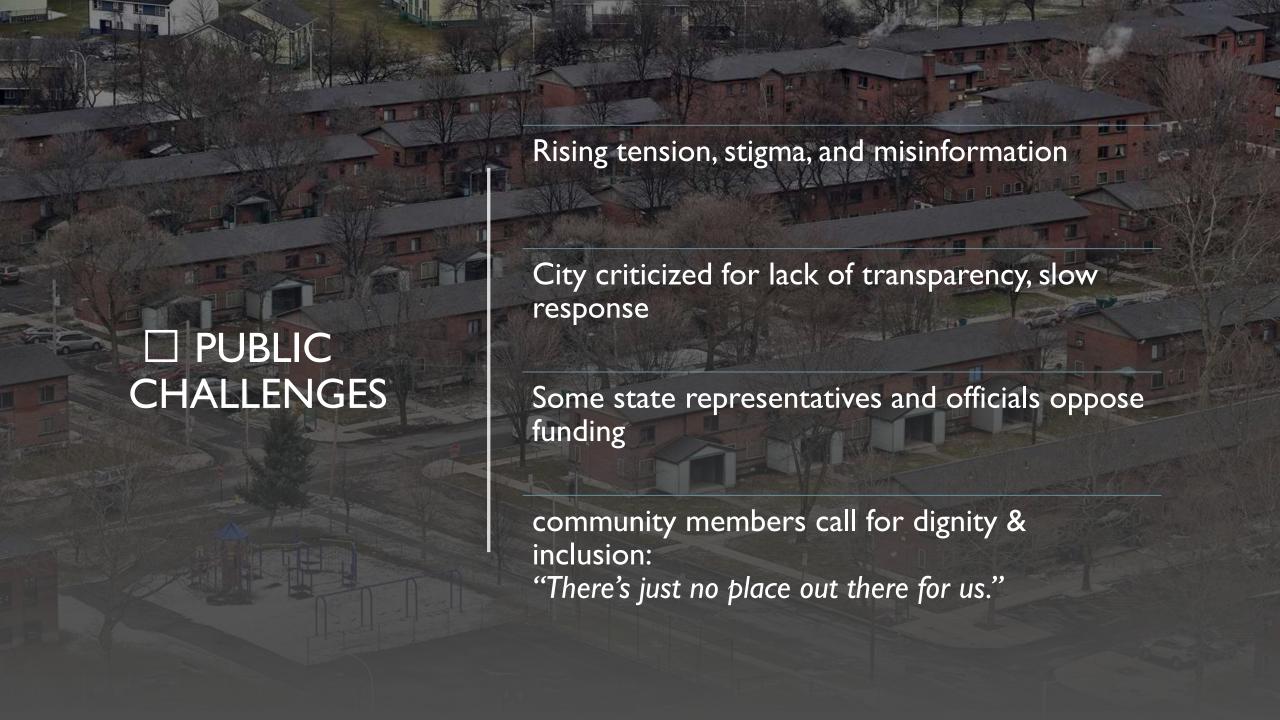
1,250 housing vouchers issued by Norman Housing Authority

New jobs program for unhoused (launches June 2025, opioid settlement-funded)

Local navigators pursuing **SOAR** certification

Ongoing city debate on shelter sites/funding

— no final action yet



What Has Been Done In Norman

Planning & Coordination



City of Norman helps leads the **Cleveland County CoC** along with Thunderbird Clubhouse



Homebase Gap Analysis (2021); ongoing CoC collaboration with 20+ partners



Achieved functional zero for veteran homelessness in 2018



Supported **Built for Zero** and **100,000 Homes**, housing 426 chronically homeless individuals

† Shelter Operations



109 W Gray Shelter: Low-barrier model, open nightly since 2020; avg. 56 guests/night



Currently: A Friend's House (52 beds): Operated by City Care; consistently full



Past shelters: 225 N Webster, 325 E Comanche (both closed by mid-2022)

☐ Housing Programs & Assistance



1,250+ Housing Choice Vouchers through NHA; reduced waiting list with new vouchers



~\$170K in ESG funds for prevention/diversion (Food & Shelter, Thunderbird Clubhouse)



COVID-era rental assistance fund led by **United Way of Norman**

Outreach & Supportive Services

- 24 guests helped secure SSI; 20 on SSDI; 16 in process
- 95 housing referrals, 300 advocacy efforts logged via HMIS
- 30+ ID vouchers issued via McFarlin/First Presbyterian partnership
- **SOAR certification underway** for housing navigators
- **Transition House**: 427 calls/visits in FY'24; \$74K ARPA grant awarded

☐ Community Engagement & New Initiatives

- ONE Norman Task Force formed post-2022
 via CivicCon
- City launched beautification jobs program for unhoused (started June 2, 2025)
- Collaborative events for ID/birth certificate access; felony referrals coordinated with OKC



☐ WHAT THE COMMUNITY IS ASKING FOR

Survey Results & Comments show community wants:

- Year-round low-barrier shelter (open 24/7, minimal entry restrictions)
- On-site wraparound services: mental health, addiction recovery, job support
- Clean, safe design with **trauma-informed care** principles
- Transparency in planning and inclusion of lived experience voices
- Access to basic needs and stability: Respondents emphasized the importance of consistent meals, hygiene facilities, and access to ID/legal aid — not just a bed for the night

Concerns: crime, safety, proximity — and how cities resolve them

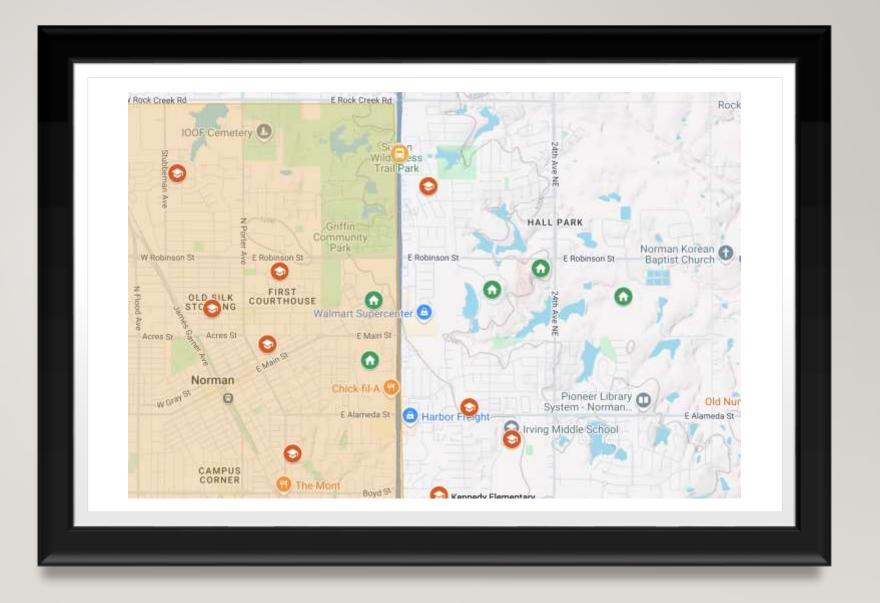


Criteria For Shelter Location (HTI's Research)

- Minimum 5 acres for scalable site
- Within ½ mile of transit routes
- **Buffered from major residential zones** to reduce NIMBY backlash
- Not adjacent to elementary schools, high-traffic commercial hubs
- Zoning compatibility or potential for special use permitting

POTENTIAL LOCATIONS WE'VE IDENTIFIED

Interactive Map



Ideal Location: Griffen Memorial & Land Owned By O.D.M.H.S.A.S.

State-Owned
Property managed by
the Oklahoma Department
of Mental Health and
Substance Abuse Services
(ODMHSAS)

Located near downtown
Norman,
within reasonable
distance of public transit

Historically used for behavioral health services, aligns with wraparound service goals

Over 20 acres of potentially developable land, including underused and vacant parcels

Opportunity to repurpose existing infrastructure, reducing development costs

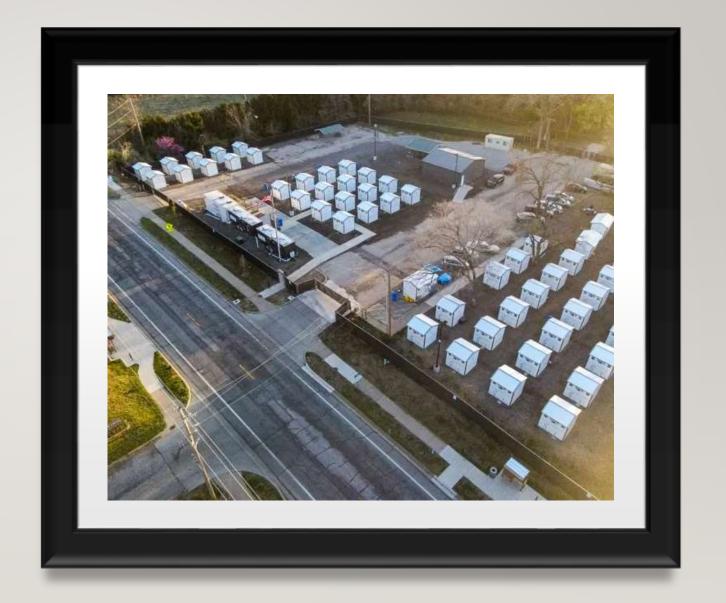
Zoned for institutional/public use — fewer hurdles than rezoning private land

Centralized site avoids clustering in low-income neighborhoods

Could serve as a multiphase campus: shelter, supportive housing, recovery, reentry

WHAT OTHER CITIES HAVE DONE

- Lawrence, KS Lawrence Community Shelter & Pallet Village
- 175-bed low-barrier facility (up from 25 beds) now serves ~600 people/year
- 93 chronically homeless individuals housed in 2023 alone
- 35% increase in sheltered homelessness (184 in 2025 vs 136 in 2024)
 - \rightarrow Tangible shift from unsheltered to sheltered



□ GREATER MANCHESTER, UK – HOUSING FIRST PILOT

- Supported 430 individuals with complex homelessness in the first year
- Followed Finland's model: allowed immediate housing without prerequisites, offering personalized intensive support
- Achieved a 70% reduction in rough sleeping across Greater Manchester
- Mayor and UK government are now scaling the model region-wide due to early success



SAN ANTONIO, TX – HAVEN FOR HOPE CAMPUS

- Shelters 80% of the city's homeless population daily
- 88% of housed individuals remain stably housed after one year
- 80% drop in downtown homelessness since 2010
- \$148M saved annually in public costs → \$5.6B net benefit





- Permanent, low-barrier shelters significantly reduce unsheltered homelessness
- Wraparound services (health, casework, ID support) are critical to long-term success
- Retention rates are high when people are housed quickly without barriers
- Investment in shelter infrastructure leads to cost savings for cities (ER, police, jail)
- Multi-agency coordination and public-private partnerships strengthen outcomes
- Visibility, safety, and stability improve for both housed and unhoused residents

FUNDING OPTIONS FOR NORMAN 1/2

Federal Grants

- HUD Continuum of Care (CoC): Funding for permanent supportive housing, shelter operations, and case management
- Emergency Solutions Grants (ESG): Short-term shelter, prevention,
 and rapid rehousing support
- HOME Investment Partnerships Program: Affordable housing development and rehab support

State Resources

- Oklahoma Department of Mental Health & Substance Abuse Services (ODMHSAS): Collaboration opportunities, especially for wraparound care on state-owned land (e.g., Griffin campus)
- State opioid settlement funds: Can be allocated to housing-related mental health and recovery services

FUNDING OPTIONS FOR NORMAN 2/2

Local Government Funds

- American Rescue Plan Act (ARPA) funds: Some ARPA dollars remain unallocated or could be redirected
- General obligation bonds or sales tax measures: Requires voter support but can fund infrastructure and services
- TIF (Tax Increment Financing): For shelter facilities that revitalize neighborhoods or reduce long-term city costs

Public-Private Partnerships

- Collaborations with nonprofits, faith-based
 organizations, and OU for co-managed facilities
- Local foundations and donors can help fund shelter construction or specialized programs

OUR RECOMMENDATIONS TO COUNCIL



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I. Publicly Commit to a Permanent Shelter Plan

Set a timeline and designate shelter development as a formal city priority

2. Select a Feasible Site by End of FY25

Prioritize publicly owned land (e.g., Griffin Memorial) to reduce acquisition barriers

3. Establish a Shelter Planning Task Force

Include city staff, service providers, and individuals with lived experience

4. Begin Funding Strategy Development Now

Align with federal/state grant cycles, pursue multisource funding options

5. Ensure Transparency and Community Engagement

Host regular updates, solicit resident feedback, and partner with local organizations

6. Integrate Wraparound Services from Day One

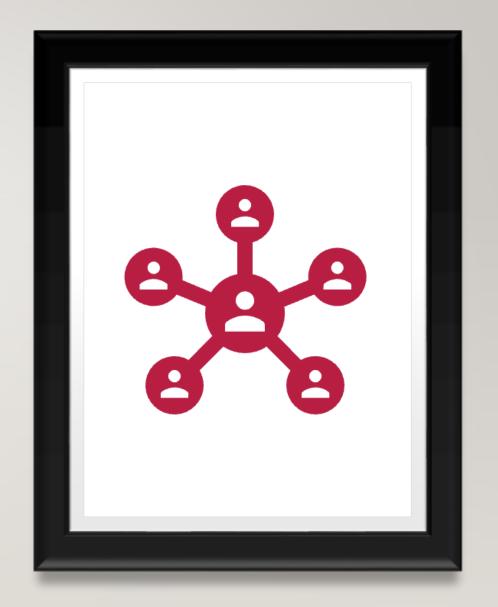
Design for case management, mental health care, and long-term stability

WE'RE READY TO HELP

HTI offers:

- Continued research, public outreach, and location analysis
- Help coordinating feedback from residents
- Student volunteers for data collection and community forums

"We believe that everyone in Norman deserves a safe place to sleep, a place to heal, and a place to call home."





CONTACT

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