



Date: November 21, 2012

To: Thomas Bonfield, City Manager
Through: Keith Chadwell, Deputy City Manager
From: Constance Stancil, Director, Neighborhood Improvement Services
Subject: Ordinance authorizing the City Manager to accept the Partnership for a Healthier America, Inc. \$50,000 Grant for the Open Streets Program

Executive Summary

The Community Engagement Division of Neighborhood Improvement Services provides planning and implementation of neighborhood services and public education/community outreach programs and events to support neighborhoods, as well as the facilitation of open communication and interface between city staff and the community. This group assists with neighborhood organizing, community education, community events, and assisting District PACs in community service efforts.

The purpose of this proposed Council action is to adopt a project ordinance for grant funds provided by Partnership for a Healthier America, Inc. in the amounts of \$25,000 for FY 2012-13 and \$25,000 for FY 2013-14. The grant will be utilized by the Neighborhood Improvement Services Department to provide five Open Streets events per year. The funding will provide for event costs (police reserves, shelter), advertising (fliers and other media), event promotion (give-aways and T-shirts for volunteers), and event planning and coordination. The Community Engagement Division will provide community outreach and volunteer recruitment through its community engagement coordinators.

Recommendation

The Neighborhood Improvement Services Department recommends that the City Council authorize the City Manager to accept the Partnership for a Healthier America, Inc. grant for the Open Streets Program in the amount of \$50,000.

Background

The City's goal is to make the streets of Durham a viable option for safe and fun activity for all citizens, especially the two-thirds of the population comprised of minorities. The Open Streets program will not only help Durham transform its streets, but also increase neighborhood awareness and acceptability of bicycling and walking as safe and fun modes of travel. It will also engage Durham businesses in supporting biking/walking events and culture.

The long term vision is to make Open Streets a regular part of Durham's civic life. The Open Streets events will demonstrate that it can be done, that it can be popular, and that

it takes minimal effort for maximum impact making Durham a safer and more fun place to be physically active. The vision of the Open Streets program for Durham is to bring together critical partners across the civic and business sectors to make the brand, "Bull City Open Streets," a part of the Durham culture and schedule of community activities.

The Partnership for a Healthier America, Inc. grant will provide \$25,000 for FY 2012-13 and \$25,000 for FY 2013-14. The funding will be used for Open Street event costs (police reserves, shelter), advertising (fliers and other media), event promotion (give-aways and T-shirts for volunteers), and event planning and coordination. The Neighborhood Improvement Services Department's Community Engagement Division will provide community outreach and volunteer recruitment through its community engagement coordinators.

Issues and Analysis

Once approved, these funds will provide for 5 Open Street events, in a various neighborhoods, each year. In choosing potential event locations, the factors considered were:

- Proximity to attractions like parks, trails, and architectural landmarks;
- Underserved and minority neighborhoods;
- Proximity of bus stops to encourage the use of public transit to the events.

The tentative schedule is:

- Downtown route (March)
- Downtown route (late April)
- Driver Street route (early June)
- Community Location to be determined (early September)
- Main Street (fall 2013)

Three of the five events will be held in low income and/or minority neighborhoods in Durham. Northeast Central Durham is the highest crime, lowest income section of the city. Revitalization of Northeast Central Durham is part of the city's strategic plan and the residents are totally engaged in the Open Streets effort - attendance doubled between the first and second Driver Street events.

Alternatives

Rejection of the ordinance not recommended because there would be inadequate funds for the Department of Neighborhood Services to support the Open Streets events.

Financial Impact

The Partnership for a Healthier America, Inc. grant will be used to support Open Street events in the City of Durham. The grant will provide \$25,000 for FY 2012-13 and \$25,000 for FY 2013-14. The Partnership for a Healthier America, Inc. grant funding specifically will be used for the following activities:

- Open Streets event costs (police reserves, portable toilets, tents / shelter)
- Advertising (fliers and other advertising media)
- Promotional (pedometers, water bottles, T-shirts for volunteers)
- Event planning and coordination

The City will provide an in-kind match of \$26,250 for Neighborhood Improvement Services Department's community engagement coordinators staff time to provide community outreach and volunteer recruitment for the first two fiscal years. The City will fund the entire event in the amount of \$51,250 in the third fiscal year.

SDBE Summary

This is an ordinance to accept the grant from Partnership for a Healthier America, Inc. for the Open Streets program and therefore not required to be reviewed for compliance with the Ordinance to Promote Equal Business Opportunities in City Contracting.

Attachments

Partnership for a Healthier America, Inc. \$50,000 Grant Project Ordinance
Partnership for a Healthier America, Inc. and City of Durham Open Streets Agreement