



Date: January 22, 2019

To: Thomas J. Bonfield, City Manager

Through: Keith Chadwell, Deputy City Manager

From: Andre Pettigrew, Director, Economic and Workforce Development

Subject: Contract with Cedar Grove Institute for Sustainable Communities to Develop a Strategic Plan for Shared Economic Prosperity for the Residents of the City of Durham

Executive Summary

The City of Durham entered into a contract with the Cedar Grove Institute for Sustainable Communities in June 2018 to implement a strategic action plan that clearly articulates a set of priorities for equitable, inclusive community economic development and shared prosperity for the residents of the City of Durham. Cedar Grove engaged in a set of activities designed to mobilize and prepare the Office of Economic and Workforce Development (OEWD) and its portfolio of community building partners to engage in inclusive and equitable development. Further engagement with Cedar Grove is needed to help guide OEWD's strategic direction by addressing critical short- and long-term goals and outlining performance metrics for equitable and inclusive community economic development in the city of Durham over the next 1, 3 and 5 years.

Recommendation

Staff recommends City Council authorize the City Manager to approve a Contract with Cedar Grove Institute for Sustainable Communities to Develop a Strategic Plan for Shared Economic Prosperity for the Residents of the City of Durham, in an amount not to exceed \$49,500.00.

Background

On June 28, 2018, the City of Durham entered into a contract with the Cedar Grove Institute for Sustainable Communities to implement a strategic action plan that clearly articulates a set of priorities for equitable, inclusive community economic development and shared prosperity for the residents of the City of Durham. Cedar Grove engaged in a set of activities designed to mobilize and prepare the Office of Economic and Workforce Development (OEWD) and its portfolio of community building partners to engage in inclusive and equitable development. Activities associated with mobilizing for inclusive and equitable development included:

1. Identifying existing regulatory policies, procedures, and practices that currently serve as barriers to achieving inclusive and equitable development in the City of Durham.
2. Orienting and co-designing with OEWD staff a supply chain sustainability and business value strategy to promote inclusive and equitable business development and employment growth in the City of Durham.
3. Developing conceptual framework to identify and inventory existing Durham city-based minority- and women-owned businesses.
4. Conducting workshops to co-design strategically aligning the City's economic development incentives with equitable workforce/employment goals/metrics.

5. Training OEWD and all members of the Community Building portfolio—both internal and external partners in the core operating principles of civic entrepreneurship,

Staff has concluded further engagement with Cedar Grove is needed to help guide OEWD's strategic direction by addressing critical short-term and long-term goals and outlining performance metrics for equitable and inclusive community economic development in the city of Durham over the next 1, 3 and 5 years.

Issues and Analysis

Shared Economic Prosperity is one of the goals in the City of Durham's Strategic Plan. Cedar Grove will engage in a set of activities that reach other City Departments that are designed to facilitate the practice of inclusive and equitable development in Durham by building a collective ambition among multiple City Departments around shared prosperity and inclusive development. Those activities will include the following:

1. Conduct capstone training on shared prosperity and inclusive development for OEWD staff.
2. Develop and facilitate day-long training on shared prosperity among Portfolio leadership team.
3. Develop and facilitate day-long training on shared prosperity for City Management team.
4. Develop and facilitate day-long training on shared prosperity for City Council.
5. Develop white paper (blue print for shared prosperity in Durham) based on ideas and target of opportunity that emanate from the aforementioned training engagements.

Additionally, Cedar Grove will develop a prospectus for an Equitable Community Economic Development Investment Fund—a new financing tool for accelerating sustainable community, business, and job growth in the City of Durham in an effort to recruit potential investors and a managing director for the proposed Equitable Community Economic Development Fund and to develop performance metrics and support structures to ensure that venture investments adhere to the proposed fund's core principles of promoting equity and inclusiveness.

Cedar Grove will also work to leverage current place-based opportunities in East Durham to create a prototype of inclusive and equitable development that does not displace current residents—a model that encourages and facilitates existing resident-driven (i.e., incumbent upgrading) as opposed to displacement-driven (i.e., gentrification) revitalization activities.

Alternatives

City Council could choose not to authorize the City Manager to approve a contract with Cedar Grove Institute for Sustainable Communities to Develop a Strategic Plan for Shared Economic Prosperity for the Residents of the City of Durham. As a result, OEWD would not be able to enlist the assistance of Cedar Grove in mobilizing for and facilitating inclusive and equitable development.

Financial Impact

The total amount of the contract with Cedar Grove Institute for Sustainable Communities to Develop a Strategic Plan for Shared Economic Prosperity for the Residents of the City of Durham is \$49,500.00. Funds allocated in the Downtown Revitalization budget are currently available for the contract. No additional City funding is required for the contract.

UBE Summary

EO/EA did not review this item.

Attachments

1. Contract with Cedar Grove Institute for Sustainable Communities to Develop a Strategic Plan for Shared Economic Prosperity for the Residents of the City of Durham.
2. Exhibit A – Statement of Work (Facilitating Shared Prosperity in Durham)
3. Exhibit B – Budget