

# COMMUNITY ECONOMIC RESILIENCY INITIATIVE (CERI)

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acog

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# DESIGNED TO CREATE A REGIONAL MODEL

The Association of Central Oklahoma Governments (ACOG) is utilizing a portion of CARES Act Recovery Assistance grant from the Economic Development Administration (EDA) to fund the **Community Economic Resiliency Initiative (CERI)**, a program that offers municipal governments the opportunity to develop planning demonstration (demo) projects that will model strategic community and economic investment with a focus on sustainable economic recovery and long-term resiliency during and beyond the COVID-19 pandemic.

# CONNECTING CER PROGRAM TO THE GOALS OF THE UPDATED CEDS

# GOALS DESIGNED TO ADDRESS ECONOMIC RESILIENCY & SUSTAINABILITY

A set of 6 updated CEDS goals were relevant in evaluating each CERI applicant:

- Transit - Oriented Development
  - Improve connection between land use & transportation to enable citizens to live healthier lives
- Placemaking
  - Create healthier communities by incentivizing innovative placemaking, especially with regards to public gathering spaces, walking & biking paths, public parks, gardens, and events
- Business Adaptation
  - Support for businesses to adapt their business models for current and future needs, localization and shortening of supply chain, innovative solutions, ecommerce, etc.

# GOALS DESIGNED TO ADDRESS ECONOMIC RESILIENCY & SUSTAINABILITY (CONTINUED)

A set of 6 updated CEDS goals were relevant in evaluating each CERl applicant:

- Opportunity Zones
  - Support regional coordination around marketing & development of the Opportunity Zones in ACOG four-county region
- Partnerships & Collaboration
  - A strong partnership with OMSC and other nonprofit organizations
- Government Policy Responsiveness
  - Zoning ordinance and development regulation agility that emphasize economic growth

# CERI APPLICATION EVALUATION PROCESS

Applications were reviewed by an independent CERI Review Committee appointed by ACOG.

The general goal of the CERI Review Committee, and the ACOG Board in selecting planning demonstration site projects was to engage a diverse mix of rural and urban communities across the ACOG region.

# WHAT DOES CERI DO?

CERI aims to engage area governments to develop the tools they need to become economically resilient

- CERI does not offer grant funding
- CERI does offer planning consultant services with a strategic emphasis on community identity and placemaking

## WHO DID ACOG PARTNER WITH?

ACOG partnered with the **University of Oklahoma Institute for Quality Communities (IQC)** and the **Oklahoma Main Street Center (OMSC)** to provide a toolkit of services to successful applicants that serve as the foundation for effective economic revitalization and resiliency.



# UNIVERSITY OF OKLAHOMA INSTITUTE FOR QUALITY COMMUNITIES (IQC)

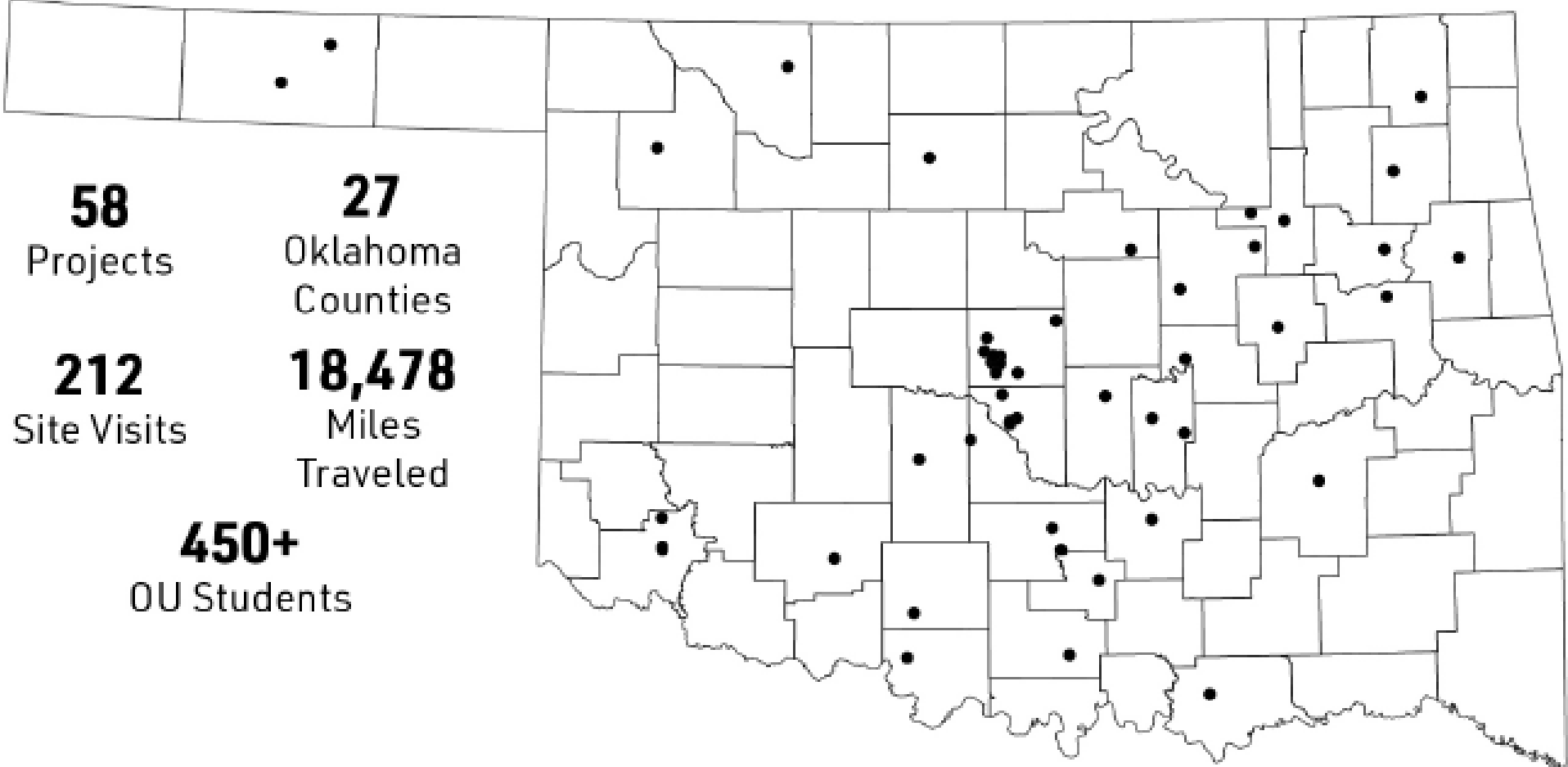
IQC is a community engagement program that helps students build partnership with local governing and organization to design solutions that affect the quality of life for Oklahomans.

This program takes a very methodical and community engagement approach to planning.



Source: Christopher C. Gibbs College of Architecture, Institute for Quality Communities, University of Oklahoma

# Map of IQC Community Assistance Projects 2011-2020



Source: Institute for Quality Communities, University of Oklahoma



# OKLAHOMA MAIN STREET CENTER (OMSC)

OMSC provides training, resources & technical assistance for the revitalization and preservation of historic business or commercial district areas.



Source: Oklahoma Main Street Center



## WHO COULD APPLY FOR CERI?

Any municipal government within the four-county (Canadian, Cleveland, Logan and Oklahoma) ACOG region that is host to an Activity Center as identified by the Encompass 2040 Regional Transportation Plan were eligible.

A local government must express a need and commitment for professional services in developing plans and implementation methods to create a demo site.

# WHAT WERE CERI ELIGIBLE PROJECTS?

- Town Center Development/Redevelopment
- Historic Commercial Business District Revitalization (Main Street Program)
- Transit-Oriented Development (TOD)
- Corridor/Special District Studies
- Regional Park & Recreational Projects

# WHAT TYPE OF PROJECTS WERE INELIGIBLE?

- Community-wide Comprehensive/Master Plans
- Capital Improvement Programs (CIPs)
- Any proposed planning project that exceeds a 12-month time frame for completion



# PROGRAM TIMELINE

# CERI PROGRAM TIMELINE

- December 29, 2020: Call for Applications
- January 5, 2021: CERI Application Forum (Virtual)
- March 12, 2021: Final Submittal Deadline
- March 22, 2021: CERI Applications Review by ACOG Appointed CERI Review Committee
- March 25, 2021: CERI Planning Demo Sites Selected by ACOG Board of Directors
- **April 2021: MOUs with CERI Demo Site Cities & ACOG Board of Directors approves Inter-Local Government Agreement with IQC for Consulting Services**
- **August 2021 - May 9, 2022: IQC Planning Consultant Services Provided for Demo Sites**
- **May 24, 2022: CERI Planning Demo Sites Project Completion and Final Reports from IQC**



# CERI SELECTED PLANNING DEMONSTRATION SITES

# HARRAH, OKLAHOMA HISTORIC DOWNTOWN PROJECT

The City of Harrah adopted a Comprehensive Plan in 2017 to guide the local leaders and City Staff in the direction the residents want the City to develop. The plan emphasizes infill development, increased density, community events, and walkability within the downtown area. Having a well-designed downtown plan that will embrace growth and pay tribute to the history of Harrah is the primary objective.



# EL RENO, OKLAHOMA

## ROUTE 66 SUNSET DRIVE

This demo site would be a corridor study of Route 66/Sunset Drive as it travels west from Historic Downtown El Reno to S. Country Club Rd. This mile section of Route 66 contains several existing buildings, signs, and sign frames which were iconic at the high-point of the Route 66 craze, and several undeveloped or underdeveloped sites, which when developed, will add to the authenticity and practicality of Route 66 cultural heritage tourism in El Reno, Oklahoma.





# GUTHRIE, OKLAHOMA

## NOBLE PARK CULTURAL & RECREATION AREA

The Noble Park Cultural and Recreational Area commonly known as “Noble Park,” has historical and cultural importance within the African American community in the City of Guthrie and State of Oklahoma. Located in the heart of Guthrie, this neighborhood was abandoned after the flooding of Cottonwood Creek, a century ago. This project would aggregate various plans that have been brought forward over the years for educational and recreational opportunities for the land, in addition to creating a connective hub for pedestrians and bicycle users from the west side, east side, and downtown of the City.



# IQC PLANNING ENGAGEMENT PROCESS

# GATHER THE TEAM



Source: Institute for Quality Communities, University of Oklahoma

# LEARN FROM THE LOCALS



Source: Institute for Quality Communities, University of Oklahoma



# REFINE THE IDEAS



Source: Institute for Quality Communities, University of Oklahoma



# SHARE IT BACK



Source: Institute for Quality Communities, University of Oklahoma

# OUTCOMES + IMPACT



Source: Institute for Quality Communities, University of Oklahoma

# SUCCESS



# CERI PROGRAM WRAP-UP

ACOG, IQC and OMSC plan to hold a CERI Program Results Symposium in May/June 2022.

- Lessons Learned & Best Practices
- Potential Implementation Opportunities
- Possible Funding Sources
- Future Partnerships



# QUESTIONS?

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