



# NATIONAL COMMUNITY DEVELOPMENT INSTITUTE

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## **Proposal Submitted to S. H. Cowell Foundation & Butte County Behavioral Health Department To provide Technical Assistance to Southside Oroville, California**

This technical assistance plan describes the scope of services that the **National Community Development Institute (NCDI)** will provide to **Southside Oroville, California**. It is based on the following assumptions:

1. S. H. Cowell Foundation has expressed an interest in and made a commitment to respond to requests for technical assistance from key stakeholders and residents who work/reside in Southside Oroville, California.
2. S. H. Cowell Foundation is interested in providing a capacity-building resource to Southside Oroville to conduct listening, convene the community and initiate a process of helping the community develop an initial community building plan.
3. Butte County Behavioral Health Department (BCBHD) conducted a comprehensive community assessment to identify key programs that need to be implemented to better serve the African American, Latino, Hmong and Gay, Lesbian, Bisexual, Transgender, Questioning (GLBTQ) communities that are currently underserved in Butte County.
4. BCBHD's response to the assessment findings is to implement three (3) core programs as part of their Prevention and Early Intervention (PEI) Plan: Promotoras for Gridley and Chico Apartments; African American Cultural Center; and Integrated Primary Care and Mental Health.
5. BCBHD will implement a training, technical assistance and capacity building project to ensure successful implementation of the African American Cultural Center (AACC) that will be opened in Southside Oroville, Butte County to serve as a place where the community can gather to express itself through cultural events and learn about and connect with services and agencies such as Behavioral Health.
6. S. H. Cowell Foundation and BCBHD have provided names of key people that should be included in the listening process to ensure continuity between initial conversations and ultimate results.
7. S. H. Cowell Foundation and BCBHD are interested in co-funding a proposal to engage the National Community Development Institute (NCDI) to implement a community building process that will help the community unify and develop a common vision, as well as develop a comprehensive implementation plan for opening the AACC.

8. Southside Oroville community stakeholders expressed a desire to engage a qualified consulting team to provide technical assistance to the Southside Oroville community that has experience working in diverse communities of color and helping the community successfully navigate through neighborhood dynamics, key conflicts and/or differing strategies that could hinder the success of revitalization efforts.
  
9. NCDI is primarily responsible for the following specific goals:
  - a. Reviewing existing organizational materials as provided by SHCF, BCBHD and/or Southside Oroville Stakeholders;
  - b. Forming a multi-ethnic project team that reflects the diversity of Southside Oroville.
  - c. Co-designing the change strategy by forming/working with an ethnically diverse and representative Southside Oroville Joint Committee (SOJC).
  - d. Building a *SharePoint* website to encourage an open/transparent planning process and that will serve as the project management tool for NCDI and the SOJC.
  - e. Conducting a listening project to gain key insights about the hopes, dreams and challenges faced by Southside Oroville and writing a listening report.
  - f. Co-designing and facilitating three (3) large community meetings to: (1) discuss and prioritize key issue areas; (2) form work groups based on priority areas, including a workgroup focused on the AACC; and (3) solidify a shared community building agenda based on work group reports and celebrate the community.
  - g. Documenting and synthesizing data from each meeting and writing a report of the meeting proceedings of each meeting.
  - h. Working with BCBHD to finalize the implementation plan for the AACC.
  - i. Working with the SOJC to develop the tenets of an initial proposal to present to a variety of funders, including S.H. Cowell Foundation, BCBHD (and other funding entities) to potentially fund the opening of the AACC and future revitalization efforts.
  - j. Working with SHCF, BCBHD and/or the SOJC to determine next steps.
  
10. S. H. Cowell Foundation and BCBHD are primarily responsible for:
  - a. Providing insight about SHCF's and BCBHD's history, structure, programs, and operations as it relates to funding this initial phase of the work in Southside Oroville.
  - b. Providing background information/documentation about initial conversations with Southside Oroville that can inform NCDI's work;
  - c. Meeting with the consultant team during the engagement as necessary; and
  - d. Providing candid and timely feedback to NCDI about our services.

## **Scope of Work**

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### **Phase One – Project Start Up**

1. NCDI, S.H. Cowell Foundation (SHCF) and Butte County Behavioral Health Department (BCBHD) complete basic management tasks required to initiate the technical assistance.
  - 1.1 NCDI meets with SHCF and BCBHD to define the scope of work, funding strategy and to set a working calendar. (4x2=8)
  - 1.2 NCDI conducts background research to become familiar with the demographics, successes and challenges of the community.
    - 1.2.1 Conducts stakeholder interviews based on list of names provided by SHCF, and other residents of Southside Oroville. (8)
    - 1.2.2 Reviews key documents and other pertinent information to contextualize the work. (3)
  - 1.3 NCDI forms consultant team and provides project orientation. (2)
  - 1.4 NCDI, SHCF and BCBHD agree to final technical assistance scope of work
  - 1.5 NCDI submits the proposal and all required documentation to SHCF for the grant approval.
  - 1.6 NCDI submits the proposal and all required documentation to BCBHD for the contract approval.

<b>Deliverable:</b>	Approved Scope of Work Approved SHCF Grant Approved BCBHD Grant/Contract
<b>Schedule:</b>	Month 1
<b>Contract Hours:</b>	21
<b>NCDI Leads:</b>	Kelley D. Gulley, Omowale Satterwhite
<b>NCDI Support:</b>	Executive Assistant

### **Phase Two – Co-Designing the Change Strategy**

2. NCDI visits Southside Oroville to build relationships, make key contacts and initiate the call to utilize a Southside Oroville Joint Committee that will serve as the local advisors to NCDI's work. NCDI will use an open membership process for the SOJC and encourage broad participation of youth, faith-based/community-based organizations, representative ethnic groups, as well as entities focused on family services, education and community safety. This means that the opportunities to: participate in co-design; review/suggest revisions to developed documents/reports; and/or plan community meetings will be open to all who are interested in participating and who agree to abide by the group agreements that are solidified in the first meeting of the SOJC. Utilizing the open format begins the process of building community while also breaking down historical barriers as the group develops a common agenda for how to solve the problems and challenges experienced in Southside Oroville.

- 2.1 Conduct face-to-face meetings in Southside Oroville with residents/stakeholders. (12x2=24)
- 2.2 Design/facilitate a joint meeting with those who participated in face-to-face discussions and the broader community to share information about NCDI's approach to the work and initial insights from discussions. During this meeting, NCDI will also facilitate the process of developing roles, responsibilities and group agreements for the SOJC, as well as identifying current community resources that might support the community planning process. SHCF and BCBHD representatives will be asked to participate to clarify their role(s) as the project moves forward. (4x2=8)
- 2.3 NCDI develops a report of the joint meeting, including the recommendations related to the work and structure of the SOJC and presents it back to the community for feedback.(4)
- 2.4 NCDI incorporates the group's feedback and implements the process of building the infrastructure to support the work of the SOJC, including:
  - 2.4.1 Building a SharePoint<sup>1</sup> site to be used as an online community collaboration tool. Anyone participating on the SOJC and/or attending community meetings will have a username and password and can logon to the site at any time to follow the work's progress. The site will also include a regularly updated calendar of meetings/events and offer a mechanism for electronic input as key documents are developed. The ultimate goal is to ensure complete transparency from the beginning toward building trust between and among residents, leaders of local nonprofit and faith-based organizations, as well as public entities that support the work on the ground. (4)<sup>2</sup>
  - 2.4.2 Facilitating an orientation meeting of the SOJC to build team and confirm and approve the group agreements, roles, responsibilities, and communication protocols. SharePoint training will also be incorporated into this meeting. (4)
- 2.5 NCDI convenes the SOJC to co-design the listening project.
  - 2.5.1 Develop agenda/materials (2).
  - 2.5.2 Facilitate the co-design meeting (3x2=6)
  - 2.5.3 Draft the listening project design and present to SOJC for feedback. (4)
  - 2.5.4 Finalize the listening project design based on SOJC feedback. (2)

**Deliverable:** Southside Oroville Joint Committee  
**Schedule:** Month 2 - 3  
**Contract Hours:** 58  
**NCDI Leads:** Kelley D. Gulley, Omowale Satterwhite  
**NCDI Support:** Executive Assistant

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<sup>1</sup> SharePoint is an Internet-based, Microsoft product that serves as an online collaboration tool, document repository and event/meeting planning tool. NCDI will fully integrate the use of SharePoint into the project.

<sup>2</sup> Note that SharePoint will not preclude NCDI from distributing documents/reports by U.S. mail for those residents that do not have ready access to technology.

### **Phase Three – Listening Project**

3. NCDI implements the listening project based on the co-design developed by NCDI and the SOJC and documents the process. *(Please note that the pricing on this task may be revised according to the actual listening project plan that is developed. The tasks noted below could potentially be part of this co-designed plan.)*
  - 3.1 NCDI develops listening guide/tools, including *Survey Monkey* Internet-based tool for those that are unavailable for face-to-face or group meetings. (4)
  - 3.2 NCDI conducts 3, 90-minute focus groups of representative groups identified by the SOJC, which could be based on ethnicity, age, issue area, etc. (4.5)
  - 3.3 NCDI conducts 20, 30-minute individual (face-to-face and/or telephone) interviews with key individuals. (10)
  - 3.4 NCDI writes the listening report and presents initial findings to the SOJC. (10)

<b>Deliverables:</b>	Listening Guide/Tools <i>Survey Monkey</i> Internet-Based Interview Tool Listening Report
<b>Schedule:</b>	Months 2-3
<b>Contract Hours:</b>	28.5
<b>NCDI Leads:</b>	Kelley D. Gulley, Omowale Satterwhite
<b>NCDI Supports:</b>	Program Associate, Executive Assistant,

### **Phase Four – Community Convenings**

4. NCDI works with the SOJC to co-design the agenda for three (3) Southside Oroville community convenings. The desire is to hold one meeting every 2 weeks in order to complete the community planning process within 6 weeks of its start. The expected outcome of each convening is to:
  - **Meeting 1:** Discuss & Prioritize Key Issue Areas: *During this meeting, the community will be oriented to the community building project, hear the results of the listening process and have the opportunity to work in small groups to identify and prioritize key issues.*
  - **Meeting 2:** Form Work Groups based on Priority Areas: *During this meeting, the community will have the opportunity to confirm their prioritized list, join work groups based on their own passions/interests and begin the process of identifying goals and strategies that should be implemented to address their issue area. Work groups will be charged with holding at least 2 meetings prior to the next convening. A special workgroup will be formed to focus on proposing initial tenants of the AACC implementation plan.*
  - **Meeting 3:** Solidify a Shared Community Building Agenda based on Work Group Reports and Celebrate the Community: *During this meeting, work groups will have the opportunity to share reports of their work with the community, agree upon a common agenda based on key themes and*

*celebrate the success of the process, but more importantly to celebrate the community working together. SHCF and BCBHD will be invited to this meeting as special guests.*

- 4.1 NCDI meets with SOJC to review the listening results, solidify the goals, objectives, expected outcomes and agendas of the community convenings. (4)
- 4.2 NCDI prepares the agendas/materials for the community convenings based on SOJC agreements and shares the drafts with SOJC for comment. (3)
- 4.3 NCDI revises and finalizes the document(s) based on SOJC input. (2)
- 4.4 SOJC plans the logistics for the community convenings. (2)

**Deliverables:** Agenda and Materials for Community Convening  
**Schedule:** Month 4  
**Contract Hours:** 11  
**NCDI Leads:** Kelley Gulley, Omowale Satterwhite  
**NCDI Support:** Program Associate, Executive Assistant

5. NCDI facilitates the community convenings.

- 5.1 NCDI confirms community meeting logistics with the SOJC. (1)
- 5.2 NCDI facilitates the community convenings. (5 hr x 3 Mtgs x 2 Consultants=30)
- 5.3 NCDI writes a report following each convening. (6)
- 5.4 NCDI shares each report with SOJC via SharePoint. (2)

**Deliverables:** Three (3) Community Convenings  
Three (3) Community Convening Reports  
List of Key Issues  
Short/Long Term Goals and Strategies from Work Groups  
AACC Implementation Plan Recommendations  
A Shared Agenda based on Work Group Reports  
A Celebration of the Community  
**Schedule:** Month 5-7  
**Contract Hours:** 39  
**NCDI Leads:** Kelley Gulley, Omowale Satterwhite  
**NCDI Support:** Executive Assistant, Program Associate

**Phase Five – Community Presentation and Future Planning**

- 6. NCDI meets with SOJC to: review common themes approved by the community; determine potential funding necessary to move to implementation; prepare a presentation for the S.H. Cowell Foundation and identify other potential funding partners; and determine next steps.(3)
- 7. NCDI drafts documents based on agreements and shares them with SOJC. (2)
- 8. NCDI finalizes the documents incorporating SOJC suggested revisions. (1)
- 9. NCDI attends the meeting with SHCF where SOJC presents the community's recommendations. (2x2=4)

**Deliverables:** SOJC approved documents to present to SHCF & BCBHD  
**Schedule:** Months 8-9  
**Contract Hours:** 10  
**NCDI Leads:** Kelley D. Gulley, Omowale Satterwhite  
**NCDI Support:** Executive Assistant

10. NCDI facilitates a meeting with AACC workgroup members, other interested residents and BCBHD representatives to review AACC implementation plan recommendations toward refining/finalizing the plan to open the AACC.

- 10.1 Collectively identify residents/stakeholders that want to participate in further AACC planning. (1)
- 10.2 Develop the agenda/materials to conduct the planning session. (2)
- 10.3 Facilitate a half-day planning session. (5)
- 10.4 Develop the first draft of the implementation report and share with participants for comment. (4)
- 10.5 Revise the draft based on input. (2)
- 10.6 Finalize the implementation plan and share with community. (2)

**Deliverables:** African American Cultural Center Implementation Plan  
**Schedule:** Months 9-10  
**Contract Hours:** 16  
**NCDI Leads:** Kelley D. Gulley, Omowale Satterwhite  
**NCDI Support:** Executive Assistant

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### **Southside Oroville Budget Summary**

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NCDI is prepared to complete this project, as described in the scope of work, for **\$49,474**, which is detailed in the budget following this page. Please note that this amount does not include the estimated costs of meetings and community convenings, which will be directly financed by Butte County Behavioral Health Department. The budget includes:

- Revenue Sources: SHCF (\$25,000) and BCBHD (\$24,474): Total: \$49,474
- Estimated Professional Fees (\$35,775)
- Estimated Round Trip Travel Hours (@ Half our Rate) (\$7,000)
- Estimated Round Trip Miles (@ \$.55 per mile) (\$3,399)
- Estimated Cost of Lodging and Per Diem (\$3,300)

Please note that this technical assistance plan is scheduled for the ten-month period of April 1, 2009 through January 31, 2010. Thank you for supporting NCDI to play a key role in this important work in Southside Oroville. We look forward to our collective success.

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*Respectively Submitted By*

*Kelley D. Gulley, MBA – President & CEO  
Frank J. Omowale Satterwhite, Ph.D. – Founder & Senior Advisor to the President*