

THE
ROCKEFELLER
FOUNDATION

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December 14, 2009

Mr. Jeffrey Thomas
Office of Recovery and Development Administration, City of New Orleans
1340 Poydras Street
Suite 1000
New Orleans, LA 70112

In reply please quote: 2008 NOL 305

Dear Mr. Thomas:

I am pleased to inform you that, in response to the request in Austin Penny's letter of June 8, 2009, the Rockefeller Foundation has taken action to extend the Foundation's grant, 2008 NOL 305, to the Office of Recovery and Development Administration, City of New Orleans in support of its communication and public information efforts to strengthen citizen engagement in the long-term recovery of the City of New Orleans. As per the request in the above-referenced letter, this grant will now terminate on May 31, 2010, at which time any unexpended balance will revert to the Foundation. Please append this letter to your original grant award letter.

In accordance with our usual policy, we shall need to receive interim narrative and financial reports as of December 31, 2009, and final narrative and financial reports within two months of the grant's new termination date of May 31, 2010. Please send all reports to the attention of Jennifer Cooper, Grants Specialist. If you wish, you may e-mail your reports to: jcooper@rockfound.org or grantreports@rockfound.org.

It is a pleasure to report this action to you.

Sincerely,



Pamela O. Foster
Managing Director, Grants Management
& Assistant General Counsel

Copy to: Edward J. Blakely
Natasha Muse
Austin Penny

CITY OF NEW ORLEANS

C. RAY NAGIN
MAYOR

DR. EDWARD BLAKELY
EXECUTIVE DIRECTOR

June 8, 2009

Nick Turner
Rockefeller Foundation
420 Fifth Avenue
New York, NY 10018

Dear Mr. Turner,

Enclosed you will find a status update on the \$503,700 Rockefeller grant provided to the Office of Recovery and Development Administration (ORDA) to assist the City of New Orleans with its recovery efforts. As noted in this report, ORDA is moving forward as charged within the mission and scope of the grant. As an administrative note, please be aware all grants received on behalf of the city must be officially appropriated by the New Orleans City Council.

ORDA has nearly completed the construction of a Web site and publishable materials supported by the grant. This was a particularly daunting task, as these particular city agencies had never been organized and prepared to provide the necessary information and materials for the site. We had to begin from "scratch."

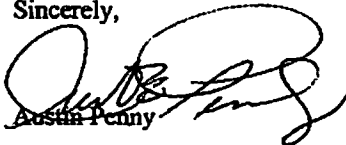
In addition, because we are a government agency, all programs, even those funded by a grant, are still subject to procurement and bidding ordinances. Therefore, the programmatic elements of the grant (*Meeting Support* and all portions of *Increasing Citizen Capacit*) are currently out to bid as required by law. We expect the request for proposals back in our office within the month of August.

Finally, the hiring of a coordinator to manage the programs is on hold as ORDA is currently undergoing a reorganization whereby it will shift from recovery activities to implementation of projects and programs (this will not impact the grant.) Therefore, we are under a temporary hiring-freeze until the completion of the reorganization.

We would, however, like to officially request a full-year extension (May 2010) for the placement of the programmatic coordinator and the implementation of the grant programs. The extended time would allow us to hire a coordinator and give this person adequate time to help implement and properly oversee the programmatic portion of the Rockefeller grant. We are not seeking additional funding.

On behalf of the City of New Orleans, I would like to thank you and the Rockefeller Foundation for your generous and continued support of our great community. Together we will rebuild New Orleans – one neighborhood at a time.

Sincerely,


Austin Penny

"An Equal Opportunity Employer"

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Status Report
Rockefeller Foundation Grant

Project Description:

Use of funds to increase citizen engagement through creation of new forms of outreach as well as increase improvement in City-to-Citizen communication channels.

1. Project Staff:	\$93,200
Neighborhood Communication Coordinator	\$80,000
Fringe	\$13,200

The Neighborhood Communication Coordinator will be responsible for establishing and coordinating the Community Advisory Group, conducting monthly recovery updates, soliciting and evaluating requests for proposals and managing four contracts related to increasing citizen capacity. This person will also coordinate with other City Hall staff to enhance print and media communication efforts.

Status as of June 4, 2009: On hold (city hiring freeze)

2. Meeting Support

- **Community Advisory Group** **\$15,500**
ORDA seeks to create ongoing engagement with neighborhoods and will create a community advisory group, based on the model of The Planning District Leadership Coalitions which were formed during UNOP, but went dormant because no ongoing role for them was formulated. ORDA will hold three interactive meetings with representatives from the planning districts (goal of 10 from each) to share information about recovery as well as get input into projects and policy. The representatives will be invited to form a structure of advisory committees to bring neighborhood expertise to ORDA projects and policy, including those listed below. Expected project date: August, 2008- July 15, 2009. Projected Costs: \$15,000 includes facilitation, food, handouts.
- Monthly training/updates to Neighborhood Partnership Network liaisons, City Council Staff and other neighborhood outreach professionals on recovery issues. Expected project date: August 15, 2008 – July 31, 2009. Projected Costs: \$500

Status of June 4, 2009: In planning. Due to City Council approval and City purchasing protocol, Rockefeller funds have only been approved for spending since May 6, 2009.

3. Increasing Citizen Capacity. **\$250,000**

The estimated 270 neighborhood organizations in New Orleans have varying capacities to engage the residents in their geographic area and to work on their behalf. The following projects are meant to provide substantive information to all organizations to enhance their leadership capacity and to enable each group to effectively interact with City Hall and other organizations, to meet neighborhood and citywide goals. A "Request for Proposals" will be created for the following contracts:

- **Contract for a "Guide to City Hall and Understanding City Policy"**

ORDA will hire an external researcher and writer to work with staff to author a Guide to City Hall. This will be an updated and enhanced version of the last guide published in 2001 by the Committee for A Better New Orleans. The guide will be published and disseminated via ORDA's website and with 1000 hard copies distributed to neighborhood and community organizations. Expected project date: October 1, 2008- January 31, 2009. Projected Costs: \$35,000.

Status as of June 4, 2009: Recognizing the challenge it would be for an external researcher and writer to get the proper amount of cooperation for this project, ORDA decided to author the document internally. As of June 4, 2009, ORDA has collected information from 150 City offices, departments, boards and commissions. A designer has been selected for the 200 page document. Pending the Mayor's signature of the design contract, the Citizens' Guide will move into the next step of implementation. The Citizens' Guide is expected to be designed and print by mid July, 2009.

Budget Breakdown--\$35,000

Design and Layout of 200 page Citizens' Guide to City Hall. Projected Costs: \$15,000

Selected designer: The Trumpet Group, New Orleans, La. www.trumpetgroup.com

Printing of Citizens' Guide to City hall Costs Projected Costs: \$20,000

- **Contract for a "Neighborhood Organizing Manual"**

ORDA will hire an external researcher and writer to work with staff to author a Neighborhood Organizing Manual, outlining information on creating and running a neighborhood organization, participatory methods to create and sustain engagement of residents and using stories of New Orleans' neighborhoods to illustrate best practices. There will be a special emphasis on recovery, safety and environmental issues. It will be published and disseminated via ORDA website, with 1000 hard copies to neighborhood and community organizations. Expected project date: October 1, 2008 – January 31, 2009. Projected Costs: \$35,000.

- **Contract(s) for Neighborhood Leadership Training including**

ORDA will contract with one or more community organizations to provide a series of neighborhood leadership trainings in New Orleans. The following contracts will include design of curriculum, outreach and recruitment, conducting the training, production of training material, and videotaping (basic) for a resource library and evaluation:

Capacity College: Training offered to neighborhood and community organizations, through ongoing individual workshops. Topics may include issues such as *Understanding recovery and working with developers; Working with City Hall; Neighborhood best practices; What does it mean to be a leader?* Expertise of highly organized neighborhood groups helping other groups will be emphasized, as will the Neighborhood Organizing Manual and Guide to City Hall, when completed. Expected project date: August 1, 2008 – July 15, 2009. Projected Costs: \$90,000.

Formation of a Facilitation Corps: Training offered to up to 130 persons (6-10 persons within each of the 13 planning districts) in basic and advanced concepts of meeting facilitation and participatory processes. These trained individuals will be offered a certificate and will form a corps available to provide basic facilitation for neighborhood meetings as well as serve in citywide or district meetings, which are becoming increasingly frequent. Expected project date: August 1, 2008 – July 15, 2009. Projected Costs: \$90,000.

Status as of June 4, 2009: Neighborhood Leadership Manual and Neighborhood Leadership Training

The Office of Recovery and Development Administration (ORDA) has identified and worked with a number of community groups and organizations that can partner with the City of New Orleans in efforts to accomplish increased participation on the part of its citizens. In order to engage these groups, ORDA is in the process of executing, via RFP, (see attached copy), a solicitation that will contract services to assist in the "Neighborhood Organizing Manual." The proposed RFP is in within the city's Legal Department for review and approval for publication to approximately 10 organizations that have the capacity to complete the tasks as indicated in the Rockefeller Grant Agreement.

Upon completion of the RFP solicitation process, ORDA will identify at least one responding organization, there is an option to select more than one, and start the program of engaging citizens and providing leadership development. One staff person from the Community Services Division of ORDA will be assigned to manage this project and ensure the selected organization(s) meets and accomplishes services as contractually stated.

4. Enhanced Print and Visual Media.

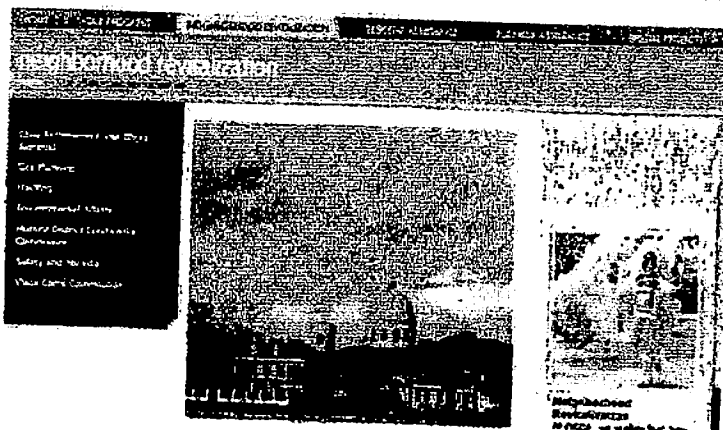
***\$145,000**

(These activities will primarily be handled by various staff already in place at ORDA)

- Upgrade Web based Communication System (including interactive feature and linkages with other websites). August 1 – December 31, 2008. Projected Costs: \$70,000.
- Regular e-mail blasts from a consistent, easy to recognize, e-mail source that will reach a minimum of 60,000 people, including New Orleanians still living outside of the city. August 1, 2008 – July 15, 2009. Projected Costs: \$30,000.
- Print and Media. Produce written material that can be distributed to the public, area maps, progress reports, brochures, division newsletters, and event notices. August 1, 2008 – July 15, 2009. Projected Costs: \$45,000.

Project Status as of June 4, 2009

As of June 4, 2009, ORDA has written nearly 100 pages of content for its new website. Currently not available to the public, the URL to view the site is: <http://neworleans.cclconstellation.net>. The Web site



designers have developed a content management system that gives ORDA employees the ability to upload new content in real time. The system also provides a robust e-mail newsletter system that will provide a much needed medium to reach citizens.

The Web site contract also contains a line item for the design company to produce several print brochures that better inform citizens about initiatives within ORDA. ORDA has currently identified the "door hanger" concept to be designed to increase citizen awareness of code enforcement, environmental health, the Historic Districts Landmark Commission, the Vieux Carre Commission and other general ORDA initiatives.

Budget Breakdown- \$141,085

Selected vendor (through RFP)-Atlas Advertising, Denver, Colo.

Web site Development- \$50,455

Content Services- \$26,650

Software and Installation Fees due at Launch-\$10,700

Software and Support Fees Post Launch-\$10,280

ORDA Web site video/digital media campaign-\$43,000

Request for Extension:

The Office of Recovery and Development Administration is currently under-going a re-organization. The Administration is in the process of moving from a "recovery" office to an "implementation" office. Though the City has made tremendous strides fulfilling the charge of the Rockefeller grant, we respectfully ask for a full-year extension to finish the bidding process, implement the community capacity initiatives, hire a coordinator and launch the nearly completed Web site.

The extension would ensure the re-organized office would effectively complete the mission and scope of the grant.

* Please note that the original award letter stated that \$140,000 could be appropriated towards the Web site and publishable materials. During a recent review, ORDA staff noticed the line-items provided by Rockefeller actually totaled \$145,000 which could be appropriated towards this particular initiative. We would like to discuss the difference in financing (\$3,915) with the Foundation.