



Bureau of Community Outreach

Presented by
Galina Burley, Bureau Manager

Bureau Purpose

- The bureau promotes individual resident involvement;
- Supports community/neighborhood leaders in their efforts to formally organize their neighborhoods;
- Assists community organizations to find creative, constructive, positive solutions to community problems;
- Serves as a clearinghouse for information, referral, and resources to residents and neighborhood organization to encourage civic engagement.
 - The bureau is housed within the Department of Neighborhood Preservation

CORE model of service

- CONNECT – to connect people and resources at the local level (Neighborhood Service Centers) through applicable (*based on needs assessment practices) programs and services and through info and referral options (i.e. clearinghouse);
- OUTREACH – to extend our organizational effort and connect our ideas and practices to the efforts of other organizations, civic leagues, specific audiences and the general public.
- REHAB – to enhance neighborhood livability through reduction of blight and substandard housing in Norfolk through information sharing, resource referral, and direct volunteer based rehabilitation projects in target neighborhoods.
- EDUCATE – to provide the highest quality training to Norfolk’s community on issues ranging from neighborhood leadership to financial management with an overall goal to revitalize, preserve and where needed improve our neighborhoods through grassroots action and involvement.

Connect and Outreach

- **Community CONNECT Programs**

- NSCs Services
- Localized Info and Referral Clearinghouse
- Community Events
- Event Scheduling
- Event Facilities and facilitation
- State Networking
- Internal Agency Networking
- External Agency Networking

- **Community OUTREACH Programs**

- Civic Leagues Registration
- Neighborhood Signs
- Speaker's Bureau
- Online Neighborhood E-learning
- Public Participation Projects
- Marketing



Rehab and Educate

- **Home REHAB Programs**

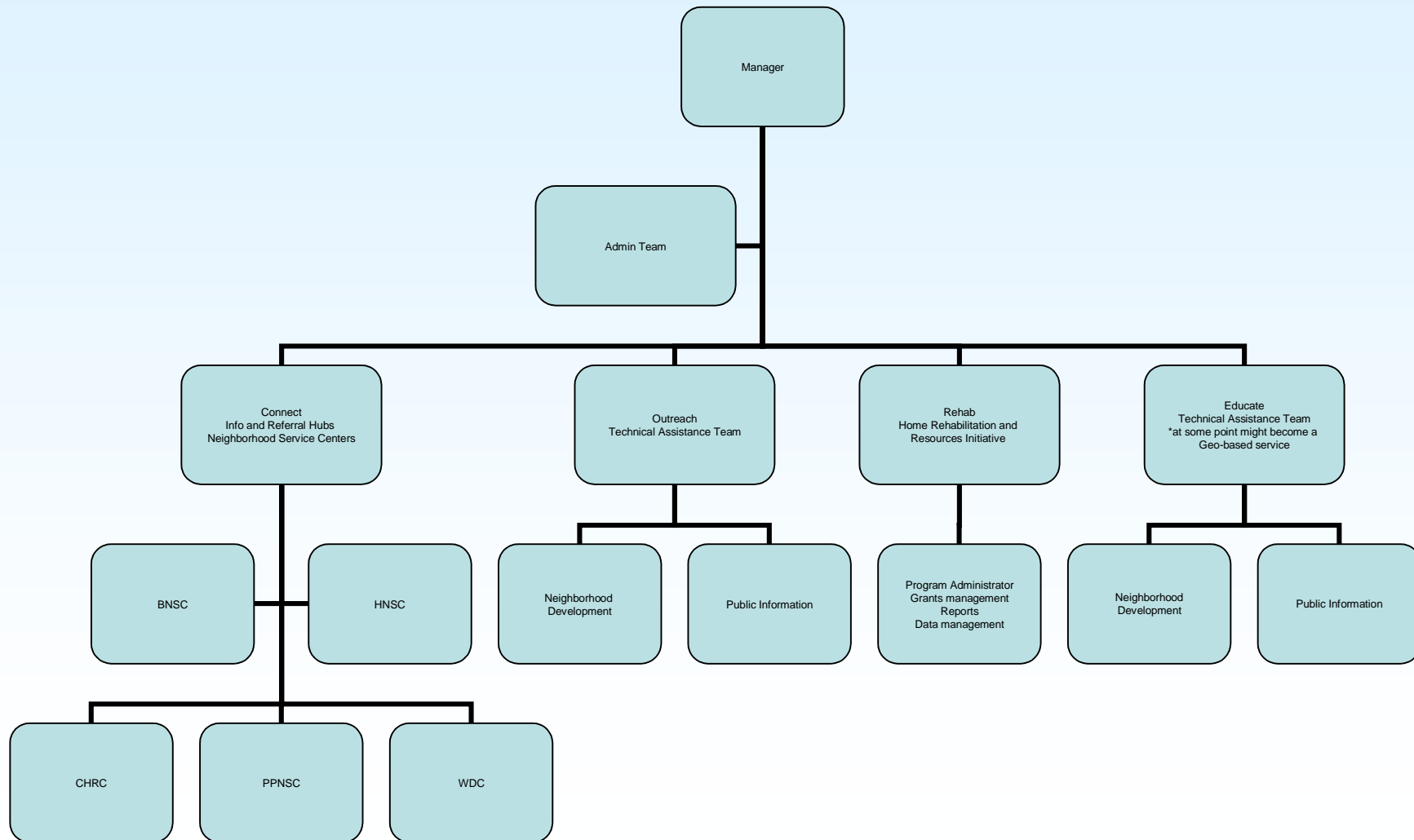
- Home Rehabilitation and Resource Initiative
- Volunteer Based Rehab Programs
- Educational Workshops and Lectures
- Fix-it Fair
- Information and Referral Database
- Regional Home Rehabilitation Consortium participation

- **Community EDUCATION Programs**

- Neighborhood University
- Capacity Development - Technical Assistance
- Problem-Solving Assistance



Bureau of Community Outreach -CORE



Bureau Locations

Facility Name

Address/Phone#

Campostella Heights Resource Center
Partnership with NPS

1714 Mount Vernon Avenue
Norfolk VA 23523
543-0635

Norfolk Workforce Development Center
Partnership with HS

201 East Little Creek Road
Norfolk VA 23505
664-6000

Park Place Neighborhood Service
Center

606 West 29th Street
Norfolk VA 23508
664-7500

Huntersville Neighborhood Service
Center

830 Goff Street
Norfolk VA 23504
664-7400

Berkley Neighborhood Service Center

925 South Main Street
Norfolk VA 23523
664-6450

FY09 Highlights

- Neighborhood Centers and other bureau-managed facilities: The Bureau of Community Outreach is responsible for the management of five City facilities - Berkley, Campostella Heights Resource Center, Huntersville, Park Place, and the scheduling of daily operations at the Norfolk Workforce Development Center which is managed in partnership with Human Services. These facilities had a total of 1,199 rentals and over 137,000 visitors during the first six months of FY09.
 - Renovation of the Berkley HVAC system was initiated in November 2008 and will entail a new heating and air conditioning unit along with new floor tiles, carpets, lighting and other infrastructure improvements. Estimated completion date is scheduled for mid summer.
 - Opened in July 2008, the Campostella Heights Resource Center (CHRC), is the bureau's newest facility developed as a partnership between Norfolk Public Schools and the City of Norfolk.
 - The Park Place Neighborhood Service Center received a new Cooling Tower Replacement in February 2009.

FY09 Highlights

- Neighborhood University offered seven courses plus the new Leadership and Education Academy (six course curriculum) to approximately 291 registrants in the first 6 months of 2009. The program will exceed its registration goals by the end of this fiscal year due to high interest and increased community participation.
 - Reducing the Neighborhood University budget by approximately 50%, the Bureau streamlined food funding, eliminated room rental fees by scheduling classes at free and mostly bureau-managed facilities, and reduced the need to print, mail and copy items, now consolidated in the NU E-learning Library on the department's newly re-designed website.
 - Establishing a database mechanism to track volunteer participation in its programs, the Bureau currently has a database that includes 516 community contacts including civic league members, Neighborhood University participants, TAG-OUT volunteers, etc.

FY09 Highlights

- Completed rehabilitation of seventy-seven homes last summer through World Changers and other programs. Approximately 900 volunteers provided free labor at a value of apprx. \$500,000.
- The TAG-OUT Program successfully utilized staff and approximately 350 volunteers to identify and remove graffiti, create reports, and distribute TAG-OUT information to area residents. Clean up events occurred in the Denby Park, Huntersville, and Park Place sections of the city.
- In August, the Bureau of Community Outreach engaged with numerous partners in KABOOM build day project, specifically by recruiting over 400 volunteers to build a playground in the Denby Park community.
- The Huntersville NSC served as a host to the 2008's Norfolk's Night Out on Tuesday, August 5. The event attracted approximately 1000 residents wearing masks and beads in Mardi Gras style.
- Partnering with the Southeast Va. Food Bank, the Park Place Neighborhood Service Center provided surplus food items to 2,970 clients in the community during the first six months of FY09.



Bureau of Community Outreach

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<http://www.norfolk.gov/Neighborhoods/BCOhome.asp>