



2012 Hawaii Family Financial Empowerment Symposium

Maintaining & Exploring Strategic Partnerships

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Introduction

- The City of Savannah builds and sustains partnerships with organizations that are able to fulfill our service delivery requirements, particularly for the departments of Community Services and Economic Development.



Key Partners

- Step Up Savannah
- Housing Authority
- Land Bank Authority
- Community Housing Services Agency
- Homeless Authority
- Savannah State University
- Federal Agencies
- Savannah-Chatham County Metropolitan Planning Commission
- United Way
- Workforce Investment Board
- Armstrong Atlantic State University



I. Building the Partnership

City of Savannah's Partnership Framework

Operational context

- We structure the elements and issues into a Partnership Framework that is objectively measured by the City's managing staff.



Needs Assessment

City of Savannah conducts a Needs Assessment in order to make data driven decisions. Some of the questions that we ask are:

1. Which companies are working in the areas of need?
2. Why do we need this organization as a partner?
3. What is the reputation / performance of this organization?
4. Who do we seek to serve as a result of this partnership?
5. When should we engage this partner?
6. How will we measure success?



Use Data to Support Decisions

2000 U.S. Census Data	Westside		Savannah (city)	
	Number	%	Number	%
Dominant Home Owner Group	65 to 74 years		45 to 54 years	
Median Household Income	\$21,233	-	\$29,108	-
African American	\$20,969	-	\$23,456	-
White	\$29,500	-	\$37,815	-
Individuals below Poverty	2,768	27.4%	27,490	21.8%



2000 Census Data	Westside		Savannah (city)	
	Number	%	Number	%
Total Households	3,817	-	51,378	-
Female-headed families, no husband	1,216	32.0%	10,752	21.0%
Total Children under 18	2,013	-	27,331	-
Total Children in Single Female family	1,385	64.0%	12,339	45.0%
% of children living below poverty in single female households	-	54.1%	-	46.8%
Total % of children below poverty all households		42.0%		25.5%



CASE STUDIES



Case Study 1

Partnering with Savannah State University

NEED

- **Savannah State University (SSU)** wanted to engage their student population in the community. They needed a place to give blood pressure checks to meet that component of their program's objectives.

SOLUTION

- *Moses Jackson Advancement Center (MJAC)*
- MJAC serves as the location from which SSU can operate.



Moses Jackson Advancement Center

**Culinary/Restaurant
Operations**

**Partnership
Garden**



Case Study 1

Partnering with Savannah State University

- The City found an Historically Black College and University (HBCU) grant that SSU could write to assist with this process.
- Our relationship started under SSU's Political Sciences Division, but was cultivated and extended into SSU's Social Services Division.



Case Study 1

Partnering with Savannah State University

Type of Activities:

- Tutoring/Academic Enhancement
- Engaging older learners through satellite courses at MJAC
- Connecting the Curricula to MJAC activities
- Inviting youth to special events on campus
- Holding career fairs & college preparatory activities
- Facilitating/supporting special field trips
- Integrating MJAC activities into SSU grant activities
- Connecting SSU students to MJAC (onsite or on campus)
- Sponsoring special summer camps



Case Study 2

Partnering with United Way

- United Way is a long standing partner of City of Savannah.
- We leverage our resources to provide solutions to citizens.
- One such example of our partnership is a funding project - **The Savannah::Chatham Community Indicators Database.**



Case Study 2: Partnering with United Way

The Savannah::Chatham Community Indicators Database

- The Savannah::Chatham Community Indicators Database was produced by Armstrong Atlantic State University for City of Savannah, Chatham County and the United Way of the Coastal Empire.
- The development of this database was undertaken to identify significant issues of importance to community stakeholders in Chatham County and the City of Savannah.
- Armed with this knowledge, community leaders can develop policies and programs focused on addressing conditions reflected in the indicators.





What the Data Reveals

- The databases gauges Savannah-Chatham progress.
- A report covers 20 areas and provides numbers intended to show whether the area is improving and how it compares to the state that encompass:
 - Education and youth development
 - Health and wellness
 - Economic independence
 - Regionalism



II. MAINTAINING THE PARTNERSHIP



Suggestions

- When partnerships are built around money that has a time limit on it, it does become a challenge.
- We employ these techniques to help determine how to move the relationship forward:
 1. Think creatively
 2. Communicate early and often
 3. Plan your work in conjunction with your partner
 4. Document your work, and
 5. Evaluate your work product to determine if and how you proceed with the relationship in the future



1. Think *Creatively*

We join together to look at problems and solutions—***similarly and differently.***

- We look for creative ways to expand the relationship (*i.e.*, additional services that might be provided).
- We encourage our partners to explore other opportunities to continue the relationship in advance of the grant or contract termination date.



2. Communicate

- Open and timely communication cannot be overemphasized. It is the fountain from which all activities spring.
- We know that we must adapt our approach to respond to situations that are out of our operational controls.
- We work in the spirit of cooperation with our partners to achieve the City's objectives.
- Communication is vital from the onset of the process.



3. Plan

- Cooperating partners expect and deserve to be given a significant role in shaping plans and environmental analyses—not merely commenting on them—commensurate with their available time and knowledge.



4. Document

- We track, monitor and evaluate our partnerships by formal and informal means.
- All parties should understand the terms and conditions of engagement to ensure accountability.



5. Evaluate

- Contract compliance is necessary to preserve the integrity of a fair and equitable process and ongoing relationship.

