

WHY WE DELIBERATELY USE

End Homelessness NORMAN / Cleveland County

Some names describe an organization. This one makes a promise.

Rooted in the Federal Framework

The name *End Homelessness NORMAN / Cleveland County* draws directly from the HUD Continuum of Care known as OK-504 — the official federal designation for our region covering Norman and Cleveland County. It exemplifies exactly what the CoC OK-504 was established to accomplish: a coordinated, county-wide response to homelessness — not just for one city, but for all of Cleveland County.

This isn't just a label. It's the key that unlocks federal funding streams designed to coordinate services and support communities working to address homelessness at its roots. By aligning with this established framework, our initiative taps into a proven structure for collaboration among nonprofits, local governments, and service providers — ensuring our efforts are both efficient and eligible for vital resources.

Why NORMAN?

NORMAN is not only the county seat of government for Cleveland County — it is home to the University of Oklahoma and the vast majority of the resources already in use or in active planning. NORMAN anchors us. This is where the work begins, where the commitment was made, and where the Citizens voted YES on April 7, 2026 to fund the first step.

But homelessness does not honor city limit signs.

Modeled on What Works

NORMAN / Cleveland County is modeled after the most successful Housing First initiatives in America — most prominently Houston / Harris County, whose coordinated county-wide approach produced a 63% reduction in homelessness since 2011 and stands today as the national standard for what is possible. Cities and counties that have achieved functional zero — Rockford, Illinois; Abilene, Texas; Bakersfield, California — did so by committing to the

entire region, not just the urban core.

Why Cleveland County?

Choosing this name leverages the power of the OK-504 designation, which unifies NORMAN and Cleveland County under one coordinated system. It signals to federal partners that we are operating within their guidelines, strengthening our position for grants and technical assistance while fostering partnerships across city and county lines — from urban cores to rural areas — for broader reach and impact.

The families and individuals we serve live in Norman, Moore, Noble, Purcell, Lexington, Little Axe, and Slaughterville — and in the rural communities that stretch across every corner of this county. Every person in Cleveland County deserves the same path home.

In the end, this name stands as a declaration of intent — a clear, unwavering commitment to the vision of a home for everyone in all of our communities and rural areas of Cleveland County. It is not a guarantee of overnight results or a rigid promise, but a rallying call that inspires action, unites stakeholders, and holds us accountable to pursue solutions with urgency and compassion.

The name is our compass.