

AMERICAN RESCUE PLAN

Council Presentation – February 2, 2022

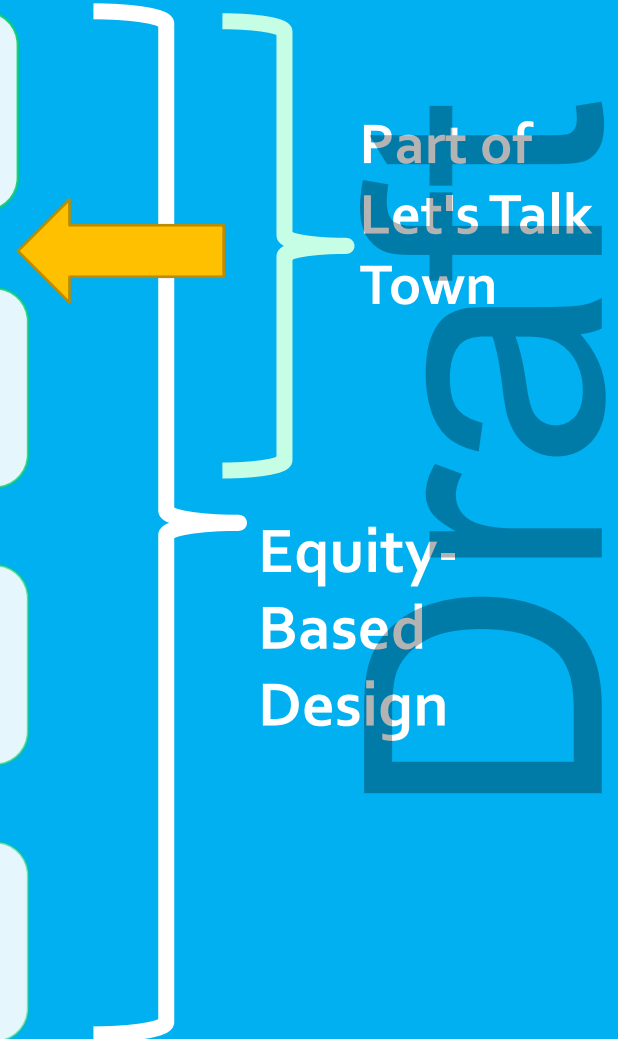
Draft

Agenda

- Engagement update
- What we heard from the community
- ARPA category review and updates from Treasury's Final Rule
- Decisions needed:
 - Preferred funding plan
 - Project evaluation criteria

Draft

Engagement Plan Update



30 Office Hours:

- 12 Zoom hours including 2 evenings
- 6 parks or community centers
- 3 Library Friday mornings
- 3 Seymour Center meal pickups
- 2 coffee shops
- 2 Town Hall near payment box
- 1 Spanish mass at St. Thomas Moore church
- Facebook Live with Karen and Burmese community

Numerous Town Partner Shares:

- Affordable Housing Coalition
- Numerous UNC groups and outlets (ie Tar Heel Citizen Times)
- Housing & Community Newsletter
- Refugee Community Partners
- El Centro
- IFC
- Parks & Recreation newsletter
- Faith leader listserv
- Media coverage

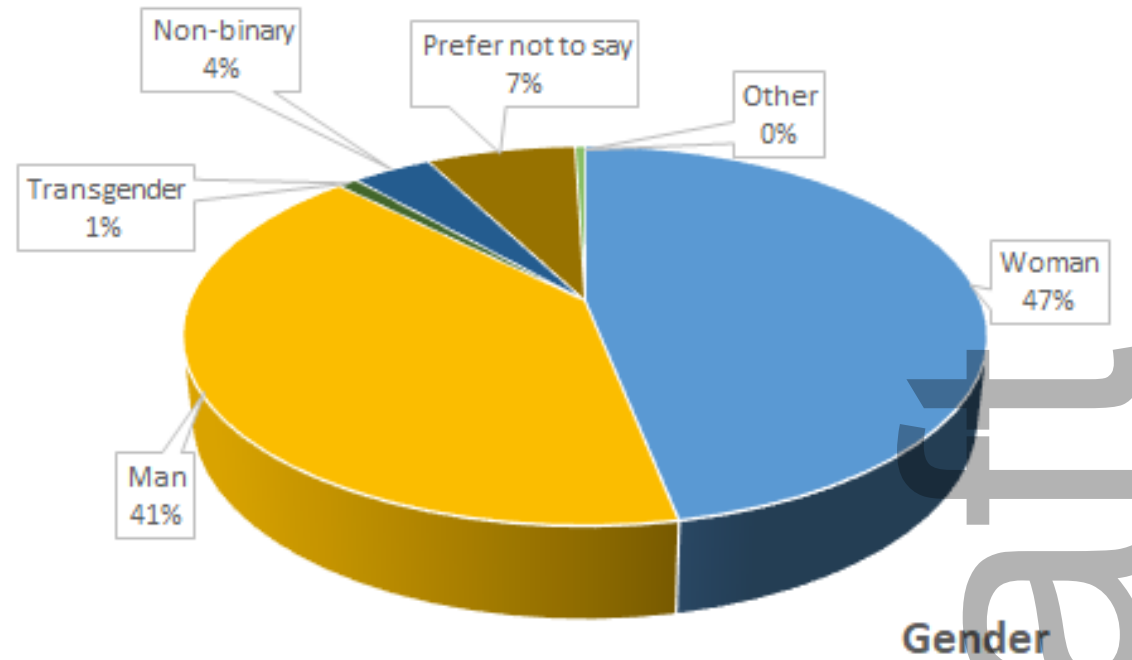
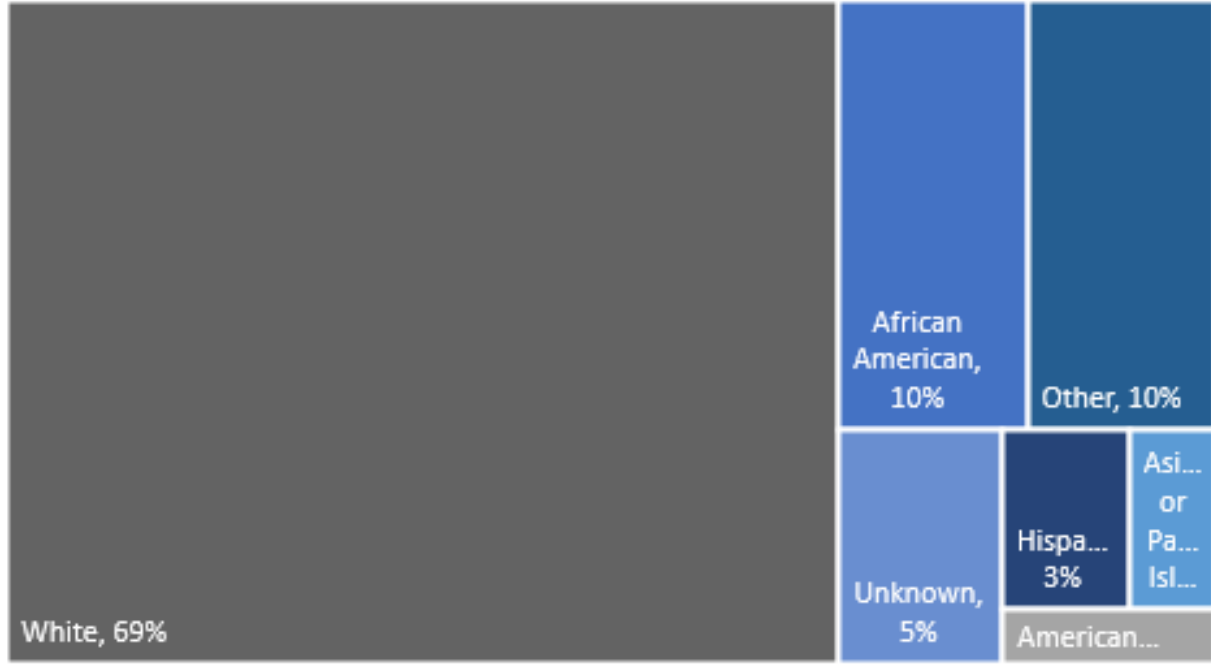
3,000+ Flyers and Doorhangers:

- All Public Housing neighborhoods
- All Transit buses including EZ Rider
- Town Food Bank
- Northside and Pine Knolls
- Manufactured home neighborhoods on MLK corridor
- Phoenix Place and Sonoma Way
- UNC campus
- Downtown
- Apartment complexes
- All open Town facilities
- Hargraves after schoolers



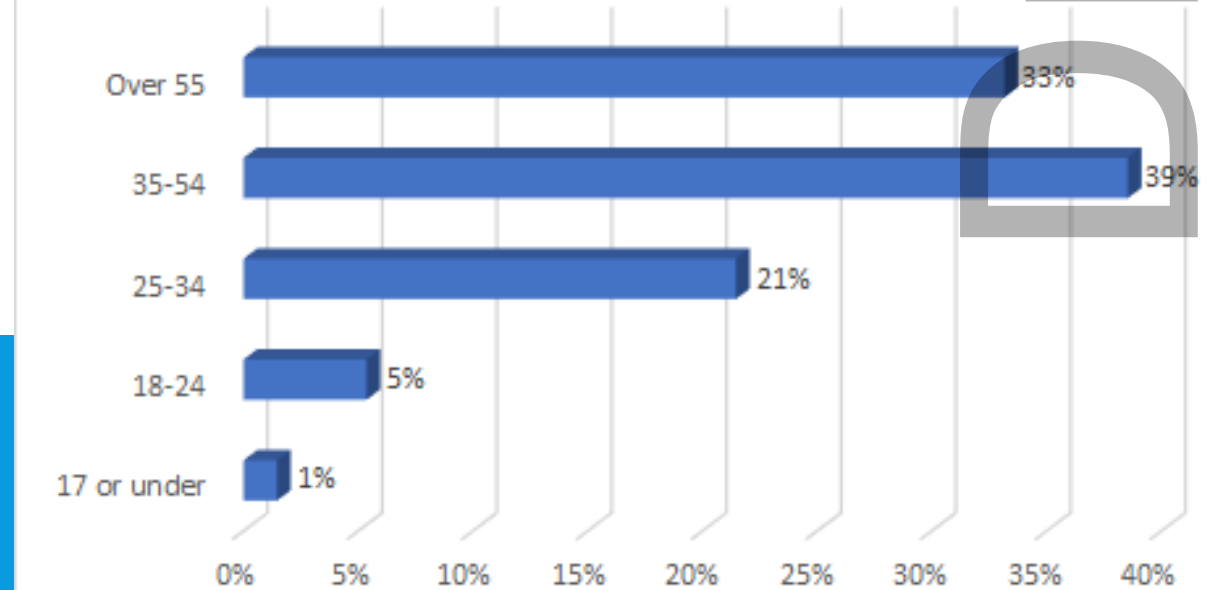
www.townofchapelhill.org/letstalktown

Ethnicity

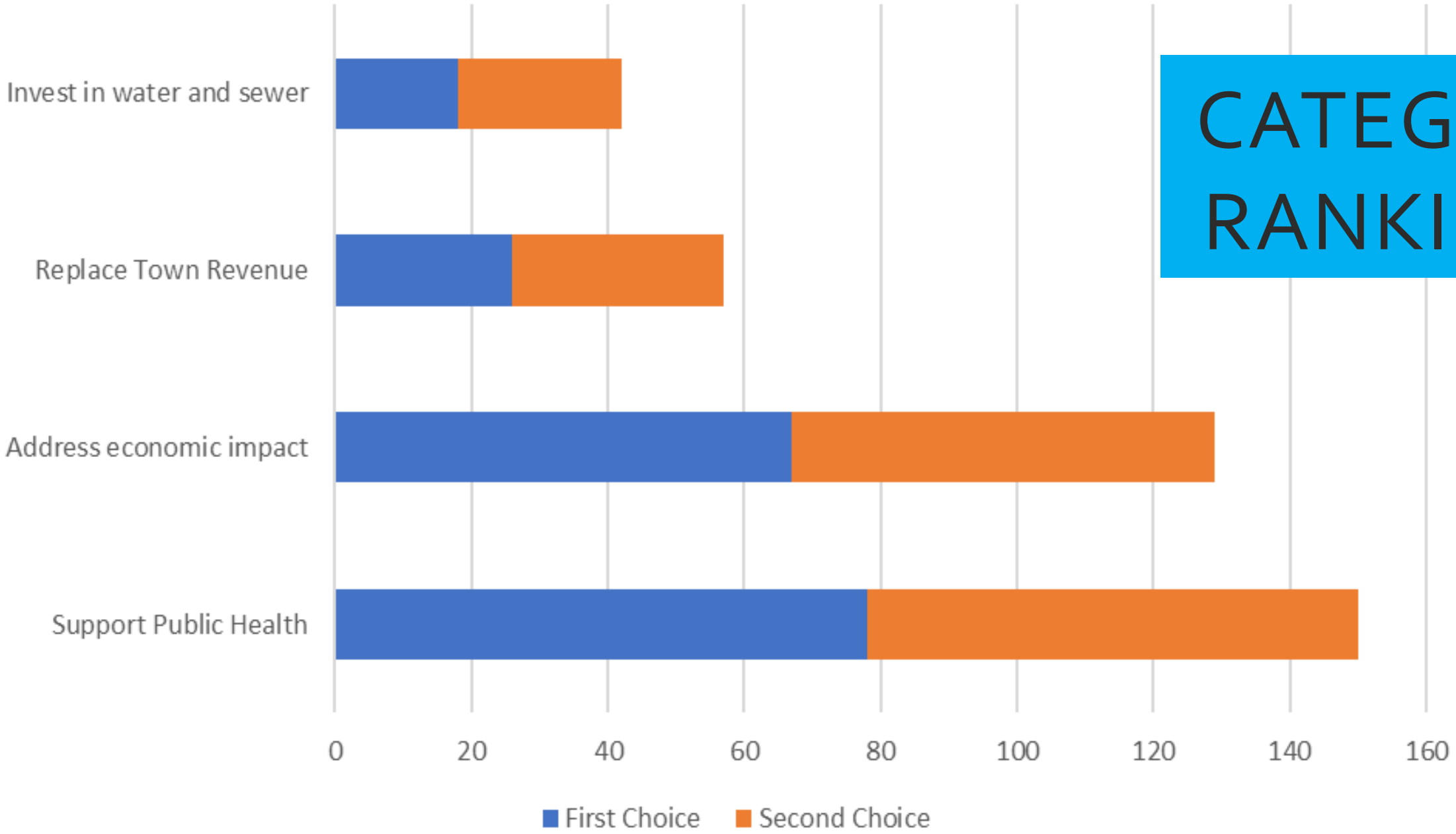


Gender

Age



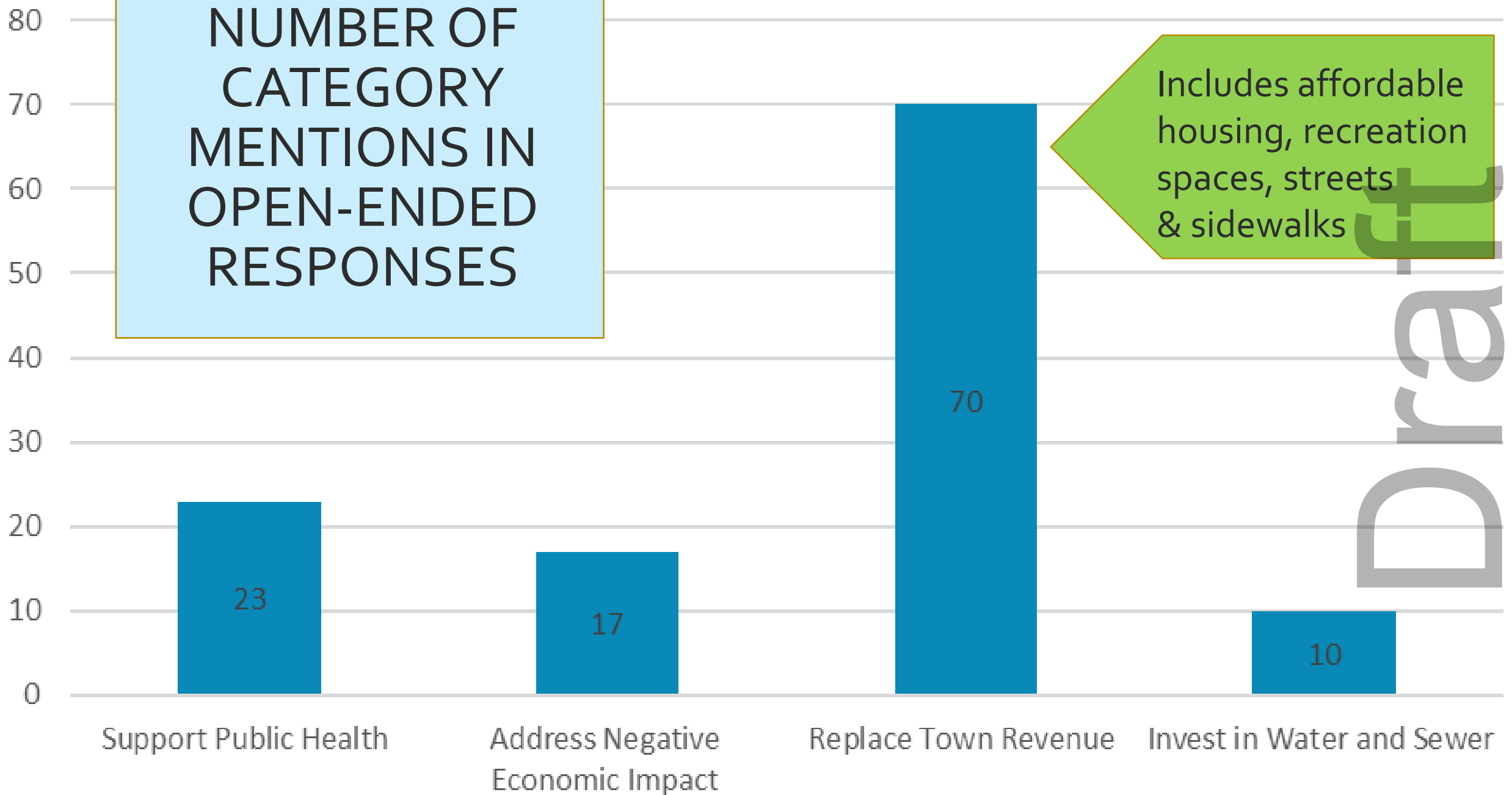
WHO ENGAGED WITH THE ARPA SURVEY



CATEGORY RANKINGS

Draft

NUMBER OF
CATEGORY
MENTIONS IN
OPEN-ENDED
RESPONSES



Includes affordable housing, recreation spaces, streets & sidewalks

Draft

Common Open-ended Response Themes

Public housing

Support mental health

Support local businesses

Career development

Preserve, remodel, and maintain infrastructure

Affordable childcare and day care

Environmentally friendly projects

Draft

REPLACE LOST TOWN REVENUE

Provide government services to the extent of the loss in revenue because of the pandemic. This can include maintenance and pay go capital, vehicle replacements, streets and sidewalks, and affordable housing

- 58 people ranked as first or second category of importance to them
- 70 people mentioned in open-ended response
- Simplification in process – make election to adopt a \$10 million revenue loss standard allowance
- Final rule provides additional flexibility but makes project selection more difficult
- Alternative funding sources:
 - FY21 Excess Fund Balance



SUPPORT PUBLIC HEALTH

Fund medical expenses, behavioral healthcare, and some public health and safety staff

- 150 people ranked as first or second category of importance to them
- 23 people mentioned in open-ended response
- Final Rule provides a broader set of eligible uses for impacted and disproportionately impacted populations
- Alternative funding sources:
 - Orange County is primary public health provider
 - Used CARES Act funding in 2020 and early 2021 for Town eligible expenses for pandemic response costs



ADDRESS NEGATIVE ECONOMIC IMPACT

Relieve economic harm to workers, households, small businesses, affected industries, and the public sector

- 130 people ranked as first or second category of importance to them
- 17 people mentioned in open-ended response
- Final Rule expands eligible uses of funds and provides guidance on how to assess extent of impact had on households, small-businesses, non-profits and affected industries.
- Alternative funding sources:
 - AHDR
 - Human Services Funding
 - ReVive



INVEST IN WATER, SEWER AND BROADBAND

Make necessary investments to improve access to clean drinking water, support vital wastewater and stormwater infrastructure, and facilitate broadband access

- 42 people ranked as first or second category of importance to them
- 10 people mentioned in open-ended response
- Final Rule expands water and sewer project eligibility; broadens eligible broadband investments (not allowed in NC)
- Alternative funding sources:
 - Stormwater Fund



EMPLOYEE RESPONSES



PREMIUM PAY

40 mention in the
open-ended response



REPLACE FLEET

22 mention in the
open-ended response



*Community project ideas approved by community review team only

Project Assessment Process

PROJECT REVIEW AND SCORING

Town Staff will review for:

- ARPA eligibility
- Is the project specific to pandemic relief
- Does the project meet our equity goals

Community Team will review:

- General merit of the project
- Benefitting a qualified census tract and most affected communities
- Check for cross-organization collaboration and connection to the target community
- How impact of funding will be measured

1

Update to Council
February 2

2

Open Applications on
February 7

3

Close Applications
March 15

4

Community Member
Review Team
Evaluates Projects in
March/April

5

Recommended
Project Lists to
Council in May

6

Approved Projects
Awarded Funding
Summer/Fall

Timeline

Decisions Needed

- Decisions needed:
 - Preferred funding plan
 - Project evaluation criteria

Draft