



## ARPA Community Partner Project Application

The Town of Chapel Hill is accepting applications from interested Community Partners who want American Rescue Plan Act (ARPA) funds to carry out meaningful programs and services in our community. *Please read the [Guideline Document](#) on our website before completing your Application to make sure your project meets ARPA guidelines and Town goals.*

### Guidance for this form:

- Applications are due by **Aug 11, 2022 at 5pm via email to [arpa@townofchapelhill.org](mailto:arpa@townofchapelhill.org)**
- Responses for all questions are required
- Complete one application per project or service
- Add to the allotted response space as needed
- Signatures (digital or wet ink) are required on page 5

**Have questions?** Email or call Sarah Poulton at [arpa@townofchapelhill.org](mailto:arpa@townofchapelhill.org) or 919-969-5009 by **Friday, July 22.**

### Section 1: Organization information

<b>Organization name</b>	<b>The Chapel Hill Downtown Partnership</b>
<b>Organization's mission, vision and/or goals</b>	<p><b>Vision:</b> Make downtown Chapel Hill welcoming to all – inclusive, unique, and magnetic for visitors, students, and residents. Create a vibrant and walkable downtown, filled with experiences which honor the rich traditions and evolving future of our community.</p> <p><b>Mission:</b> To be a champion and advocate for downtown Chapel Hill through programming, marketing, business support, and community building.</p>
<b>Organization's website or Facebook page</b>	<b><a href="http://www.downtownchapelhill.com">www.downtownchapelhill.com</a></b>
<b>Type of organization</b>	<input checked="" type="checkbox"/> 501c3 <input type="checkbox"/> For-profit business <input type="checkbox"/> 501c4 <input type="checkbox"/> Other, please specify: _____
<b>Your name</b>	<b>Matt Gladdek</b>
<b>Your title</b>	<b>Executive Director</b>
<b>Your email</b>	<b><a href="mailto:matt@downtownchapelhill.com">matt@downtownchapelhill.com</a></b>
<b>Your phone number</b>	<b>919-928-5352</b>
<b>% of staff that are Black, Indigenous, or People of Color (BIPOC)</b>	<b>40% (1 out of 2.5 FTEs)</b>
<b>% of board that are BIPOC</b>	<b>23%</b>

1. Project or service name: \_\_\_\_\_ Clean & Green \_\_\_\_\_
2. Please describe your program or service in detail. Include who you will reach with your program, how you intend to serve them, how the program or service will operate, and anything else someone unfamiliar with your services or programs would need to know.

Clean & Green:

Upon receiving funding, the Chapel Hill Downtown Partnership will put out an RFP for contractors to respond to for two years of service. There are multiple organizations in the Triangle that provide these services and is in keeping with Urban Place Management Organization best practices because the parent company has economies of scale and can provide the necessary equipment to complete the work.

The team will ensure downtown Chapel Hill is clean, green, and welcoming for visitors, workers, and residents by:

- Responding to appropriate Chapel Hill See, Click, Fix initiated requests and/or work orders;
  - Removing litter and debris from Downtown using methods including though not limited to: operating pan & broom, removing gum from ground/furniture, removing handbills not in kiosks, flyers and stickers from vertical surfaces, etc.;
  - Emptying public trash cans and coordinating with appropriate City departments to facilitate maintenance, replacement and/or reinstallation of damaged trash cans;
  - Cleaning, inspecting and painting streetscape fixtures and furniture as needed including benches, picnic tables, etc.;
  - Removing graffiti from public infrastructure using chemical applications, power washing and/or painting;
  - Removing isolated chewing gum spots from sidewalks;
  - Performing limited weed removal using mechanical tools and/or selective herbicides;
  - Performing snow and ice removal of handicap cutouts at crosswalks;
  - Performing targeted landscaping and watering of planters and street trees in brick and concrete planters controlled by CHPD
  - Completing special projects on an as needed basis;
  - Facilitating provision of Downtown specific hospitality training for Ambassadors regarding restaurants, hotels, shows, parking, etc.;
  - Observing and reporting concerns to the Street Outreach and Harm Reduction And Deflection (SOHRAD) team, the police only when absolutely necessary;
  - Remaining knowledgeable of local ordinances and where appropriate reporting violations to the appropriate City Department or agency as needed
  - Completing regular public relations checks-ins with Downtown businesses;
  - Providing increased night-time visibility of ambassadors during evening events;
- Collaborating with appropriate City, County, and non-profit partners to leverage and enhance existing services to address cleanliness and beautification issues commensurate with Downtown growth

**If you are applying for a new program, please complete Section 2. If you are applying for funding a program that existed before the Covid pandemic, please complete Section 3. All applicants should then complete Sections 4 and 5.**

**Section 2: Information for new programs only**

1. Please confirm that your project can be completed by December 31, 2024:  Yes  No
2. How many households or individuals do you anticipate serving through your program?  
 \_\_\_ Individuals or 844 Households **per** x week or \_\_\_ month or \_\_\_ year
3. Are you considering applying or have you applied to other agencies (ie Orange County) to fund this project? If so, please provide the agency and amounts below. Add more lines as needed and indicate a total program cost in the bottom row:

Agency	Amount
<b>Total</b>	

**Section 3: Project information for existing programs only**

1. Please describe below how you have had to adapt to providing services or have had to serve more community members because of the Covid pandemic that will continue into 2023. Examples include but are not limited to: restarting a program that had to stop due to pandemic conditions; purchasing equipment or supplies to provide a program differently because of the Covid pandemic; and/or serving more community members because of the Covid pandemic.

2. Do you receive funding from other organizations specifically for this service? If so, please provide the agency and amounts below. Add more lines as needed and indicate a total program cost in the bottom row:

Agency	Amount
<b>Total</b>	

**Section 4: General information for all programs or services**

1. What is the total funding request from the Town’s ARPA funds during the Award Period (approx. January 1, 2023, through December 31, 2024)? \_\$300,000
2. Please provide a project budget. Note: all expenses reimbursable through ARPA funds must be incurred during the Award Period (approx. January 1, 2023 to December 31, 2024). See the [Guidance](#) for more information. Add lines to the chart below as needed and indicate a total program cost in the bottom row:

Cost category	Cost item	Amount
<i>Ex: Facility needs</i>	<i>Ex: Classroom rental fees</i>	<i>Ex: \$9,500</i>
Contract	Contract with service provider for Clean & Green Services	\$300,000
	<b>Total</b>	\$300,000

1. Do you anticipate earning program income (ie through the sale of food) as part of your program or services?  
 Yes  No
2. If you charge for goods or services as part of your program or services, is there a sliding scale of pricing based on household income?  Yes  No
3. Which ARPA category best fits your project?  
 Support public health (medical expenses, behavioral healthcare, and certain public health and safety staff)  
 Address negative economic impacts (relieve economic harm to workers, households, small businesses, affected industries, and the public sector)  
 Invest in water, stormwater and broadband infrastructure
4. Choose **at least 1** of the following groups of categories to indicate the group(s) your program or service will serve. For more information, please see the [Guidance Document](#).
  - a. Which of the following ARPA categories of those most affected by the pandemic best fits your project?  
 [Low- or moderate-income households and communities](#)  
 Households that experienced unemployment and/or increased food or housing insecurity  
 Households residing in [Qualified Census Tracts \(QCTs\)](#)

Households that qualify for certain federal benefits (ie Medicaid or CHIP)

b. Which of the Orange County Long Term Recovery Plan category best fits your project?

African American/Black communities

Latinx communities

People with pre-existing health conditions

Students of color

Businesses that rely on student and visitor spending

People in need of affordable housing

c. Re-imagining Community Safety Task Force

Crisis

Post crisis

Prevention

5. Do you plan to or already collaborate with another community partner(s) on this project or service? If so, who?

We will collaborate with SOHRAD (Street Outreach Harm Reduction and Deflection team) to ensure Clean & Green Ambassadors know who to call if they see someone in need or distress, and to ensure all belongings of individuals are treated with respect as they clean the streets.

We will ensure CEF (Community Empowerment Fund), the Jackson Center, Empowerment, and other community organizations receive the job notices to ensure we are offering living wage jobs to our community members.

6. What challenge, problem or gap in our community does your program or service address?

Right now our downtown businesses are struggling as they dig out from the deficit, deferred expenses, and loans taken during the pandemic. This Clean & Green service will ensure our public spaces in downtown are beautiful and cared for. This project responds to the need for "Sparkle" in our downtown that the Downtown Together report calls for.

We need to make sure that Franklin and Rosemary Streets are beautiful and inviting so that we can retain our local, small businesses that have fought to make it through the pandemic.

7. What disparities will this project decrease or what equity outcomes will this project increase?

This project will provide two living wage jobs in a respectful environment and we will prioritize hiring locally. It will also help support approximately 200 street level businesses in Downtown Chapel Hill that employ a wide range of people in primarily service industries and will hopefully help these businesses succeed and pay their employees.

8. How has your organization incorporated racial equity goals into your organizational goals?

As an organization, we recognize how important racial diversity is to create a vibrant community and downtown. We center the conversation of racial, religious, gender, and sexual identity while considering board positions, employee hiring, and community outreach. Our staff is very diverse, and our board continues to seek out diverse board members.

We seek to foster a welcoming & inclusive atmosphere in downtown by ensuring outreach to all businesses in downtown, and ensuring we seek out businesses that will cater to the needs of our entire community. We

market the rich diversity of our current businesses like Epilogue, Dame’s, Shanghai Dumpling, Vimala’s, Momo’s, etc.

Outreach to BIPOC businesses: we also are active in seeking out BIPOC businesses from the community that might be interested in expanding to Chapel Hill and we have developed relationships with businesses that are looking for the right space in the downtown area.

Support BIPOC events: We seek to collaborate with community partners on events that serve the BIPOC community, such Light Up on the Lunar New Year and Juneteenth and we are currently working to expand the representation in our winter Holiday programming.

9. Please describe any additional activities your organization is doing to address racial equity.

We collaborate with the Midway Business Center and the Jackson Center to ensure they are aware of our activities and vice versa. We have previously sponsored the Northside Block Party and have served on the Northside Neighborhood Initiative.

10. How are you connected to those that you will serve? Geographically, philosophically, do previous recipients of your programs or services work for your organization, etc.

Our organization’s board is populated by residents, property owners, business owners, and employees of businesses that operate within the downtown Chapel Hill municipal service district. Our work is entirely tied in to the needs of our members.

11. What experience, if any, do you have applying for, accepting, or managing state or federal grants?

Our bookkeeper and auditor has experience receiving and managing grants from the State Alcoholic Beverage Control Commission.

12. How will you measure success? Please indicate inputs, activities, outputs with targets and dates, and outcomes below. For more information, please see the [Guidance Document](#). Add more lines as needed.

<b>Inputs</b> Resources dedicated or used by your program)	<b>Activities</b> How you plan to use the inputs to reach your programs goals	<b>Outputs</b> Volume or quantity of your work, incl. Targets and Dates	<b>Outcomes</b> Benefits or changes your program makes in the lives of participants
<i>Ex: Staff time</i>	<i>Ex: In-person tutoring sessions</i>	<i>Ex: 25 students receive 1 hour/week of tutoring for 12 weeks in first 6 months of program</i>	<i>Ex: Students reading at or above grade level</i>
Ambassador Staff Time	<ul style="list-style-type: none"> <li>Remove litter &amp; debris from public sidewalks.</li> </ul>	<b>Date:</b> 1/2023-1/2024 <b>How Often:</b> 5-6 days/week <b>What:</b> ambassadors will clean the ±3.7 miles of linear sidewalk space in downtown	Cleaner streets → makes downtown sparkle → Increases visitors to downtown → Helps retain and attract new businesses
Ambassador Staff Time	<ul style="list-style-type: none"> <li>Cleaning &amp; Inspecting Street furniture, trash cans, planters</li> <li>Removing Graffiti from public infrastructure</li> </ul>	<b>Date:</b> 1/2023-1/2024 <b>How Often:</b> Once a month <b>What:</b> ambassadors will clean all public trash cans, benches, utility boxes	Cleaner streets and less graffiti help downtown sparkle, and help businesses succeed
Ambassador Staff Time	<ul style="list-style-type: none"> <li>Power washing sidewalks</li> </ul>	<b>Date:</b> 1/2023-1/2024 as needed, main powerwashing through 3.7 miles of downtown sidewalk done in July. <b>How Often:</b> Once a year, and as needed	Reduce odors and grime, improves outdoor dining and walking downtown.

		<b>What:</b> Ambassadors will power wash sidewalks where dirt and grime has accumulated, especially around garbage cans	
Ambassador Staff Time & DCH Partnership Staff Time	Help visitors to town, check in with businesses	<b>Date:</b> 1/2023-1/2024 <b>How Often:</b> Once a month and as needed <b>What:</b> Ambassadors will be trained to help visitors that may be looking a business or location. Ambassadors will also regularly check in with businesses to help ensure the Partnership is connecting with all stakeholders	Ambassadors will ensure Chapel Hill feels welcoming and inviting with a small town feel.
Ambassador Time	Observing and reporting concerns to the Street Outreach and Harm Reduction And Deflection (SOHRAD) team	<b>Date:</b> 1/2023-1/2024 <b>How Often:</b> as needed <b>What:</b> while performing their duties the ambassadors will call the SOHRAD team if they come across someone who might need to be connected to services.	Extra eyes on the street will prevent problems and helping to connect people to SOHRAD will further connect people to help.
Ambassador Time	Performing snow and ice removal of handicap cutouts at crosswalks;	<b>Date:</b> 1/2023-1/2024 <b>How Often:</b> As needed with salt before precipitation, and clearing after precipitation. <b>What:</b> Will coordinate with public works to ensure downtown cross walks are clear from ice & snow and make sure downtown is accessible to all even after inclement weather.	Keeping ice and snow clear from crosswalks keeps downtown feeling welcoming and accessible all year long

13. Does your agency routinely conduct an audit of your financial records?  Yes  No

**Section 5: Disclosures**

Are any of the Board Members or employees of your agency or members of their immediate families or business associates one or more of the following:

**YES** **NO**

- a) Employees of or closely related to employees of the Town of Chapel Hill?
- b) Members of or closely related to members of the governing bodies of the Town of Chapel Hill?
- c) Current beneficiaries of the program for which funds are being requested?
- d) Paid providers of goods or services to the program or having other financial interest in the program?

If you have answered YES to any question, **please provide a full explanation below:**

To the best of my knowledge and belief all of the above information is true and current.

Signature: Matthew T. Gladden  
Executive Director or Authorized Signer

August 10, 2022  
Date

Signature: \_\_\_\_\_  
Applicant (if different from above)

\_\_\_\_\_  
Date