

A photograph of a residential street in Richmond, California. The street is lined with houses, some of which are multi-story. There are several cars parked along the street, and utility poles with power lines are visible. The image is dimmed to serve as a background for the text.

Using the American Rescue Plan Act (ARPA) to Meet our Highest Needs

City of Richmond, CA

June 2022

Agenda

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01

ARPA OVERVIEW

PROGRAM OVERVIEW

What is the American Rescue Plan Act (ARPA)? How much funding did Richmond receive?

American Rescue Plan Act:

Passed in March 2021

Federal funding for cities and states

Aims to help communities continue a strong and equitable recovery



\$27.7M

Richmond's local ARPA funding award



\$10.5M

Already committed to recover revenue losses, provide critical government services, and provide direct assistance to impacted Richmond residents and businesses

\$17.2M

To be allocated based on identified community needs

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PROGRAM OVERVIEW

How can ARPA money be spent?



COVID-19 RESPONSE

Support public health
expenditures

Address negative
economic impacts caused
by public health
emergency

Serve the hardest-hit
communities and families



LOST PUBLIC REVENUE

Replace lost fiscal revenue
in city budgets



PREMIUM PAY

Provide premium pay for
essential workers



INFRASTRUCTURE

Invest in water, sewer,
and broadband
infrastructure

PROGRAM OVERVIEW

What should cities consider when deciding how to spend ARPA funds?

1. Short-Term Recovery

- Immediate Uses: Spending can go towards immediate relief and recovery
- Community Needs: Support disproportionately impacted individuals, families, businesses, cities, and economies

2. Long-Term Stability

- Planning Ahead: Cities may complete a long-term community needs assessment to plan ARPA projects
- Financial Stability: Consider spreading ARPA funding over the full qualifying time period to complete planned investments

3. Temporary Funding

- Timeline: Cities must allocate funding by 2024, and spend them by 2026
- Funding Ongoing Operations: Funds should be spent on one-time activities or services, since new programs or services that require ongoing funding would need to identify a new future funding source

4. Regional Coordination

- Funding Levels: ARPA funding is distributed at the city, county, and state level
- Coordination: Potential opportunities to streamline projects and reduce service duplication

A dark, semi-transparent overlay covers the entire page. The background image shows a street scene with a yellow truck, a white utility truck, and two pedestrians walking. The text '02' is in a large, light blue font, and 'COMMUNITY NEEDS ASSESSMENT' is in a large, white font.

02

COMMUNITY NEEDS ASSESSMENT

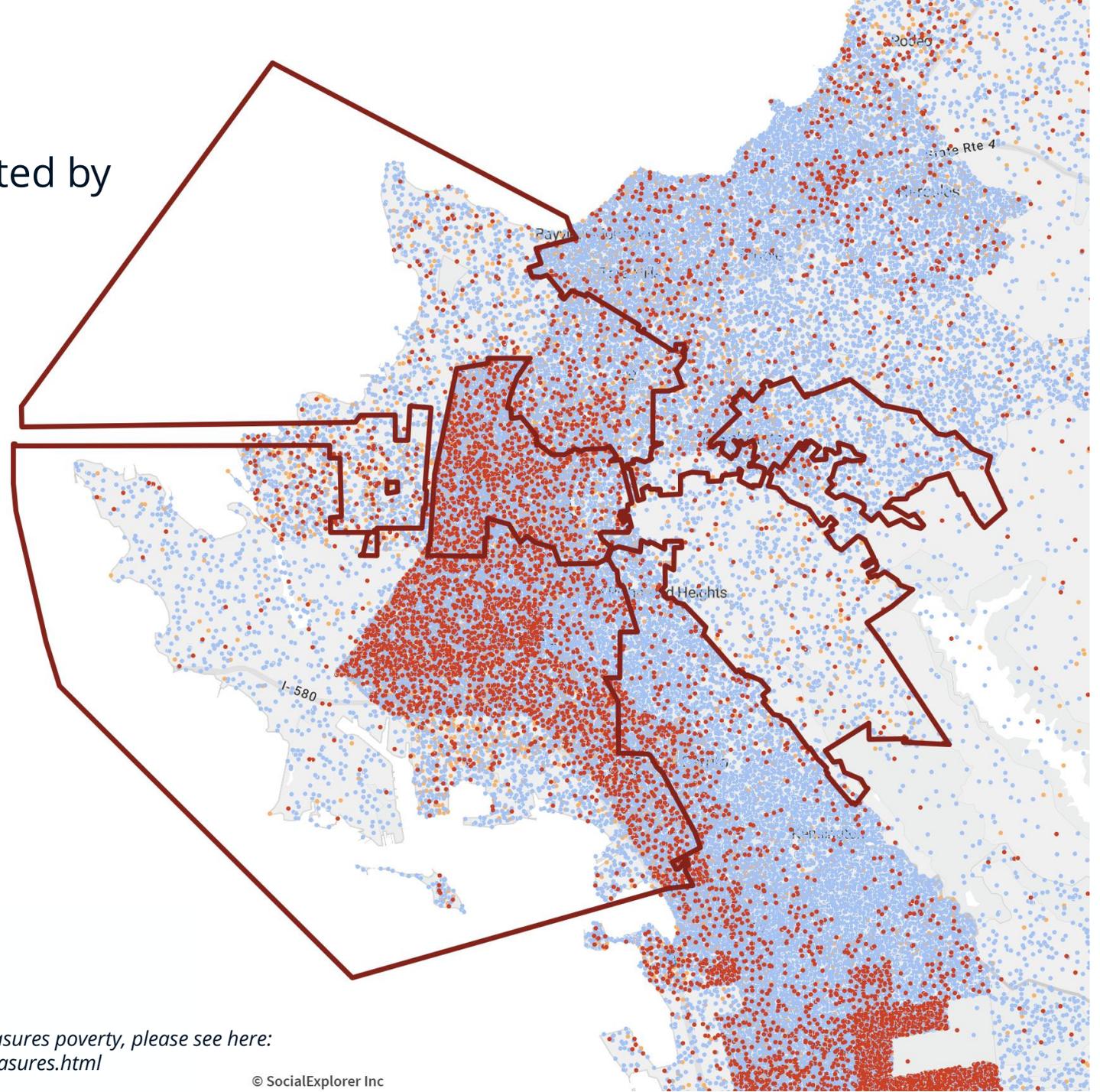
COMMUNITY DEMOGRAPHICS

Who was disproportionately impacted by the COVID-19 pandemic?

PEOPLE LIVING IN POVERTY

Ratio of Income to Poverty Level, where families under 1.00 are considered in poverty, 1.00 to 1.99 are considered struggling, and over 2.00 are not at risk of poverty

- Population for Whom Poverty Status Is Determined: Under 1.00 (Doing Poorly)
- Population for Whom Poverty Status Is Determined: 1.00 to 1.99 (Struggling)
- Population for Whom Poverty Status Is Determined: 2.00 and Over (Doing Ok)

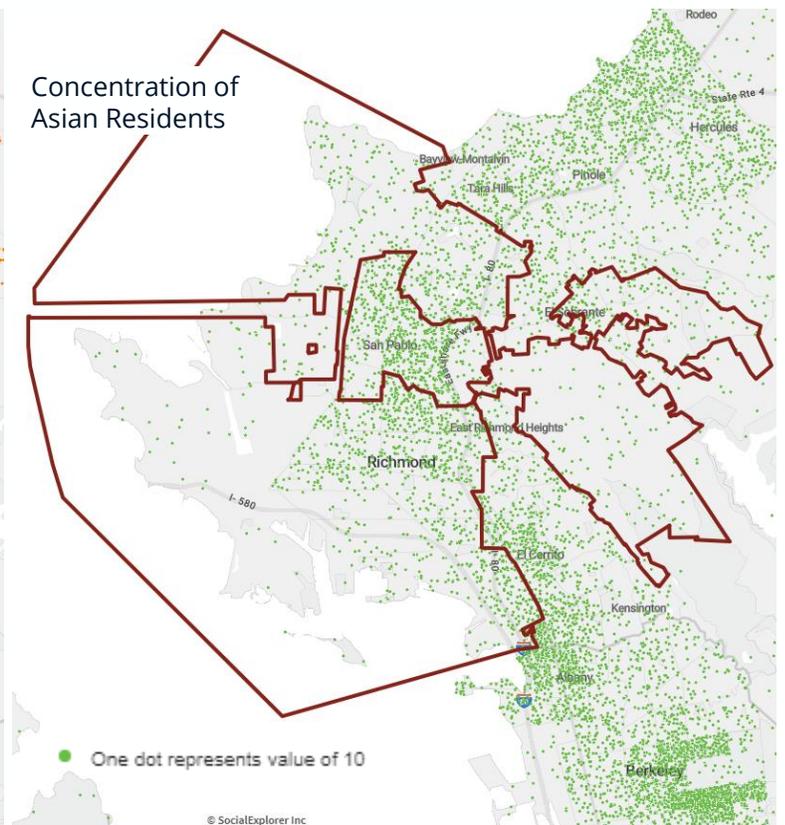
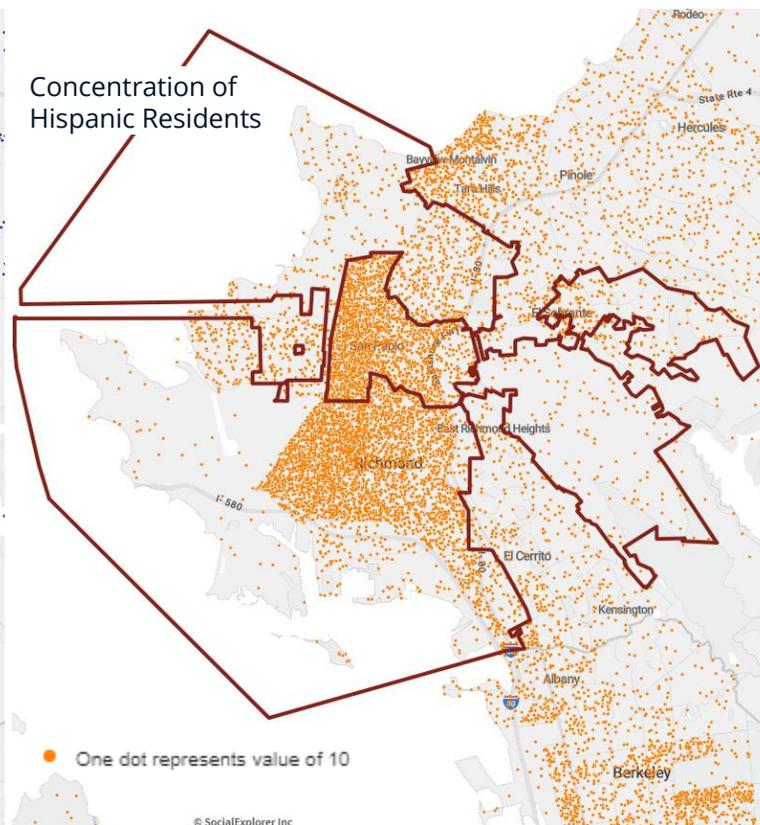
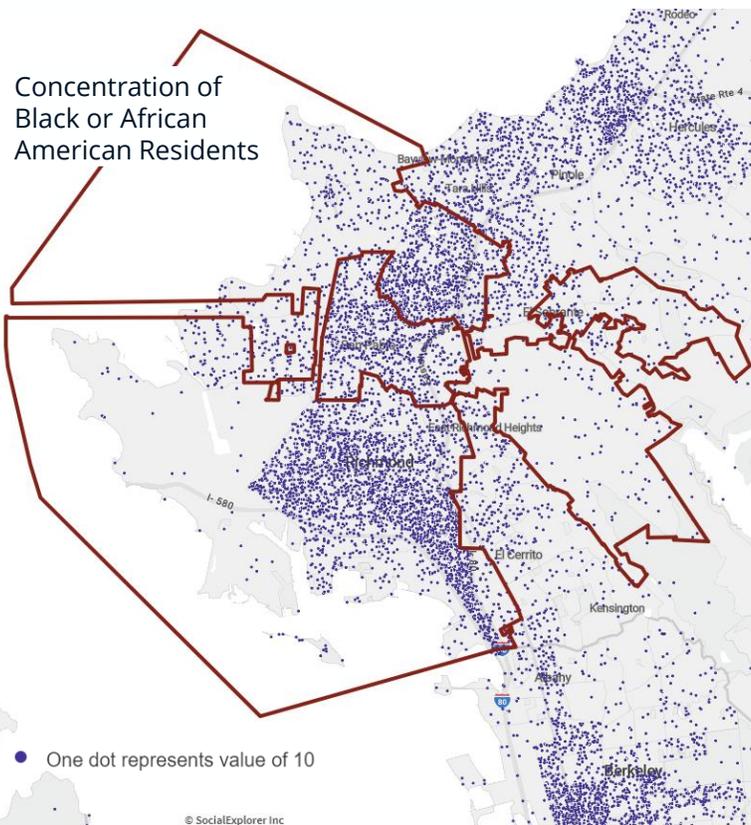


Source: ACS 2020 (5-Year); For more information on how the U.S. Census measures poverty, please see here: <https://www.census.gov/topics/income-poverty/poverty/guidance/poverty-measures.html>

COMMUNITY DEMOGRAPHICS

Who was disproportionately impacted by the COVID-19 pandemic?

GROUPS FACING STRUCTURAL RACISM



Source: ACS 2020 (5-Year)

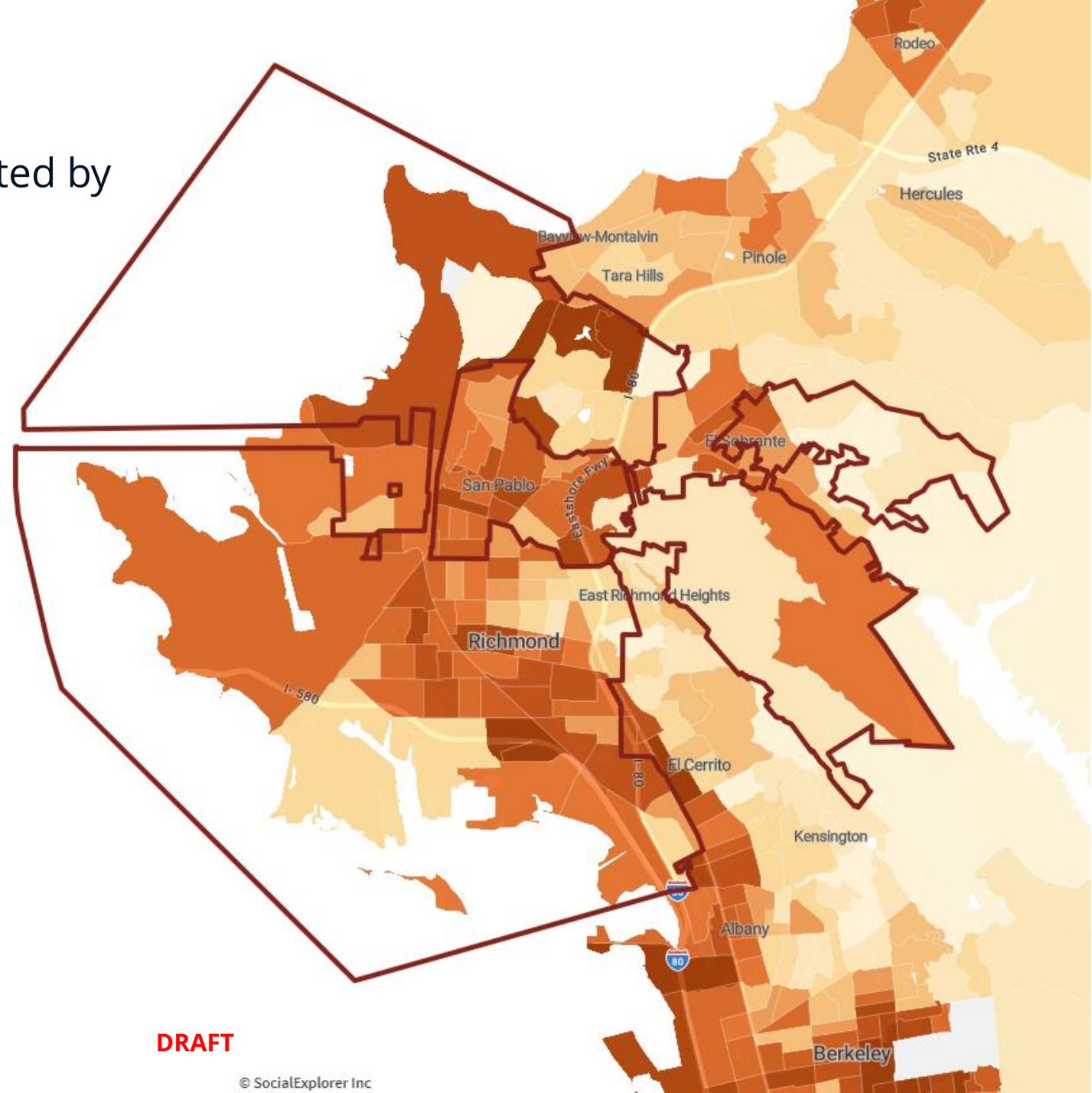
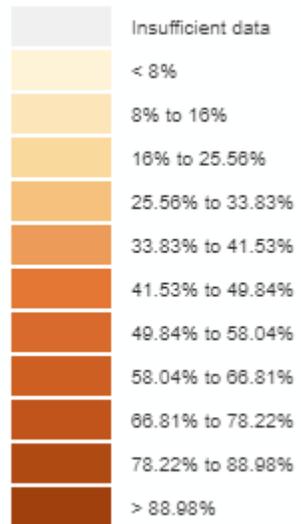
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COMMUNITY DEMOGRAPHICS

Who was disproportionately impacted by the COVID-19 pandemic?

RENTERS

Concentration of Renters



Source: ACS 2020 (5-Year)

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COMMUNITY DEMOGRAPHICS

Who was disproportionately impacted by the COVID-19 pandemic?

WORKERS IN ESSENTIAL SERVICES

HOUSEHOLDS WITH LIMITED ACCESS TO WIFI

SOCIALLY ISOLATED POPULATIONS

PEOPLE LACKING PERMANENT HOUSING

PEOPLE WITHOUT JOB SECURITY

INDIVIDUALS WITH PREEXISTING HEALTH CONCERNS

DISABLED INDIVIDUALS

SINGLE PARENT HOUSEHOLDS

SMALL BUSINESSES

COMMUNITIES WITH LANGUAGE BARRIERS

PEOPLE LACKING HEALTH INSURANCE



03

ENGAGEMENT

GOALS, PRINCIPLES, AND TARGETS

What does a successful engagement process look like? How do we measure it?

Engagement Principles¹

- **Understand and respect** all community voices by reaching diverse audiences and promoting cultural competency and empathy
- **Value, compensate, and amplify community knowledge** and recognize that residents are unquestionably the experts.
- **(Re)build trust and transparency** by clearly discussing what can and cannot be done, why, when, how, and by whom.
- **Foster collective learning** by creating two-way channels of communication.
- **Reduce barriers to participation** by meeting people where they are (language, physical and digital, cultural, etc.), thus creating a more welcoming environment.

Criteria for Success

- Engagement has reached a **diverse sample of residents**, including a diverse range of incomes, ages, and racial and ethnic backgrounds, with a focus on identifying and reaching those most impacted by COVID-19.
- Engagement has reached **vulnerable or hard-to-reach populations**, including veterans, disabled individuals, the unhoused, and undocumented, or organizations that provide services to these populations.
- Engagement has reached individuals or organizations that have **not previously been engaged** in efforts related to ARPA or other community needs.
- Engagement has reached **business owners and property owners** in Richmond, as well as **residents** and **community service providers**.
- Engagement has reached residents from **throughout the city**.

¹ Engagement Principles adapted from Elevated Chicago (2019) "Community Engagement Principles and Recommendations".

ENGAGEMENT OVERVIEW

HR&A and Contigo are planning a range of activities to connect with representative and diverse populations.

Key Engagement Components

1. Community scan of area stakeholders

A list of focus areas that forms the basis of project's communications and engagement list; the draft was presented to the Project Manager for input and approval

2. Listening tour with trusted project partners

Engage local constituents and build networks to eventually help implement COVID-19 recovery efforts

3. Regular and transparent two-way communications

Effectively convey project progress, provide opportunities to attend meetings and communicate with the project team to inform the process of identifying investment priorities, and communicate key findings from our listening tour prior to seeking City Council approval



Image Source: Brian L. Frank for Mother Jones

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COMMUNITY SCAN

Reaching targeted community organizations creates a bridge to constituents that live and work in Richmond.

A vital component of the outreach plan is the community scan, which serves to:

- **Identify potential collaborative partners that can help reach residents not likely to attend large format public meetings**
- **Develop a project outreach list that highlights trusted organizations**

Starting with the community scan helps us to exceed traditional public participation requirements and create more meaningful engagement relationships and outputs.

Target Populations and Stakeholder Groups

- Latinx/Spanish speaking residents
- Black residents
- Youth
- Seniors
- Disabled
- Immigrants
- Homeless
- Community service providers (services range in type, but include health and educational organizations)
- Local businesses
- Retail and hospitality sector
- Local workforce, including reentry population
- Renters and housing advocacy organizations

LISTENING TOUR | PUBLIC SURVEY

A public survey will enable broad input on the City's spending priorities.

The survey will be available in English and Spanish and be widely available to all city residents and businesses to gather input.

Outreach will take place via collaboration with primarily community service organizations and grassroots door-to-door outreach to local businesses who can post and distribute flyers in commercial corridors.



Target: Receive at least 500 total survey responses, aiming for a near representative sample of Richmond residents in terms of age, race/ethnicity, income, and geography.

The screenshot shows a web browser window with the URL surveymonkey.com/r/RichmondCNA. The survey title is "Impact of COVID on Richmond" and features the City of Richmond logo. The survey is divided into sections: "Business and Employment" and "2. What support would most help the long-term vitality and resilience of your industry?".

Business and Employment
Richmond has the opportunity community to help support the the challenges businesses are f invest to boost the working eco

1. Did you receive PPP loans?

- Yes, I received one loan
- Yes, I received two loans
- If you did not apply for a PPP application, please tell us wh

2. What support would most help the long-term vitality and resilience of your industry? Please choose and rank your top three options.

	#1	#2	#3
Direct cash assistance to businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reimbursement of COVID related expenses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technical assistance to businesses and impacted industries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improved access to broadband internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improvements to water and sewer infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improvements to the area where my business is located. (Please share your street address)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Something else (please specify)

3. Are there other needs specific to your industry or business we should know about? Please tell us what industry you're in.

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Prev Next

LISTENING TOUR | FOCUS GROUPS

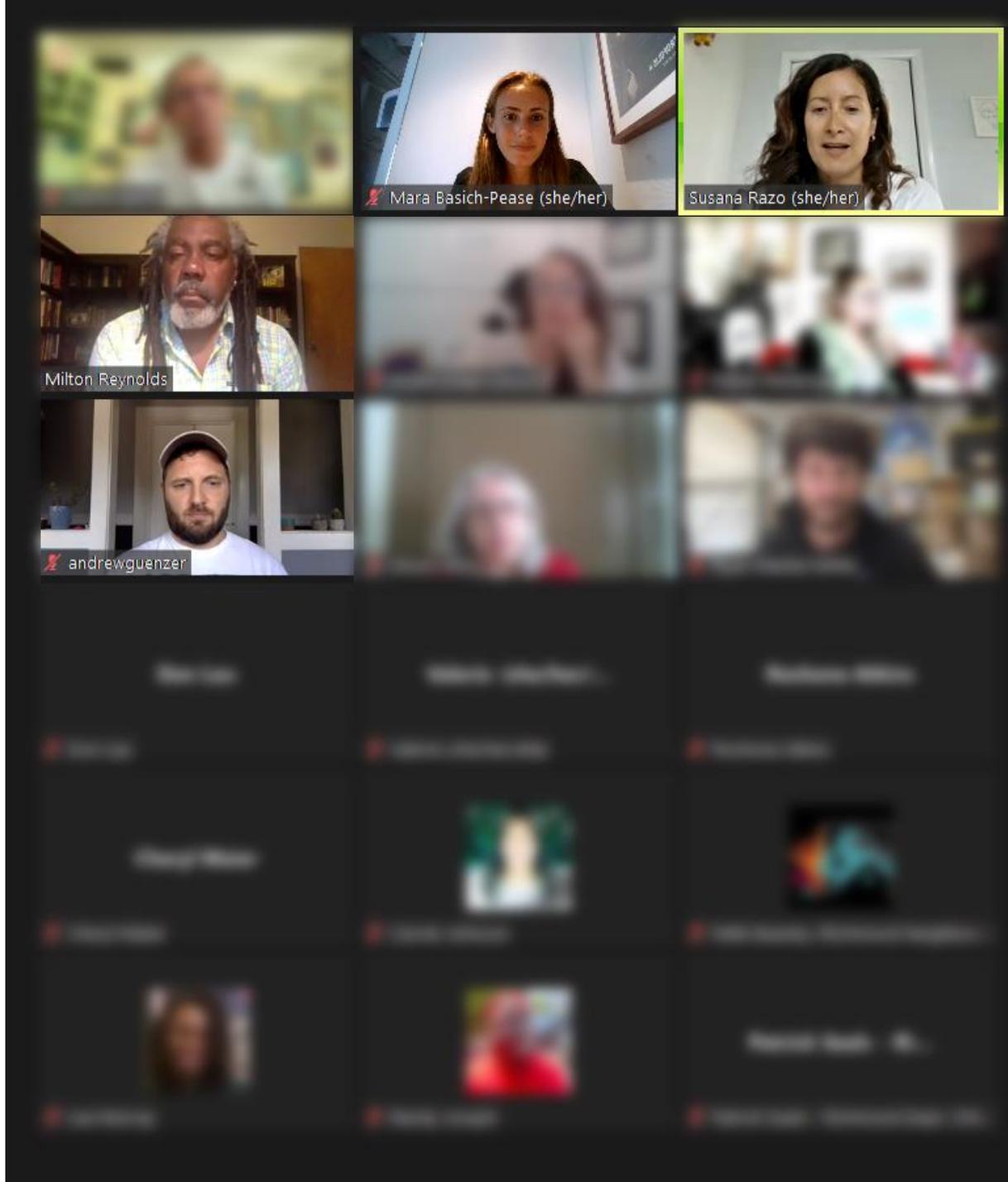
Focus groups allow targeted engagement with impacted residents.

The team is working closely with community organizations to engage underrepresented voices in 60-minute, compensated sessions.

Focus groups are still being scheduled, with nearly 10 completed or calendared already.



Target: Speak with at least 100 community members from target populations.



LISTENING TOUR | COMMUNITY MEETINGS

We will work with the City to host open sessions for community members to share ideas and priorities.

Public meetings, like this one, will share information about APRA engagement opportunities and findings.



Target: Host two public meetings.

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**HELP US INVEST
OUR COVID-19 RECOVERY FUNDS**

Help us to spend \$17.2 million in federal funds awarded as part of COVID-19 relief by sharing your experiences

Focus groups and public meetings will take place from May through June so contact us now to schedule to join.

In 2021, Congress passed the American Rescue Plan Act (ARPA), which provides a variety of economic incentives to address the economic challenges caused by COVID-19. The City Council seeks to invest these funds to support local residents and businesses, and support community resilience. Your input is needed now.

We are assessing the needs of the entire community and the City is committed to promoting equity through these investments.

FOCUS GROUP MEETING

Join us for this important discussion:
Zoom Meeting: <https://us06web.zoom.us/j/6661558382>
Meeting ID: 666 155 8382 | Passcode: 3221

For more information, contact us at hello@contigo-partners.com

For more information about eligible uses of the funds:
<https://home.treasury.gov/policy-issues/coronavirus/assistance-for-state-local-and-tribal-governments/state-and-local-fiscal-recovery-funds>.

**AYÚDENOS A INVERTIR
NUESTROS FONDOS DE
RECUPERACIÓN DE COVID-19**

Ayúdenos a gastar \$17.15 millones en fondos federales concedidos como parte del alivio de COVID-19 compartiendo sus experiencias

Los grupos focales y las reuniones públicas se llevarán a cabo de mayo a junio. Por favor contáctenos ahora para programar su cita.

En el 2021, el Congreso aprobó la Ley del Plan de Rescate Estadounidense (ARPA). ARPA incluyó una variedad de incentivos económicos para abordar los impactos de COVID-19. El Consejo de la ciudad de Richmond quiere invertir estos fondos en necesidades inmediatas de los residentes y negocios locales, y apoyar la vitalidad económica a largo plazo y la resistencia de la ciudad de Richmond. Necesitamos escuchar sus opiniones ahora.

Estamos evaluando las necesidades de toda la comunidad de Richmond y prestando atención especialmente a quienes luchan contra la pobreza, el racismo estructural, y a los negocios pequeños. El Consejo de la Ciudad se compromete a promover la igualdad a través de la inversión de estos fondos.

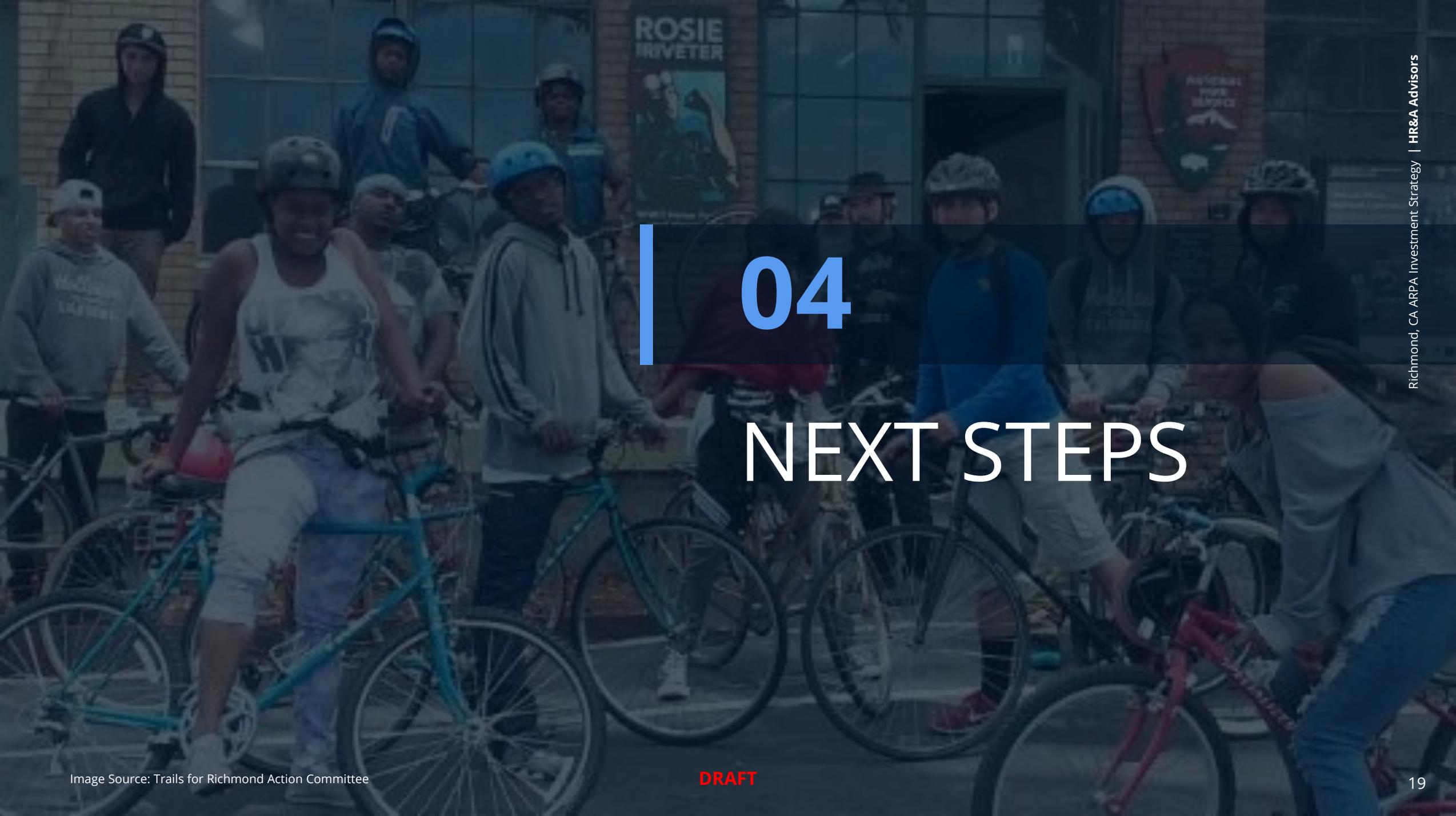
REUNIÓN DE GRUPOS FOCALES – BUILDING BLOCK FOR KIDS

Join Únase a nosotros para esta importante discusión:
Lunes, 20 de junio a las 2:00 – 3:30 PM
Zoom Meeting: <https://us06web.zoom.us/j/6661558382>
Meeting ID: 666 155 8382 | Passcode: 3221

Para obtener más información, póngase en contacto:
hello@contigo-partners.com or Patrick Seals at patrick_seals@ci.richmond.ca.us.

Para más información sobre los usos elegibles de los fondos:
<https://home.treasury.gov/policy-issues/coronavirus/assistance-for-state-local-and-tribal-governments/state-and-local-fiscal-recovery-funds>.

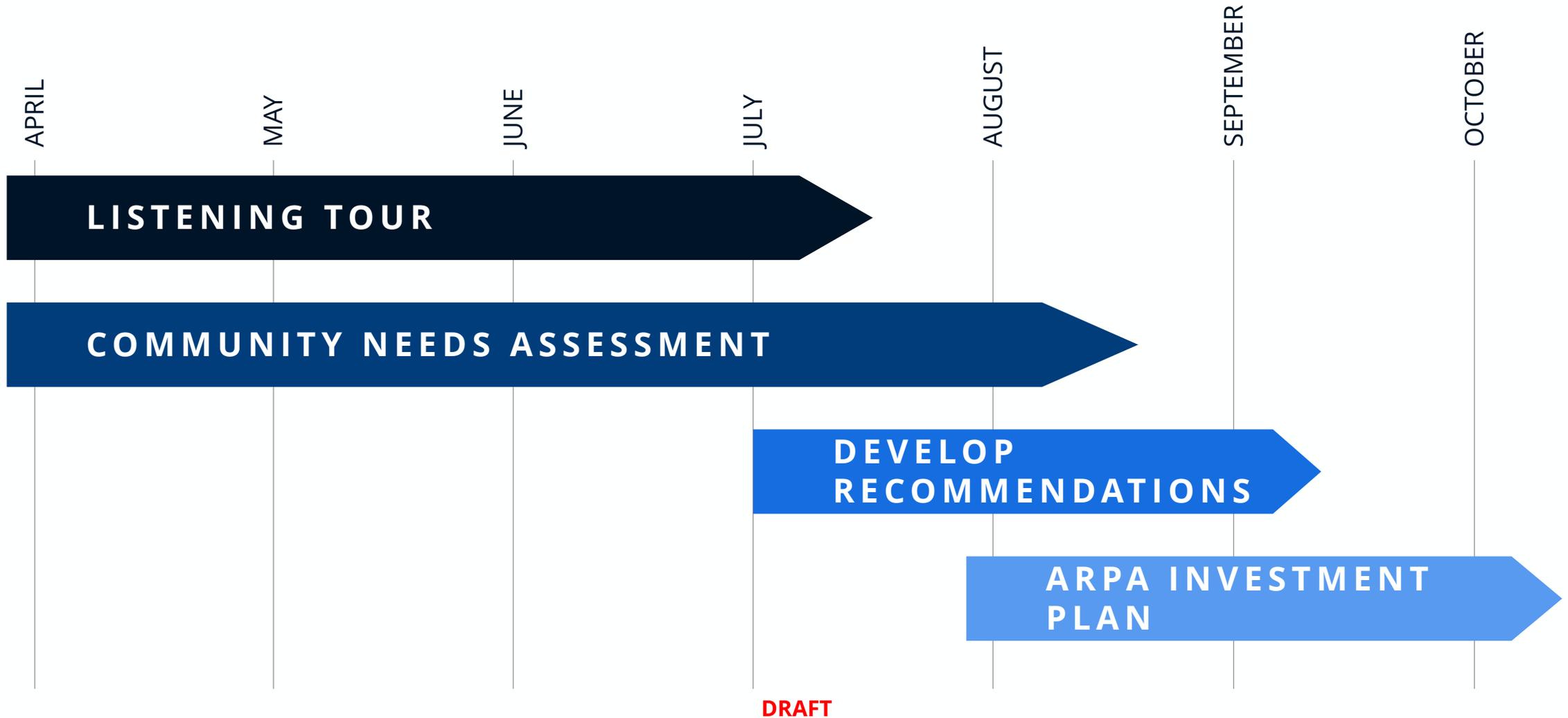
ULTIMAS NOTICIAS SOBRE EL PROYECTO:



04 NEXT STEPS

NEXT STEPS

The Community Needs Assessment will inform the development of ARPA investment priorities.





|

05

APPENDIX

PROGRAM OVERVIEW

How can ARPA money be spent?



COVID-19 RESPONSE



Support public health expenditures

- Mitigate the spread of COVID-19
- Address mental and behavioral healthcare needs

Address negative economic impacts caused by public health emergency

- Provide assistance to workers and families (job training, cash assistance)
- Support small businesses (loans or grants, technical assistance)
- Speed tourism, travel, and hospitality recovery
- Rebuild public sector capacity

Serve the hardest-hit communities and families

- Address health disparities, social determinants of health
- Invest in housing and neighborhoods
- Address educational disparities
- Promote healthy childhood environments

PROGRAM OVERVIEW

How can ARPA money be spent?



LOST PUBLIC REVENUE



The most flexible eligible use category, which can broadly be used to “support government services”. Government services generally include any service traditionally provided by a government, including (but not limited to):

- Construction of schools and hospitals
- Road building and maintenance, and other infrastructure
- Health services
- General government administration, staff, and administrative facilities
- Environmental remediation
- Provision of police, fire, and other public safety services (including purchase of fire trucks and police vehicles)

NOTE: The City of Richmond has already committed \$8.95M to recover revenue losses and provide government services under this category

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PROGRAM OVERVIEW

How can ARPA money be spent?



PREMIUM PAY



Broad latitude to provide premium pay to eligible workers performing essential work during the pandemic, up to \$13/hour in addition to wages or compensation.

To ensure premium pay is targeted to workers who faced/face heightened risks due to the character of their work, eligible workers are defined as:

- Workers “needed to maintain continuity of operations of essential critical infrastructure sectors” (including, health care, grocery stores and food production, family or childcare, social services, government, education, laundry, transportation and warehousing, and more).
- Workers performing “essential work” (e.g., regular, in-person interactions and/or regularly handling items that others are also handling)
- Workers in which the premium pay “responds to” workers performing essential work during the public health emergency

PROGRAM OVERVIEW

How can ARPA money be spent?



INFRA- STRUCTURE

Broadband

- Build broadband infrastructure that delivers services offering reliable 100 Mbps download and 100 Mbps upload speeds
- Provide assistance to households to support internet access or digital literacy

Drinking Water

- Build or upgrade facilities and transmission, distribution, and storage systems
- Replace lead service lines

Wastewater

- Construct publicly- owned treatment infrastructure
- Manage and treat stormwater or subsurface drainage water
- Facilitate water reuse
- Secure publicly-owned treatment works