

**CITY OF CHARLOTTESVILLE, VIRGINIA
CITY COUNCIL AGENDA**



Agenda Date:	July, 7, 2021
Action Required:	Approval of Resolution to Appropriate Funds
Presenter:	Chip Boyles, City Manager
Staff Contacts:	Chip Boyles, City Manager
Title:	Resolution Appropriating Funds from the American Rescue Plan for Eligible Local Activities - \$1,986,100

Background and Discussion:

On March 11, 2021, United States President Biden signed the American Rescue Plan Act of 2021 (the Act) to provide additional relief for individuals and businesses affected by the coronavirus pandemic. The Act includes funding for state, local, and tribal governments as well as education and COVID-19-related testing, vaccination support, and research.

The City of Charlottesville is to receive direct funding from the American Rescue Plan (ARP) in two tranches: \$9,804,854 in May, 2021 and \$9,804,854 in May, 2022 for a total of \$19,609,708. These funds must be obligated by December 31, 2024.

City staff have begun the process to identify first urgent community needs resulting from the impacts of the COVID-19 virus. Further program development will allow additional agency and community requests for eligible funding needs. An eligible use of the ARP funds, replacement of lost local government revenues during the pandemic, is a priority for the ARP funds, and will be brought before Council at a future Council meeting. However, the first use of ARP funding by the City of Charlottesville is for urgent financial needs of the City and community, including community safety, housing assistance, business recovery and city operations.

Community Support

Peace in the Streets	\$95,000
Mentoring at Lugo-McGinnis Academy	\$153,500
Legal Aid Justice Center Eviction Prevention	\$300,000
Emergency Relief and Community Assistance	\$811,100
Department of Human Services COVID Related Assistance	\$176,500

Business Support

Department of Economic Development Recovery Roadmap	\$250,000
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City Staff Support

City Hall Access Reconfiguration	\$200,000
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Per City Code 2-42(b) City Council may, by unanimous consent, add the introduction and first reading of this resolution to the agenda for its July 7, 2021 special meeting. City Council cannot vote on the Resolution until a second reading is conducted.

Alignment with City Council's Vision and Strategic Plan:

The usages and projects proposed to be funded with the ARP funds contributes to Goal 1 of the Strategic Plan, to be an inclusive community of self-sufficient residents; Goal 2 to be a healthy and safe City; Goal 4 to have a strong, creative, and diversified community; and Goal 5 to be a well managed and responsive organization.

Community Engagement:

Community engagement and review for the full ARP Program will be conducted during program development over the next 12 months. The current requests are emergency in nature with community input limited prior to the public comment period of the July 19th regular City Council meeting and written comment to City Council prior to that meeting.

Budgetary Impact:

The amount of the ARP funds was unknown during the development of the FY 2022 City Budget and not included. The approval of this resolution has no immediate impact on the FY 2022 General Fund budget. However should these funds not be appropriated, the usage of previously appropriated funding may be necessary to fund these activities resulting in reduced funding for previously approved usages.

Recommendation:

Staff recommends approval of the Resolution and appropriation of ARP funds.

Alternatives:

City Council may elect not to appropriate funding for these purposes at this time or may elect other ARP eligible program expenditures.

Attachments:

Resolution for the Appropriation of funds.
American Rescue Plan Act Funding Usage Details

**RESOLUTION APPROPRIATING FUNDING FOR
American Rescue Plan for Eligible Local Activities
\$1,986,100**

BE IT RESOLVED by the Council of the City of Charlottesville, Virginia that the sum of \$1,986,100 from American Rescue Plan funding is hereby designated to be available for expenditure, at the discretion of the City Manager, for costs associated with eligible ARP expenditures for the following purposes and amounts:

Community Support

Peace in the Streets	\$95,000
Mentoring at Lugo-McGinnis Academy	\$153,500
Legal Aid Justice Center Eviction Prevention	\$300,000
Emergency Relief and Community Assistance	\$811,100
Department of Human Services COVID Related Assistance	\$176,500

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Revenues - \$1,986,100

Fund: 207 Cost Center: 9900000000 G/L Account: 430120

Expenditures

\$95,000	Fund: 207	I/O: 1900420	G/L: 599999
\$153,500	Fund: 207	I/O: 1900420	G/L: 599999
\$300,000	Fund: 207	I/O: 1900420	G/L: 599999
\$811,100	Fund: 207	I/O: 1900421	G/L: 599999
\$176,500	Fund: 207	I/O: 1900421	G/L: 599999
\$250,000	Fund: 207	I/O: 1900421	G/L: 599999
\$200,000	Fund: 207	I/O: 1900420	G/L: 599999

American Rescue Plan Act Funding Usage Details

Department of Human Services COVID-related Assistance : \$176,471.79

- Community Crisis Response Funds (*crisis needs beyond rental & food assistance supported by Pathways fund*) - \$75,000
- COVID related staff capacity including hotline operators, relief navigation & service coordination - \$30,571.79
- Community & neighborhood support activities - \$70,899.89

Emergency Assistance for Community in Crisis: \$811,058.24

- Emergency relief for distribution through the existing hotline - \$400,000
- Support for emergency feeding programs - \$50,000
- Support for emergency shelter programs through hotels or congregate settings - \$100,000
- External support for hotline operations - \$36,058.24
- Support for community resilience activities, including neighborhood peer services, & Black mental health - \$225,000

Legal Aid Justice Center Eviction Prevention – \$300,000

LAJC proposes a multicomponent eviction prevention project designed to provide:

- Legal representation at eviction proceedings
- Community outreach & education activities
- Rent relief navigation & support

In 2019, there were 646 eviction matters against Charlottesville residents and over 1,200 against Albemarle residents. As eviction moratoria expire, advocates fear a significant increase in these proceedings. Combining legal expertise with outreach and support in accessing available emergency rental relief is a promising approach to avoiding mass evictions. The U.S. Department of Housing and Urban Development estimates the public cost of homelessness at \$100,000 for each person without adequate housing. Local advocates calculate that number at \$40,000 for this region.

City Staff Support City Hall Access Reconfiguration - \$200,000

In order to contain and mitigate the spread of COVID-19 funds are being requested for "capital investments in public facilities to meet pandemic operational needs." The funds would be used to reconfigure the lobby of City Hall to create expanded work areas with sufficient space to facilitate safe in person interaction between staff and the public.

Improvements would be made to the Treasurer's Office and Utility Billing Office. A glass-enclosed customer service window for the Revenue Compliance area of the Treasurer's Office would be created by extending the lobby area into the middle office with the addition of an entryway directly from the lobby. This would expand the customer-facing service areas and allow for customers to be spread apart and serve Revenue Compliance customers through a glass barrier instead of allowing them direct access into a non-secure area without any COVID mitigation measures. Similar types of improvements would be made in the Utility Billing Office for areas where customers meet with staff to answer questions, make payment arrangements, and other collection activities.

Additionally, funds would be used to create a permanent glass barrier at the customer service counter in the lobby. A temporary plexiglass barrier has been in place for the last year. A more permanent solution that addresses the cosmetic, architecture, safety, and audio concerns of interacting with the public in that space is desired.

Memo

TO: Chip Boyles, City Manager

FROM: Chris Engel, Director of Economic Development

DATE: July 9, 2021

SUBJECT: American Rescue Plan Funding for Recovery Roadmap Plan

At a work session, in the fall of 2020, the City Council indicated that helping businesses recover from the impacts of the pandemic was a priority. The Office of Economic Development (OED) subsequently initiated a process to establish a Recovery Roadmap: A Plan for Business Recovery in Charlottesville beginning in the winter of 2021. With the participation and input from Charlottesville businesses and stakeholders, the OED established this written plan with a series of practical initiatives to assist the recovery of the Charlottesville economy. The plan’s purpose is to holistically and thoughtfully assist businesses throughout the City of Charlottesville as they recover from the COVID-19 pandemic by identifying key local economic development programs to strengthen and sustain the Charlottesville entrepreneurial ecosystem in the next 12-18 months.

There are fifteen enumerated action items included in the plan as shown on the attached summary. A majority of these can be funded with existing resources while several cannot. The five identified as needing funding are planned to be funded by a \$250,000 allocation from the city’s portion of the federal American Rescue Plan. The specifics related to each of these items are outlined in the table below. Precise funding amounts per initiative are not yet fully known but are estimated with final determination as each element is finalized. Any surplus amounts, should there be any, will go to further supplement the other initiatives in the plan.

Initiative	Process/Selection Method	Evaluation Method
1.2 Provide technical assistance grants for services critical to business recovery (e.g., marketing/advertising, marketing collateral, social media, photography, videography, websites, strategic planning, etc.).	Businesses will be selected based on need (i.e. a demonstrated absence of key marketing collateral) and assist those businesses most negatively impacted by the pandemic with an emphasis on	Evaluation will be conducted via follow-up conversation with businesses receiving services three and six months following.

<p>Estimated funding/impact: \$25,000/40-50 businesses</p>	<p>businesses owned by socially disadvantaged individuals.</p>	
<p>2.4 Explore creating a specific hospitality focused training program that prepares and connects employees with job opportunities in this sector.</p> <p>Estimated funding/impact: \$120,000/40-50 individuals/20 businesses</p>	<p>Individuals will be screened based upon employer requirements and interviewed by a panel prior to acceptance in the program.</p>	<p>Evaluation will occur following training and then every six months for two years. Both employees and employers will be surveyed as to the impact of the program. Longevity of employment, additional certifications and wage growth will be assessed.</p>
<p>3.1 Explore the creation of Designated Outdoor Refreshment Areas in concert with internal and external stakeholders as a tool to help revive business areas.</p> <p>Estimated funding/impact: \$5,000/25 businesses</p>	<p>Not applicable.</p>	<p>If approved, by ordinance, the pilot program would be evaluated by internal and external stakeholders after six months.</p>
<p>4.1 Create a marketing leverage grant program to extend the reach of already-planned marketing dollars and assist with messaging on reopening.</p> <p>Estimated funding/impact: \$50,000/25 businesses</p>	<p>Selection based on presentation of a valid marketing/advertising plan with funding commitment. Assistance to those businesses most negatively impacted by the pandemic and businesses owned by socially disadvantaged individuals will receive priority.</p>	<p>Evaluation will be conducted via survey with businesses receiving grants three and six months following. Success measures to vary with marketing medium with focus on increased exposure and sales.</p>
<p>4.2 Create a Co-op program that allows access to reduced-cost advertising and production assistance.</p> <p>Estimated funding/impact: \$50,000/25 businesses</p>	<p>Selection based on a willingness to partner in co-op program with other businesses. Assistance to those businesses most negatively impacted by the pandemic and businesses owned by socially disadvantaged individuals will receive priority.</p>	<p>Evaluation will be conducted via survey with businesses receiving grants three and six months following. Success measures to vary with marketing medium with focus on increased exposure and sales.</p>