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Date: July 16, 2021

To: Council President Abbas
 Members of the Common Council

From: David Schmiedicke
 Finance Director

Subject: Report on 2021 Allocations of American Rescue Plan Act (ARPA) Funds

On July 6, 2021, the Common Council passed Legistar 65935 (a resolution Accepting and Allocating American Rescue Plan Act of 2021 (ARPA) aid Local Fiscal Recovery Funds for the City of Madison and amending the 2021 Adopted Operating and Capital Budgets to appropriate \$4,995,000 of ARPA aid to the operating budget and \$3,265,000 to the capital budget for the Acceptance of these Funds). The resolution included an amendment requiring the Finance Director, in consultation with affected agencies, to submit a report describing the criteria and processes that will be used to allocate funds appropriated in the 2021 budget. These details are provided below for each of the 16 proposals with funds appropriated in 2021. In some cases, agencies are still in the process of developing funding plans, which is noted in the report below. As these plans develop, we will provide regular updates to the Common Council and publish updates on our website: www.cityofmadison.com/arpa.

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Priority Area	Violence Prevention & Youth Engagement
Agency:	Public Health Madison and Dane County (PHMDC)
Proposal Name & 2021 allocation:	Violence Prevention Initiatives \$160,000
<p>1. Context</p> <p>a. Describe the issue or problem your proposal will address (ex. homelessness, commercial vacancy, violence).</p> <p>b. Is this a new issue or created by the COVID-19 pandemic? Is this an existing issues that was made worse due to the pandemic?</p>	
<p>This proposal will address gaps and emerging needs that support a holistic approach to violence prevention. Specifically, this funding will support priorities identified the Madison and Dane County Violence Prevention Roadmap and prioritized via the Madison and Dane County Violence Prevention Coalition. The issues we are seeing surrounding violence are not new, but have been exasperated during the COVID-19 pandemic.</p>	
<p>2. Use of ARPA Funds</p> <p>a. What are you buying/ paying for with ARPA funds (ex. purchased services, capital investment, staffing to build capacity)?</p> <p>b. What criteria and processes will be used to allocate funding appropriated in the 2021 budget (ex. RFP, sole source, adding funding to existing capital project)? Provide an estimated timeline for these steps.</p> <p>c. If you don't currently have a plan for expending 2021 funds, describe the steps you are taking to develop this plan and an estimated timeline.</p>	
<p>ARPA funds will be utilized to support violence prevention through a variety of methods. A small portion of the funding will support critical infrastructure supplies for the violence prevention eco-system in Madison and Dane County. Specifically, the funding will be used to purchase software needed to maintain proper secure communication about violent incidents as well as track emerging data trends. The supplies purchased to sustain coalition efforts will be allocated via sole source contracts. We are still developing these plans by researching vendors, and discussing functionality needs with our community partners.</p> <p>The majority of the funding will support purchased services in the form of violence prevention initiatives, programs, and services. These will be identified from the Madison and Dane County violence prevention roadmap and prioritized by the Madison and Dane County Violence Prevention Coalition. Initiatives, programs, and services will be allocated via RFP. The RFP(s) will be based on the priorities selected by the Madison and Dane County Violence Prevention Coalition, based on the Madison and Dane County Violence Prevention Roadmap. The coalition convened on June 30th to establish the priorities for 2022. The workgroups of the coalition will reconvene in July/August to determine which priorities and the estimated amount of funding required to move the initiative forward.</p>	
<p>3. Other funding sources (if applicable)</p> <p>a. Does your agency have other funding sources directed at addressing this issue (including City operating and capital budget allocations, external grants, or other sources)? If so, approximately how much is allocated for 2021 and 2022?</p>	
<p>Yes, excluding staff resources, PHMDC currently has an annual violence prevention budget from the City of \$10,000.</p>	

4. Links to other websites (if applicable)
a. If you have an agency website with additional information, published reports, or other related materials, please include the links below.
<ul style="list-style-type: none"> • www.publichealthmdc.com/vp • https://www.publichealthmdc.com/documents/2021_violence_prevention_report.pdf

Priority Area	Violence Prevention & Youth Engagement
Agency:	Public Health Madison and Dane County
Proposal Name & 2021 allocation:	Crisis Alternative Response Emergency Services (CARES) \$150,000
1. Context	<p>a. Describe the issue or problem your proposal will address (ex. homelessness, commercial vacancy, violence).</p> <p>b. Is this a new issue or created by the COVID-19 pandemic? Is this an existing issues that was made worse due to the pandemic?</p> <p>CARES, a novel program housed within the Madison Fire Department and supported by a staff member within PHMDC to provide project coordination, seeks to provide and alternative response to mental health and behavioral health calls for service. Currently these calls are routed to law enforcement services. This pilot program intends to route these call for service to a response team made up a community paramedic and a mental health specialist. This proposal will use funding to support the development of a CARES specific service in the PHMDC electronic health record system and will support external evaluation for the project.</p> <p>The issue of needing a more responsive method to route mental health calls for service is not new, however it has been exasperated during the COVID-19 pandemic.</p>
2. Use of ARPA Funds	<p>a. What are you buying/ paying for with ARPA funds (ex. purchased services, capital investment, staffing to build capacity)?</p> <p>b. What criteria and processes will be used to allocate funding appropriated in the 2021 budget (ex. RFP, sole source, adding funding to existing capital project)? Provide an estimated timeline for these steps.</p> <p>c. If you don't currently have a plan for expending 2021 funds, describe the steps you are taking to develop this plan and an estimated timeline.</p> <p>With the ARPA funding we are creating a service line within PHMDC's electronic health record system in order to track client encounters with the program. This will aid the pilot project in identifying trends, support quality and service improvements and provide a consistent platform for all partners to input data on. We are currently working with PHMDC's electronic health record vendor to better understand timeline and needs for implementing the service line and expending the funds. The addition of this service line is classified as a purchased service and will be sole sourced.</p> <p>We are also looking to provide evaluation support for this pilot project. Evaluation support will aid the project in achieving its goals and provide recommendation for improvements. We anticipate allocating this funding via sole source. We are currently identifying partners who would be positioned to conduct an evaluation of this pilot program, given their experience and expertise. We plan to have a vendor/partner identified by the end of 2021.</p>

3. Other funding sources (if applicable)

- a. Does your agency have other funding sources directed at addressing this issue (including City operating and capital budget allocations, external grants, or other sources)? If so, approximately how much is allocated for 2021 and 2022?

Single source, operating budget funding of \$600,000 per year within the Madison Fire Department to hire service provider staff and support the contract with Journey for mental health services. \$102,000 will be transferred annually to the PHMDC operating budget to support the CARES project coordinator position.

4. Links to other websites (if applicable)

- a. If you have an agency website with additional information, published reports, or other related materials, please include the links below.

- Fire will have a section on their (www.cityofmadison.com/fire) web page displaying additional information about the CARES Team.

Priority Area	Violence Prevention & Youth Engagement
Agency:	Community Development Division
Proposal Name & 2021 allocation:	Youth Employment – Summer and Fall Expansion for 2021 \$465,000
<p>1. Context</p> <p>a. Describe the issue or problem your proposal will address (ex. homelessness, commercial vacancy, violence).</p> <p>b. Is this a new issue or created by the COVID-19 pandemic? Is this an existing issues that was made worse due to the pandemic?</p>	
<p>a. As part of a broader strategy to mitigate conditions that contribute to youth violence, this proposal expands youth employment opportunities for young people.</p> <p>b. COVID-19 has deprived youth of many traditional outlets for inter-personal contacts and social interactions, including those that come through employment. Social isolation has exacerbated mental health concerns such as anxiety and depression. The City recognizes that reduced employment opportunities have particularly affected low-income youth and youth of color who, even under normal circumstances, often lack access to available jobs.</p>	
<p>2. Use of ARPA Funds</p> <p>a. What are you buying/ paying for with ARPA funds (ex. purchased services, capital investment, staffing to build capacity)?</p> <p>b. What criteria and processes will be used to allocate funding appropriated in the 2021 budget (ex. RFP, sole source, adding funding to existing capital project)? Provide an estimated timeline for these steps.</p> <p>c. If you don't currently have a plan for expending 2021 funds, describe the steps you are taking to develop this plan and an estimated timeline.</p>	
<p>a. Funding will provide contracted agencies the means to expand youth employment opportunities through the summer and fall.</p> <p>b. Funding will be allocated based upon expansion proposals submitted under a competitive RFP process conducted earlier this year. They could not be awarded funds at that time due to limited funding.</p>	
<p>3. Other funding sources (if applicable)</p> <p>a. Does your agency have other funding sources directed at addressing this issue (including City operating and capital budget allocations, external grants, or other sources)? If so, approximately how much is allocated for 2021 and 2022?</p>	
<p>The City has budgeted in 2021, and allocated to community partners, approximately \$950,500 of City funds. That funding is expected to continue through 2022. Separately, the City made available in 2021 one-time funds totaling \$225,000 to support expanded youth employment. The City used an RFP process to allocate funds but they were not sufficient to support all requests.</p>	
<p>4. Links to other websites (if applicable)</p> <p>a. If you have an agency website with additional information, published reports, or other related materials, please include the links below.</p>	
<ul style="list-style-type: none"> The Request for Proposals document released earlier this year, the responses to which are the basis for allocating these funds, can be found here: COVID Relief and Violence Prevention RFP 	

Priority Area	Violence Prevention & Youth Engagement
Agency:	Community Development Division
Proposal Name & 2021 allocation:	Youth Re-engagement – Summer 2021 \$120,000
<p>1. Context</p> <p>a. Describe the issue or problem your proposal will address (ex. homelessness, commercial vacancy, violence).</p> <p>b. Is this a new issue or created by the COVID-19 pandemic? Is this an existing issues that was made worse due to the pandemic?</p>	
<p>a. With the loosening of restrictions around COVID-19, this proposal addresses the lack of accessible, drop-in summer activities that help promote social-emotional learning development and re-engagement among youth.</p> <p>b. Virtual engagement and current resources do not sufficiently address youth’s day-to-day social and emotional needs. This proposal takes advantage of Madison parks as safe venues within which to host positive activities and promote healthy social interactions.</p>	
<p>2. Use of ARPA Funds</p> <p>a. What are you buying/ paying for with ARPA funds (ex. purchased services, capital investment, staffing to build capacity)?</p> <p>b. What criteria and processes will be used to allocate funding appropriated in the 2021 budget (ex. RFP, sole source, adding funding to existing capital project)? Provide an estimated timeline for these steps.</p> <p>c. If you don’t currently have a plan for expending 2021 funds, describe the steps you are taking to develop this plan and an estimated timeline.</p>	
<p>a. Funding will support structured drop-in summer activities for Madison youth in City parks that promote social-emotional development and reengagement in Madison parks.</p> <p>b. Funding will be provide to the City’s Parks Division to help offset costs incurred for equipment and supplies at park venues.</p>	
<p>3. Other funding sources (if applicable)</p> <p>a. Does your agency have other funding sources directed at addressing this issue (including City operating and capital budget allocations, external grants, or other sources)? If so, approximately how much is allocated for 2021 and 2022?</p>	
<p>The agency does not have other resources currently directed to this use.</p>	
<p>4. Links to other websites (if applicable)</p> <p>1. If you have an agency website with additional information, published reports, or other related materials, please include the links below.</p>	
<ul style="list-style-type: none"> • N/A 	

Priority Area	Homelessness
Agency:	Community Development Division
Proposal Name & 2021 allocation:	Unsheltered Homeless Support \$2,000,000
<p>1. Context</p> <p>a. Describe the issue or problem your proposal will address (ex. homelessness, commercial vacancy, violence).</p> <p>b. Is this a new issue or created by the COVID-19 pandemic? Is this an existing issues that was made worse due to the pandemic?</p>	
<p>a. The issue this proposal seeks to address is meeting the needs of people in the community who are experiencing homelessness and who are unsheltered.</p> <p>b. The challenges around unsheltered homelessness in Madison are not new but, like in communities around the country, they have been made worse by the COVID-19 pandemic. One of the issues the City is struggling with is a growing reluctance to use group shelter settings, in part, for fear of exposure to COVID. As a result, more and more people experiencing homelessness are choosing to live outdoors, in conditions that are both unsafe and unsustainable.</p>	
<p>2. Use of ARPA Funds</p> <p>a. What are you buying/ paying for with ARPA funds (ex. purchased services, capital investment, staffing to build capacity)?</p> <p>b. What criteria and processes will be used to allocate funding appropriated in the 2021 budget (ex. RFP, sole source, adding funding to existing capital project)? Provide an estimated timeline for these steps.</p> <p>c. If you don't currently have a plan for expending 2021 funds, describe the steps you are taking to develop this plan and an estimated timeline.</p>	
<p>a. Funds provided in this proposal are intended for use to support one or more strategies for people currently living outdoors. Money could be used for such things as purchasing property for use as an encampment; installing basic services like running water, bathrooms or electricity; establishing "tiny homes" or similar structures for use by campers; and paying for on-site staff to support and monitor an encampment site.</p> <p>b. Any proposal to use these funds is expected to be detailed in a resolution and presented to the Common Council for its approval. The timeline hinges on the ability to identify a suitable site, a task expect to be completed before the end of summer.</p>	
<p>3. Other funding sources (if applicable)</p> <p>a. Does your agency have other funding sources directed at addressing this issue (including City operating and capital budget allocations, external grants, or other sources)? If so, approximately how much is allocated for 2021 and 2022?</p>	
<p>The City's 2021 Operating Budget devotes nearly \$2 million of City tax dollars to support a range of services for people experiencing homelessness, including about \$400,000 for homeless street outreach services. That commitment is expected to continue through 2022. While outreach providers support the unsheltered homeless population, they lack the capacity to develop safe, sustainable alternatives to shelter facilities.</p>	
<p>4. Links to other websites (if applicable)</p> <p>a. If you have an agency website with additional information, published reports, or other related materials, please include the links below.</p> <ul style="list-style-type: none"> N/A 	

Priority Area	Homelessness
Agency:	Community Development Division
Proposal Name & 2021 allocation:	Purpose Built Men’s Shelter \$2,000,000
<p>1. Context</p> <p>a. Describe the issue or problem your proposal will address (ex. homelessness, commercial vacancy, violence).</p> <p>b. Is this a new issue or created by the COVID-19 pandemic? Is this an existing issues that was made worse due to the pandemic?</p>	
<p>a. This proposal will provide funds to support the establishment of a permanent facility providing emergency shelter and supportive services to men in our community experiencing homelessness.</p> <p>b. This need is a direct consequence of the COVID-19 pandemic in that the pandemic forced the closure of the previous men’s shelter because it could not safely serve guests due to space limitations and corresponding public health risks. Since March of 2020, other City-owned buildings have been used as temporary shelter spaces but they are needed for their intended uses.</p>	
<p>2. Use of ARPA Funds</p> <p>a. What are you buying/ paying for with ARPA funds (ex. purchased services, capital investment, staffing to build capacity)?</p> <p>b. What criteria and processes will be used to allocate funding appropriated in the 2021 budget (ex. RFP, sole source, adding funding to existing capital project)? Provide an estimated timeline for these steps.</p> <p>c. If you don’t currently have a plan for expending 2021 funds, describe the steps you are taking to develop this plan and an estimated timeline.</p>	
<p>a. Funds provided in this proposal will support costs associated with the planned acquisition of property and the renovation/construction of a structure to house the shelter.</p> <p>b. The selection of a site, and the design and construction of a facility, are subject to approval by the Madison Common Council. A site recommendation, and authorization to purchase, is anticipated by the end of September.</p>	
<p>3. Other funding sources (if applicable)</p> <p>a. Does your agency have other funding sources directed at addressing this issue (including City operating and capital budget allocations, external grants, or other sources)? If so, approximately how much is allocated for 2021 and 2022?</p>	
<p>The City’s 2021 Capital Budget includes \$3 million to support development of a permanent men’s shelter; Dane County’s 2021 Capital Budget includes an additional \$3 million commitment to the project.</p>	
<p>4. Links to other websites (if applicable)</p> <p>a. If you have an agency website with additional information, published reports, or other related materials, please include the links below.</p>	
<ul style="list-style-type: none"> • N/A 	

Priority Area	Homelessness
Agency:	Community Development Division
Proposal Name & 2021 allocation:	Occupy Madison (OM) Solar Project \$150,000
<p>1. Context</p> <p>a. Describe the issue or problem your proposal will address (ex. homelessness, commercial vacancy, violence).</p> <p>b. Is this a new issue or created by the COVID-19 pandemic? Is this an existing issues that was made worse due to the pandemic?</p>	
<p>a. The issue this proposal seeks to address is meeting the needs of people in the community who are experiencing homelessness by supporting Occupy Madison’s tiny house village. Occupy Madison operating costs range from \$60,000-\$80,000 a year. The biggest burden of operating both sites is the cost of electricity, as utilities for all of the tiny houses are connected to electric. Installing solar at both locations would help reduce operating expenses significantly. Currently, the OM Village on North Third Street relies on a 14KW system, the OM Village on Aberg uses a 28KW system. This is the maximum amount of energy production possible given space limitations but capacity could be increased with installation of decentralized panels on each home. OM officials suggest placing solar panels on centralized/community properties rather than each house. These systems could produce 50,000 kwh of power each year and offset 45,000 lbs of CO2 per year.</p> <p>b. The challenges around homelessness in Madison are not new but, like in communities around the country, they have been made worse by the COVID-19 pandemic. Occupy Madison tiny homes are one strategy for addressing this issue.</p>	
<p>2. Use of ARPA Funds</p> <p>a. What are you buying/ paying for with ARPA funds (ex. purchased services, capital investment, staffing to build capacity)?</p> <p>b. What criteria and processes will be used to allocate funding appropriated in the 2021 budget (ex. RFP, sole source, adding funding to existing capital project)? Provide an estimated timeline for these steps.</p> <p>c. If you don’t currently have a plan for expending 2021 funds, describe the steps you are taking to develop this plan and an estimated timeline.</p>	
<p>a. Funds will be used to purchase solar panels and pay for installation at OM villages.</p> <p>b. Funds will be disbursed through a sole source grant to Occupy Madison (OM). OM is the operator of the tiny house villages, so a sole source process is most appropriate process for disbursing funds.</p> <p>c. The City is currently working with OM to develop a plan and timeline for this project.</p>	
<p>3. Other funding sources (if applicable)</p> <p>a. Does your agency have other funding sources directed at addressing this issue (including City operating and capital budget allocations, external grants, or other sources)? If so, approximately how much is allocated for 2021 and 2022?</p>	
<p>N/A</p>	
<p>4. Links to other websites (if applicable)</p> <p>a. If you have an agency website with additional information, published reports, or other related materials, please include the links below.</p> <ul style="list-style-type: none"> • Occupy Madison – Tiny Houses & More! – Changing the world, one tiny idea at a time (occupymadisoninc.com) 	

Priority Area	Affordable Housing
Agency:	Community Development Division
Proposal Name & 2021 allocation:	Emergency Rental Assistance Program Operations \$400,000
<p>1. Context</p> <p>a. Describe the issue or problem your proposal will address (ex. homelessness, commercial vacancy, violence).</p> <p>b. Is this a new issue or created by the COVID-19 pandemic? Is this an existing issues that was made worse due to the pandemic?</p>	
<p>a. This proposal will provide funds to help the City administer substantial sums of rental assistance dollars that have been provided to the City to help renter households who need help paying their rent and utilities, and keeping them from losing their housing.</p> <p>b. Housing instability has long been an issue for many lower-income households in Madison but it has been made worse by the COVID-19 pandemic. This proposal is focused entirely on getting rent assistance dollars into the hands of renters who have fallen behind in their rents due to the pandemic.</p>	
<p>2. Use of ARPA Funds</p> <p>a. What are you buying/ paying for with ARPA funds (ex. purchased services, capital investment, staffing to build capacity)?</p> <p>b. What criteria and processes will be used to allocate funding appropriated in the 2021 budget (ex. RFP, sole source, adding funding to existing capital project)? Provide an estimated timeline for these steps.</p> <p>c. If you don't currently have a plan for expending 2021 funds, describe the steps you are taking to develop this plan and an estimated timeline.</p>	
<p>a. Funds provided in this proposal will support 3 (LTE) temporary, full-time staff positions over the next two years to administer the City's rental assistance program during that time.</p> <p>b. The positions will be filled using standard City hiring procedures; it is anticipated they will be filled in August.</p>	
<p>3. Other funding sources (if applicable)</p> <p>a. Does your agency have other funding sources directed at addressing this issue (including City operating and capital budget allocations, external grants, or other sources)? If so, approximately how much is allocated for 2021 and 2022?</p>	
<p>The City's 2021 Operating Budget includes approximately \$500,000 to support the work of community partners assisting renter households, a commitment expected to continue through 2022. Those funds support such activities as housing counseling, mediation and eviction prevention services, but not direct rent assistance. They are also generally not available for use in helping eligible renters access federal rent assistance dollars.</p>	
<p>4. Links to other websites (if applicable)</p> <p>a. If you have an agency website with additional information, published reports, or other related materials, please include the links below.</p>	
<ul style="list-style-type: none"> N/A 	

Priority Area	Emerging Needs
Agency:	Community Development Division
Proposal Name & 2021 allocation:	Connection to Basic Needs \$150,000
<p>1. Context</p> <p>a. Describe the issue or problem your proposal will address (ex. homelessness, commercial vacancy, violence).</p> <p>b. Is this a new issue or created by the COVID-19 pandemic? Is this an existing issues that was made worse due to the pandemic?</p>	
<p>a. This proposal addresses the lack of resources available to help individuals and families who have been impacted by violence to meet basic needs.</p> <p>b. This isn't necessarily a new issue, however, the conditions that often give rise to incidents of violence, everything from economic dislocation to reduced community connections, and which also make it more difficult for households in crisis to access even basic assistance, have been exacerbated by the pandemic.</p>	
<p>2. Use of ARPA Funds</p> <p>a. What are you buying/ paying for with ARPA funds (ex. purchased services, capital investment, staffing to build capacity)?</p> <p>b. What criteria and processes will be used to allocate funding appropriated in the 2021 budget (ex. RFP, sole source, adding funding to existing capital project)? Provide an estimated timeline for these steps.</p> <p>c. If you don't currently have a plan for expending 2021 funds, describe the steps you are taking to develop this plan and an estimated timeline.</p>	
<p>a. Funding will be allocated to community partners for use in supporting persons, or households, in the community who need help meeting basic needs brought about by the pandemic or an episode of violence.</p> <p>b. Funds will be allocated based upon responses to a competitive RFP process conducted earlier this year. There were insufficient funds then to support all proposals.</p>	
<p>3. Other funding sources (if applicable)</p> <p>a. Does your agency have other funding sources directed at addressing this issue (including City operating and capital budget allocations, external grants, or other sources)? If so, approximately how much is allocated for 2021 and 2022?</p>	
<p>The City's 2021 Operating Budget authorizes approximately \$1.9 million for use toward crisis support services and efforts to improve access to community resources. The funds are allocated across a network of community partners who provide direct services. Funds are scheduled to be subject to a Request for Proposals process later this year that will be used to determine their allocation beginning in 2022. Separately, the City made available in 2021 one-time funds totaling \$225,000 to help meet basic needs. The City used an RFP process to allocate funds but they were not sufficient to support all requests.</p>	
<p>4. Links to other websites (if applicable)</p> <p>a. If you have an agency website with additional information, published reports, or other related materials, please include the links below.</p>	
<ul style="list-style-type: none"> The Request for Proposals document released earlier this year, the responses to which are the basis for allocating these funds, can be found here COVID Relief and Violence Prevention RFP 	

Priority Area	Emerging Needs
Agency:	Community Development Division
Proposal Name & 2021 allocation:	Services to Residents who are Undocumented \$700,000
<p>1. Context</p> <p>a. Describe the issue or problem your proposal will address (ex. homelessness, commercial vacancy, violence).</p> <p>b. Is this a new issue or created by the COVID-19 pandemic? Is this an existing issues that was made worse due to the pandemic?</p>	
<p>a. The proposal addresses the need to support programming, services and outreach for persons in the community who are undocumented.</p> <p>b. The pandemic has had a profound impact on undocumented residents particularly around employment and housing. These residents are not eligible, in some cases, to receive direct assistance provided by Federal and State governments and have been reluctant or unable, in others, to access resources for which they are eligible.</p>	
<p>2. Use of ARPA Funds</p> <p>a. What are you buying/ paying for with ARPA funds (ex. purchased services, capital investment, staffing to build capacity)?</p> <p>b. What criteria and processes will be used to allocate funding appropriated in the 2021 budget (ex. RFP, sole source, adding funding to existing capital project)? Provide an estimated timeline for these steps.</p> <p>c. If you don't currently have a plan for expending 2021 funds, describe the steps you are taking to develop this plan and an estimated timeline.</p>	
<p>a. Funding will support community partners and provide the means to deliver direct assistance to undocumented individuals and families as they cope with the consequences of COVID-19.</p> <p>b. Funds will be allocated to agencies with established relationships with affected communities using an open application process. Prior to releasing an application, we plan to engage agencies to understand key issues in different immigrant communities and develop a targeted application process to ensure funds are directed to the most pressing needs. The specific date for that process is not yet determined but is expected to occur within the fourth quarter of 2021.</p>	
<p>3. Other funding sources (if applicable)</p> <p>a. Does your agency have other funding sources directed at addressing this issue (including City operating and capital budget allocations, external grants, or other sources)? If so, approximately how much is allocated for 2021 and 2022?</p>	
<p>The agency does not have other funding sources directed at addressing this specific issue.</p>	
<p>4. Links to other websites (if applicable)</p> <p>a. If you have an agency website with additional information, published reports, or other related materials, please include the links below.</p>	
<ul style="list-style-type: none"> • N/A 	

Priority Area	Emerging Needs
Agency:	Public Health Madison & Dane County
Proposal Name & 2021 allocation:	PFAS Education & Outreach \$50,000
<p>1. Context</p> <p>a. Describe the issue or problem your proposal will address (ex. homelessness, commercial vacancy, violence).</p> <p>b. Is this a new issue or created by the COVID-19 pandemic? Is this an existing issues that was made worse due to the pandemic?</p>	
<p>a. Perfluoroalkyl and polyfluoroalkyl substances (PFAS) are a large group of man-made chemicals that are widespread in the environment. High concentrations of PFAS can affect health. In Madison and Dane County, testing has indicated that known sources of PFAS contamination at the Truax Field Air National Guard base and Dane County Regional Airport due to the use of firefighting foams have been linked to PFAS being found in stormwater discharge, area wells, and nearby surface water.</p> <p>With this funding, Public Health Madison & Dane County will coordinate outreach, education, and stakeholder engagement efforts to increase awareness about the health impact of PFAS from eating fish and touching water from affected waterbodies. Our objectives are listed below with examples of activities:</p> <ul style="list-style-type: none"> • Objective 1. Public Health Madison & Dane County will post signage along affected waterways that explain the PFAS health risks in multiple languages. <ul style="list-style-type: none"> ○ Map current signage placement along affected waterways. ○ Identify, order, and install additional signs in areas where they are still needed. • Objective 2. Public Health Madison & Dane County will host two in-person community forums and one online community forum to discuss the health risks associated with eating fish contaminated with PFAS. <ul style="list-style-type: none"> ○ Develop an agenda and speaker lineup for these forums in partnership with state and local partners. ○ Coordinate forum logistics, including tech services, interpretation, promotion, and hosting duties. ○ Identify community organizations and neighborhood partners that can help promote these forums to priority audiences. ○ Promote forums via direct mailing, flyers, social media, and other channels. • Objective 3. Public Health Madison & Dane County will develop an outreach campaign to educate and engage people who use or live near affected Madison and Dane County waterways. <ul style="list-style-type: none"> ○ Identify existing educational materials from state partners and create/modify them to meet local needs. ○ Pilot test materials with priority audiences to ensure readability and efficacy. ○ Identify community partners who are able to assist in educational efforts and develop an outreach workplan and funding mechanism to support them. ○ Engage food security organizations to build connections and assure food security of impacted communities (e.g., subsistence anglers). ○ Create a video explaining fish consumption guidelines and promote on social media. 	

<ul style="list-style-type: none"> ○ Provide regular communications to the community via a quarterly newsletter that includes departments representing water, human health, and the environment on PFAS contamination and remediation. ○ Update and maintain Public Health’s PFAS webpages reflecting health effects, water standards, fish consumption, and remediation actions. ○ Translate materials into Spanish and Hmong. <p>b. This issue was not created during the pandemic. While PFAS was not exacerbated during the pandemic, our staffing was focused on the pandemic response and PFAS education and outreach efforts were limited from January 2020 through June 2021.</p>
<p>2. Use of ARPA Funds</p> <p>a. What are you buying/ paying for with ARPA funds (ex. purchased services, capital investment, staffing to build capacity)?</p> <p>b. What criteria and processes will be used to allocate funding appropriated in the 2021 budget (ex. RFP, sole source, adding funding to existing capital project)? Provide an estimated timeline for these steps.</p> <p>c. If you don’t currently have a plan for expending 2021 funds, describe the steps you are taking to develop this plan and an estimated timeline.</p>
<p>a. Funds will be used to:</p> <ul style="list-style-type: none"> ○ Secure locations for 2 in-person community forums ○ Translate materials and provide interpretation services (Spanish and Hmong) for community forums ○ Print materials and fish advisory signage ○ Mail materials to people who live along affected waterways ○ Fund staff time for canvassing, coordinating forum logistics, etc. ○ Fund community partners to provide outreach to priority audiences ○ Purchase gift cards/incentive for individuals who participate in pilot testing materials <p>b. TBD re: allocating of funds. Could happen through a combination of contracting, LTE hiring. Timeline for expenditure will likely commence in 2021 and extend through 2022.</p>
<p>3. Other funding sources (if applicable)</p> <p>a. Does your agency have other funding sources directed at addressing this issue (including City operating and capital budget allocations, external grants, or other sources)? If so, approximately how much is allocated for 2021 and 2022?</p>
<p>We have limited staff time allocated to support this work. This is a new work stream to the extent that this ARPA resources supports more comprehensive outreach & education.</p>
<p>4. Links to other websites (if applicable)</p> <p>a. If you have an agency website with additional information, published reports, or other related materials, please include the links below.</p>
<ul style="list-style-type: none"> • Publichealthmdc.com/pfas (includes information about health effects, water standards, news & action in Dane County, and answers to frequently asked questions about PFAS)

Priority Area	Neighborhood and Small Business Revitalization
Agency:	EDD
Proposal Name & 2021 allocation:	Downtown Vacant Storefront Art Program \$100,000
<p>1. Context</p> <p>a. Describe the issue or problem your proposal will address (ex. homelessness, commercial vacancy, violence).</p> <p>b. Is this a new issue or created by the COVID-19 pandemic? Is this an existing issues that was made worse due to the pandemic?</p>	
<p>COVID-19 will have longer-term impact on retail brick-and-mortar shopping. Due to the pandemic, we have seen historically high vacancies in our downtown State Street storefronts. In addition, many of these businesses have not recovered from damages caused during the civil unrest. The Downtown Vacant Storefront Art Program can help support local artists who lost income due to COVID-19 and help make downtown more vibrant and inviting for our community.</p>	
<p>2. Use of ARPA Funds</p> <p>a. What are you buying/ paying for with ARPA funds (ex. purchased services, capital investment, staffing to build capacity)?</p> <p>b. What criteria and processes will be used to allocate funding appropriated in the 2021 budget (ex. RFP, sole source, adding funding to existing capital project)? Provide an estimated timeline for these steps.</p> <p>c. If you don't currently have a plan for expending 2021 funds, describe the steps you are taking to develop this plan and an estimated timeline.</p>	
<p>a. Funds will like be used to hire a program coordinator, pay artists, and other misc. expenses.</p> <p>b. Application process consistent with other art programming processes.</p> <p>c. We are working with colleagues throughout city government, the creative economy and the downtown business community to refine the program. This should be completed by the end of the 3rd quarter with the goal of launching the program in the 4th quarter.</p>	
<p>3. Other funding sources (if applicable)</p> <p>a. Does your agency have other funding sources directed at addressing this issue (including City operating and capital budget allocations, external grants, or other sources)? If so, approximately how much is allocated for 2021 and 2022?</p>	
<p>No</p>	
<p>4. Links to other websites (if applicable)</p> <p>a. If you have an agency website with additional information, published reports, or other related materials, please include the links below.</p>	
<ul style="list-style-type: none"> N/A 	

Priority Area	Neighborhood and Small Business Revitalization
Agency:	EDD
Proposal Name & 2021 allocation:	Neighborhood Business District Support \$300,000
<p>1. Context</p> <p>a. Describe the issue or problem your proposal will address (ex. homelessness, commercial vacancy, violence).</p> <p>b. Is this a new issue or created by the COVID-19 pandemic? Is this an existing issues that was made worse due to the pandemic?</p>	
<p>COVID-19 has and will still have a devastating impact on small businesses and our neighborhood business districts who supports these small businesses. Many of these organizations went above and beyond to help our community and businesses during the pandemic by assisting the community with immediate needs, helping small businesses access financial support, taking steps to educate and assist businesses in reopening, etc. Neighborhood Business District Support will help these organization continue their important work by building their capacity to assist small businesses as they recover from the pandemic. It is also our goal to help support organizations run by or serving historically disadvantage individuals that have not been fully active within some of these neighborhood districts in the past.</p>	
<p>2. Use of ARPA Funds</p> <p>a. What are you buying/ paying for with ARPA funds (ex. purchased services, capital investment, staffing to build capacity)?</p> <p>b. What criteria and processes will be used to allocate funding appropriated in the 2021 budget (ex. RFP, sole source, adding funding to existing capital project)? Provide an estimated timeline for these steps.</p> <p>c. If you don't currently have a plan for expending 2021 funds, describe the steps you are taking to develop this plan and an estimated timeline.</p>	
<p>a. Funds can be used to support neighborhood business districts based on their needs, and could include grants for programming/marketing, organizational support, and reimbursement for City street closure fees.</p> <p>b. Application process with current neighborhood business districts and associations.</p> <p>c. OBR staff will actively reach out to organizations and encourage them to apply. There will be formal program guidelines that will likely include an application. We will take a draft of these guidelines to the EDC on August 18th for their review, with the goal of formally introducing the guidelines to the CC on August 31st. We aim for Council approval on Sept. 21st and for the program to launch at the beginning of October.</p>	
<p>3. Other funding sources (if applicable)</p> <p>a. Does your agency have other funding sources directed at addressing this issue (including City operating and capital budget allocations, external grants, or other sources)? If so, approximately how much is allocated for 2021 and 2022?</p>	
<p>No</p>	
<p>4. Links to other websites (if applicable)</p> <p>a. If you have an agency website with additional information, published reports, or other related materials, please include the links below.</p>	
<ul style="list-style-type: none"> N/A 	

Priority Area	Neighborhood and Small Business Revitalization
Agency:	EDD
Proposal Name & 2021 allocation:	Public Market Foundation Operating Support \$400,000
<p>1. Context</p> <p>a. Describe the issue or problem your proposal will address (ex. homelessness, commercial vacancy, violence).</p> <p>b. Is this a new issue or created by the COVID-19 pandemic? Is this an existing issues that was made worse due to the pandemic?</p>	
<p>The Madison Public Market was originally scheduled to be under construction in Fall of 2020. COVID-19 and other related delays place the start of construction now in Fall of 2022. The Madison Public Market Foundation has been a key partner in the planning of the Public Market and they will be the non-profit entity that will run the Public Market. To date, the Foundation has assisted with business planning, fundraising, design, the MarketReady Program, and community engagement. Around the time that construction begins, the Foundation will hire a full time Executive Director in preparation for running the Market once it opens about a year later. The two year delay in construction has negatively impacted the operating finances of the Foundation. Simply put, the Foundation did not budget for ongoing fundraising and project management contracts for an additional two years. Further, the Foundation has devoted a portion of its operating reserves for consultant support of the project’s EDA Grant application. Most of the financial support pledged to the Foundation can only be used for construction, not operations. This funding will assist the Foundation with operations through the start of construction, including hiring an Executive Director.</p>	
<p>2. Use of ARPA Funds</p> <p>a. What are you buying/ paying for with ARPA funds (ex. purchased services, capital investment, staffing to build capacity)?</p> <p>b. What criteria and processes will be used to allocate funding appropriated in the 2021 budget (ex. RFP, sole source, adding funding to existing capital project)? Provide an estimated timeline for these steps.</p> <p>c. If you don’t currently have a plan for expending 2021 funds, describe the steps you are taking to develop this plan and an estimated timeline.</p>	
<p>a. We will be securing the continued support and work of the Madison Public Market Foundation through a Purchase of Services contract. As mentioned above, this funding will assist the Foundation with operations through the start of construction.</p> <p>b. We have already started to negotiate the terms of the Purchase of Services contract and should be able to introduce a resolution for approval by the Common Council in an August/September 2021 timeframe.</p> <p>c.</p>	
<p>3. Other funding sources (if applicable)</p> <p>a. Does your agency have other funding sources directed at addressing this issue (including City operating and capital budget allocations, external grants, or other sources)? If so, approximately how much is allocated for 2021 and 2022?</p>	
<p>Yes, the Madison Public Market is a Capital Budget item with \$7 million available for construction in 2022. As previously mentioned, the Madison Public Market Foundation did not budget for ongoing fundraising and project management contracts for an additional two years. The Public Market capital project can only be used for construction, not operations.</p>	

4. Links to other websites (if applicable)
a. If you have an agency website with additional information, published reports, or other related materials, please include the links below.
<ul style="list-style-type: none"> • http://madisonpublicmarket.org/ • https://www.cityofmadison.com/engineering/projects/madison-public-market

Priority Area	Neighborhood and Small Business Revitalization
Agency:	EDD
Proposal Name & 2021 allocation:	Retail Building Improvement Grant Program \$500,000
1. Context	<p>a. Describe the issue or problem your proposal will address (ex. homelessness, commercial vacancy, violence).</p> <p>b. Is this a new issue or created by the COVID-19 pandemic? Is this an existing issues that was made worse due to the pandemic?</p> <p>As the City of Madison, residents, business owners and development community continue to rebuild our economy, we recognize the need to invest in brick-and-mortar businesses. COVID-19 and e-commerce has created new challenges for these businesses. The Retail Building Improvement Grant program can have a significant effect on the attractiveness and marketability by assisting businesses with the capital costs associated with renovating the interior and exterior of retail spaces.</p>
2. Use of ARPA Funds	<p>a. What are you buying/ paying for with ARPA funds (ex. purchased services, capital investment, staffing to build capacity)?</p> <p>b. What criteria and processes will be used to allocate funding appropriated in the 2021 budget (ex. RFP, sole source, adding funding to existing capital project)? Provide an estimated timeline for these steps.</p> <p>c. If you don't currently have a plan for expending 2021 funds, describe the steps you are taking to develop this plan and an estimated timeline.</p> <p>a. Provide grants to business for building improvements.</p> <p>b. Application process</p> <p>c. There will be formal program guidelines that will likely include an application. We will take a draft of these guidelines to the EDC on August 18th for their review, with the goal of formally introducing the guidelines to the CC on August 31st. We aim for Council approval on Sept. 21st and for the program to launch at the beginning of October.</p>
3. Other funding sources (if applicable)	<p>a. Does your agency have other funding sources directed at addressing this issue (including City operating and capital budget allocations, external grants, or other sources)? If so, approximately how much is allocated for 2021 and 2022?</p> <p>Not directly, the capital programs that used to address this issue (i.e., Façade Improvement Grants and Capital Revolving Loans) have been only partly folded into the Small Business Equity and Recovery capital program.</p>
4. Links to other websites (if applicable)	<p>a. If you have an agency website with additional information, published reports, or other related materials, please include the links below.</p> <ul style="list-style-type: none"> • n/a

Priority Area	Neighborhood and Small Business Revitalization
Agency:	EDD
Proposal Name & 2021 allocation:	Small Business Equity & Recovery (SBER) Program Expansion \$615,000
<p>1. Context</p> <p>a. Describe the issue or problem your proposal will address (ex. homelessness, commercial vacancy, violence).</p> <p>b. Is this a new issue or created by the COVID-19 pandemic? Is this an existing issues that was made worse due to the pandemic?</p>	
<p>The City of Madison recognizes the historic and current inequities in funding and support for small businesses owned by people of color and other underrepresented groups. COVID-19 has exacerbated these inequities and businesses are still trying to recover and rebuild. The Small Business Equity & Recovery (SBER) Program provides financial assistance to small businesses and organizations or programs that support small businesses.</p>	
<p>2. Use of ARPA Funds</p> <p>a. What are you buying/ paying for with ARPA funds (ex. purchased services, capital investment, staffing to build capacity)?</p> <p>b. What criteria and processes will be used to allocate funding appropriated in the 2021 budget (ex. RFP, sole source, adding funding to existing capital project)? Provide an estimated timeline for these steps.</p> <p>c. If you don't currently have a plan for expending 2021 funds, describe the steps you are taking to develop this plan and an estimated timeline.</p>	
<p>a. Funds can be used to provide financial assistance to small businesses, organizations and programs that supports small businesses. In addition, funds can be used to pay for loss of revenue, PPE expenses, services, staffing to build capacity, and commercial ownership assistance.</p> <p>b. Some SBER initiatives such as Commercial Ownership Assistance program already have approved criteria and processes that we are already using. Other SBER initiatives still need to have criteria and processes developed. The development of program materials for these initiatives will likely start in the 4th quarter of 2021 and continue into the 1st quarter of 2022.</p> <p>c. n/a</p>	
<p>5. Other funding sources (if applicable)</p> <p>a. Does your agency have other funding sources directed at addressing this issue (including City operating and capital budget allocations, external grants, or other sources)? If so, approximately how much is allocated for 2021 and 2022?</p>	
<p>Yes. \$2.5 million GO Borrowing was allocated in 2021. The \$2 million of ARPA funding will be used in 2022, which will replace \$2 million GO borrowing in the 2022 Economic Development Division capital budget request.</p>	
<p>6. Links to other websites (if applicable)</p> <p>a. If you have an agency website with additional information, published reports, or other related materials, please include the links below.</p> <ul style="list-style-type: none"> • n/a 	