

REVITALIZE, RENEW, RECOVER

ARPA Community Engagement

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CURRENT ARPA FUNDING

City Council has committed \$12.6 million to address:

- Community violence
- Homelessness
- Behavioral crisis care mental health services
- Workforce development

Our community engagement process centers around the second allocation of \$12.6 million.

ARPA FUNDS - ELIGIBLE USES

- Investments in Water, Sewer, and Broadband Infrastructure
- Governmental Services (Revenue Loss)
- Premium Pay
- Public Health and Economic Impacts

SURVEY DESIGN AND INTENT

The purpose of the survey was to identify disproportionate impacts on individuals, households, businesses, and non-profits and to collect feedback regarding the community's prioritization of the American Rescue Plan Act funding.

SURVEY DESIGN AND INTENT, CONTINUED

Respondents were asked:

- To provide demographic information.
- Whether they live, work, and/or own a business in Columbia.
- How COVID-19 impacted their lives, businesses (if applicable), and/or income.
- How they would prioritize the allocation of the second half of ARPA funds.

SURVEY DESIGN AND INTENT, CONTINUED

Our comprehensive communication approach included:

1. A general awareness campaign delivered through multiple forms of media and social media.
2. BeHeard.CoMO.gov.
3. Partnerships with community leaders and organizations to reach those without regular internet access.
4. Multiple community e-newsletters with information delivered directly to those interested.

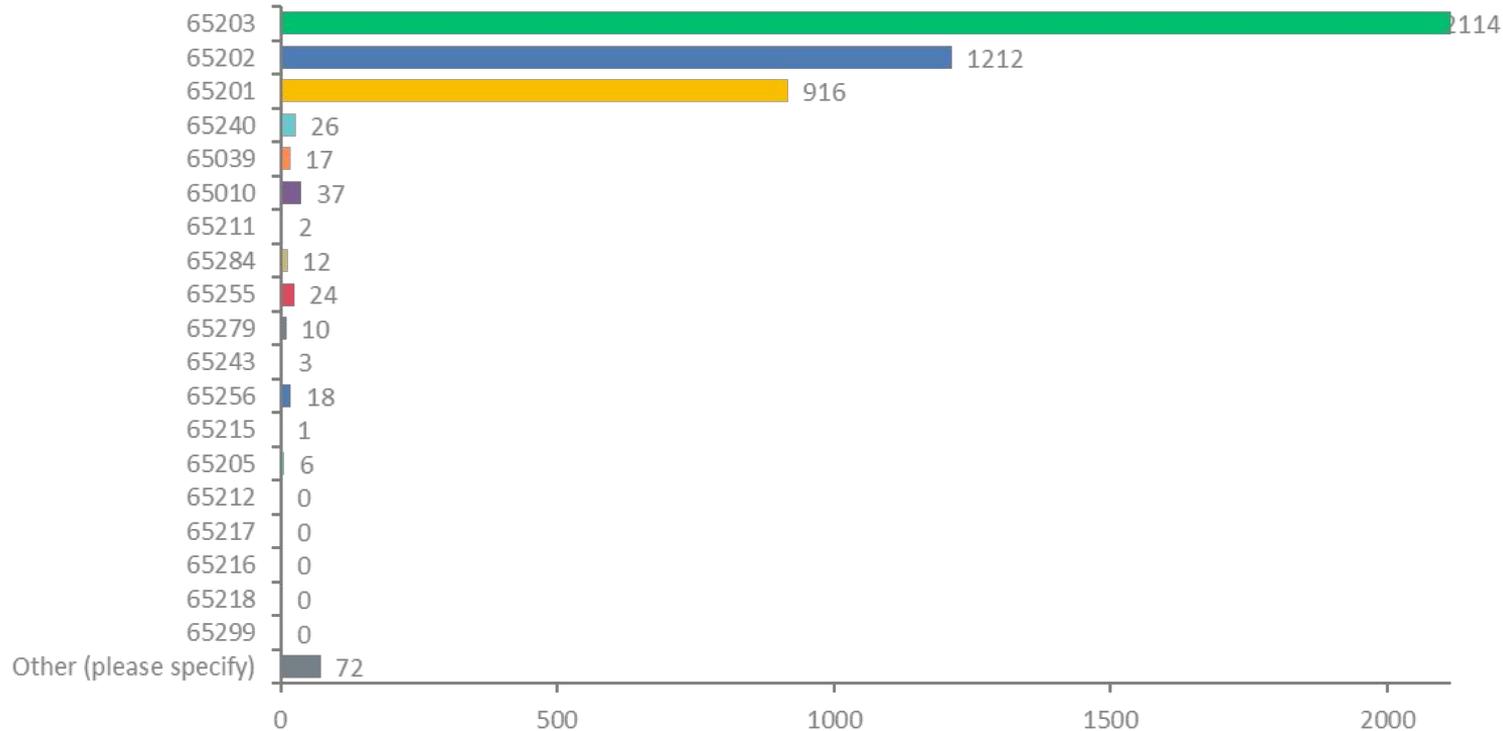
RESPONDENTS

	Total population	Black population	White population	Hispanic/Latino population	Asian population	Population below poverty level
City of Columbia populations per Census.gov	126,853	14,080	96,408	4,313	7,738	25,624
Minimum required responses to be representative per Calculator.net	818	151	280	50	88	246
Completed ARPA responses	4,470	441	3,882	115	94	793*

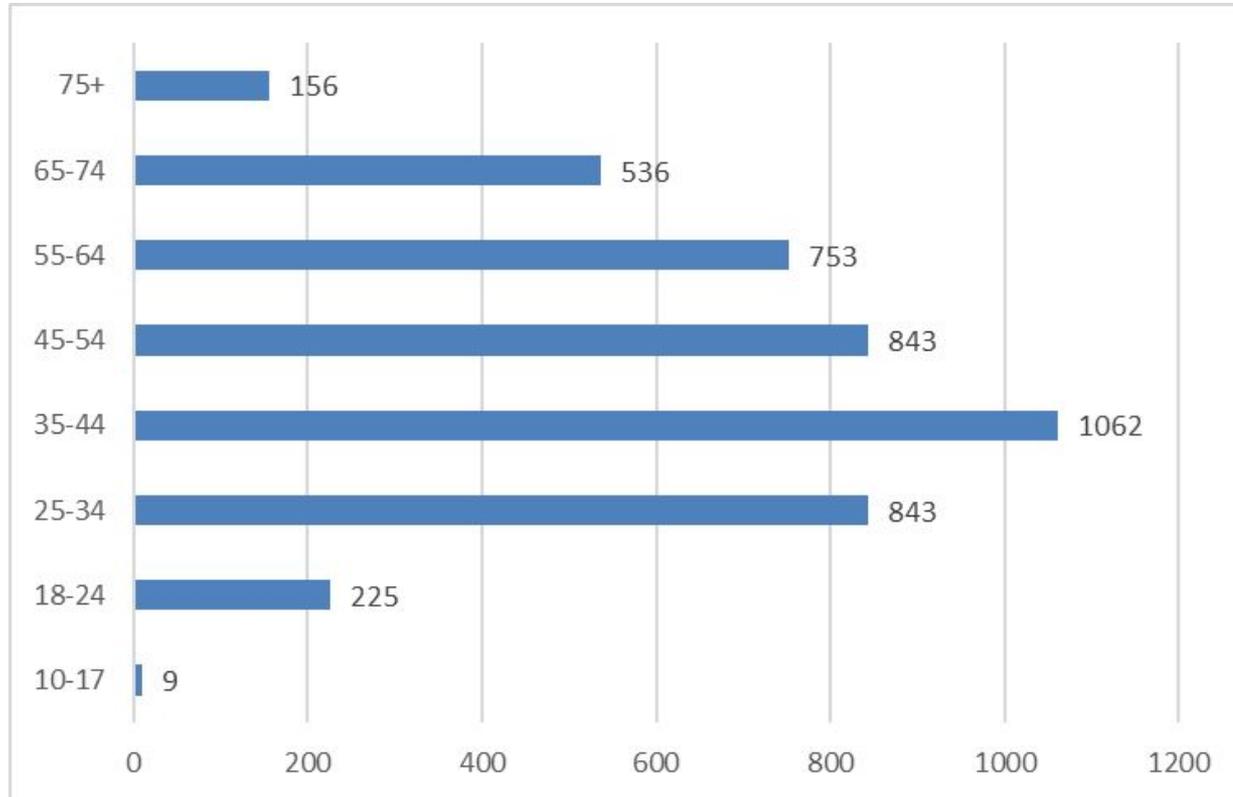
*Households below \$35k taxable income



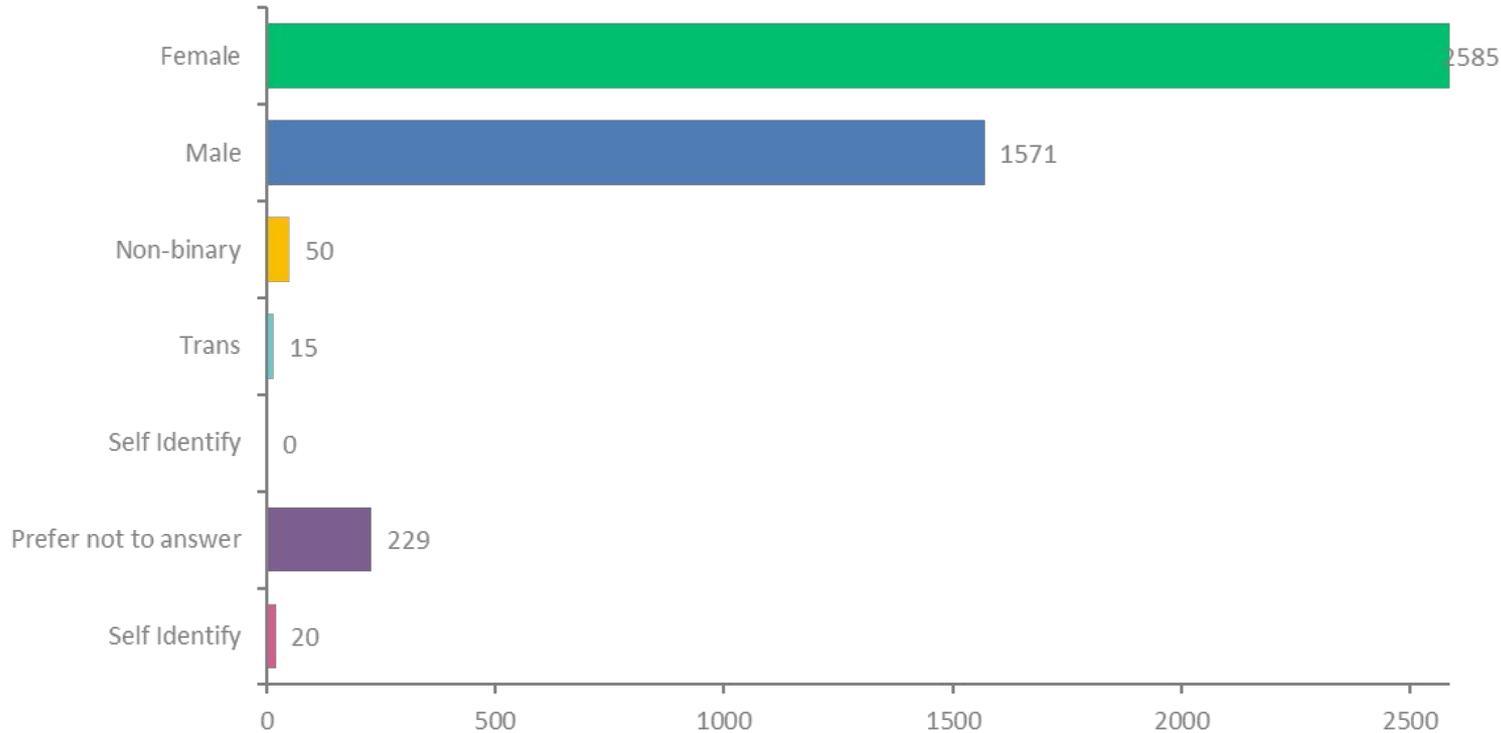
WHO TOOK THE SURVEY? ZIP CODE



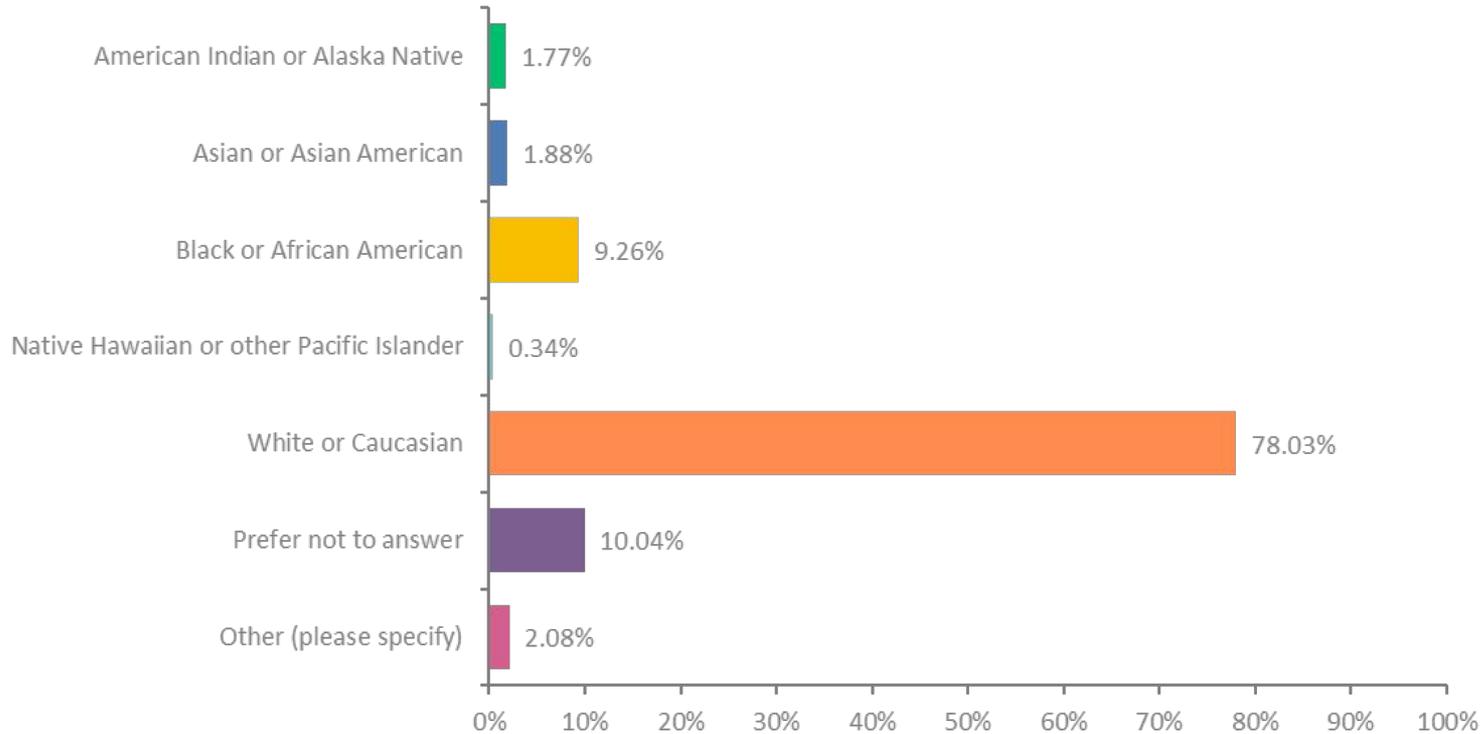
WHO TOOK THE SURVEY? AGE



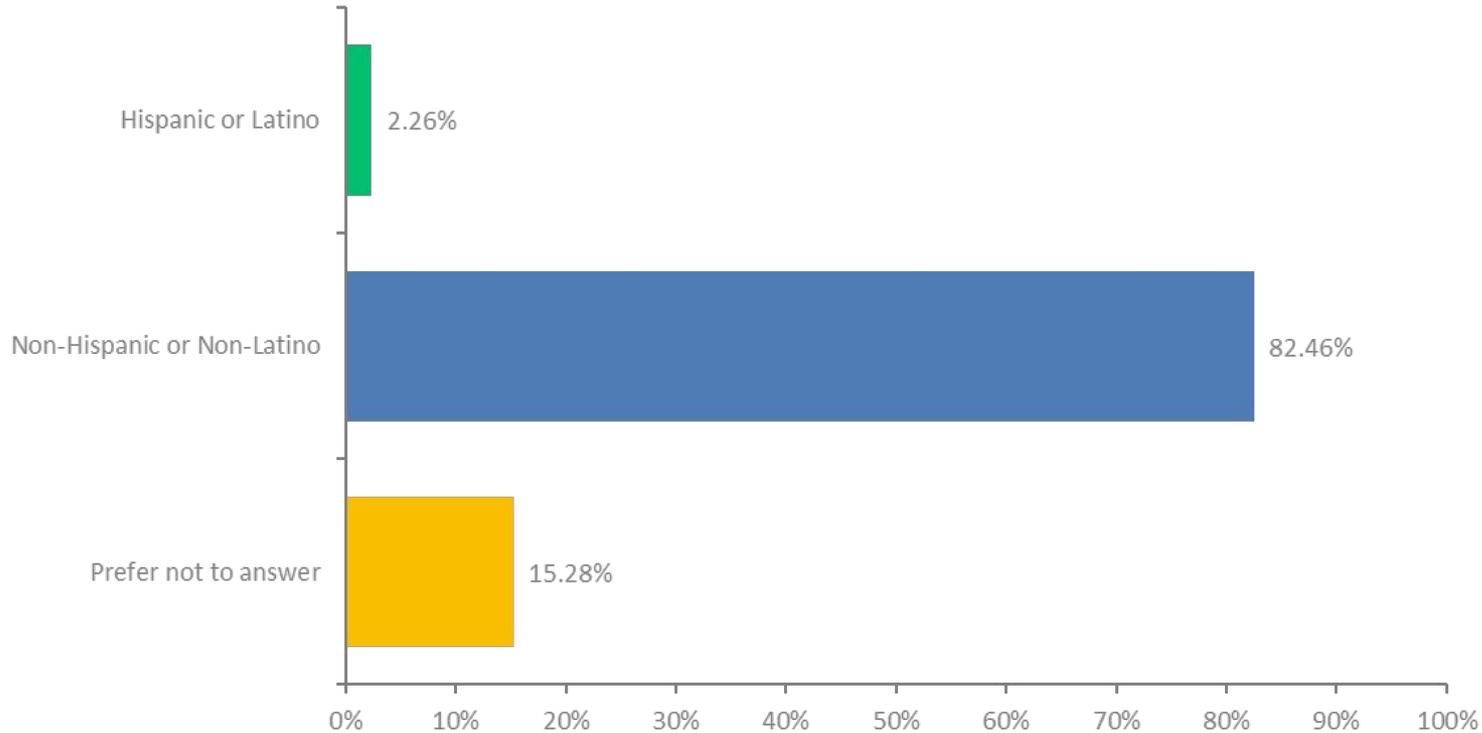
WHO TOOK THE SURVEY? GENDER IDENTITY



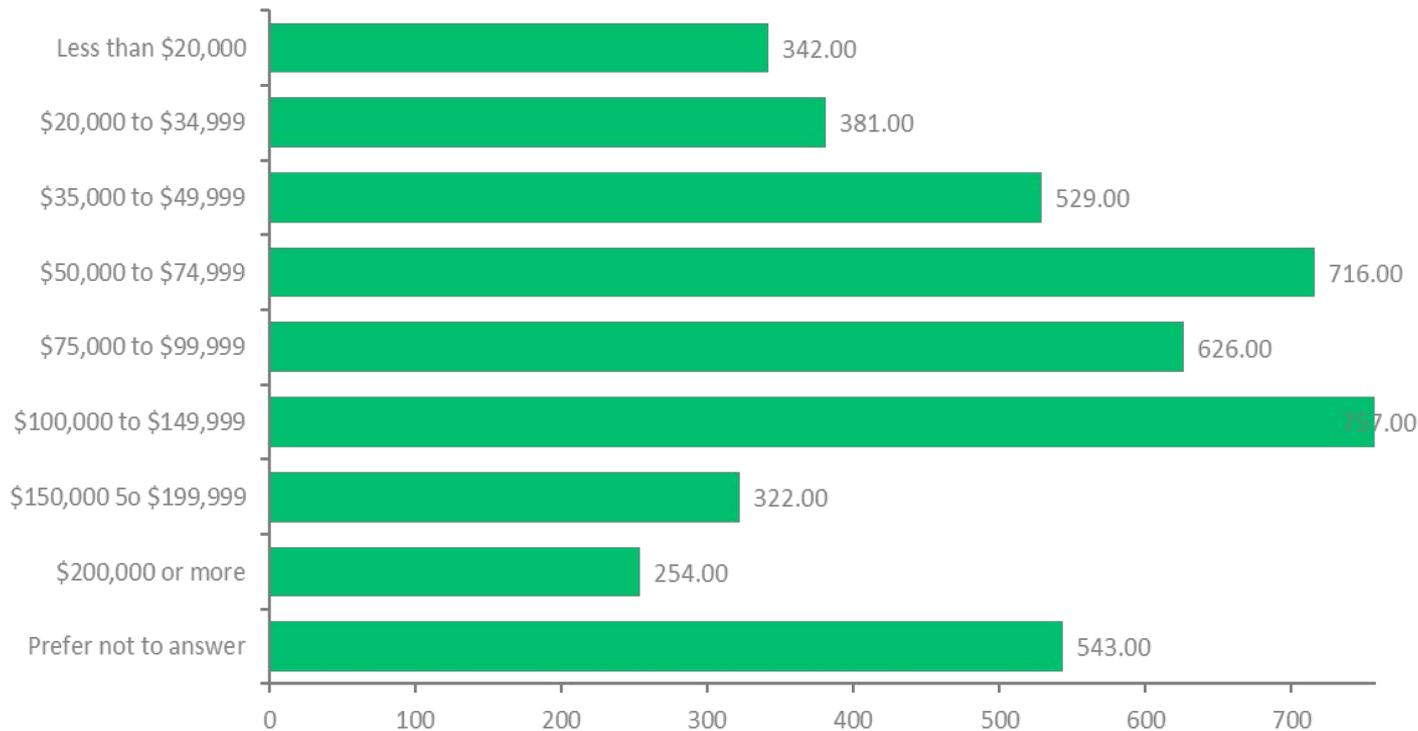
WHO TOOK THE SURVEY? RACE



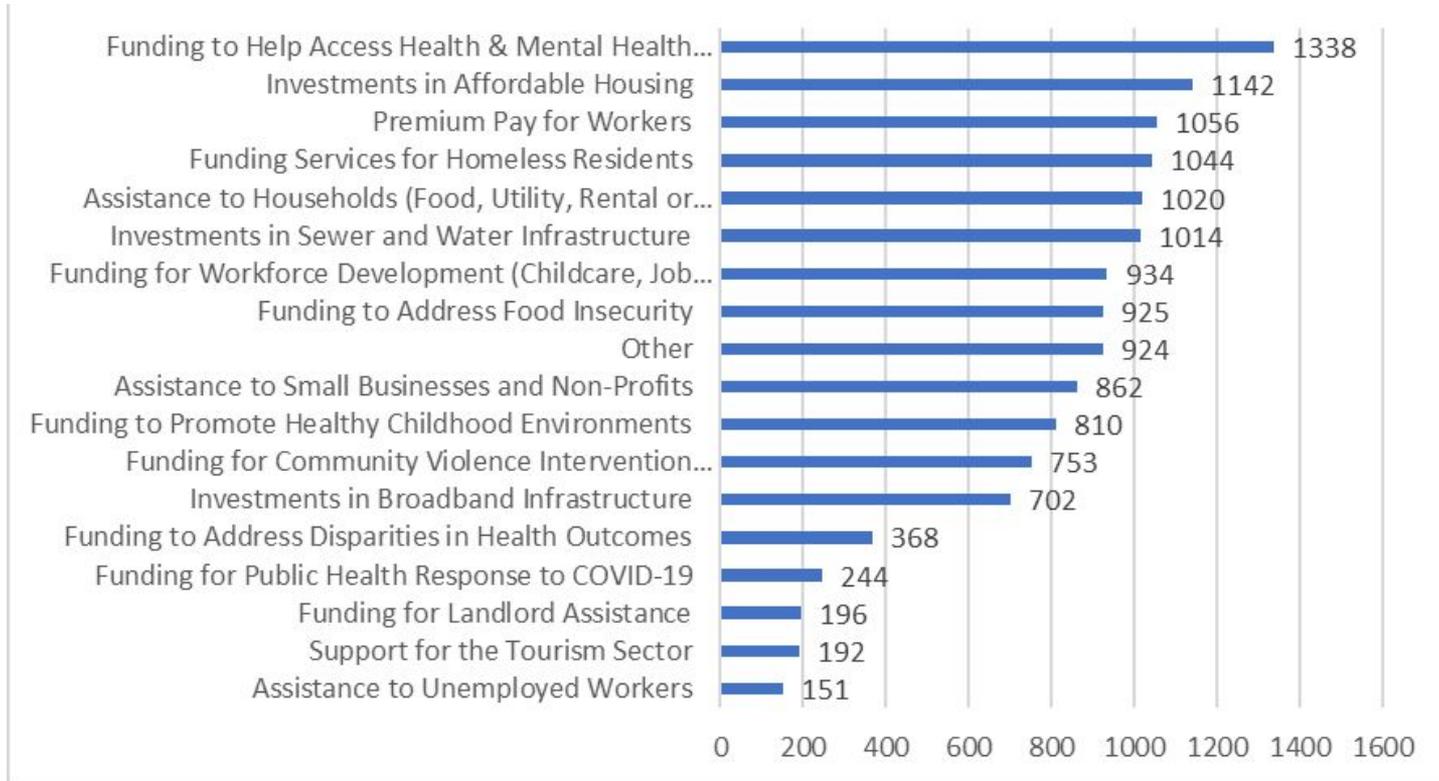
WHO TOOK THE SURVEY? ETHNICITY



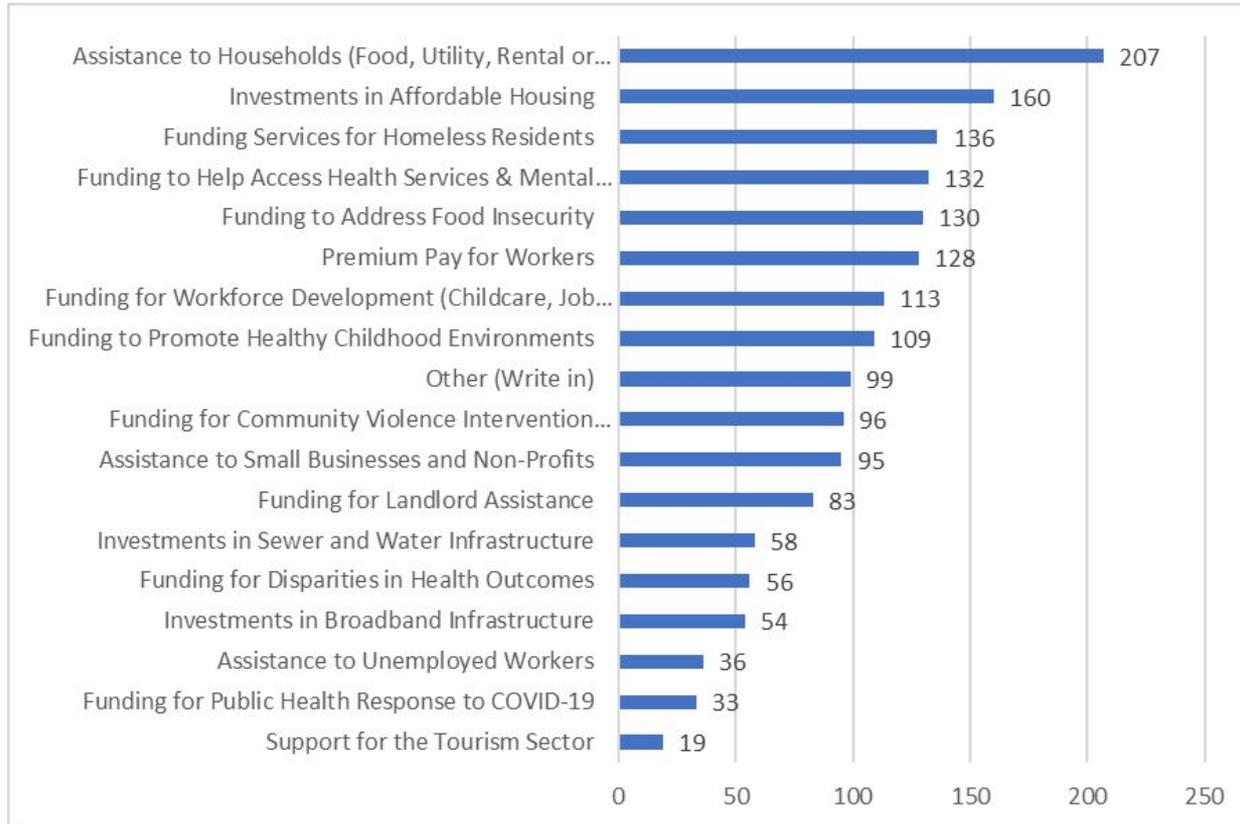
WHO TOOK THE SURVEY? ANNUAL HOUSEHOLD INCOME



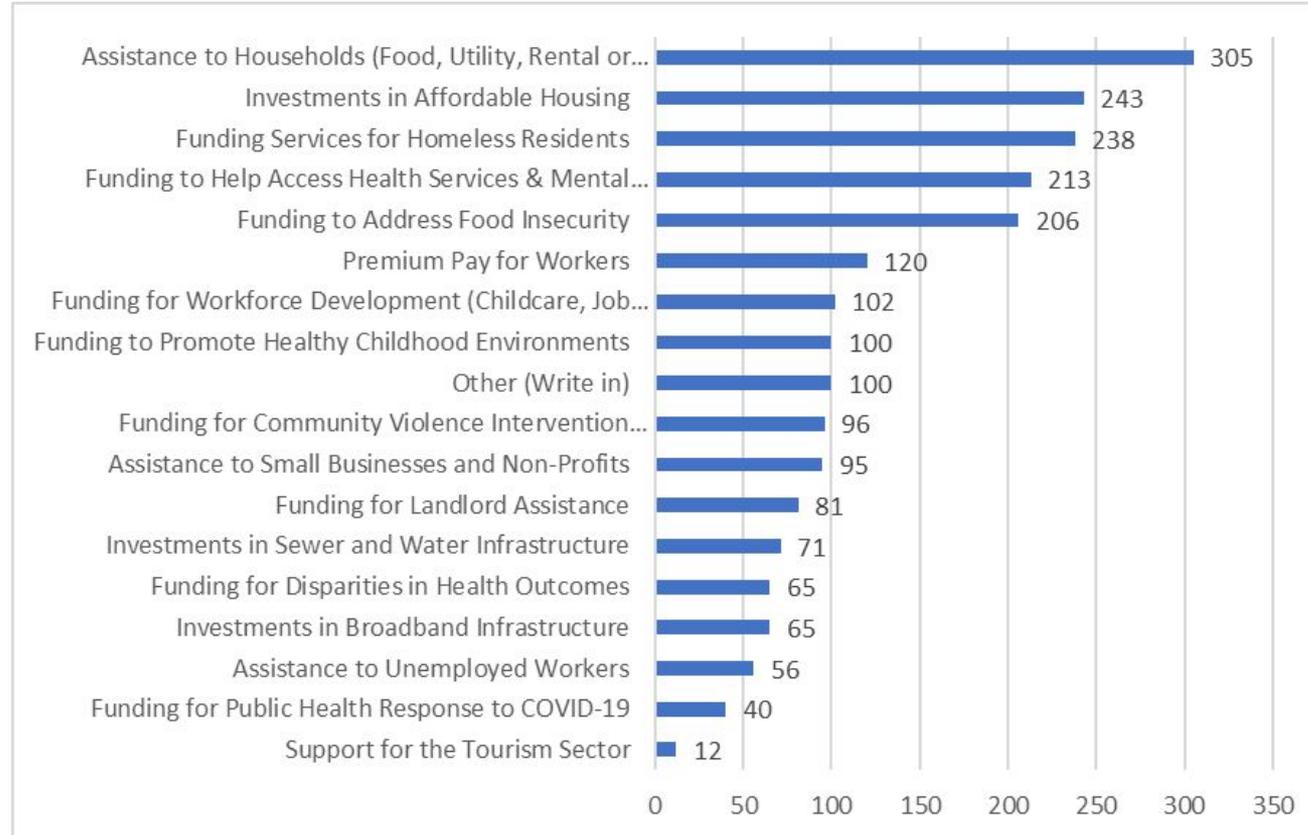
PRIORITY RANKINGS - ALL PARTICIPANTS



PRIORITY RANKINGS - BIPOC



PRIORITY RANKINGS - LOW INCOME*

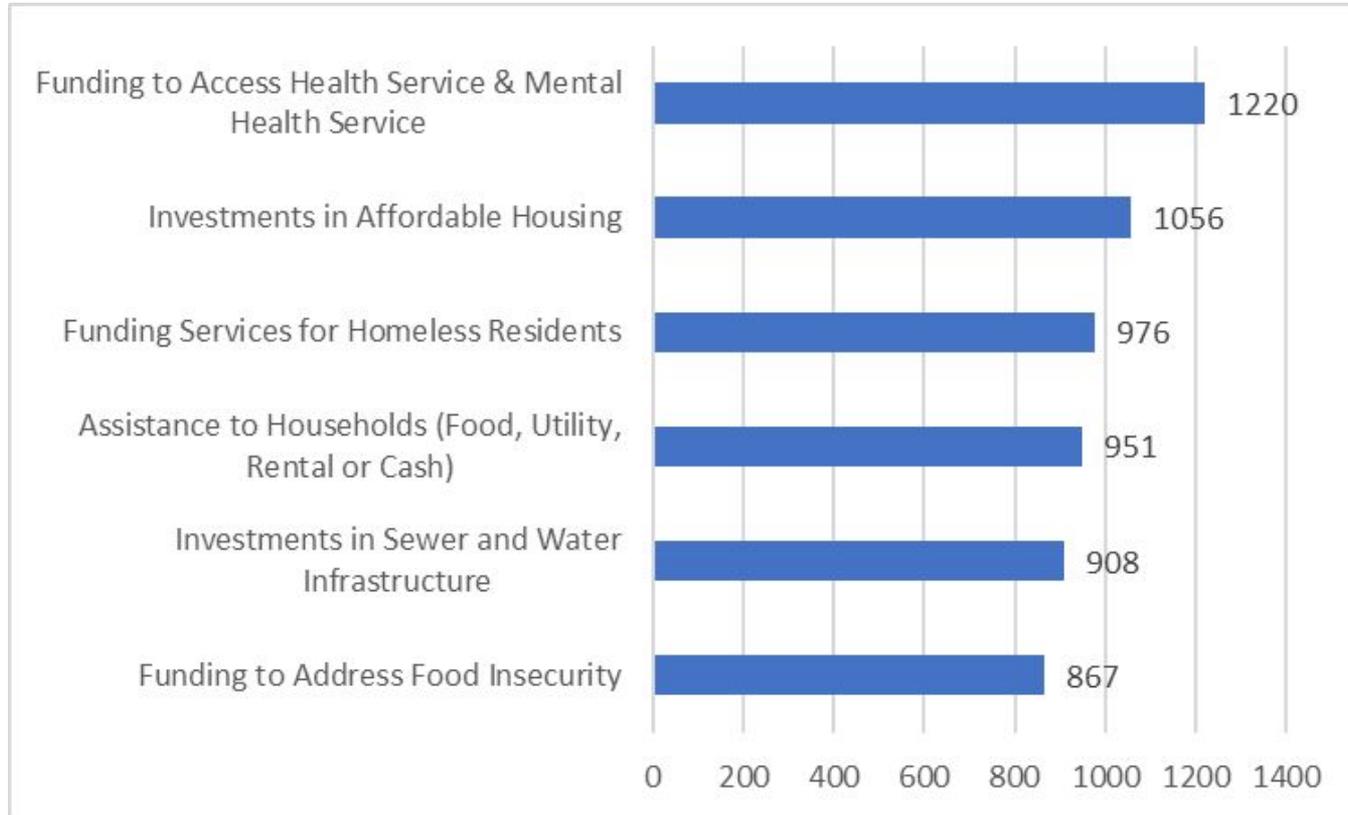


*Defined as earning less than \$35,000 annually

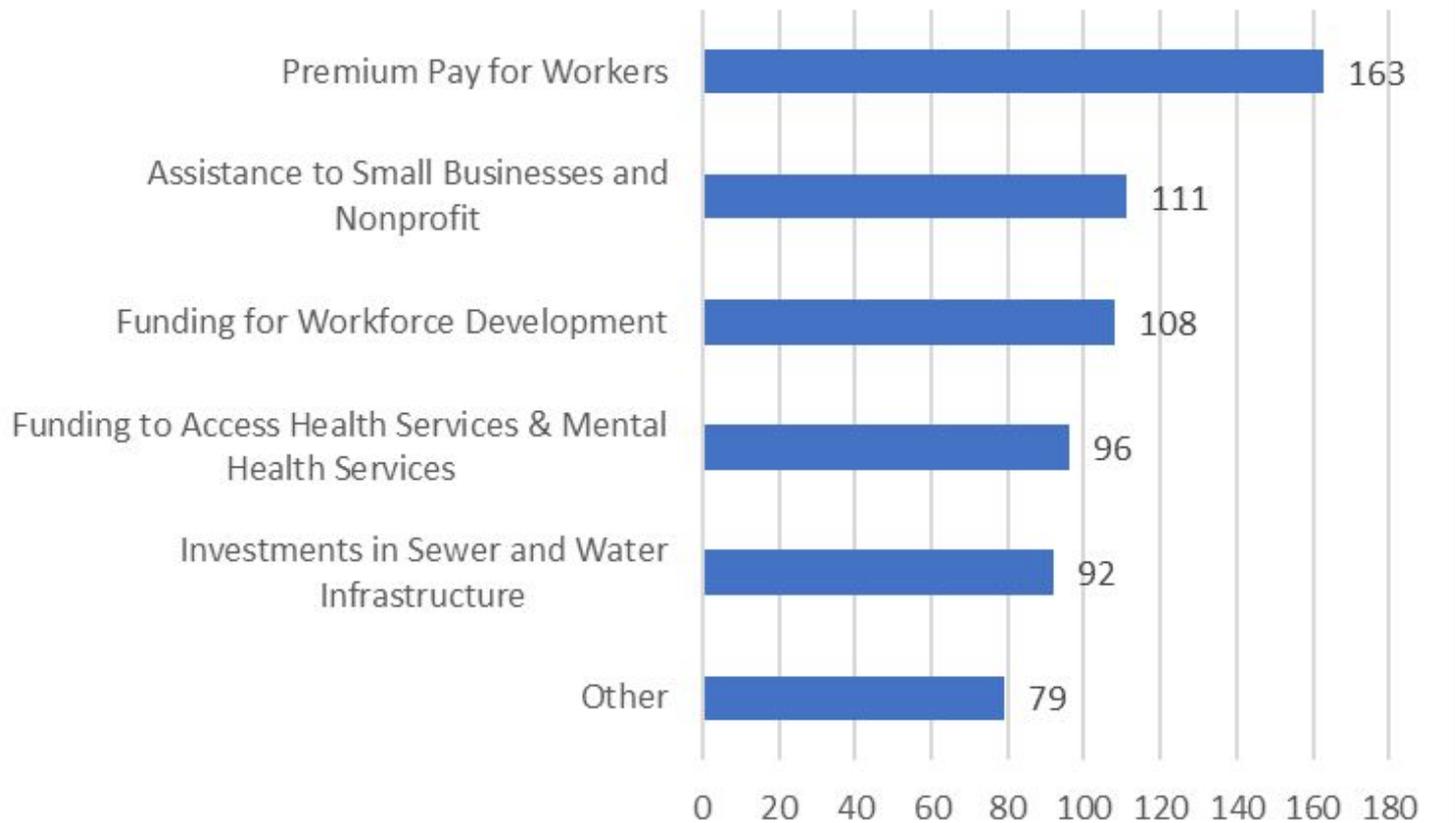
PRIORITY RANKINGS - COMPARISONS

All	BIPOC	Low income
Health & Mental Health Access	Assistance (food, utility, rental or cash)	Assistance (food, utility, rental or cash)
Affordable Housing	Affordable Housing	Affordable Housing
Premium Pay	Homeless Residents	Homeless Residents
Homeless Residents	Health & Mental Health Access	Health & Mental Health Access
Assistance (food, utility, rental or cash)	Food Insecurity	Food Insecurity

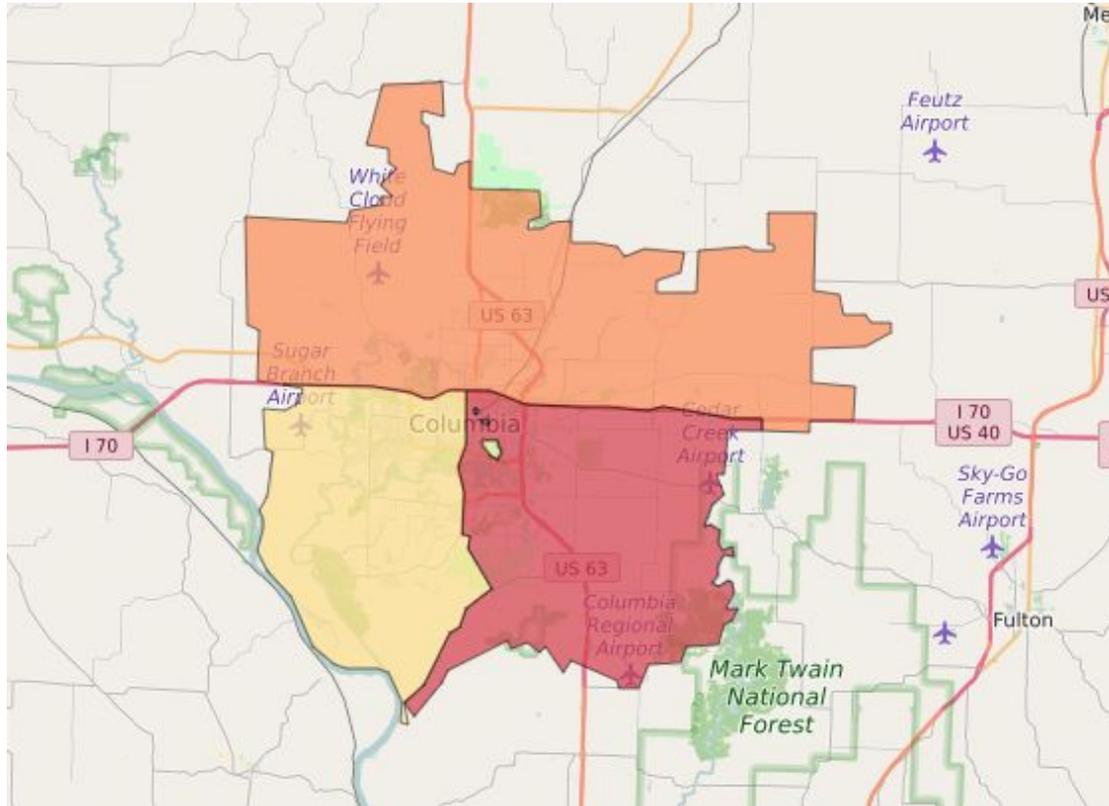
PRIORITY RANKINGS - LIVE IN COLUMBIA, MAY/MAY NOT WORK IN COLUMBIA



PRIORITY RANKINGS - DO NOT LIVE IN COLUMBIA, WORK IN COLUMBIA

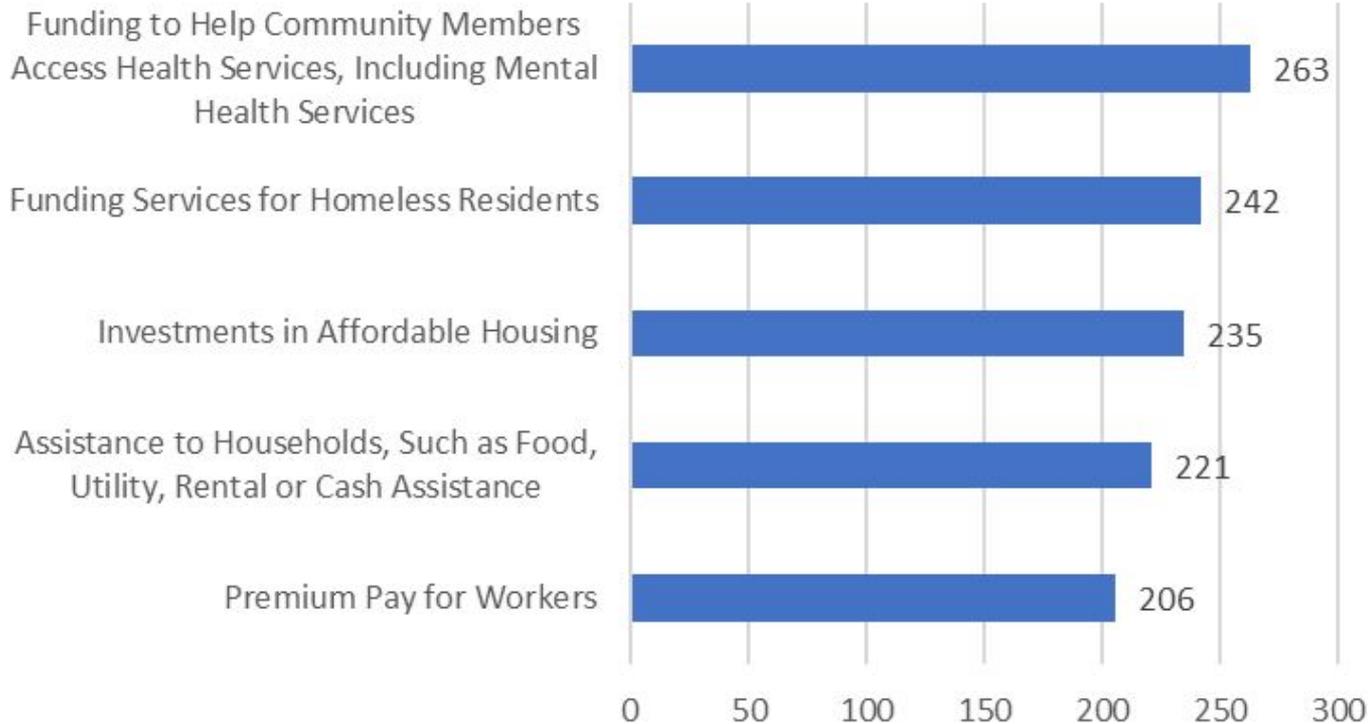


ZIP CODE - MAP



Red - 65201
Orange - 65202
Yellow - 65203

PRIORITY RANKINGS - BY ZIP CODE - 65201

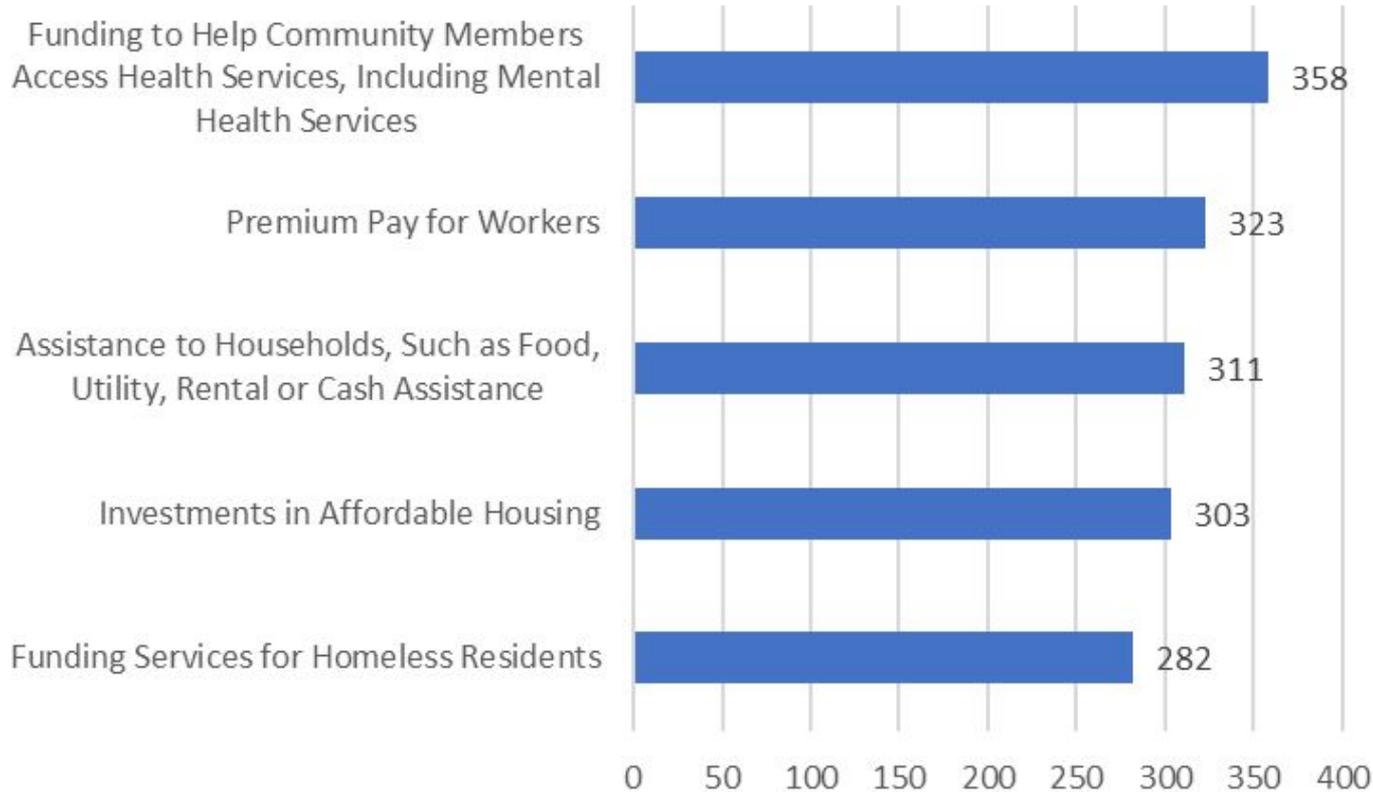




“A large centralized facility for the homeless, to provide shelter, showers, laundry facilities, clothes, food and mental health supports/life coach support programs.”

Quote from ARPA Community
Engagement Survey June 2022

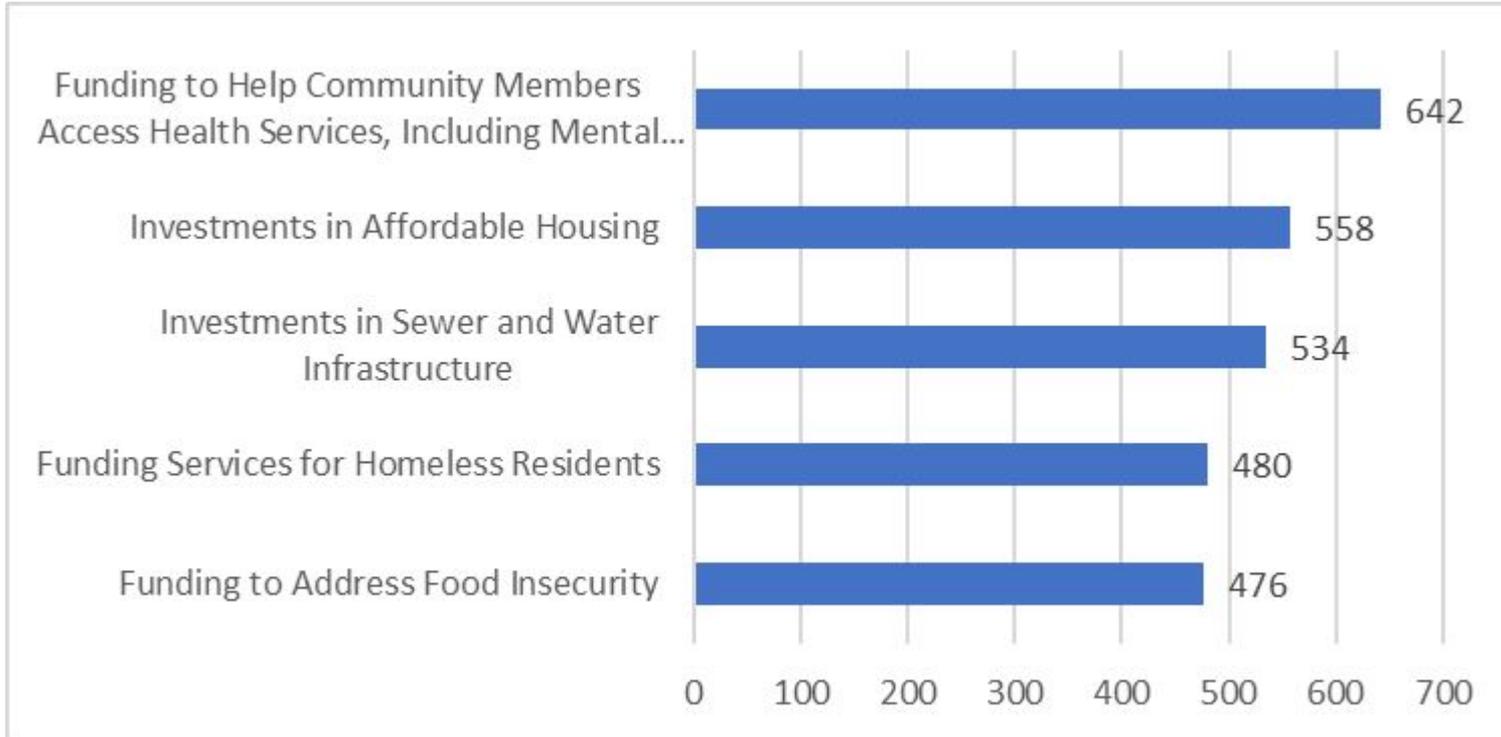
PRIORITY RANKINGS - BY ZIP CODE - 65202



“Funding to assist middle-class working semi-retired people struggling with buying food, gas, emergency expenses (car/medical/dental) due to the prices increases and no increase in income.”

“...there used to be a coupon program through CPS and a local clothing pantry that would help parents buy new shoes for their kids twice a year--that program was SO HELPFUL, and I haven't seen anything like that anywhere else we've lived--and haven't had that program since before the pandemic. Parents NEED that back!”

PRIORITY RANKINGS - BY ZIP CODE - 65203



“Renewable housing resources: new build + rehab of old homes in subsidized micro loans (not land trusts) that are paid back at next to nothing interest rates to create an on-going pool of resources to develop more housing of the same nature....”

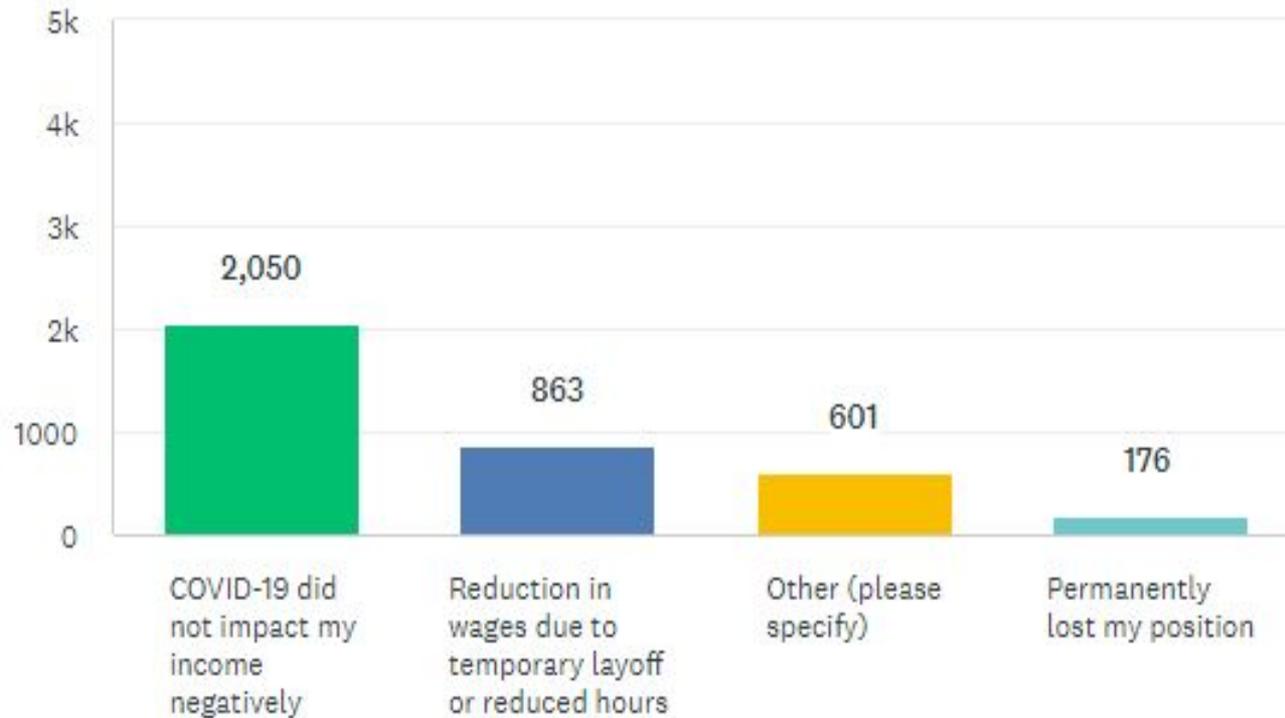
“...Release restrictions on Farmers and Growers to allow selling of goods and food in personal vehicles. Lift some Merchant Licensures or Vendor restrictions for Growers, Bakers, and Farmers to sell out of POV in neighborhoods. Assist such with funding to accept Food Coupons, vehicle needs, background checks etc. This may help Growers/Farmers as well as those who can't afford to have grocery deliveries, or transportation available. Perhaps setting up with Farmer's Markets?”

PRIORITY RANKINGS - BY ZIP CODE

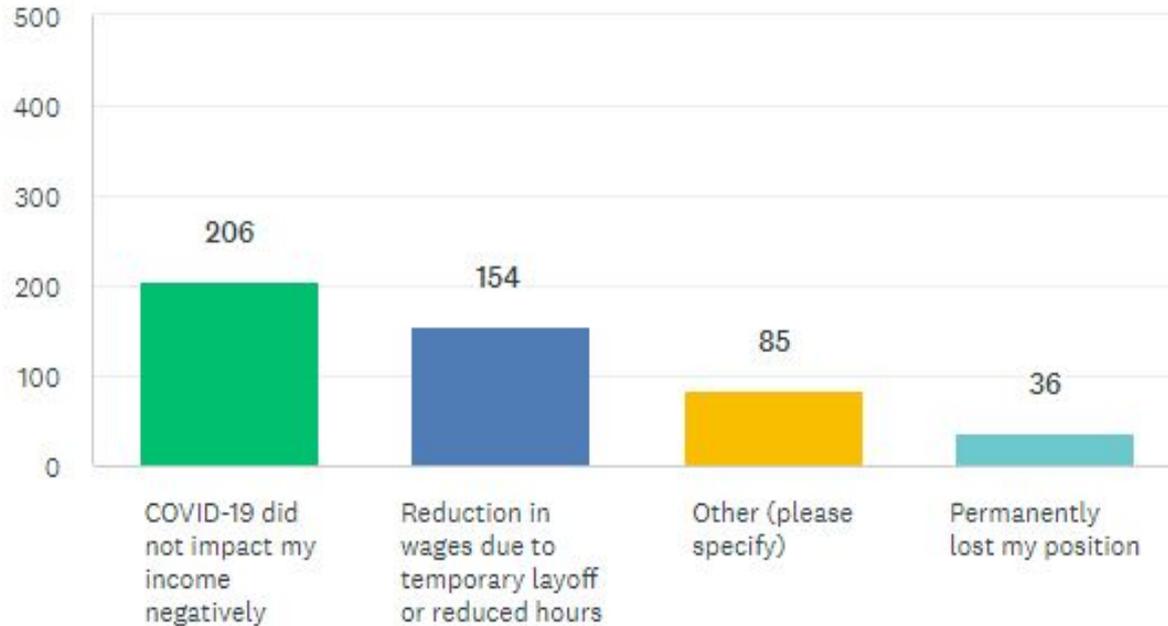
65201	65202	65203
Health & Mental Health Access	Health & Mental Health Access	Health & Mental Health Access
Homeless Residents	Premium Pay	Affordable Housing
Affordable Housing	Assistance (food, utility, rental or cash)	Sewer and Water Infrastructure
Assistance (food, utility, rental or cash)	Affordable Housing	Homeless Residents
Premium Pay	Homeless Residents	Food Insecurity

How has your income been negatively impacted by the COVID-19 pandemic?

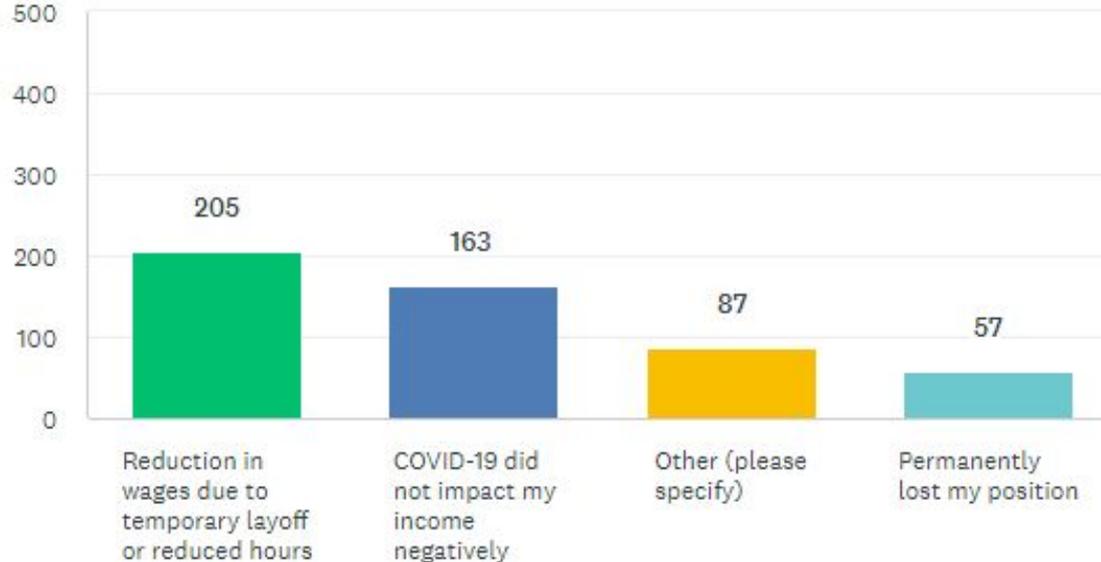
IMPACTS ON INCOME - ALL PARTICIPANTS



IMPACTS ON PARTICIPANT INCOME - BIPOC



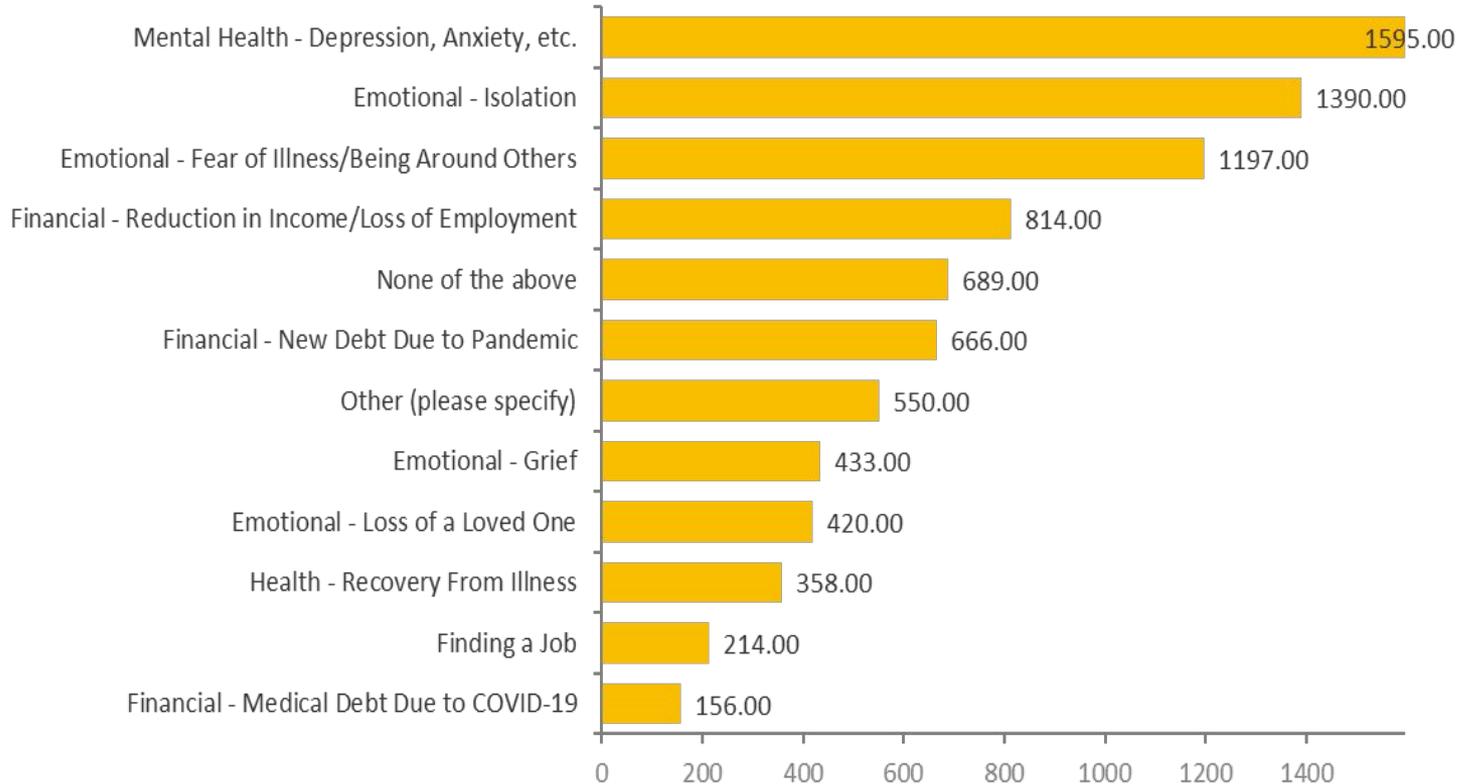
IMPACTS ON PARTICIPANT INCOME - LOW INCOME*



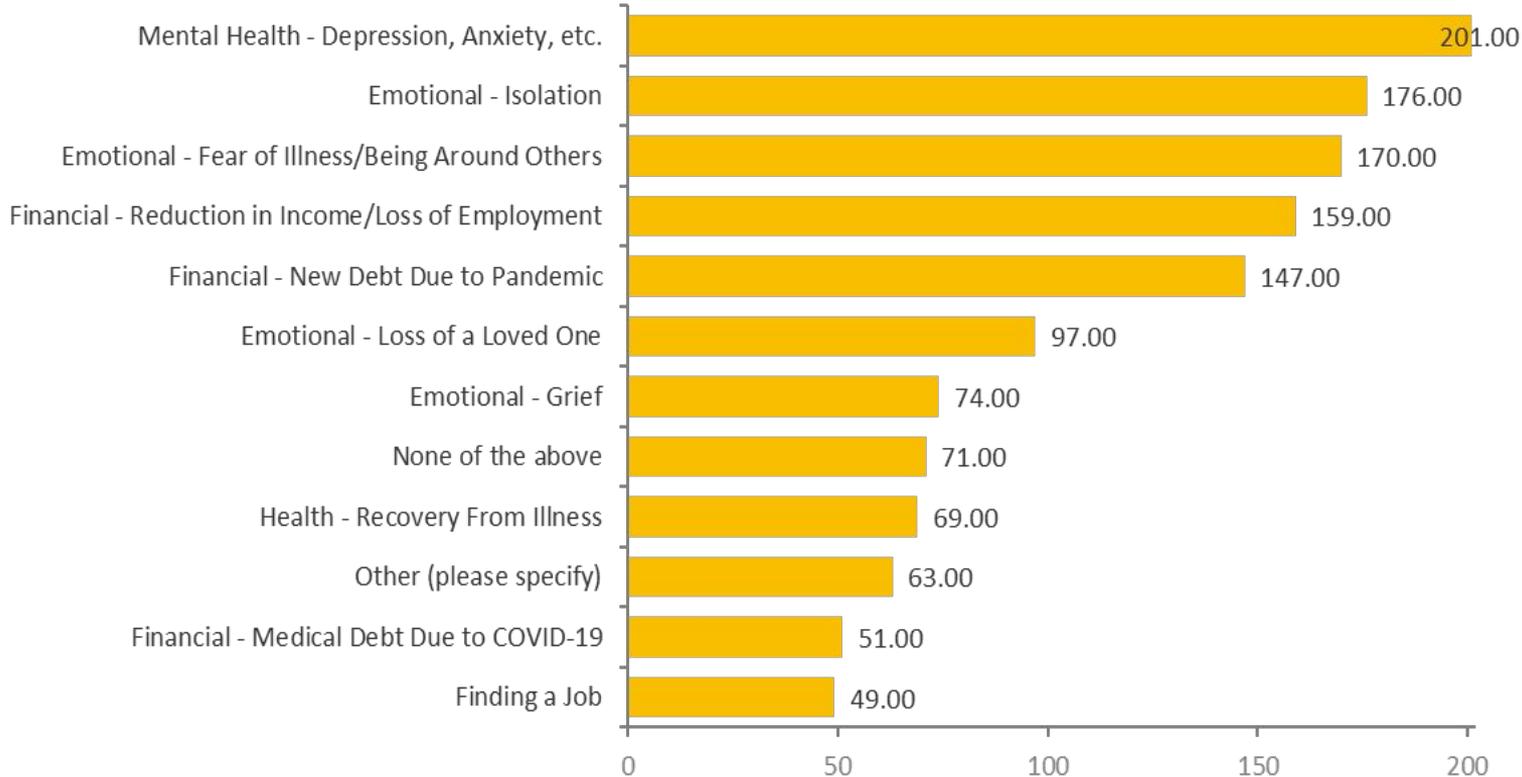
*Defined as earning less than \$35,000 annually

What has been your biggest challenge in recovering from the COVID-19 pandemic?

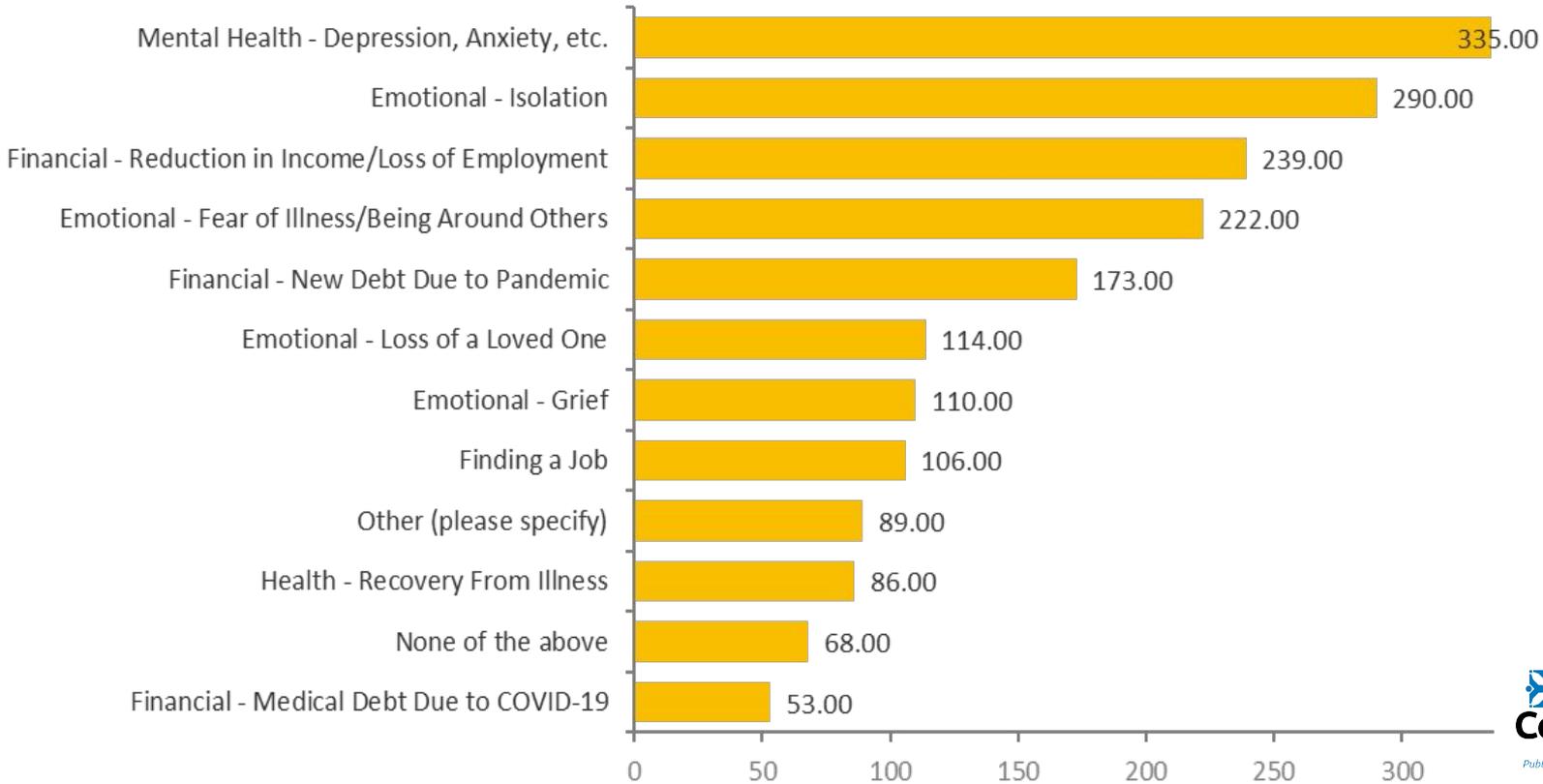
PARTICIPANT CHALLENGES: COVID-19 RECOVERY - ALL



PARTICIPANT CHALLENGES: COVID-19 RECOVERY- BIPOC



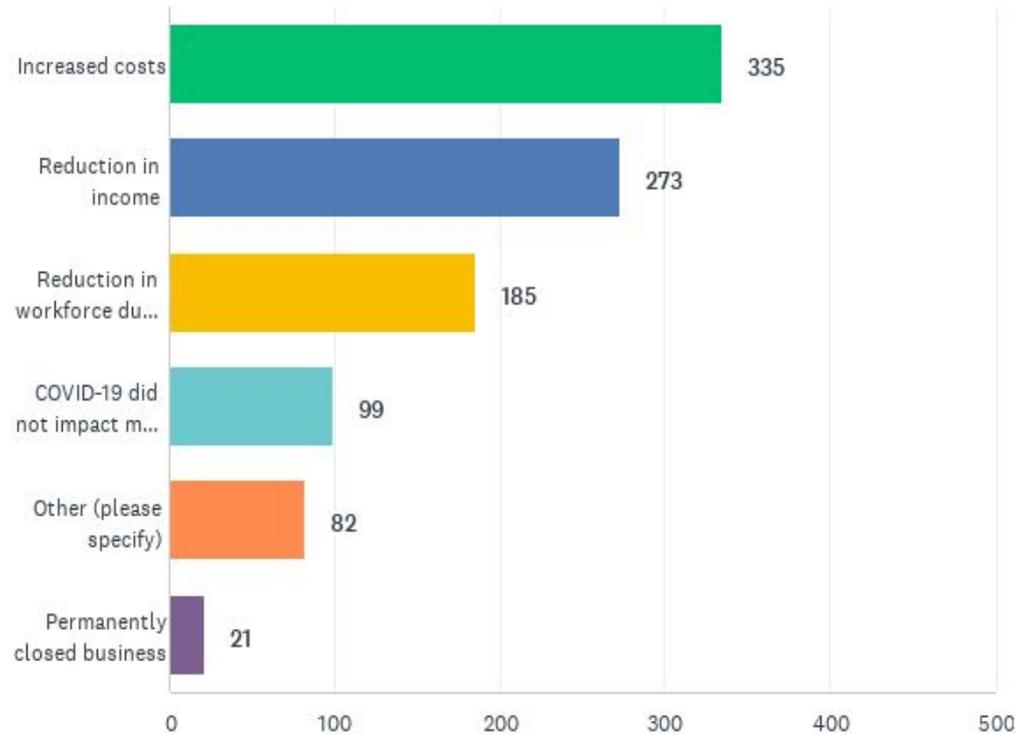
PARTICIPANT CHALLENGES: COVID-19 RECOVERY - LOW INCOME*



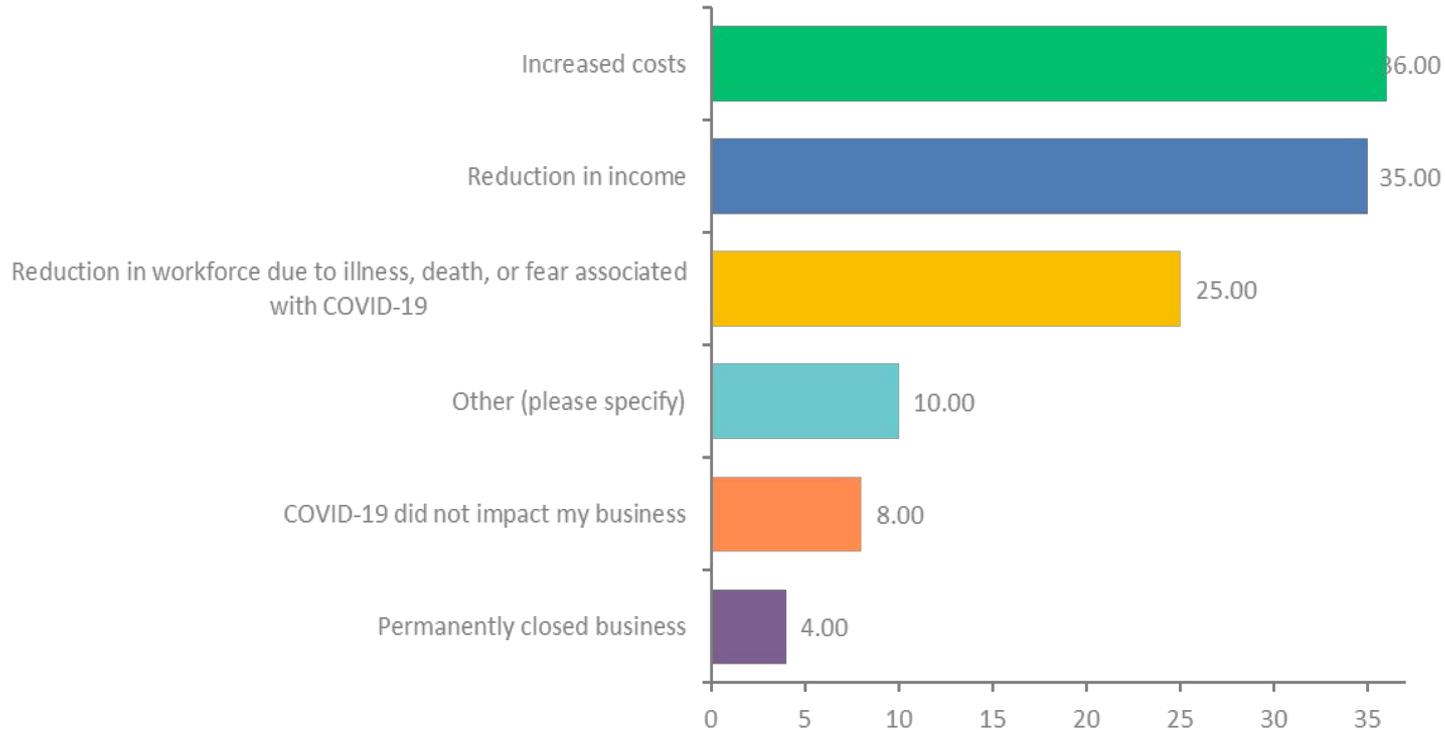
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How has your business been negatively impacted by the COVID-19 Pandemic?

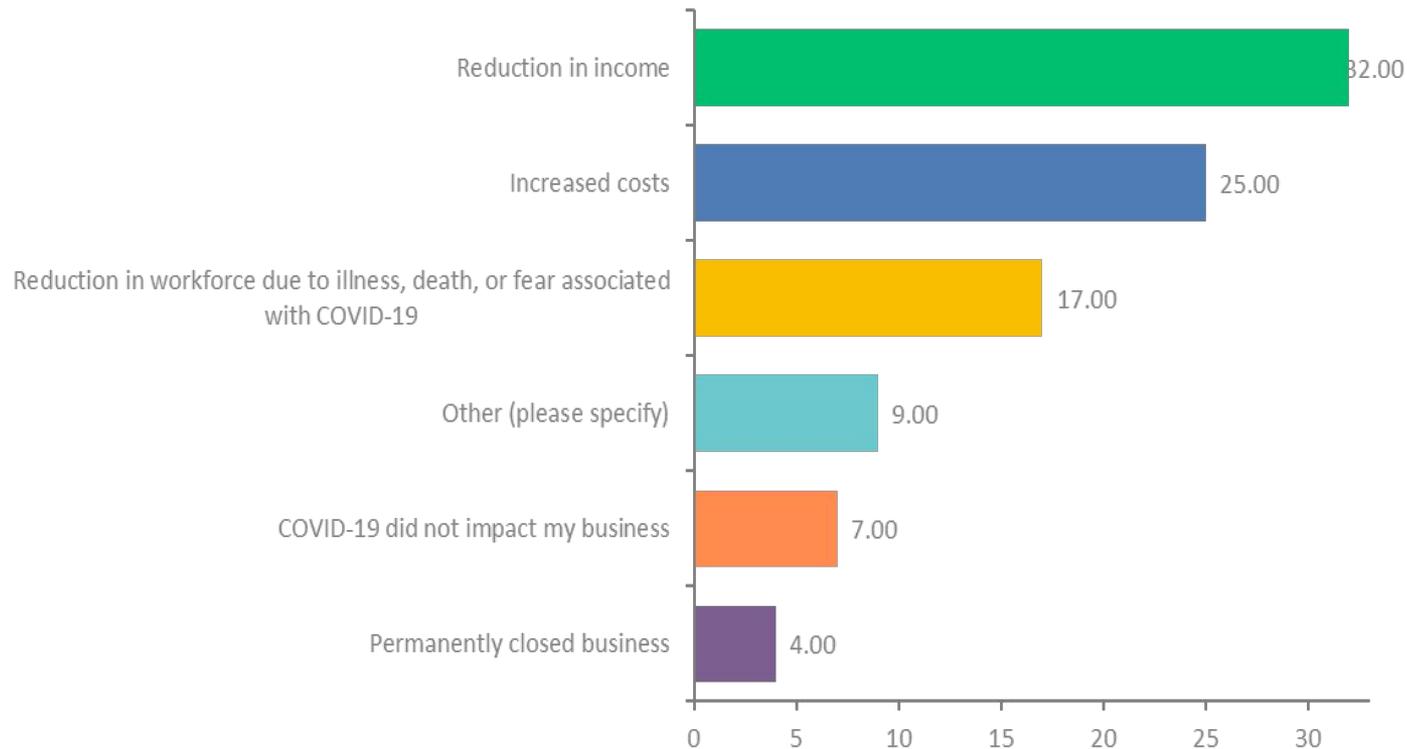
IMPACTS TO PARTICIPANTS' BUSINESSES - ALL



IMPACTS TO PARTICIPANTS' BUSINESSES - BIPOC



IMPACTS TO PARTICIPANTS' BUSINESSES - LOW INCOME*



*Defined as earning less than \$35,000 annually

WHAT'S NEXT?

After the survey, we will:

- Continue needs assessment process by conducting focus groups
- Construct the narrative for the ARPA Needs Assessment Report using the survey results, listening sessions, and census data
- Present Needs Assessment Report to Council by September 30 (Needs Assessment can assist Council in final priorities, ARPA RFP process, and applications)
- Council will work with Finance on funding allocations and ARPA next phase implementation

WHAT'S NEXT?

PHHS will conduct 10 focus groups:

- Seven in-person
 - Based on gaps identified through the survey
 - 10-15 participants each
 - Giftcards, childcare and food provided
 - Efforts will be made to ensure accessibility
- Three virtual
 - Gift cards mailed to participants following the completion of the focus group

WHAT'S NEXT?

PHHS recommends convening these focus groups:

- Black/African American individuals
- Spanish speaking individuals
- Local refugee populations
- Individuals with disabilities
- Households making less than \$35k annually
- Those impacted by health and mental health issues
- Health and Mental health professionals
- Housing cost burdened
- Local businesses that were impacted
- Local non-profits

ESTIMATED TIMELINE - SUGGESTED

- July 2022
 - Share survey results with Council
 - Schedule and reserve spaces for focus groups
- August - September 2022
 - Conduct focus groups and report results to Council
- October 2022
 - Council selects priority areas to fund
- November 2022
 - City of Columbia drafts the RFP

ESTIMATED TIMELINE - SUGGESTED

- December 2022 - January 2023
 - City begins accepting submissions of proposals
- March - April 2023
 - Proposals reviewed and recommendations for funding provided to Council
- May 2023
 - Organizations work with City staff to create funding agreements
- July 2023
 - Funds begin to be allocated

QUESTIONS?