

City of Coachella

American Rescue Plan Strategy

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&

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City of Coachella

American Rescue Plan Community Survey Results



ABOUT THE AMERICAN RESCUE PLAN



In March 2021, Congress passed the American Rescue Plan Act of 2021 (ARPA), which established the Coronavirus State and Local Fiscal Recovery Fund. This fund helps local governments nationwide with COVID-19 pandemic recovery assistance.



The City of Coachella will receive \$10,942,698 million in federal funding as part of the ARPA



The funds must be **obligated by** December 31, 2024 and **expended by** December 31, 2026. A recipient must only use funds to cover costs incurred during the period beginning March 3, 2021 and December 31, 2024.



PURPOSE OF THE COMMUNITY OUTREACH



The dollars coming in from the American Rescue Plan Act (ARPA) provide a once-in-a-generation opportunity to pursue a more equitable economic recovery in the City of Coachella. City Officials felt that seeking public input, conducting meaningful community engagement and providing information about the City's American Rescue Plan allocation would be critical to ensuring that positive effects of these dollars are felt for years to come. Due to the potential magnitude of these dollars, it was vital to ensure that public officials and the communities they serve are on the same page regarding community priorities.

In addition, the U.S. Treasury urged local governments to engage their constituents and communities in developing plans to use these payments, given the scale of funding and its potential to catalyze broader economic recovery and rebuilding.



Use a bottom-up community engagement process to help inform allocations



Help the City of Coachella understand the community's most pressing needs



Address challenges facing low-income and other disproportionately impacted residents



Community input will be used to build a bridge to an equitable economic recovery

Executive Summary



Financial Well-Being

- New debt due to pandemic
- Reduction in income
- Being laid off
- Reduced work hours
- Permanently losing job

-
- Universal Basic Income
 - Cash Assistance
 - Utility Bill Assistance
 - Workforce Training
 - Financial Education



Emotional Well-Being

- Isolation
- Anxiety
- Depression
- Grief recovery
- Safe spaces for kids
- Fear of getting COVID19

-
- Behavioral Health
 - Youth + Art Programs
 - PPE + Vaccination Clinics
 - Childcare + After School Care



Investment in the Built Environment

- Affordable Housing
- Weatherization
- Health
- Green Outdoor Spaces

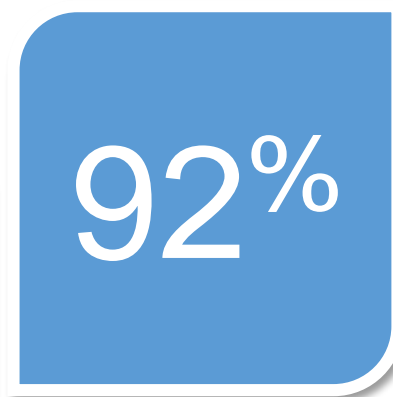
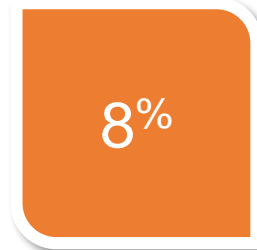
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- Wellness Center
 - Parks
 - Urban Trails
 - Bicycle Lanes

Challenges

Recovery

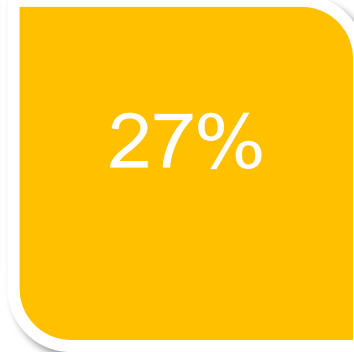
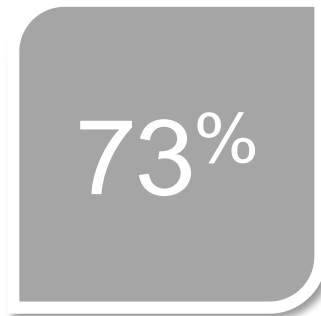
Who Took the Survey

Not Residents
survey respondents who
were not residents of the city



Residents
survey respondents who
were residents of the city

Not Business Owners
survey respondents who
indicated they are not
business owners



Business Owners
survey respondents who
indicated they are business
owners

HOW THE COMMUNITY OUTREACH SURVEYS WERE CONDUCTED



Online Surveys



In-Person Meetings



Written Surveys



Virtual Meetings



SURVEY STATISTICS AT-A-GLANCE

Number of Participants Engaged	582
Reach	14,728
Impressions	25,928
Link Clicks	106
# of Spanish Surveys Completed (online)	12
# of Spanish Surveys Completed (in-person)	11
# of English Surveys Completed (online)	91
# of English Surveys Completed (in-person)	2
TOTAL # OF SURVEYS TAKEN	116

Are you a resident of
Coachella, California?

Q1

92%

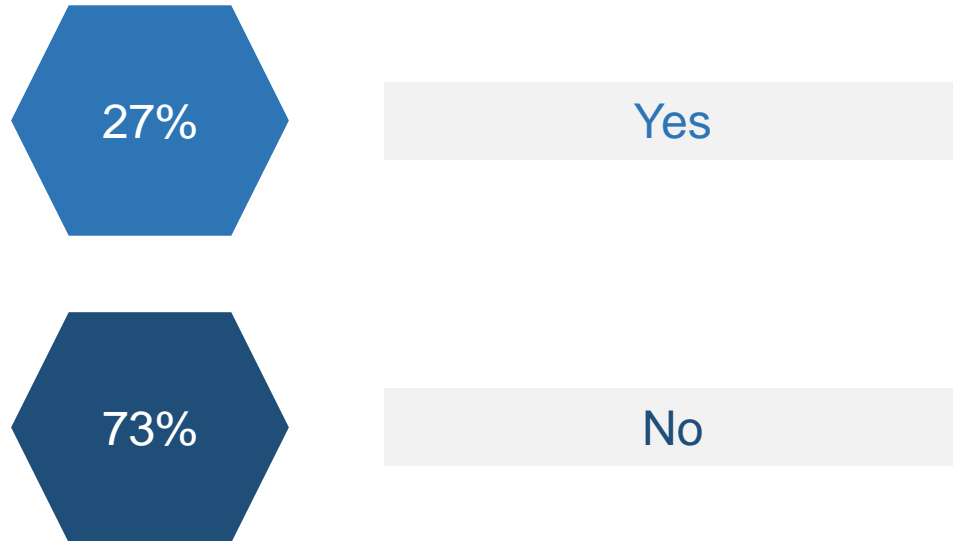
Yes

8%

No

Are you a business owner of Coachella, California?

Q2



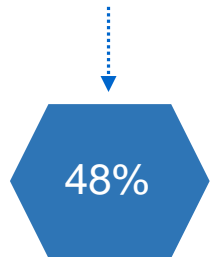
RANK ORDERED PRIORITIES FOR CITY USE OF ARPA FUNDS

Q3



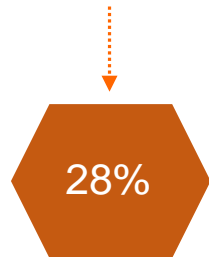
Priority 1

Services for households and individuals hardest hit by COVID-19



Priority 2

Investments in water and sewer infrastructure



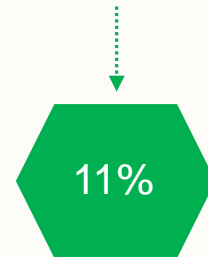
Priority 3

Investments in broadband internet infrastructure



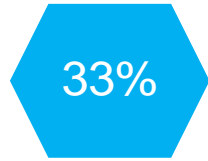
Priority 4

Services for businesses hardest hit by COVID-19

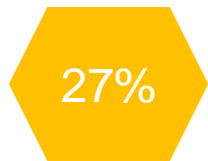


FOR RESIDENTS: I'm an employee who was economically impacted by COVID-19 due to...

Q4



Not economically impacted or continued working



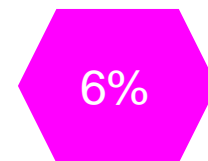
Being temporarily laid off or experienced reduced work hours



Not applicable



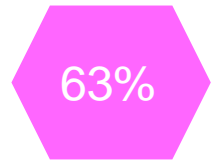
Permanently losing my job



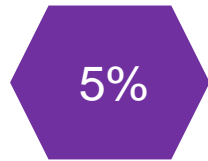
Other

FOR BUSINESS OWNERS: I'm a business owner who was economically impacted by COVID-19 due to...

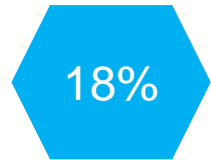
Q5



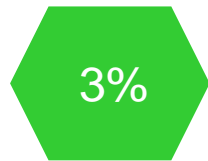
Not applicable



Other



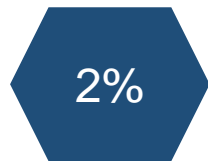
A reduction in my income



Permanently closing my business



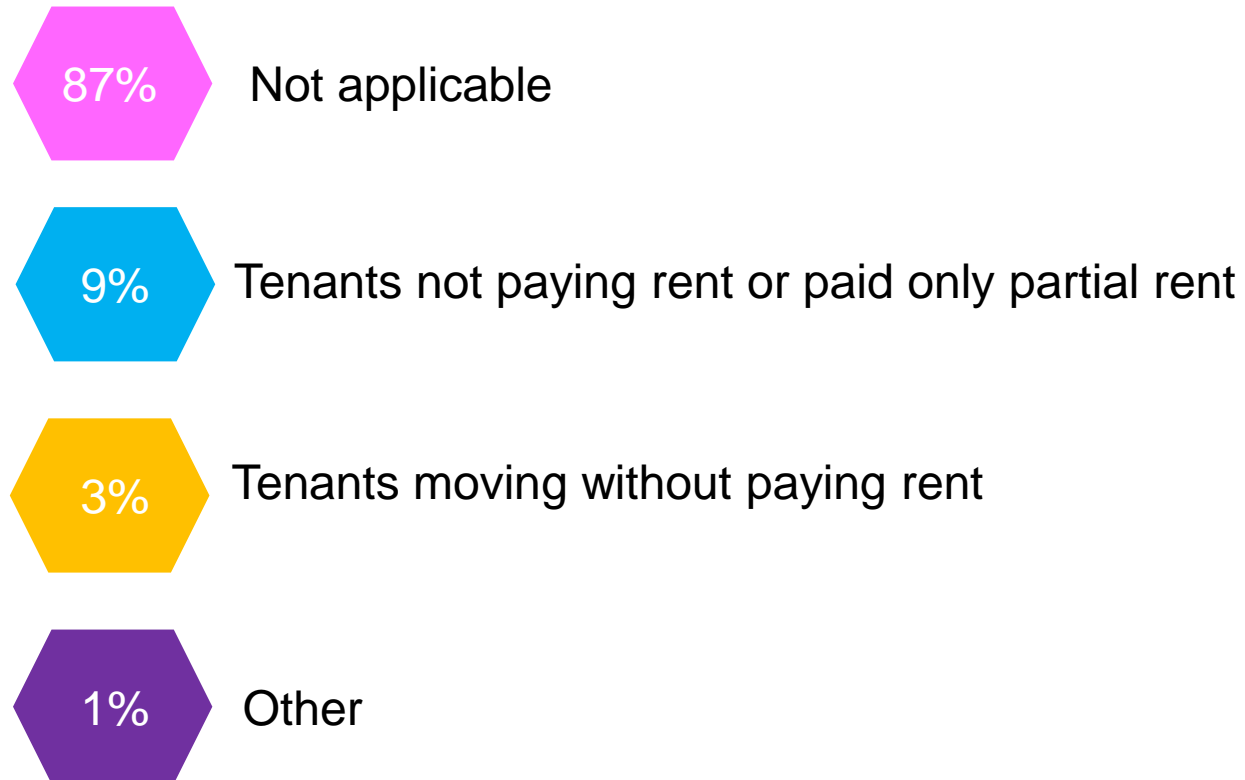
Increased costs



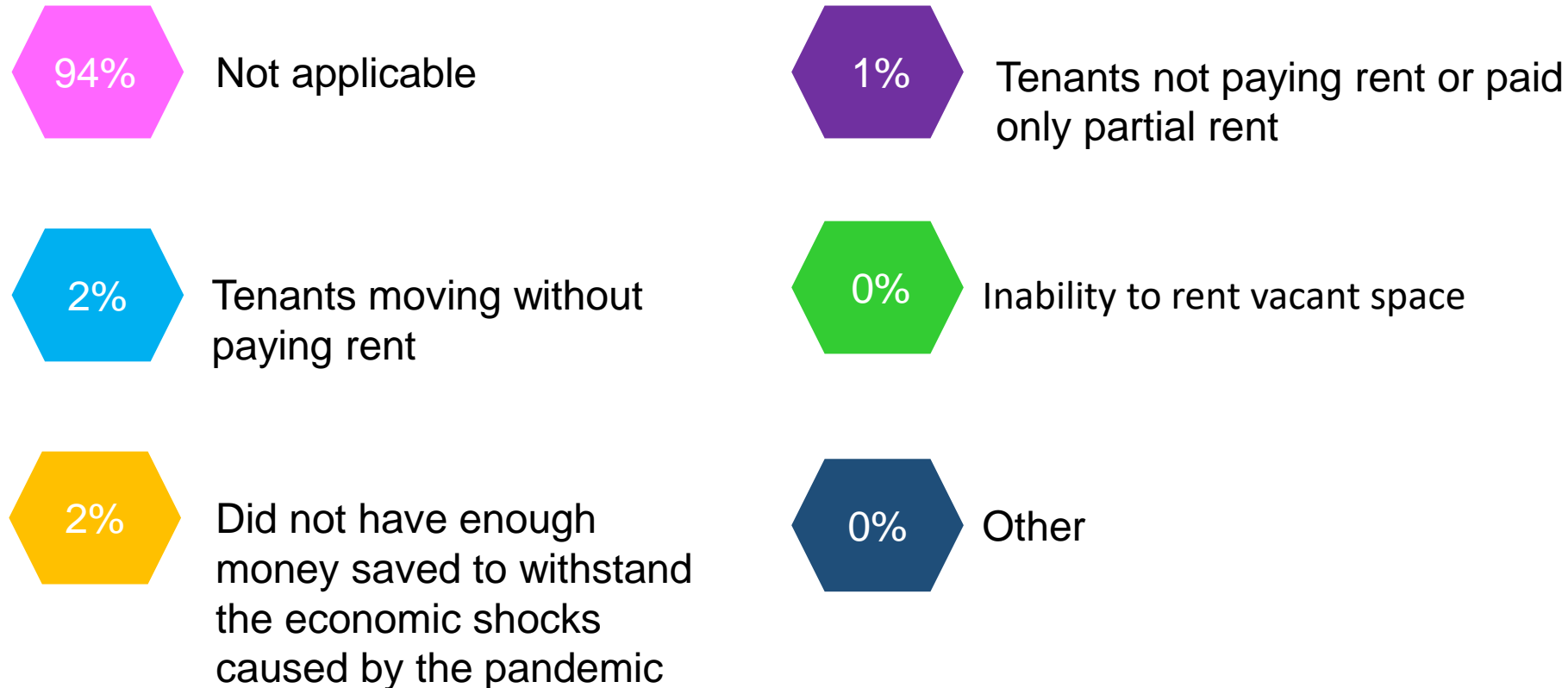
Not economically impacted

FOR RESIDENTIAL LANDLORDS: I'm a residential landlord who was economically impacted by COVID-19 due to...

Q6

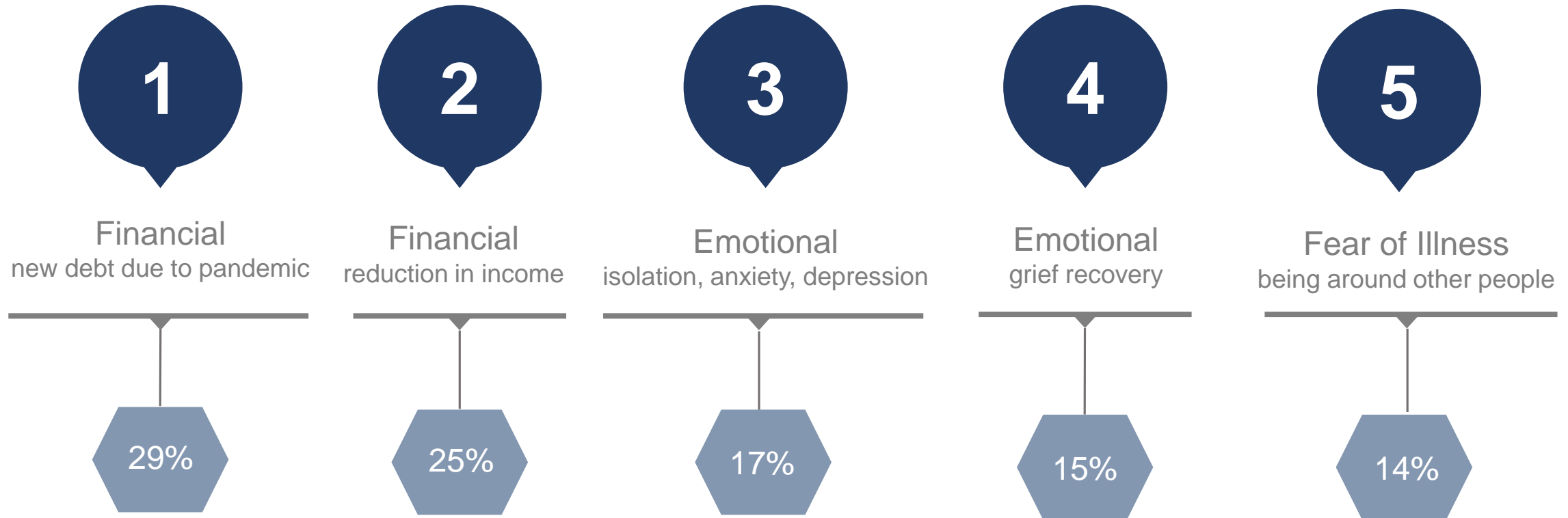


FOR COMMERCIAL LANDLORDS: I'm a commercial landlord who was economically impacted by COVID-19 due to...



TOP 5 CHALLENGES IDENTIFIED

Q8



TOP 5 TOPIC AREAS IDENTIFIED

Q9

1

Public Recreational Facilities

parks, bike lanes,
trails, wellness center

28%

2

Youth Programs

after-school support,
child care + arts
programming

24%

3

More Affordable Housing Programs

apartment +
homeownership
opportunities

23%

4

Weatherization / Home Improvement Program

energy efficiency +
blight elimination

13%

5

Utility Bill + Cash Assistance

assistance paying off
outstanding utility bill
balances + universal
basic income (cash
assistance)

12%

City of Coachella

American Rescue Plan Recommended Allocations



Identified City ARPA Funded Programs/Projects

Based on survey results the staff-recommended program/projects list has been updated

Other funding sources have been identified for some projects

- Utility assistance - \$200K from State Water Board Arrearage Program
- Weatherization - \$364K from CDBG Home Program
- First-time Home Buyer Assistance – Provided from 2 Programs
- Fire Station Remodel Project – Will be Submitted for Congressional Earmark

Need to avoid duplication of efforts with other agencies

Still evaluating allowable program uses

Project/Program priority phasing has been added:

- Phase I projects/programs begin from December 2021 – June 2022
- Phase II projects/programs begin from July 2022 – December 2022
- Phase III projects/programs begin from January 2023 – October 2023



ARPA Allocation Recommendations

PHASE	PROJECT or PROGRAM	COST	DESCRIPTION
1	Broadband Feasibility Study	\$ 80,000	Increase broadband capacity
1	Residential + Commercial Weatherization Program	\$ 136,000	CDBG (\$364,000) funds will also be used for program for a total of \$500,000
1	Workforce Development Program	\$ 500,000	Training to equip workers with new skills to help them withstand economic shocks
1	New Citywide Software Upgrade	\$ 550,000	Permit tracking, plan submittal, finance, business license, etc.
1	Fire Station Remodel Project	\$ 5,000,000	Public Safety - Technology Infrastructure
1	Civic Center Pandemic Retrofit Project	\$ 764,000	Technology Infrastructure
2	Universal Basic Income Program	\$ 1,000,000	Cash assistance
2	Legal Aid Assistance	\$ 500,000	Aid for tenant evictions, hero pay discrepancy, etc.
3	Water Infrastructure Projects	\$ 1,600,000	Water Projects
3	Sewer Infrastructure Projects	\$ 610,000	Sewer Projects
3	Broadband Infrastructure Projects	\$ 202,000	Wi-Fi at 3 City Parks (Rancho Las Flores, Bagdouma and Dateland)
	TOTAL	\$ 10,942,000	

*Utility assistance will be provided through State Water Board grant funding

Phase I Programs/Projects

December 2021 – June 2022:

- Broadband Feasibility Study
- Residential + Commercial Weatherization Program
- New Citywide Software Upgrade Project
- Fire Station Remodel Project
- Civic Center Pandemic Retrofit Project

Broadband Feasibility Study

Issue RFP to Hire firm to conduct a Broadband Feasibility Study to create a Municipality owned Broadband Utility Service

- Citywide –Internet, Video, and VoIP
- Cost to build out
 - Compare cost of micro trenching fiber vs. fiber on power poles
- Determine if cloud storage service is necessary
- Cost to end user/resident
- Identify who can manage the system on City's behalf for maintenance and upgrades
- Identify Grant funding streams
- Implementation guide

Benefit- Economic Development, Affordable internet and phone, City wide access and creation of a new revenue stream for the city

Budget: \$80,000

Residential + Commercial Weatherization Program

Qualifying Repairs

- Mechanical: replace heating/cooling systems, water heaters
- Building Shell: air sealing, replace windows/doors
- Electric + Water: install low-flow showerheads, awnings
- Health + Safety: install smoke + carbon monoxide alarms



Benefit – Weatherization returns \$2.78 in non-energy benefits for every \$1.00 invested in the program; after weatherization, families have homes that are more livable and helps revitalize communities

Budget: \$500,000 (\$136,000 ARPA funded)

Citywide Software Upgrade

Purchase new Citywide permit software

- Finance, Building, Planning, Engineering, Business License, and Public Works



Estimated Project Cost: \$1,100,000 (\$550,000 ARPA funded)

Fire Station Expansion Project



- Project Schedule: 12 – 15 months
- Project is shovel ready with approved plans on file

Total Estimated Project Cost = \$6.9 million (\$5M ARPA or Congressional Earmark)



Civic Center Pandemic Retrofit Project

Project will increase seating capacity that meet COVID-19 safety requirements along with enhancing the facilities technology infrastructure by installing equipment that will allow residents and businesses to attend meetings virtually



Estimated Project Cost: \$764,000

Phase II Programs/Projects

July 2022 – December 2022

- Workforce Development Program
 - Assist the Coachella workforce and small businesses with new skills in an effort to accelerate the City's economic recovery from the coronavirus pandemic through the use of:
 - Loans, grants, and in-kind assistance offered to ensure operational continuity.
 - Technical assistance to mitigate or prevent further economic injury.
- Universal Basic Income Program
 - Help families recover faster
 - Provide 200-300 with \$300 for up to 24 months
 - Identify families using a financial equity lens and focusing on families with children who do not qualify for the expanded child tax credit
 - Participating families will be provided financial coaching, group-based financial education and self advocacy training
- Legal Aid Assistance
 - Help families address housing eviction and foreclosure moratorium issues by providing funds for legal representation and court fees.

Phase III Projects January 2023 – October 2023

Water/Sewer Infrastructure Projects

- 3.6 MG Mecca Ave Reservoir Rehabilitation
- Water Valve Replacement
- Well Site #12 Emergency Generator
- SCADA System Software Upgrade
- Head-works Bar Screen



Broadband Infrastructure Projects

- Install broadband capabilities at the City's three largest parks to provide free Wi-Fi:
 - Bagdouma Park
 - Rancho Las Flores Park
 - Dateland Park

This concludes the presentation. Thank you!



P. Whiting