

# American Rescue Plan Act (ARPA)

City Council Work Session-ARPA Update

April 11, 2023



# Presentation Agenda

- ARPA Program Development
- Community Outreach
- Program Timeline
- Next Steps and Discussion

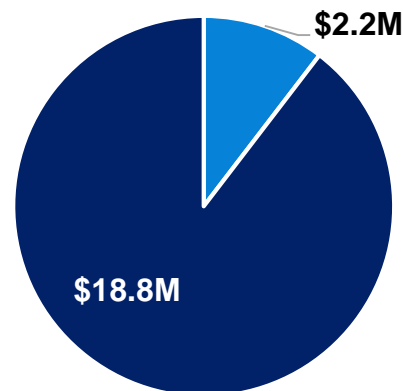


# Greeley's ARPA Dollars - Overview

- ARPA is a \$1.9 trillion economic stimulus bill intended to speed the United States' recovery from the economic & health effects of the COVID-19 pandemic.
- The City of Greeley was allocated \$21 Million.
- The eligible funding categories are Revenue Loss, Infrastructure Support, Premium Pay and Public Health.
- Like many municipalities, Greeley is designating its entire award as revenue loss which allows for increased flexibility in how funds are spent and has less burdensome reporting requirements.

## Greeley ARPA Award \$21 Million

- Obligated Funds (10%)
- Available Funds (90%)



# ARPA Program Development

- **Eighteen million** in available funds are open for applications
  - Anticipate \$2 million for outside agency projects (10% of total)
  - Remaining for city priority projects and administrative costs

- **Four priority areas** identified



**Building Community Resilience**



**Enhancing Mobility**



**Creating Community, Quality of Life  
and Destinations**



**Activating Economic Corridors**

- **Community engagement** will focus on the priority areas and their sub priorities. Results will be incorporated into the project scoring process.
- **Project applications** will be scored by committees and recommended to Council as part of the annual budget process.

## Successful Projects

- ✓ Align with City Priorities
- ✓ Community Support
- ✓ Financially Sustainable
- ✓ Feasible & Timely
- ✓ Return on Investment
- ✓ Equitable Outcomes



# Community Outreach

Launched February 3<sup>rd</sup>

**ARPA Landing Page** - [Understanding the City of Greeley's receipt of ARPA funds \(greeleygov.com\)](https://greeleygov.com/understanding-the-city-of-greeley-s-receipt-of-arpa-funds)

- Provides general information about Greeley's ARPA program and answers FAQs
- Will be the public-facing location for statistics and reporting on how money is spent

**Speak Up Greeley Community Survey** – [American Rescue Plan Act \(ARPA\) | Speak Up Greeley](https://greeleygov.com/speak-up-greeley)

Asks the public to rank the four priority areas and associated sub-priorities

- Results will feed into the application scorecard
- The priority area with the most community support will be weighted heavier

## Help Greeley Decide How to Spend \$18.8 Million

The city wants your feedback in determining how to spend funds awarded by the federal government.

A stimulus program known as the American Rescue and Recovery Act (ARPA) allocated \$21 million to the city. The available funds of \$18.8 million must be spent on eligible expenses directed at recovery efforts related to the pandemic.

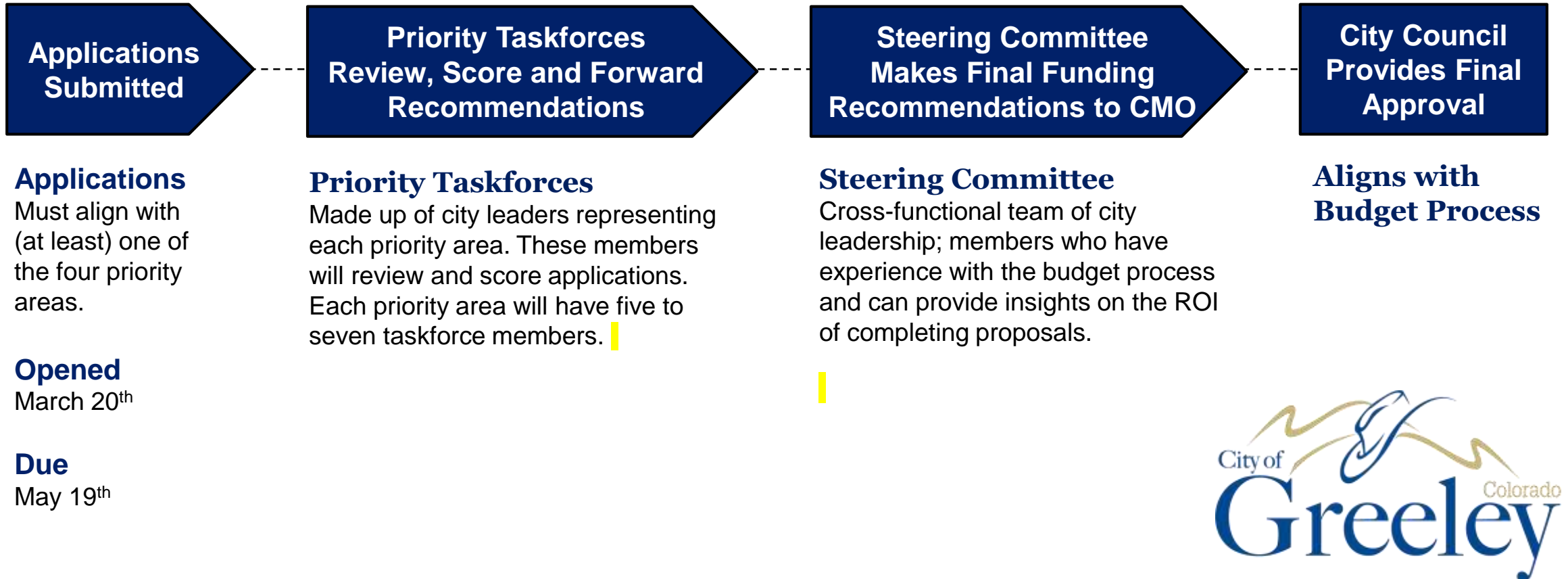
The city has identified four categories for allowable expenses:

- Building Community Resilience
- Enhancing Mobility
- Creating Community, Quality of Life, and Destinations
- Activating Economic Corridors

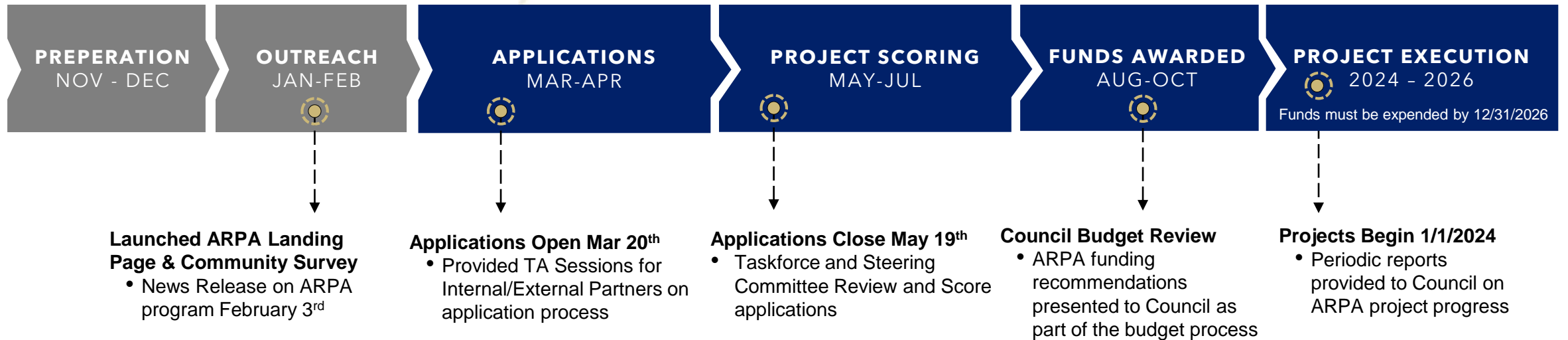
Please take five minutes to rank priorities in the four categories. The city will review responses to help inform where to invest.



# Process Flow and Committee Makeup



# Program Timeline and Next Steps



# Questions and Discussion





# Appendix



# ARPA Priority Areas - Detail



## **Building Community Resilience – Council Priority: Housing For All & Safe and Secure Communities**

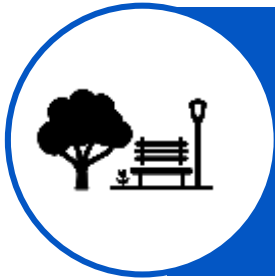
Community resilience is the capacity of a community's systems, businesses, institutions, and individuals to survive, adapt and thrive when met with challenges. The vision for a resilient Greeley is one where residents of all socio-economic levels can secure quality housing, where residents and visitors work in partnership with public safety to ensure neighborhoods are well-maintained, safe, and secure, and where all members of the community have access to the services they need to be safe, healthy and successful.

Sub-Priorities: Homeless Services / Affordable Housing Support / Community Policing / Social Services / Emergency Preparedness / Public Health

**Planned  
Funding  
Allocation:**

**\$2M anticipated  
to external  
partners**

**~ \$16M  
remaining for  
City key priority  
projects and  
admin costs**



## **Creating Community, Quality of Life and Destinations – Council Priority: Quality of Life Amenities**

Greeley is a destination where all residents and visitors enjoy the arts, social engagement, outdoor pursuits, beautiful vistas, and natural areas. Neighborhoods thrive with parks, trails, and recreational facilities within walking distance. Annual festivals, museums, and celebrations reflect a rich cultural heritage and welcome new traditions. Educational opportunities for lifelong learning are abundant. Creative industries, arts and entertainment programs offer regional destinations and foods, experiences, and products from around the world to ensure a high quality of life.

Sub-Priorities: Distinctive Community Events / Investment in Natural Areas / Youth development / Cultural programs / public art/ Tourism & Visitor Support



## **Enhancing Mobility – Council Priority: Infrastructure and Mobility**

How will people get around 10, 20, or 30 years from now? It is important for the City to anticipate and adapt to innovations such as connected and autonomous vehicles, transit, rideshare like Uber and Lyft, e-bikes, changes in travel mode, and other advancements when planning future infrastructure. Mobility planning addresses the need to reduce emissions through improved system efficiencies and encouraging a variety of different modes of travel.

Sub-Priorities: Multi-modal investments (bike/ped) / Transit Services / Sidewalk improvements / ADA accessibility improvements



## **Activating Economic Corridors – Council Priority: Business Growth & Community Vitality**

Greeley's economic corridors and employment centers are important gathering spaces for people to work, shop, eat, drink and connect. These spaces should be safe, walkable and inviting, encouraging residents and visitors to explore and interact with local businesses and members of their community. When designed and maintained effectively, economic corridors attract investment and generate economic activity.

Sub-Priorities: Small business support / Investment in targeted economic corridors/ New Primary Business Attraction

# Successful Projects

## ✓ Aligns with City Priorities

Project aligns with at least one of the established ARPA priority areas and by extension a City Council priority.

## ✓ Has Community Support

Project supports an existing city plan/initiative that included public engagement and the broader topic ranked well on the ARPA Community Survey (survey results will be shared before applications close in May).

## ✓ Is Financially Sustainable

Project is financially sustainable with little to no ongoing cost to the City (ARPA dollars are one-time).

## ✓ Is Feasible & Timely

Project will be completed with all funds expended no later than December 31, 2026. Think “shovel ready”.

## ✓ Demonstrates Return on Investment

Project is shown to be impactful to the community through detailed metrics, high quality evidence and analysis. Upfront investment will yield longer term gains (financially, through improved quality of life, efficiency gains, etc.)

## ✓ Promotes Equitable Outcomes

Project is designed to positively serve one or more disproportionately impacted populations and provides clearly linked proposed outcomes.

### **Avoid projects that are:**

- ⊗ Highly Programmatic (staffing/admin costs)
- ⊗ Not Timely (multi-year efforts)
- ⊗ Don't align with established priority area
- ⊗ Have another established funding source