



FUNDING THE FUTURE

INVESTING IN YOUR
COMMUNITY WITH ARPA



Carl Vinson
Institute of Government
UNIVERSITY OF GEORGIA

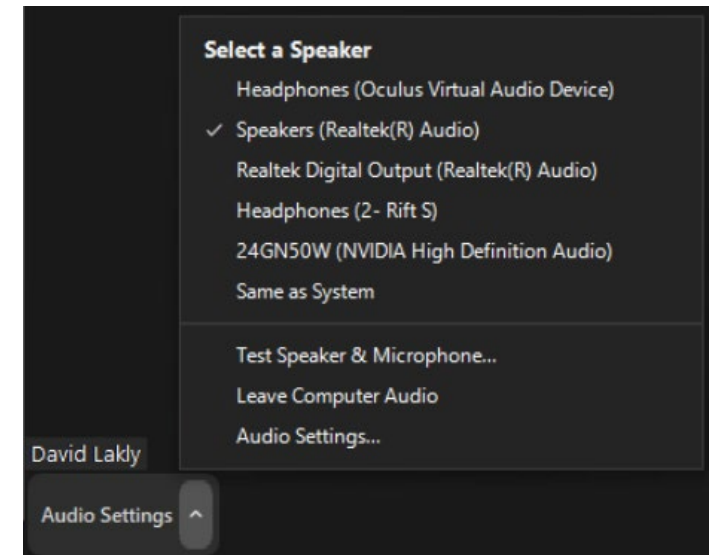
WELCOME TO “PLANNING STRATEGICALLY FOR ARPA FUNDS”

We recommend you join today’s session using your **COMPUTER AUDIO**.

After Host starts the session,
you can test your **AUDIO** in your “**Audio Settings**”
(Zoom, lower-left corner)

Webinar ID: 949 5709 3754

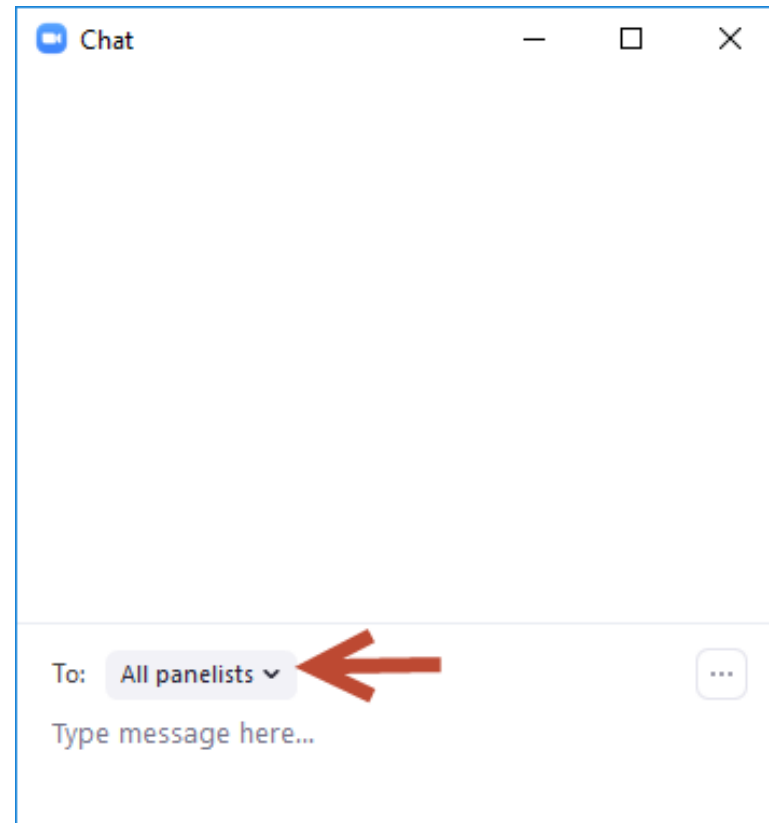
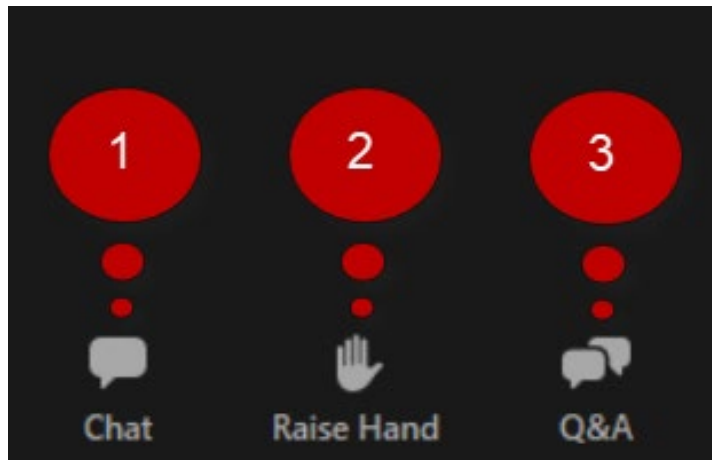
Technical problems? Prior to the session, contact Dave Lakly
at (404) 917-7943 or dlakly@uga.edu.



READY TO INTERACT?

Please feel free to:

- 1) type in the chat
- 2) raise your hand to be recognized
- 3) type a question in the Q&A



WELCOME



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OVERVIEW OF PERMISSIBLE USES



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LEARNING OUTCOMES

At the end of this session, participants will be able to:



Outline permissible uses of American Rescue Plan Act (ARPA) funds

Summarize steps for effective strategic thinking and planning

Discuss public engagement

Consider options for partnership

AMERICAN RESCUE PLAN ACT (ARPA)

ARPA Funds = \$1.9 Trillion



State & Local Govt
= \$350 Billion →

Cities/Counties
= \$130 Billion →

ARPA is a \$1.9 trillion economic stimulus spending bill.

Most of the attention to date has been about the allocation of \$350 billion for states, municipalities, counties, tribes, and territories, including \$130 billion for local governments split evenly between municipalities and counties.

Where did the rest of the money go?
Why does that matter?

ARPA FUNDS ACCESSIBLE OUTSIDE OF LOCAL AID



Libraries and Schools

The Federal Communications Commission was appropriated over \$7 billion for the Emergency Connectivity Fund so that libraries and schools can receive grants for both on site and off site equipment in order to provide broadband access.



Fire Departments

The Federal Department of Homeland Security was appropriated an additional \$300 million for grants to local governments with fire departments looking to acquire fire fighting vehicles and to recruit or retain firefighters.



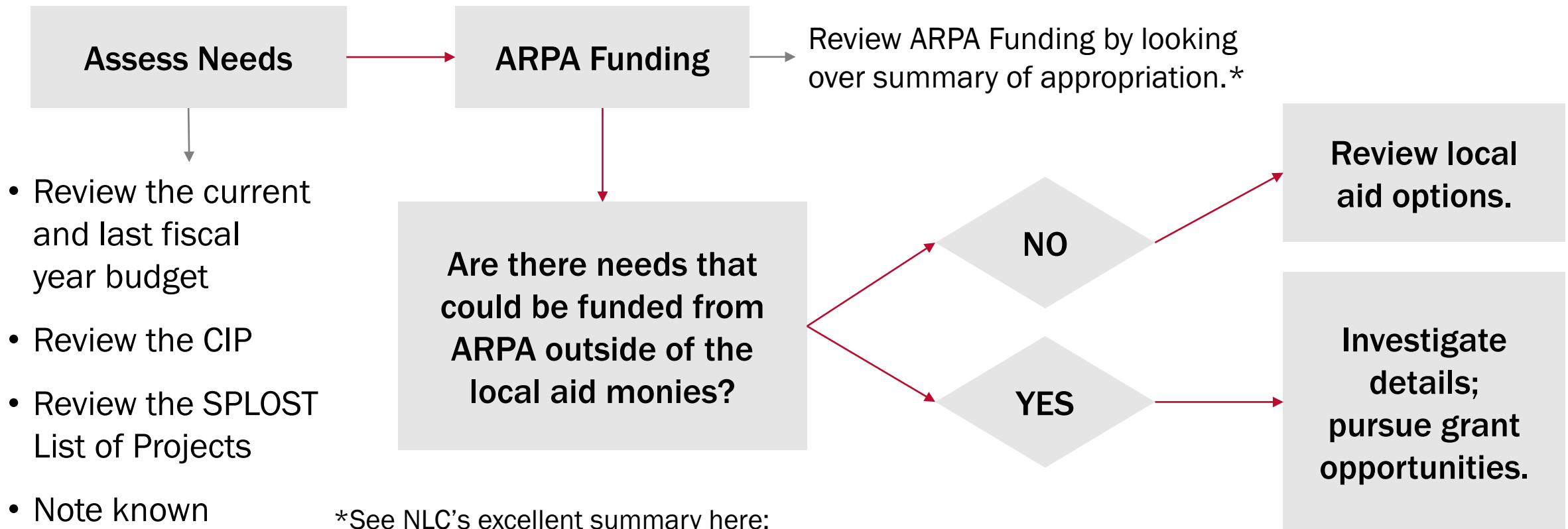
Urban & Rural Transportation

The Federal Transit Administration was appropriated \$30.5 billion to assist both urban and rural transit agencies with operating costs.



ARPA FUNDS — PERMISSIBLE USES

PLANNING PROCESS STEPS



- Review the current and last fiscal year budget
- Review the CIP
- Review the SPLOST List of Projects
- Note known community needs

*See NLC's excellent summary here:
<https://www.nlc.org/resource/american-rescue-plan-act-of-2021-summary-of-provisions/>

ARPA FUNDS — PERMISSIBLE USES

INTERIM FINAL RULE — Title 31 Part 35 Subpart A — CFR Coronavirus State and Local Fiscal Recovery Funds (CSLFRF)



**Public health
emergency/negative
economic impact**

§35.6(b) Pages 138-143



**Premium pay to
eligible workers**

§35.6(c) Page 143



**Providing
government services
(revenue loss)**

§35.6(d) 143-144

Page 60

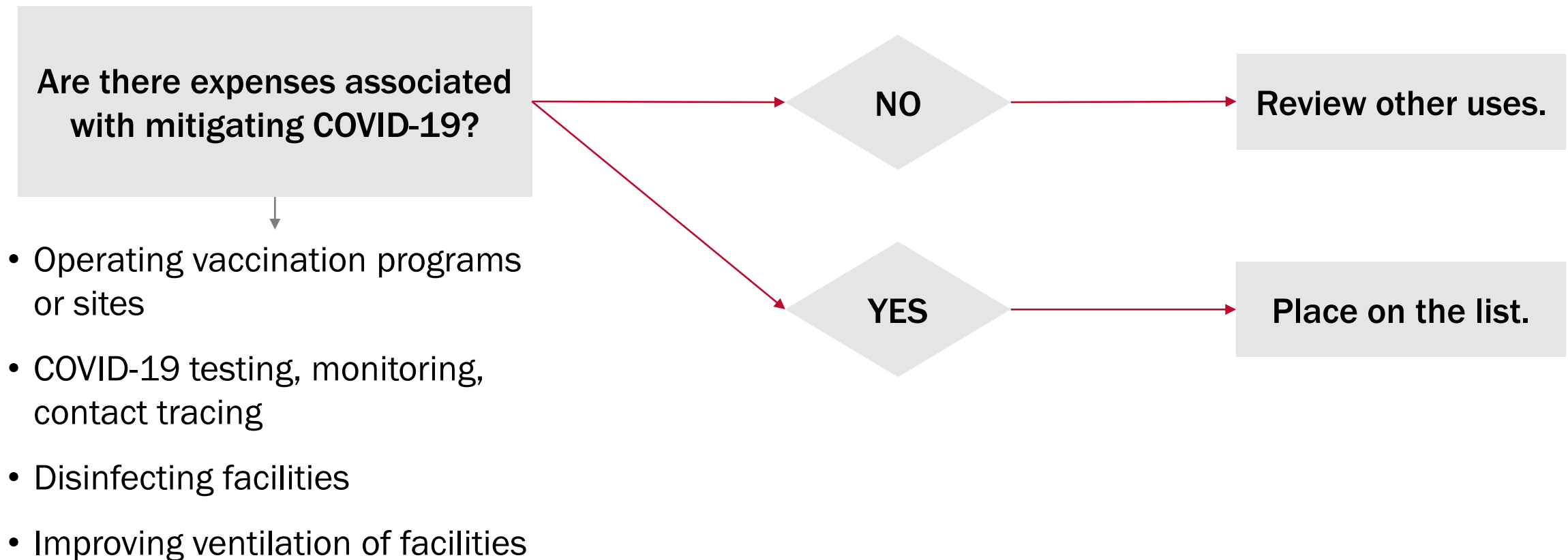


**Make necessary
investments in
infrastructure**

§35.6(e) Page 144-145

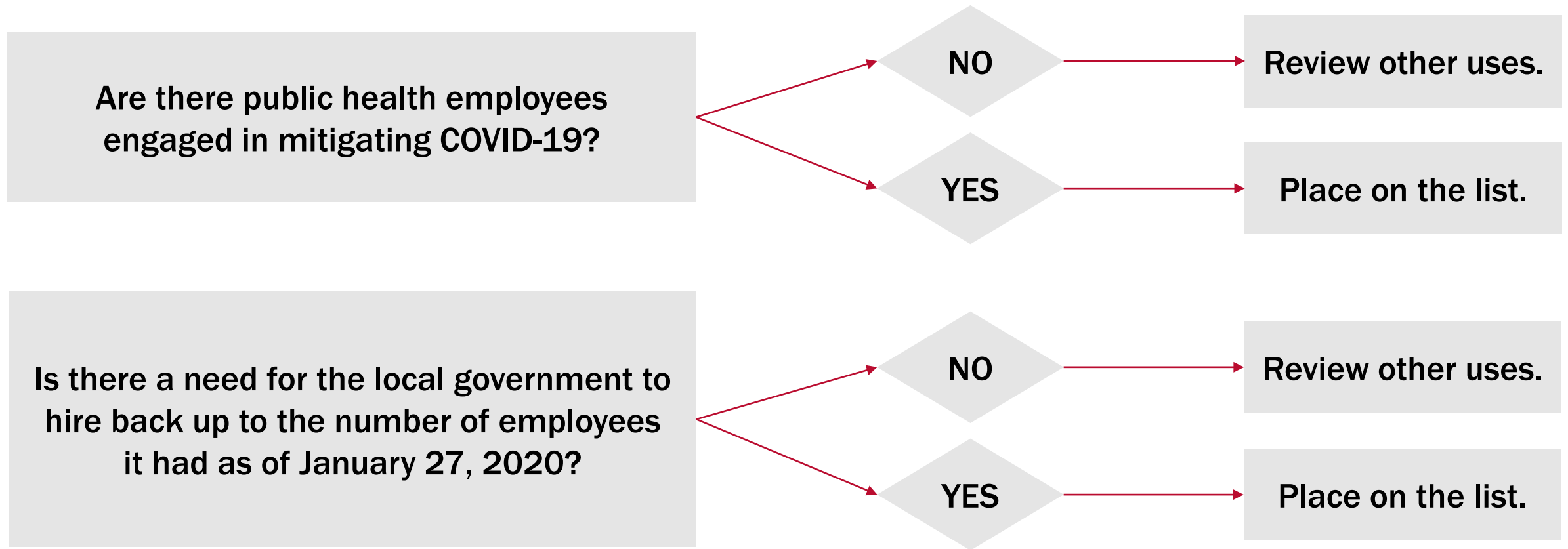
ARPA FUNDS — PERMISSIBLE USES

PUBLIC HEALTH EMERGENCY/NEGATIVE ECONOMIC IMPACT



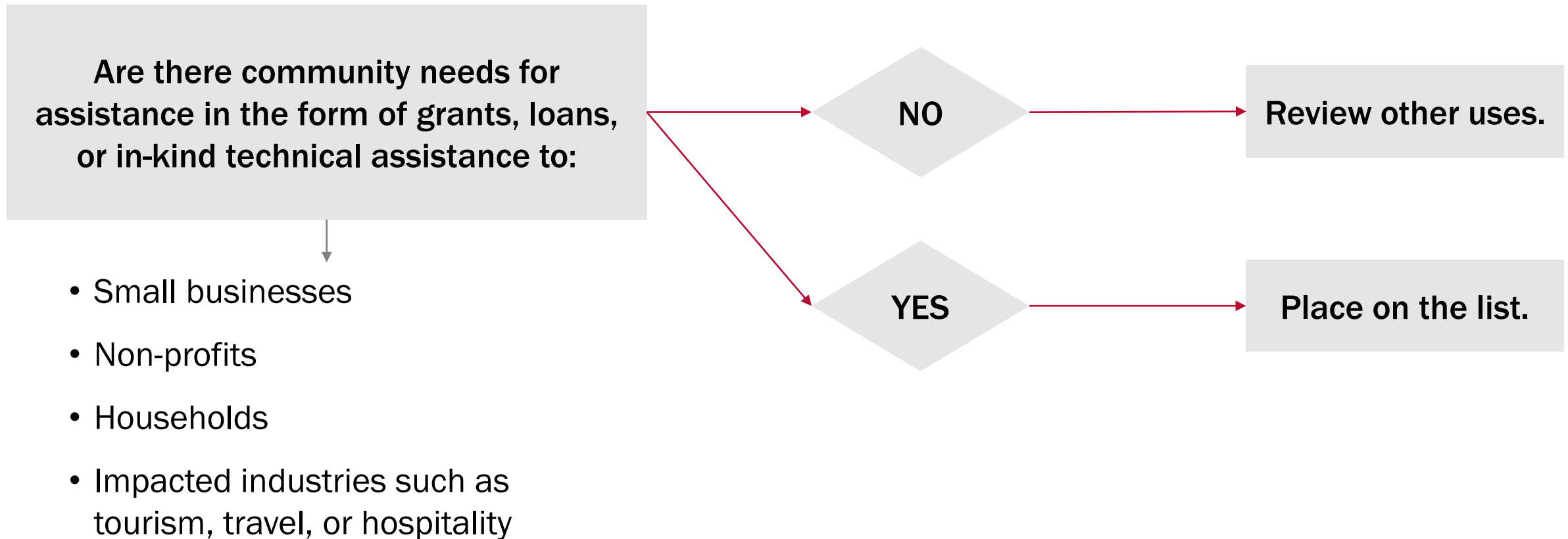
ARPA FUNDS — PERMISSIBLE USES

PUBLIC HEALTH EMERGENCY/NEGATIVE ECONOMIC IMPACT



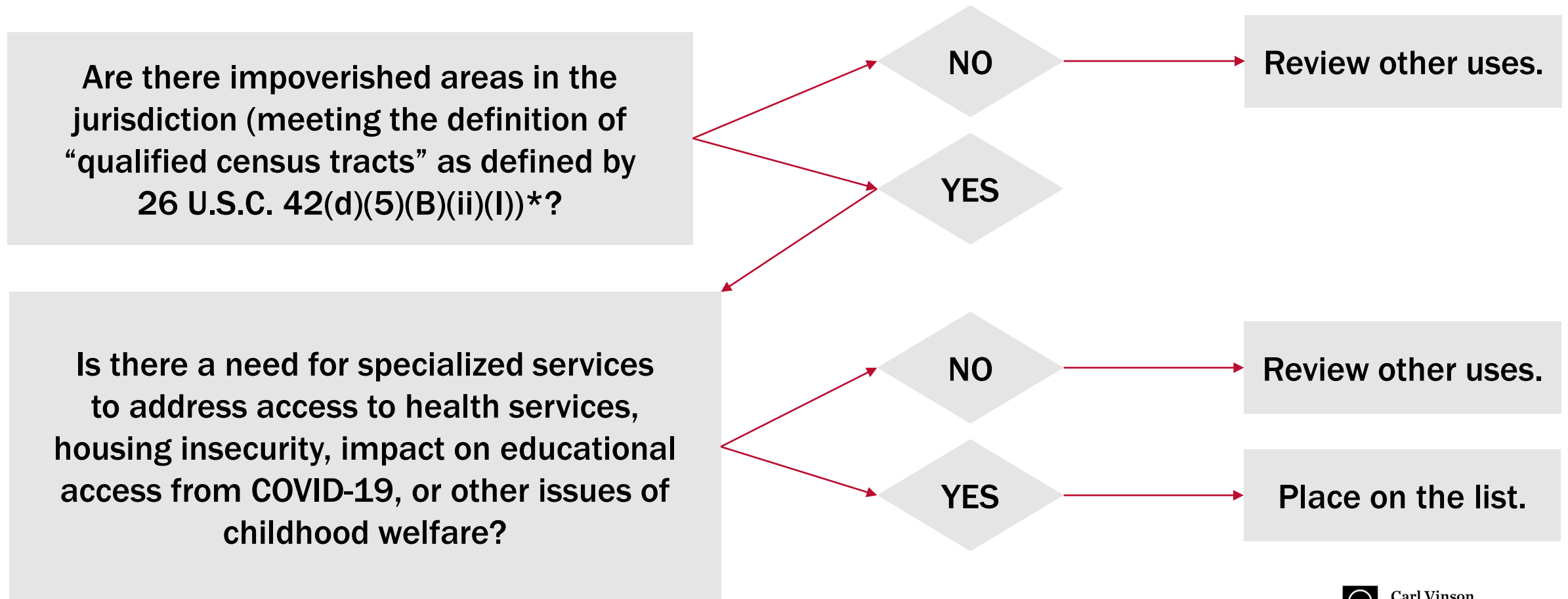
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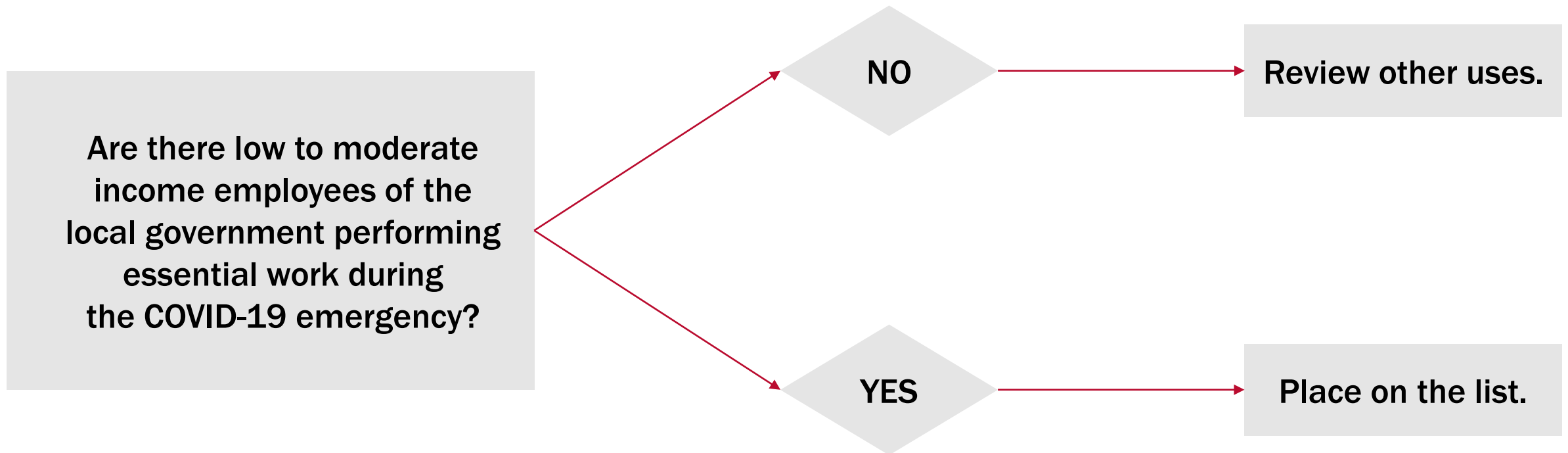
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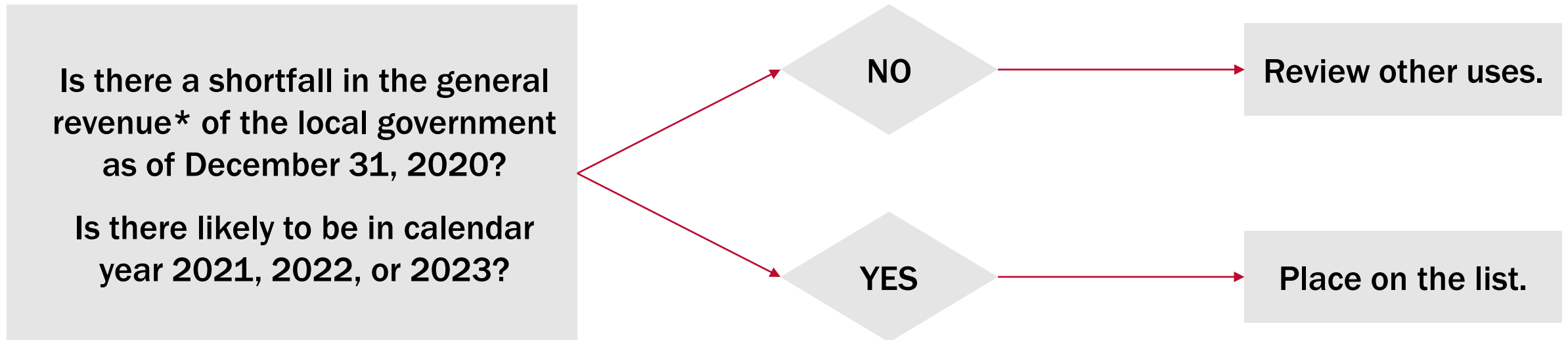
ARPA FUNDS — PERMISSIBLE USES

PREMIUM PAY TO ELIGIBLE WORKERS



ARPA FUNDS — PERMISSIBLE USES

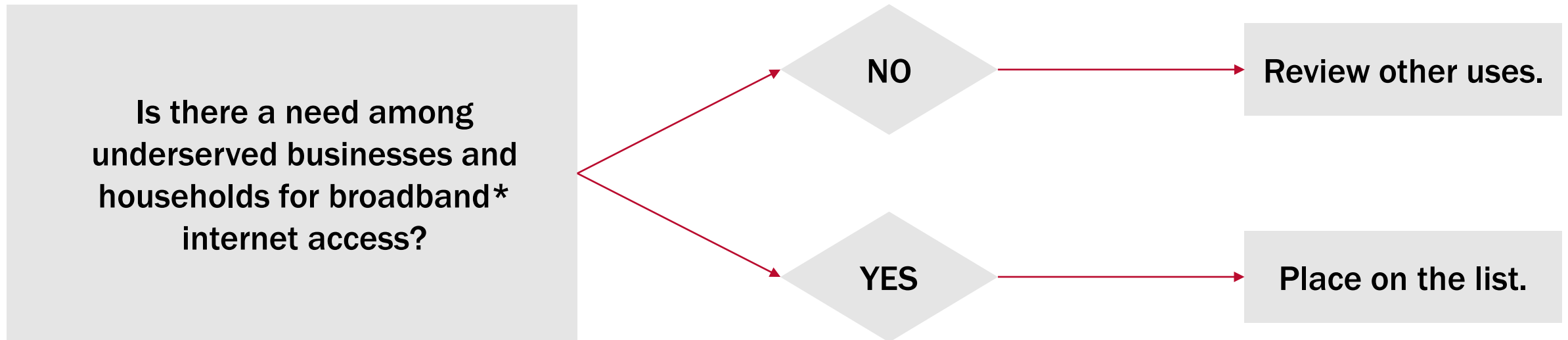
PROVIDING GOVERNMENT SERVICES (REVENUE LOSS)



NOTE: Please carefully review the discussion from the first webinar and the tool provided on the CVIORG ARPA resource page as this is a complicated calculation.

ARPA FUNDS — PERMISSIBLE USES

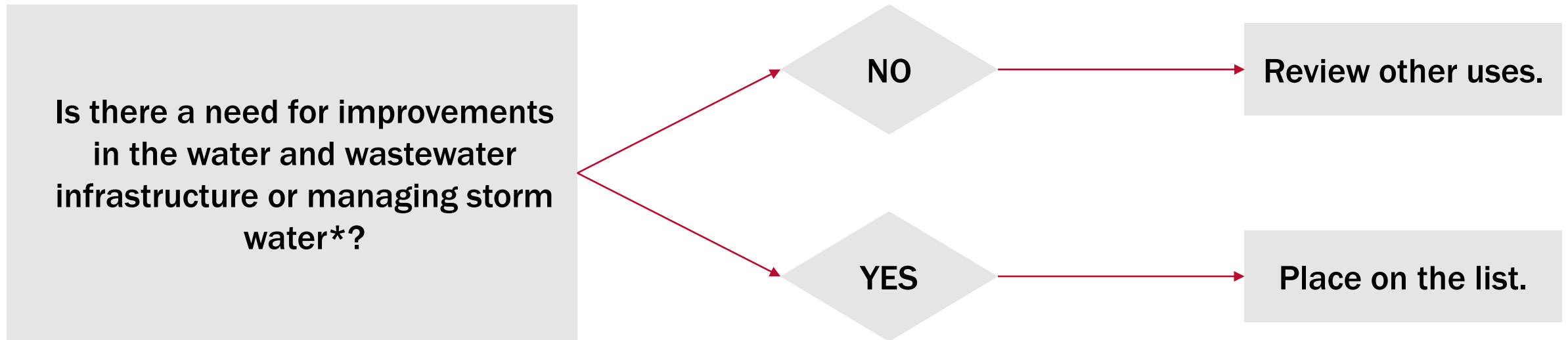
MAKE NECESSARY INVESTMENTS IN INFRASTRUCTURE



* Defined as upload and download speeds of 100 Mbps or where not practicable due to cost, geography, or topography, infrastructure capable to 100 Mbps download and 20 Mbps upload speed scalable to 100 Mbps.

ARPA FUNDS — PERMISSIBLE USES

MAKE NECESSARY INVESTMENTS IN INFRASTRUCTURE



* Defined as types of eligible projects that can be supported by the Environmental Protection Agency's Clean Water State Revolving Fund and Drinking Water State Revolving Fund - which is largely what communities obtain in loans from GEFA.

ARPA FUNDS — PERMISSIBLE USES

PLANNING PROCESS STEPS

Staff organizes list in light of identified needs and available funding.



Staff presents analysis to elected officials at work session.



Engage with the public about opportunities, needs, and preferences.



Finalize plan. Update elected officials and public on progress. Enjoy success!



Reassess with elected officials, the public, and partners. Adjust plans as warranted.



Engage with potential partners about their needs and collaborative opportunities. Other local governments, state agencies, regional commission, and private sector.



UTILIZING ARPA FUNDS: THINKING STRATEGICALLY



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UTILIZING ARPA FUNDS — STRATEGIC THINKING

CONTROL ACTIVITIES

With 537 cities and 159 counties in Georgia, there is no “one-size fits all” approach for the use of ARPA funds.



First and foremost—Do not RUSH to spend ARPA funds as time is on your side.

- December 31, 2024—Recovery funds must be obligated
- December 31, 2026—Recovery funds must be spent and all work completed

Remember: After you spend, keep up with the mandatory interim expenditure reporting requirements.

NOTE: Treasury guidance indicates that you can put your ARPA fund in an interest-bearing account.

Don't Delay, Act Today!

HOW ARPA COMPARES TO THE CARES ACT

SHORT TERM (HERE AND NOW)

- Premium pay
- Payroll and benefits for eligible workers
- Personal Protective Equipment (PPE)
 - Face coverings, temperature readers, gloves, etc. . .
- Incentive programs
 - Vaccine
 - Back to work
- Negative economic impacts

LONG TERM (NOT GOING AWAY)

- Broadband infrastructure
- Water infrastructure
- Sewer infrastructure
- Capital investments in public facilities to meet pandemic operation needs
- Cybersecurity modernization (revenue loss)
- Other infrastructure—including roads (revenue loss)



THE BLURRED LINE

WHEN SHORT TERM BECOMES LONG TERM

The Treasury Interim Final Rule uses the phrase “negative economic impact(s)” 50 different times but never provides a definition.



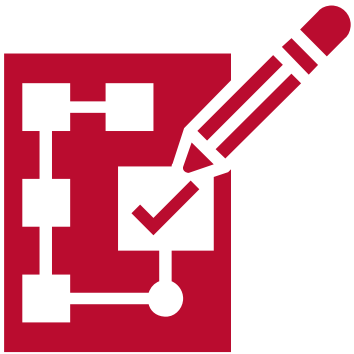
In most instances local governments are able to utilize funding to mitigate such negative impacts. A non-exhaustive list includes assistance for:

- Households
- Small Businesses
- Non-Profits
- Impacted Industries
 - Tourism
 - Travel
 - Hospitality

When does the negative economic impact go away?

THINK “SUSTAINABILITY”

A SUSTAINABILITY PLAN for Strategic Funding



Before you utilize any ARPA funding, each jurisdiction should create a sustainability plan in order to have clear direction after the funds are exhausted or the Act sunsets.

The plan should consider:

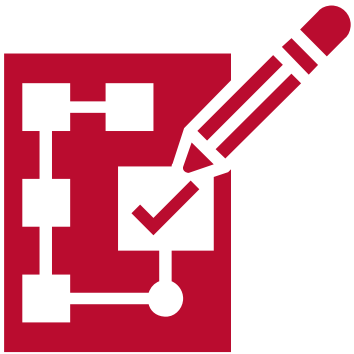
- External assistance programs
- Increases in workforce
- New and/or existing infrastructure upgrades
- Cybersecurity modernization
- Touchless entry points

Keep in mind that many of the COVID-19 mitigation efforts put in place may have a substantial maintenance budget to keep operational.



THINK “SUSTAINABILITY”

A SOLID PLAN for Mitigating Financial Burden



Having to reduce staff after life returns to “normal” may create an unforeseeable effect on Georgia’s cash unemployment claims.

Additionally, reduction of funding to external assistance programs may have a similar effect creating a greater burden at the local, state and federal level.

It’s important to have a solid plan in place for any jurisdiction utilizing funding for long term needs. Particularly, the three that ARPA gives the broadest use of funds guidance are:

- Water Infrastructure
- Sewer Infrastructure
- Broadband Infrastructure

THE FUNDING CORRELATION

ARPA, BUDGET, SPLOST, CIP

The COVID-19 pandemic shocked the conscience of our entire world population. It has changed the way we have done or will do business during our lifetime in one way or another.

In the government sector future financial planning is always a priority, especially when you are relying on residents to help carry the burden through taxation and user fees.

In order to be sustainable with ARPA funds you must consider incorporating expenses into your existing funds.

This will look different for each jurisdiction, but be innovative:

- Work closely within your neighboring cities and/or counties by considering regional efforts
- Update your Capital Improvement Plan (CIP) to incorporate COVID-19 mitigation efforts
- Consider how you may be able to leverage future SPLOST dollars to assist in any current infrastructure renovations or new construction



MANAGEMENT AND STAFF RESPONSIBILITIES



Read the interim final rule, then read it again.

Fully understand how the rule language can be applied to the needs of your jurisdiction.

Have a conversation with your county/municipalities to discuss shared services (if applicable).

Do you need to have a conversation with your community members or other stakeholders (CVB's, Chamber, Econ Development, Downtown Business Partners)?

Provide recommendations to the council/commission on how the funds will best be utilized in your jurisdiction.

Make sure the elected body is on board.

Have the elected body adopt any necessary policies around funding (if needed).

MANAGEMENT AND STAFF RESPONSIBILITIES



Create a real plan, not just a conversation cloud in your head. Think about . . . short and long term needs.
sustainability.

Have discussions with your finance team before you put any plan into action.

Have a point person that will handle ARPA funded projects. No need to have too many hands in the cookie jar.

Be timely with all mandatory reporting!

Utilize reliable resources throughout the process (CVIORG, NLC, NACO, ACCG, GMA).

Do not rush! Remember you have plenty of time to determine how funding can be best utilized in your community.

CIVIC ENGAGEMENT



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DEFINITION OF CIVIC ENGAGEMENT



The ways in which local government interacts with individuals, groups, and communities to gather information, determine common priorities, and take action to achieve change.

GOALS OF CIVIC ENGAGEMENT



To achieve a particular policy or social change.

To foster knowledge, skills, values, motivation and shared priorities for change.

To promote sustainable decision-making.

To involve citizens who are impacted by the decision-making process.

To communicate to citizens how their input impacts decisions.

WHY CIVIC ENGAGEMENT?

Informs the community as to *why* things are happening.



Shares the responsibility for addressing community problems.



Provides an avenue for community members to convene.



Encourages collaboration among all community members.



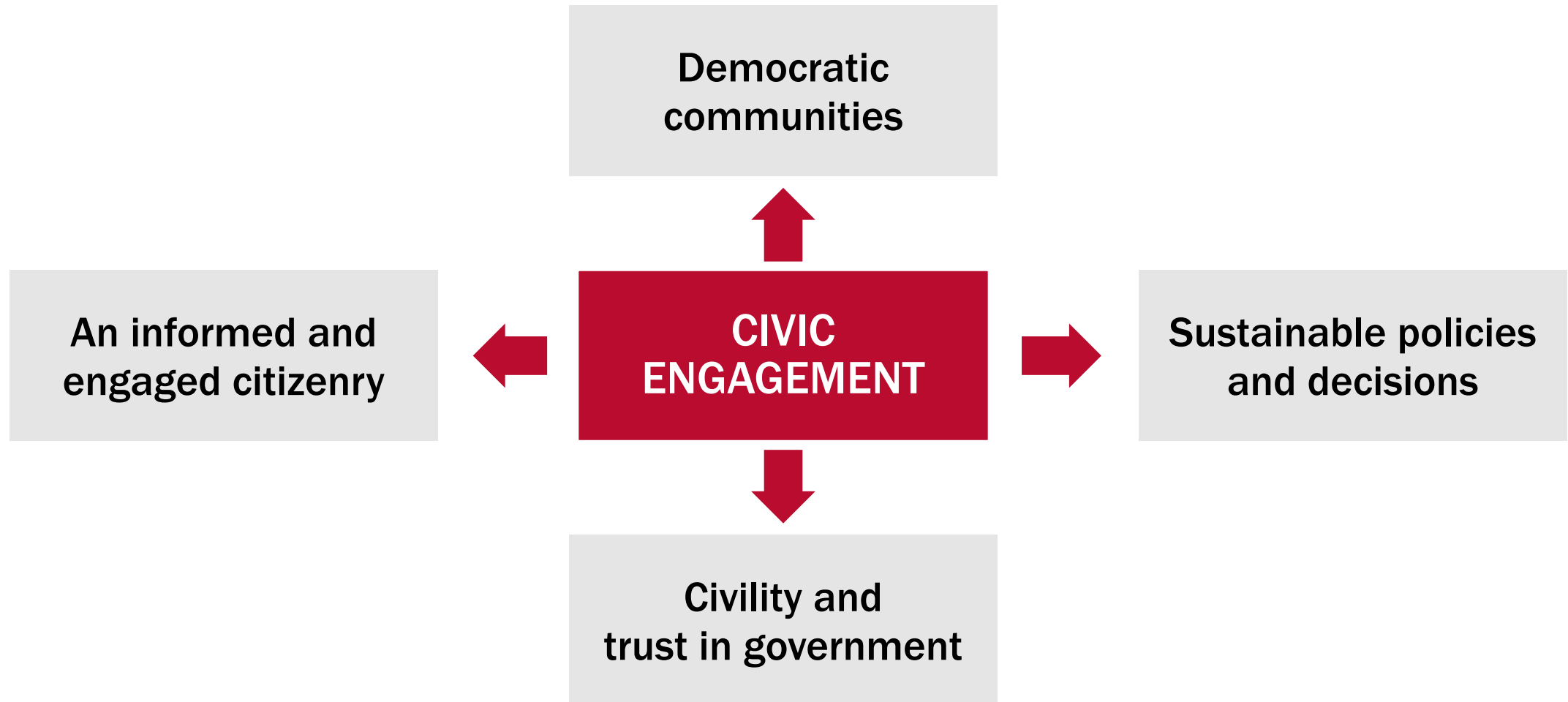
Builds trust with the community.



**Leads to good
government**



OUTCOMES OF CIVIC ENGAGEMENT



WHAT MAKES CIVIC ENGAGEMENT SUCCESSFUL?



For local governments to recognize the importance of civic engagement.

For local government to help civic engagement achieve its goals.

The local government manager will play a key leadership role!

For local government to provide spaces and places where community members can develop their civic capacities.

For community members to regard themselves as productive citizens and to hold themselves accountable in the decision-making process.

CORE VALUES FOR CIVIC ENGAGEMENT

Public participation is based on the belief that those who are affected by a decision have a right to be involved in the decision-making process.

It includes the promise that the public's contribution will influence the decision.

It promotes sustainable decisions by recognizing and communicating the needs and interests of all participants, including decision makers.

It seeks out and facilitates the involvement of those potentially affected by or interested in a decision.

It seeks input from participants in designing how they participate.

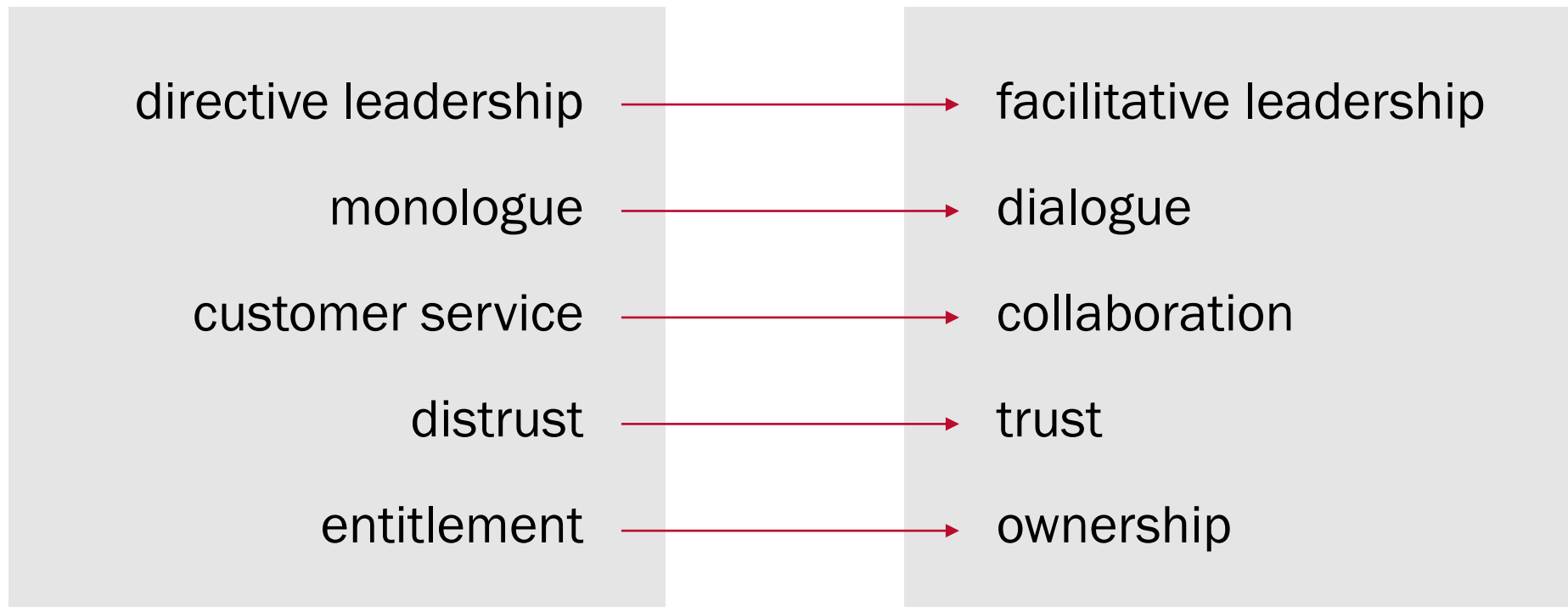
It provides participants with the information they need to participate in a meaningful way.

It communicates to participants how their input affected the decision.



CIVIC ENGAGEMENT: A NEW MIND SET

Civic engagement requires local governments move from:



Civic engagement is good governance.

LEVERAGING REGIONAL PARTNERSHIPS



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SPENDING VERSUS INVESTING

WHO WILL YOU BE?



What TANGIBLE RESULTS will you be able to show 10 years from now?

COMMUNICATION

WHAT ARE OTHER ORGANIZATIONS IN YOUR COMMUNITY DOING?

- ✓ Collaboration
- ✓ Avoid duplication of effort
- ✓ Good steward of taxpayer dollars

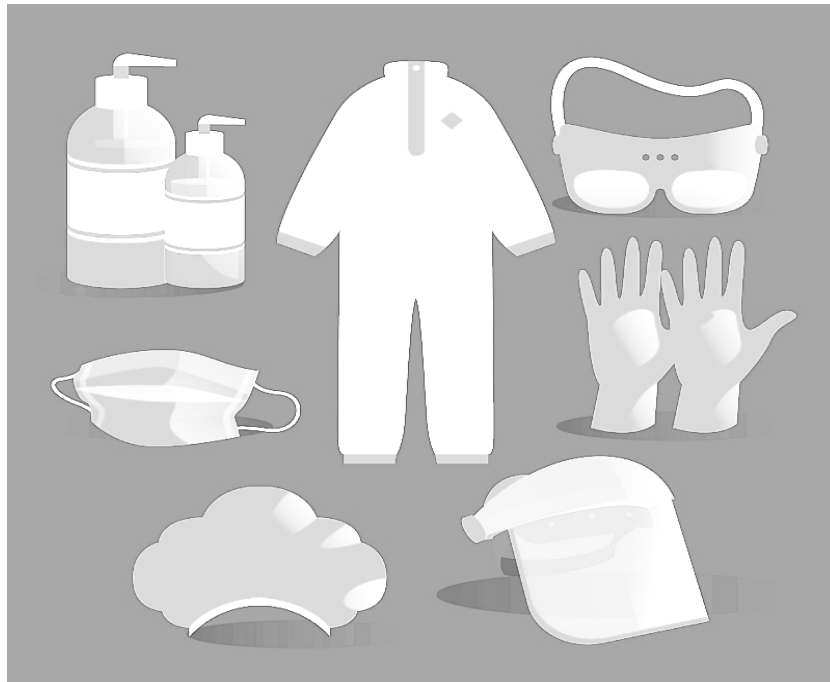
DON'T BE THIS GUY!!



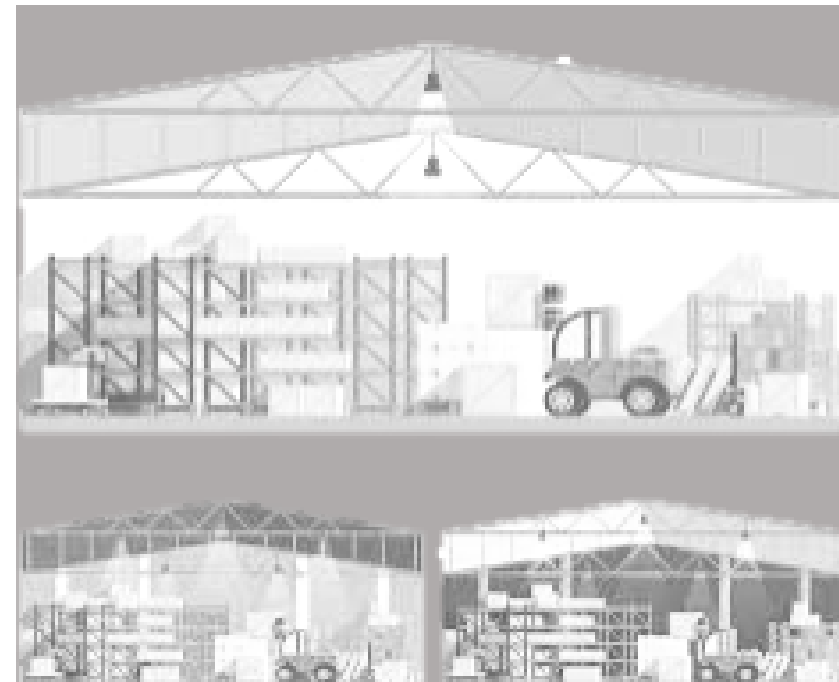
OPPORTUNITIES FOR COLLABORATION

COST SHARING

Quantity Discounts



Shared Storage



OPPORTUNITIES FOR COLLABORATION

THE “B” WORD



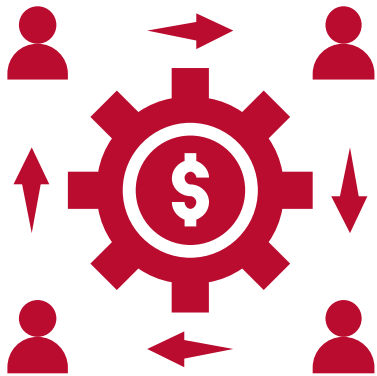
BROADBAND

Emergency Connectivity Fund (FCC)
\$7.2 billion available to schools & libraries.



OPPORTUNITIES FOR COLLABORATION

WORKFORCE DEVELOPMENT



Workforce Development Areas in Georgia—19

Regional Commissions operate Workforce Programs in ten (10) of those areas.

OPPORTUNITIES FOR COLLABORATION

WORKFORCE DEVELOPMENT ELIGIBLE ACTIVITIES



Work readiness
training

Employment
supportive
services

Summer youth
employment

On-the-job
training

Transportation
assistance

Childcare
assistance

OPPORTUNITIES FOR COLLABORATION

GEOGRAPHIC INFORMATION SYSTEMS



CRIME ANALYSIS
Reporting and
Mapping

Types of crimes

Location of
gun activity

Stolen weapons

Recovery of
weapons



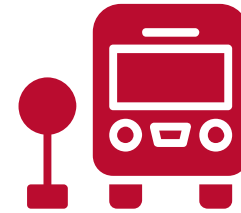
OPPORTUNITIES FOR COLLABORATION



Community and
Economic
Development



Planning



Transportation
and Environment



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