

AMERICAN RESCUE PLAN ACT (ARPA) IMPLEMENTATION PLAN (ROUND I – 2021)

September 9, 2021

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Overview

The City of Edina has been allocated American Rescue Plan Act (ARPA) Funding. The first round of funding has been received by the City and this Implementation Plan provides information to the City Council on how the funds will be spent, based on Priority Areas approved on July 21, 2021. Upon its approval, the Implementation Plan will be executed by City staff.

Overarching Goals

There were three overarching goals used to design the Implementation Plan:

- 1. Utilize 70% or more of funds for direct program and service costs for the community
- 2. Incorporate community input and ideas into the final plan
- 3. Prioritize implementation of Comprehensive Plan when possible

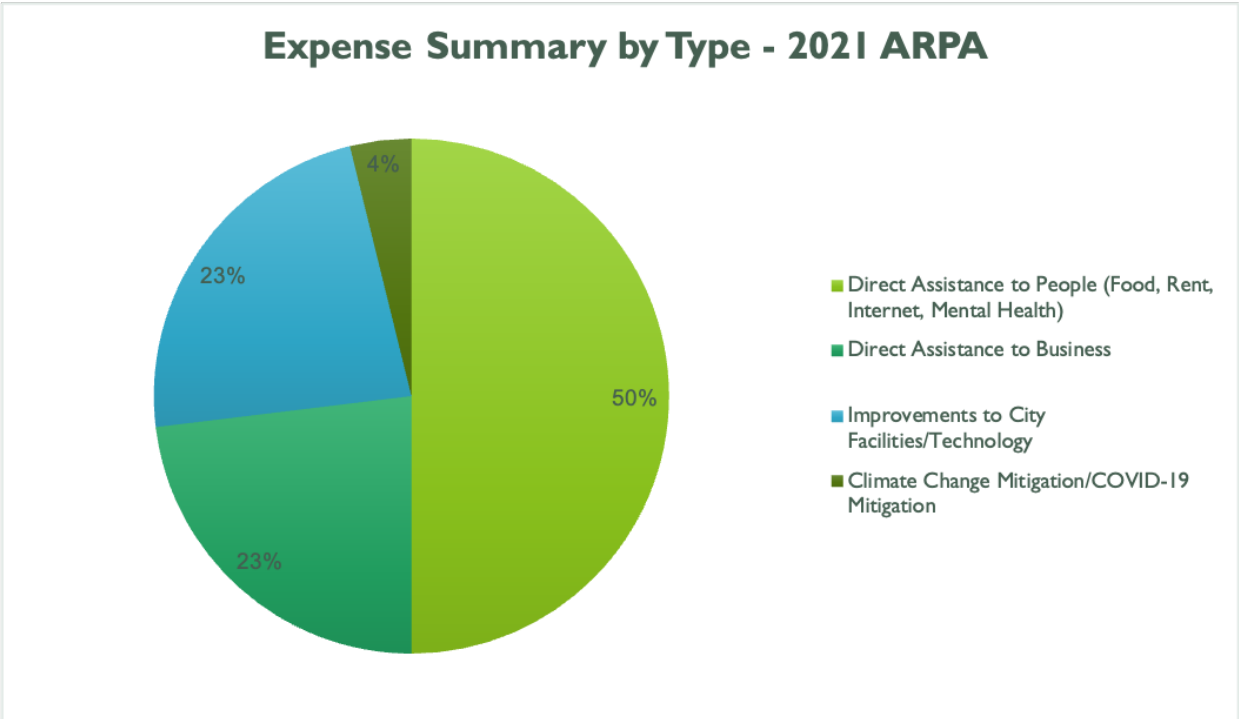
Specific Considerations

All uses of the funding must be tied to one of four overarching federal categories:

- 1. Respond to the COVID-19 pandemic or its negative economic impacts;
- 2. Premium pay for essential workers;
- 3. Replace lost public sector revenue;
- 4. Sewer, water, and broadband infrastructure projects.

It was especially important to use a race and equity lens when developing implementation plans to ensure that the City’s most unserved and underserved populations would be a primary focus of recovery investment, as black, indigenous, and people of color (BIPOC) communities and low-income individuals were disproportionately affected by the pandemic.

The following table highlights the types of program areas to be funded, with 77% going directly to serve the community.



Priority Area 1: Mental Health Assistance Expansion

The COVID-19 pandemic increased the demand for mental health services and disproportionately affected individuals needing mental health support, especially children, those with pre-existing mental illness, and people in crisis. By putting a focus on connecting individuals to available mental health resources, expanding services, and providing training and support to raise awareness of mental health and reduce the stigma of treatment, the expansion of mental health assistance is an essential recovery function.

TYPE: Direct Assistance to People

Goals:

1. Expand and increase current mental health services available to residents, especially those most negatively affected by the COVID-19 pandemic
2. Decrease the community impact of untreated mental illness
3. Implement Comprehensive Plan: Community Services and Facilities Topic 2: Education-Schools

Investment: \$400,000

Edina Police Department Mental Health Unit (\$258,000)

Utilize existing Police-Mental Health Collaboration Toolkits and best practices from other Mental Health Units to implement an Edina Police Department Mental Health Unit by expanding the number of service hours of the existing police department Social Worker and provide specially trained, dedicated officer support to respond to mental health-based calls for service.

Performance Measures:

1. Number of calls for service involving people with mental health issues referred to the Mental Health Unit through December 2022.
2. Number of new referrals to social service providers by the Mental Health Unit through December 2022.
3. Number of hours of service provided by Mental Health Unit officer(s) and Social Worker(s) through December 2022.

Edina Education Fund Heal Together Campaign (\$142,000)

Support increasing mental health programming needs through the Edina Education Fund's Heal Together Campaign for Edina Public Schools. Programming includes school-based mental health providers, district-wide staff training, summertime mental health support, benevolence funding, and community education. The funding will meet anticipated programming needs through the 2021/2022 school year.

Performance Measures:

1. Percentage of funding used for mental health programming by December 2022.
2. Total number of students accessing programs and services through December 2022.
3. Number of economically vulnerable students accessing aid and services through December 2022.
4. Percentage of students reporting an increase in supportive relationships by December 2022.

Priority Area 2: Food Assistance

Many Edina residents directly impacted by the economic effects of the COVID-19 pandemic are still experiencing food insecurity. Providing direct food assistance to residents with the most need is an essential recovery function to ensure basic needs can be met quickly and efficiently.

TYPE: Direct Assistance to People

Goals:

- 1. Reduce food insecurity and expand healthy food access to Edina residents.
- 2. Expand resource navigation and outreach efforts already available to ensure eligible individuals are enrolled in existing programs.

Investment: \$100,000

Contract with Volunteers Enlisted to Assist People (VEAP) to provide funding for direct assistance to Edina residents experiencing food scarcity. Funding will be used to purchase food and ensure that transportation/delivery options are available as needed through December 2022 (or until all funds are exhausted).

Performance Measures:

- 1. Number of Edina households served by food assistance through December 2022.
- 2. Percentage of funding that was used to purchase or deliver food assistance through December 2022.

Priority Area 3: Rental Assistance

Many Edina residents directly impacted by the economic effects of the COVID-19 pandemic are still experiencing housing insecurity. Providing direct assistance to renters with the most need is an essential recovery function to ensure basic needs can be met quickly and efficiently.

TYPE: Direct Assistance to People

Goals:

- 1. Reduce housing insecurity and facilitate housing access for Edina residents.
- 2. Expand resource navigation and outreach efforts to ensure eligible individuals and landlords are enrolled in existing programs.
- 3. Continue the implementation of the Comprehensive Plan: Housing Topic 2 – Housing Affordability.

Investment: \$300,000

Contract with Volunteers Enlisted to Assist People (VEAP) to provide funding for direct assistance to Edina residents experiencing housing insecurity. Funding will be used to 1) subsidize rent, utilities, and deposits to provide housing stability for eligible applicants and 2) provide an Edina-based application process to quickly connect residents to services and support through more direct channels.

Performance Measures:

- 1. Number of Edina residents that utilized rent, deposit and utility assistance through December 2022.
- 2. Number of residents that received assistance that were able to avoid eviction through December 2022.

Priority Area 4: Small Business Support

Small businesses and the local organizations that support small businesses were hit hard by the pandemic. Resources are needed urgently to support the efforts of local establishments to weather the economic effects of the pandemic and invest in new and revised ways of connecting with members and customers to ensure future economic wellbeing.

TYPE: Direct Assistance to Business

Goals:

1. Mitigate the negative economic impact of the COVID-19 pandemic for Edina small businesses and the organizations that support local businesses.
2. Strengthen the local economy
3. Implement the Comprehensive Plan: Economic Competitiveness and Economic Development Goals 3 and 4, 5, 6, 7

Investment: \$600,000

A. General Support for Small Business (\$200,000)

Facilitate the delivery of direct technical services to local businesses negatively impacted by the pandemic. Services could include 1) Website and Search Engine Optimization and 2) Public Relations and Social Media Support. City staff will issue Request for Proposals (RFP) for vendors that provide program services to eligible businesses. Priority will be given to qualified Edina-based contractors that respond to the RFP. Eligible businesses shall apply for program services; there will be a four-week enrollment period and businesses will be selected after on a first-come, first-served basis. Eligibility requirements will be strictly enforced (businesses must have a physical location in Edina, have experienced a negative economic impact by the COVID-19 pandemic, maximum annual revenue of approximately \$1.5 million – Edina location, etc). Businesses that received funding through the 2020 Small Business Emergency Assistance Program will be encouraged to apply. Once vendors are selected, the City Attorney will prepare service agreements for enrolled businesses.

Performance Measures:

1. Percentage of businesses enrolled in program in good standing on December 31, 2022
2. Number of hours of direct service provided to eligible businesses through December 2022
3. Total number of businesses served through December 2022
4. Increase in customer traffic of enrolled businesses as of December 31, 2022

B. Investment in Edina Theater: Small Business Targeted Support (\$200,000)

Offset the negative economic impact of the pandemic and incentivize the reopening of Edina Theater by investing in the rehabilitation and repair of the facility. The City will work directly with the property owner to reimburse for brick and mortar facade or COVID-19 mitigation improvements. The City Attorney will prepare a funding agreement prior to delivery of the funds.

Performance Measures:

1. Number of new jobs created by December 2022
2. Number of days open in 2022
3. Amount of private investment required to reopen the facility as of December 2022

C. 50th and France Business and Professional Association Assistance (\$100,000)

Offset the negative economic impact of the pandemic for the 50th and France Business and Professional Association. The Association is focused on website upgrades, running new programs and making capital

investments that respond to the economic effects of the COVID-19 pandemic. The City Attorney will prepare a funding agreement prior to delivery of the funds.

Performance Measures:

1. Percentage increase of new and returned business association members (2020/2021/2022)
2. Percentage of increased revenue of the business association through December 2022
3. Number of new and substantially revised events or services provided by December 2022

D. Edina Chamber of Commerce Business Assistance (\$100,000)

Offset the negative economic impact of the pandemic for the Edina Chamber of Commerce. The Chamber is focused on providing programs and services that support entrepreneurs and the local business community, and responding to the economic impacts of the COVID-19 pandemic by developing an educational series and providing micro-grant funding to new Edina start-up businesses and individual entrepreneurs. The City Attorney will prepare a Funding Agreement prior to delivery of the funds.

Performance Measures:

1. Percentage increase of new and returned chamber members through December 2022
2. Percentage of increased revenue of the chamber through December 2022
3. Number of new entrepreneurs supported by micro grants through December 2022

Priority Area 5: Community Broadband Expansion

The disparity in access to high-speed broadband was exacerbated by the COVID-19 pandemic. Availability, cost, and reliability can directly affect an individual's access to education and employment. Expanding broadband access is an essential recovery effort.

TYPE: Direct Assistance to People

Goals:

1. Provide reliable and affordable broadband access to Edina residents.
2. Implement Comprehensive Plan: Economic Competitiveness Goals 6 and 7

Investment \$500,000

Engage Comcast in the Internet Essentials Partnership Program and offset the cost of broadband internet access for eligible residents. The funding is estimated to support approximately 2100 accounts (households) through December of 2022. Eligibility will be determined based on household income and shall be offered to residents living in single family homes, rental properties that are government-aided, and other multi-family housing.

Performance Measures

1. Number of accounts (individual or family unit) enrolled in the program by December 2022.
2. Number of households that are below 100% federal poverty guidelines.
3. Number of BIPOC or non-English speakers enrolled in the program.

Priority Area 6: Broadband Connections for City Utility Facilities

Aging infrastructure and outdated technology can hinder the City’s delivery of utility services and reduces the speed that issues are identified and resolved, directly impacting the service the City is able to provide the public. People who have the most need are disproportionately affected by service interruptions. Broadband infrastructure installations are an eligible category of expense.

TYPE: Improvements to City Facilities/Technology

Goals:

1. Update existing monitoring infrastructure connections at City utility facilities to broadband.
2. Implement Comprehensive Plan: Water Topic 1, Stormwater Topic 3, and Sewer Topic 1 and 4

Investment \$300,000

The City shall work directly with LOGIS to design and implement broadband connections at the following City utility facilities:

- Sanitary Lift Station 3
- Sanitary Lift Station 4
- Sanitary Lift Station 14
- Municipal Water Well 2
- Municipal Water Well 4
- Municipal Water Well 15

Performance Measures:

1. Number of miles of new broadband infrastructure installed by December 2022.
2. Number of new broadband infrastructure connections installed by December 2022.

Priority Area 7: 1000 Trees Initiative

With a dual focus on reducing the spread of COVID-19 and utilizing climate change mitigation strategies to respond to the effects of health disparities and the social determinants of health that exacerbated the impacts of the pandemic for Edina residents that have the most need, the planting of new trees in the City will promote outdoor activity, improve air quality, reduce exposure to ultraviolet radiation and excess heat, and reduce stress. The specific location of tree installations can have stacked social and health benefits, leading to a stronger, inclusive and more equitable recovery.

TYPE: Climate Change Mitigation/COVID-19 Mitigation

Goals

1. Promote healthier living environments, and outdoor recreation and socialization, to mitigate the spread of COVID-19
2. Increase air quality and tree cover for populations disproportionately impacted by the pandemic
3. Continue implementation of Comprehensive Plan: Parks, Open Space and Natural Resources Goals; Parks, Recreation, and Trails Strategic Plan; and goals outlined in the *draft* Climate Action Plan

Investment: \$100,000

Procure and plant 1000 new trees from Minnesota-based vendors on both public and private property by November 2022. Priority shall be given to planting locations in the south-east quadrant of the City of Edina, in areas identified in the Climate Vulnerability Assessment, and near multi-family and affordable housing. The City shall purchase Climate Adaptive Species of trees such as bur oak, hackberry and basswood that are approximately 4' to 7' feet tall. Maintenance agreements will be required for all private property installations.

Performance Measures

1. Total number of new trees planted by December 2022.
2. Percentage increase of City-wide tree canopy cover by December of 2022.
3. Percent increase of air quality improvement at multi-family housing locations by December 2022.

Priority Area 8: Community Health Software Upgrade

The Health Division currently utilizes many different software programs for the tracking of services and data, resulting in inefficient cross-section data management and reporting, and requiring more staff time to input data. In addition, there are currently no databases for bias and discrimination complaints and reporting. The Center for Disease control identified stigma as a basis of discrimination during the COVID-19 pandemic. Certain racial and ethnic minority groups, individuals with disabilities, emergency responders and healthcare workers, people who have underlying health conditions, and individuals living in congregate setting are more likely to experience discrimination due to COVID-19. Efficient and effective health data and tracking mechanisms are an essential public health response.

TYPE: Improvements to City Facilities/Technology

Goals:

1. Purchase, install, and train staff on new Community Health Software
2. Implement continuity in the tracking of reports of bias and discrimination
3. Implement Comprehensive Plan: Community Health Goal I

Investment \$300,000

The City shall purchase and install new health software that will be used by staff across multiple departments.

Performance Measures:

1. Percentage increase in overall data capture by December 2022.
2. Number of bias and discrimination complaints logged by December 2022.
3. Percentage reduction in time to resolution of overall logged complaints by December 2022.