



City of Arvada

City Council Agenda

OCTOBER 25, 2021
WORKSHOPS

Councilmembers:

Marc Williams, Mayor
Dot Miller, Mayor Pro-Tem
Bob Fifer, At large
Nancy Ford, District 1
David Jones, District 4
John Marriott, District 3
Lauren Simpson, District 2

Staff Members Usually Present:

Mark Deven, City Manager
Lorie Gillis, Deputy City Manager
Rachel Morris, City Attorney
Don Wick, Director of Public Works
Sharon Israel, Director of Utilities
Ryan Stachelski, Dir. of Community & Economic Development
Bryan Archer, Director of Finance
Rob Smetana, Manager of City Planning & Development
Ben Irwin, Chief Communications Manager
Kristen Rush, City Clerk

Info: 720-898-7550

THIRD FLOOR CONFERENCE ROOM EXECUTIVE SESSION 5:00 P.M.

Legal Advice, Pursuant to CRS 24-6-402(4)(b) Relating to a new Employment Claim

CITY COUNCIL CHAMBERS 6:00 PM

1. CALL TO ORDER/ROLL CALL OF COUNCILMEMBERS
2. WORKSHOPS
 - A. Communications and Engagement Update
 - B. American Rescue Plan Act Presentation
 - C. Staff Updates
3. ADJOURNMENT



REPORT TO CITY COUNCIL WORKSHOP

AGENDA ITEM
2.A.

TO: THE HONORABLE CITY COUNCIL

DATE: October 25, 2021

SUBJECT: Communications and Engagement Update

Report in Brief

The purpose of this workshop agenda item is to provide an update to the Arvada City Council on the City team's implementation of a comprehensive communications and engagement strategy and to receive feedback from the City Council about current and longer-term strategies.

Recognizing the need to evolve how the City of Arvada engages and communicates with the various segments of our community and the City team, City Council included a strategic result in its 2020-25 strategic plan that by December 2020 the City would implement a comprehensive communications and engagement strategy. The workshop discussion is expected to include an update on the City's implementation of that strategy, a progress report on efforts to grow community engagement and enhance marketing efforts, and highlighted work efforts and results from the past year, including from specific work systems.

In addition to general discussion and feedback about the City's public involvement efforts, the City team seeks feedback on the following specific questions:

- Does the Council have feedback on the direction of the City's communications and engagement efforts?
- What strategies and activities would the Council like to see the City team explore and integrate into the overarching strategy?

Background

The City continues to implement an updated communications and engagement strategy that has been built on a strong foundation of previous efforts. Examples include sector-based policing, robust community engagement in support of the City's Comprehensive Plan and the Neighbors Connected program. At the same time, the City's commitment to Organizational Development and the Journey to Excellence through the Baldrige Excellence Framework, provides valuable opportunities to support internal communication and engagement among the City team.

The City has built a portfolio of communications and engagement tools to support this work, including a well-used external website, the Arvada Report (a printed newsletter delivered to every resident and business that is consistently rated highly among the community as a source of City information), a re-energized online customer relationship management platform (Ask Arvada), Speak Up Arvada (the City's online engagement platform) and the Weekly Briefs (an internal email newsletter with an above-industry-standard open rate). In addition to these tools, the City has developed strong partnerships with local businesses, nonprofit organizations, faith-based organizations and other area governments that have strengthened the City's ability to effectively communicate with and involve the community.

Recognizing the need to evolve how the City of Arvada engages and communicates with the various segments of our community and the City team, City Council included a strategic result in its 2020-25 strategic plan that by December 2020 the City would implement a comprehensive communications and engagement strategy. To achieve this strategic result, the City team has collaboratively developed strategy, processes, tools and evaluation methods to facilitate meaningful

communication and engagement among a diverse community and the City team to support transparency and informed decision-making, and to build trust, understanding, and involvement with City issues and activities.

In 2019, the team's focus was on assessing existing teams, processes and tools, and on framing the strategy, which was presented to the City Council in October 2019, and which has three primary components:

1. an Engagement Framework,
2. a set of supporting strategies and
3. a series of plans and guidelines that drive implementation of the strategy.

The purpose of the comprehensive strategy is to achieve more-informed decision-making, stronger community and team cohesion, reduced risk in policy development and implementation, and a City that is more responsive to community needs.

The Engagement Framework articulates a set of principles for good public involvement (including striving to achieve engagement that is purposeful, meaningful, inclusive and diverse, transparent, and accessible) and an optimal process for involving the right people, at the right time, and at the right level of participation based on the problem to be solved or decision to be made. The related strategies and plans directly support four focus areas, including:

1. Community engagement,
2. Internal communications,
3. External communications and
4. Marketing.

The work to support the framework and the related strategies and plans has continued with updates to the City's traditional public relations program, and examples include improving internal communications with an updated intranet (called Inside Arvada) and Weekly Briefs, fully implementing an editorial calendar rooted in the City Council's strategic focus areas, supporting Arvada Media Services to focus on marketing of City successes through improved storytelling and continuing to evolve core teams to improve the use of City websites and social media.

In 2020, the team continued to develop the plans, processes and measures that demonstrate full implementation. In addition to this work, the team supported citywide efforts, including the response to the COVID-19 pandemic, support of a more consistent and improved customer experience for people in need of information or help from the City, efforts to meet the requirements of the Americans with Disabilities Act, and the City's focus on diversity, equity and inclusion.

So far in 2021, the team has continued to support the City's response to the pandemic as well as recent tragic events affecting our team and community. The team has also focused on expanding the organization's capacity to conduct effective public involvement across the work systems and departments. This work included adding a dedicated position, approved for the 2021-22 budget, to coordinate citywide public involvement activities and integrating the Neighborhood Engagement Program within the Civic and Community Engagement line of business of the City Manager's Office. In addition to community engagement, the team continued to improve public relations, by expanding the City's marketing approach and coordination of media relations. Some examples of success in the team's efforts include:

- 55% increase in people engaging with Speak Up Arvada
- 43% increase in the amount of time people spend watching City videos
- 43% increase in citywide social media engagement rate
- 14% increase in pageviews on Arvada.org

The workshop will include additional performance reporting as well as an update on how communications and engagement is progressing across City Council's strategic focus areas.

Strategic Alignment

Recognizing the need to evolve how the City of Arvada engages and communicates with the various segments of our community and the City team, City Council included a strategic result in its 2020-25 strategic plan that by December 2020 the City would implement a comprehensive communications and engagement strategy. This result supports the Council's strategic Priority Area of Organization and Service Effectiveness. That priority includes several principles that drive communications and public involvement for the entire organization, including the responsibility to provide:

- Communication and engagement services to City Council, the community and the organization to support transparency and maintain public trust.
- Multiple information platforms and data to the community to support its ability to engage in community governance, exercise civic responsibility, and easily access and share public information.

In addition to the Organizational and Service Effectiveness strategic priority, the other priority areas include related principles, strategic results and milestones that both support and are supported by the City communications and engagement strategy.

Next Steps

Next steps in the implementation of the communications and engagement strategy include continuing to apply lessons learned from activities related to the City's pandemic response and support of diversity, equity and inclusion to integrate tools and processes that enrich public involvement. The team will also focus on expanding our marketing approach, replacing the City's outdated website, implementing the next phase of the Community Survey, and the relaunch of the Neighbors Connected program, among other areas of work.

Prepared by:

Ben Irwin, Chief Communications Manager

Reviewed by:

Gail Walker, Legal Specialist-Contracts 10/5/2021

Approved by:

Rachel Morris, City Attorney 10/6/2021

Lorie Gillis, Deputy City Manager 10/13/2021

Mark Deven, City Manager 10/13/2021

Enclosure, exhibits & attachments required to support the report

Communications and Engagement

10/25/21 Update



Overview

Strategy Review

Work systems update

- Safe Community
- Infrastructure
- Community and Economic Development
- Vibrant Community and Neighborhood
- Organizational and Service Effectiveness

Marketing Update

Community Engagement Update

- Overview
- AIP: Expanding public participation
- Ask Arvada Launch
- Speak Up Arvada

Results

Next Steps



Strategy Review



City Council Strategic Plan 2020 - 2025



We Dream Big and Deliver

1st Revision by Resolution
R20-047 on June 1, 2020



Strategy Review

- International Association of Public Participation (IAP2)
- Purposeful, Meaningful, Inclusive and Diverse, Transparent, Accessible
- More informed decision-making, strong cohesion, reduced risk, a more responsive City

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the community with balanced and objective information to help in understanding the decision, issue or problem.	To obtain feedback about analysis, alternatives or decisions.	To work directly with the community throughout the process to ensure issues and concerns are consistently understood and addressed.	To partner with the community in each aspect of the decision, including the development of alternatives and the identification of preferences.	To place final decision-making in the hands of the community.
PROMISE TO THE PUBLIC	We will keep you informed and answer your questions.	We will keep you informed, listen to feedback and describe how input influenced the decision.	We will work with you to ensure that your concerns and issues are directly reflected in alternatives.	We will look to you for advice in creating alternatives and solutions.	We will implement what you decide.
ROLES	The community accesses City information channels and takes steps to understand key issues and ask questions.	The community member is informed about the issue or decision and is engaged in providing feedback.	The community helps define the issue or problem and takes steps to understand the technical details and help identify options.	The community is a collaborator, identifying and honoring various stakeholder perspectives, seeking compromise and making informed decisions.	The community member has taken steps to understand the issues and options in order to make an informed decision.
EXAMPLE TOOLS	• Fact sheets • Websites • Social media	• Open houses • Public comment • Focus groups • Surveys	• Workshops • Polling	• Advisory committees • Participatory decision-making	• Ballots • Delegated decisions



Strategy Review



Engagement Framework

- Principles
- Outcomes
- Expectations
- Stakeholders
- Process



Supporting Strategies

- Engagement
- Internal
- External
- Marketing



Planning and Implementation

- Plans
- Audience Segmentation
- Guidelines
- Measurement/ FOCUS



Strategy Review

2

Supporting Strategies / Programs

Community Engagement

Citywide strategy, coordination, processes, tools and evaluation to ensure consistent and coordinated public involvement for positive outcomes.

External Communications

Information and engagement services that keep people informed and involved in the decisions about their local government.

Internal Communications

Information and engagement services to help the team do their best work and deliver high-quality customer service.

Creative Services (Marketing)

Design, video, graphics and print support to motivate people to engage with the community and local government.



Strategy Review

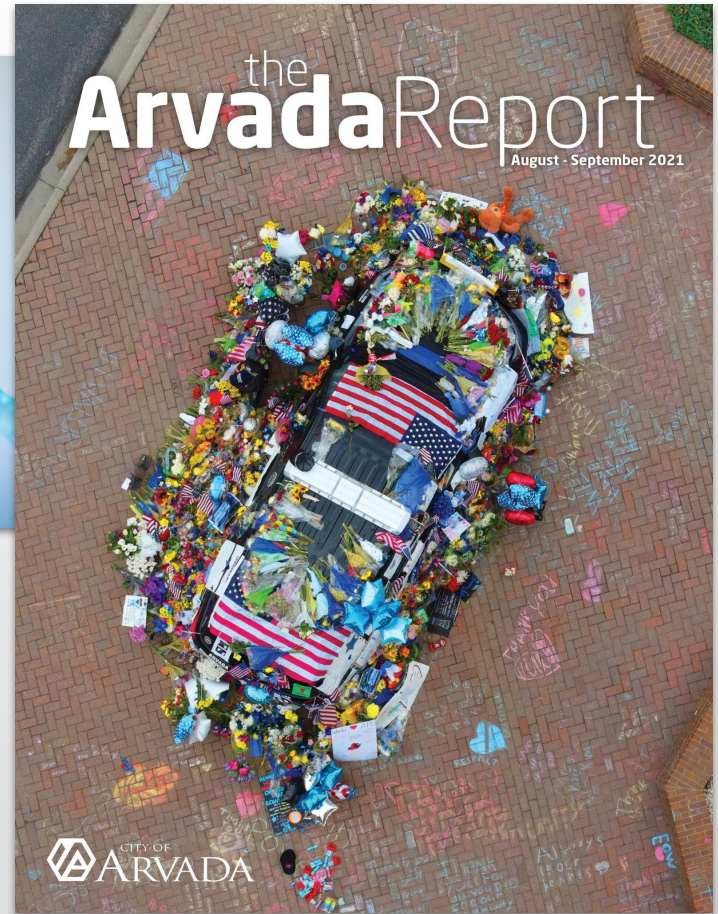
- Integrated and coordinated communications
- Improved scheduling
- Seeking and listening to the voice of the customer



Challenges



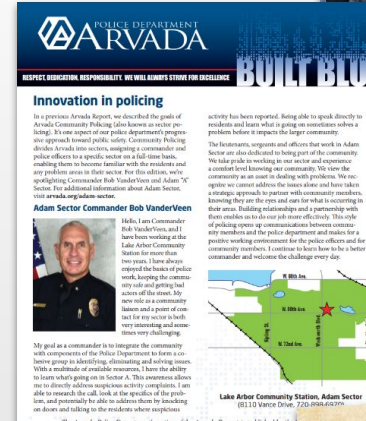
In memory of
our colleague
Joe Herrin



Work Systems - Safe Community

Structure change and more listening

- The rank of Lieutenant has done more than provide additional supervision
 - Commanders = Key Communicators
 - Monthly Sector Reports
 - Single point of contact per Community Station
 - “Commander Ron” reenergizes “Siren Says”
- CueHit goes live Nov. 1!
 - Consumer feedback program
 - Text survey to reporting community members
 - Opens a gateway for dialog
- Seeking more ways to provide context and transparency to the community.



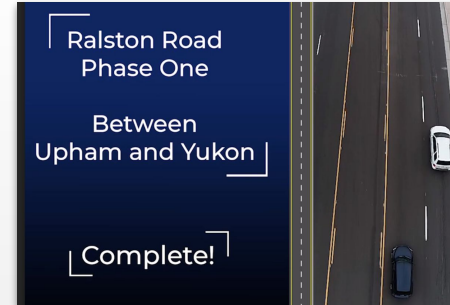
Work Systems - Infrastructure

Major Accomplishments

- Infrastructure Communication and Engagement Plan
- Support for Organized Waste Hauling
- Public information support for Bond projects

Future-focused on increasing awareness of value of infrastructure for the community, build trust & transparency

- Water utilities communications
- Infrastructure marketing
- ADA Transition Plan



Are you getting ready for the City's Waste & Recycling Program? You can find your new service day on a searchable map: bit.ly/*****/. A paper calendar will also arrive this month in the mail. The first week of trash service is July 5 (no delay for the Fourth of July).



10:59 AM - 11 Jun 2021



Work Systems - Community and Economic Development

- Arvada Economic Development Association (AEDA) Community Engagement Plan - implementation 2022.
- Communication and engagement support for the sub-area planning efforts.
- Assisting applicants, supporting additional promotion of neighborhood meetings.



WHAT IS SUB-AREA PLANNING?

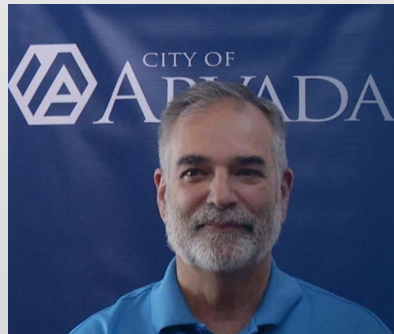
- type of long-range planning for a limited geographic area within the City
- focus on goals and policies for topics like:
 - land use
 - urban design
 - architectural design
 - transportation

- The City has 3 Sub-Area Plans:
- Square Lake (Partnership along Sheridan and I-70)
 - New Town (area south of Olde Town)
 - **Northwest Arvada**

Visit [ADVANCEARVADA.ORG](https://www.advancearvada.org) for more info



General Sub-Area Plan Approach



“It is very important to understand how the community is developing around traffic, housing and businesses.”

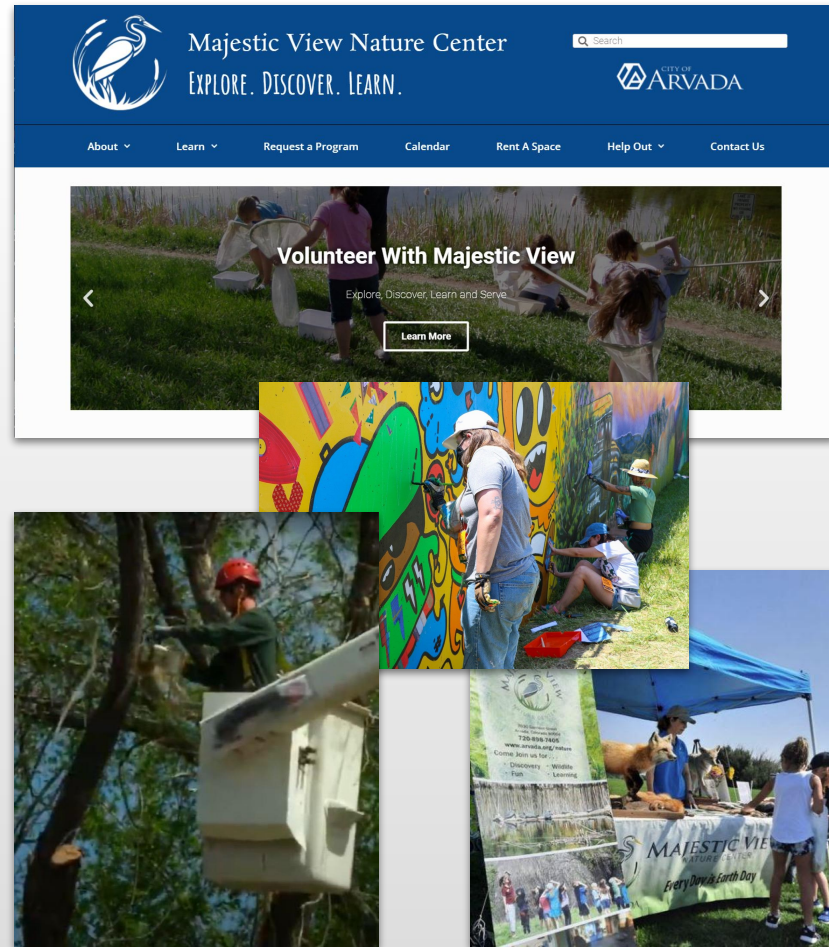
Edward
Arvada Resident

[AdvanceArvada.org](https://www.advancearvada.org)



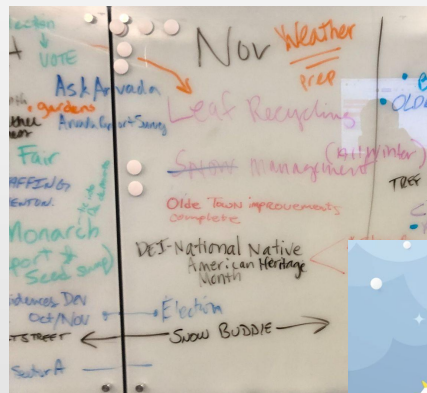
Work Systems - Vibrant Community and Neighborhoods

- Draft communications plan
- Launch of a new Majestic View Nature Center website
- MVNC pop-up engagements in parks
- Improved communications coordination
- Renewed focus on marketing of VCN amenities
- Continued use of Speak Up



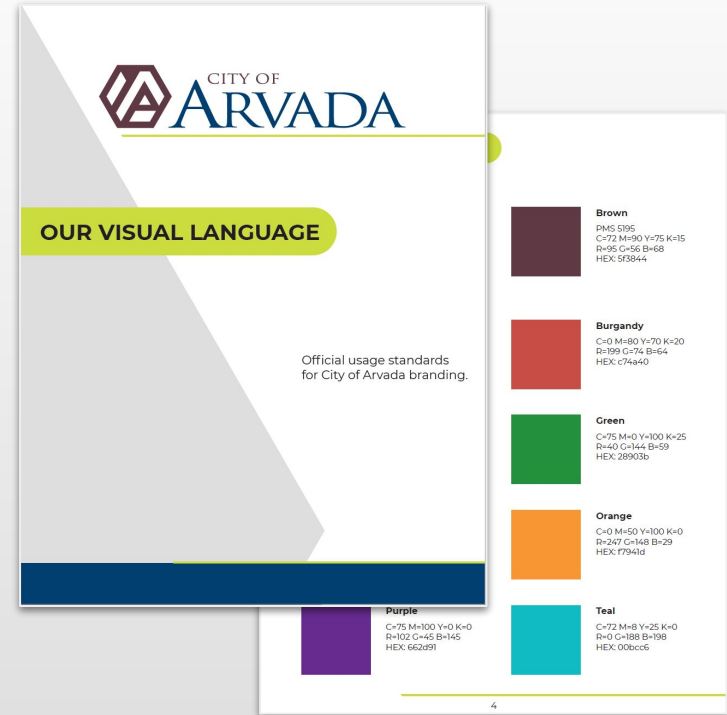
Work Systems - Organizational and Service Effectiveness

- Arvada.org user experience study
- Holiday special
- Top workplace coverage
- Editorial meeting / Arvada Report planning
- Updated use of water bill insert
- Retiree newsletter
- Community engagement hotline (720-898-7654)



Marketing Update

- Coordinated public relations / media outreach
- Increased focus on capturing the voice of the customer
- Increased focus on City success stories
- Pathways for empathy and connection to the City
- Standardized approach to water tower lighting



City Of Arvada To Upgrade Website, Survey Launches

Arvada.org hasn't been revamped in five years, the city said

Amber Fisher, Patch Staff

Posted Thu, Jun 17, 2021 at 11:59 am MT

Like 1 Share



The city of Arvada is planning to upgrade its website, officials announced. (Shutterstock)

ARVADA, CO — The city of Arvada is gathering feedback from residents on the design of a new city website, which is scheduled to be unveiled in 2022, according to the project website.

RALSTON ROAD PROJECT

**Attention:
Night work**

**9/27 - 10/2
7PM - 5AM
Single lane traffic**



"On winter mornings often we look out our windows and discover that our sidewalks and often our drive have been magically cleared of snow by one of our kind and hardworking neighbors."

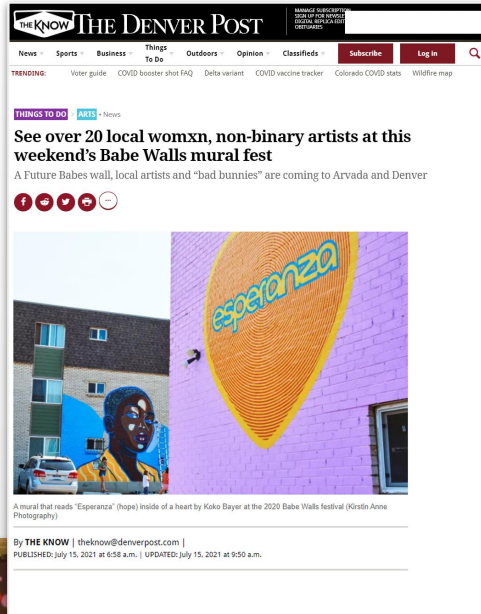
- Speak Up Arvada user MostlySunny

#FindTheGood



Olde Town Arvada's pandemic street closure to **BECOME PERMANENT GATHERING SPOT**

Everything changed for local governments in March 2020, and the many other local governments that adopted disease prevention, from public safety and public health issues to economic recovery.



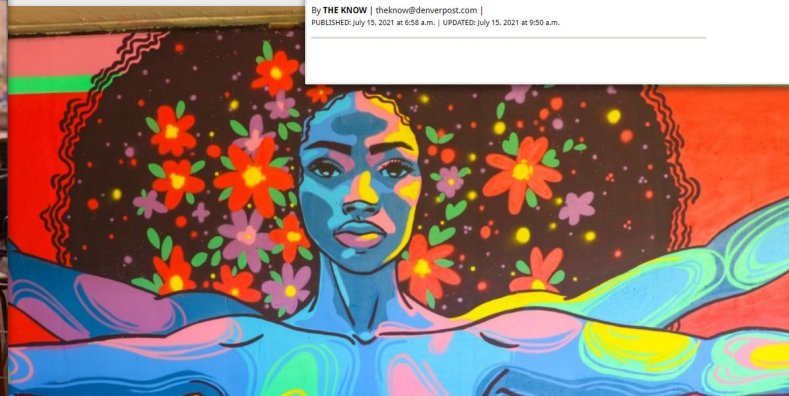
See over 20 local womxn, non-binary artists at this weekend's Babe Walls mural fest

A Future Babes wall, local artists and "bad bunnies" are coming to Arvada and Denver



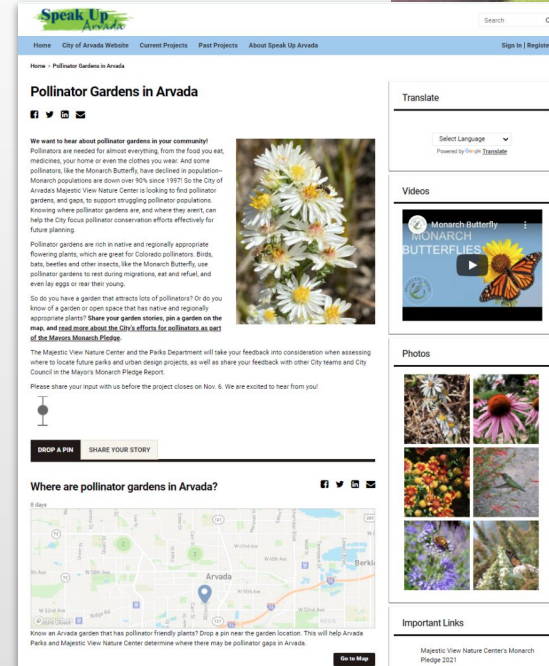
A mural that reads "Esperanza" (hope) inside of a heart by Koko Bayer at the 2020 Babe Walls festival (Kirstin Anne Photography)

By THE KNOW | theknow@denverpost.com | PUBLISHED: July 15, 2021 at 6:58 a.m. | UPDATED: July 15, 2021 at 9:50 a.m.



Community Engagement Update

- Welcomed new engagement coordinator to the City
- Neighborhood engagement transitioned to OSE, re-launching in 2022
- Refocus on in-person engagement
- Hybrid meeting participation
- Increased Speak Up engagement



New Ask Arvada Launched!

Does our current online request service have you feeling blue?



COMING SOON!

New and improved. Starting soon.



Tired of an outdated user experience?



Don't throw away your computer! ASK ARVADA!

UPDATED

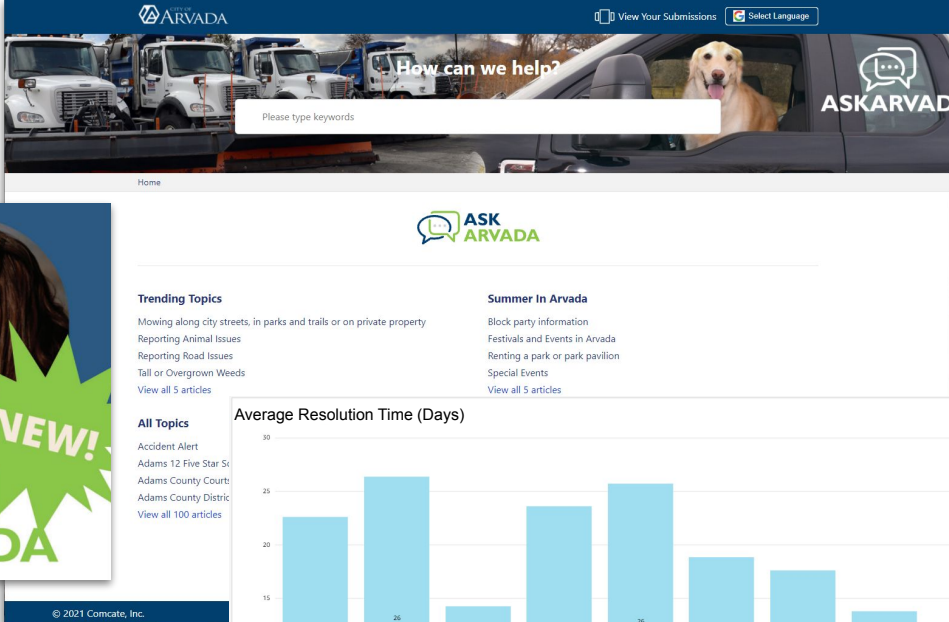


Yelling your questions about City service not getting results?



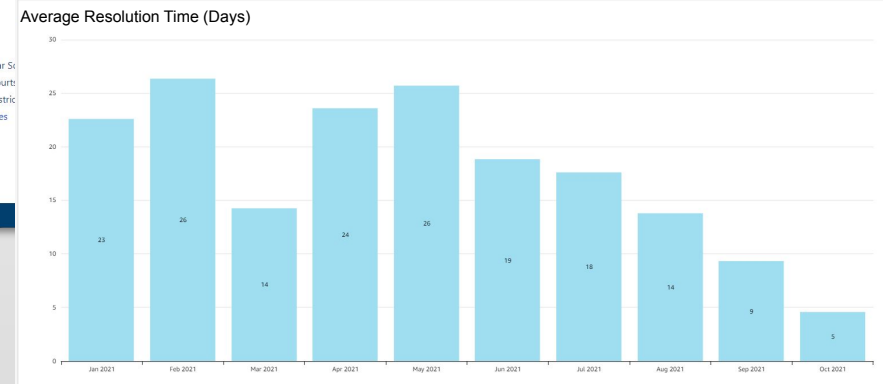
Don't yell. ASK ARVADA!

NEW!

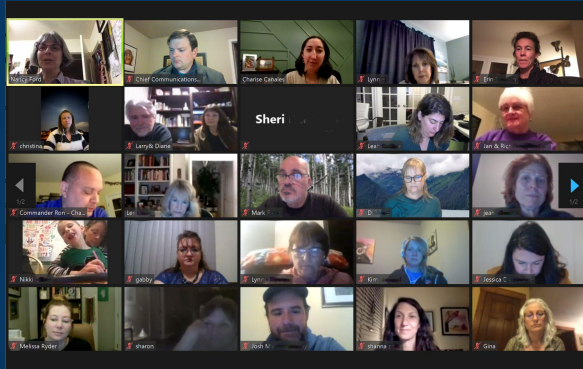


The screenshot shows the top of the Ask Arvada website. It features a header with the City of Arvada logo, a search bar with the text "How can we help?", and a "Please type keywords" input field. Below the header, there are sections for "Trending Topics" and "Summer In Arvada". The "Trending Topics" section lists: Mowing along city streets, in parks and trails or on private property; Reporting Animal Issues; Reporting Road Issues; Tall or Overgrown Weeds; and a link to "View all 5 articles". The "Summer In Arvada" section lists: Block party information; Festivals and Events in Arvada; Renting a park or park pavilion; Special Events; and a link to "View all 5 articles". At the bottom of the screenshot, there is a bar chart titled "Average Resolution Time (Days)" showing a downward trend from January to October 2021.

© 2021 Comcate, Inc.



2021 AIP: Enhance Public Participation



Objectives:

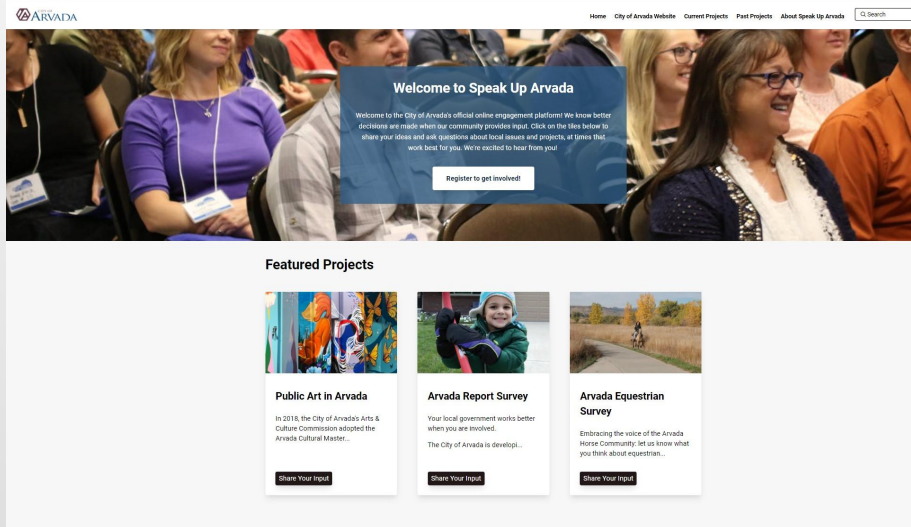
- More convenient ways to attend meetings and share feedback
- Clearer communication and resources to support understanding of agendas
- Expanded translation services
- Easier or clearer access for people with disabilities

Focus Areas:

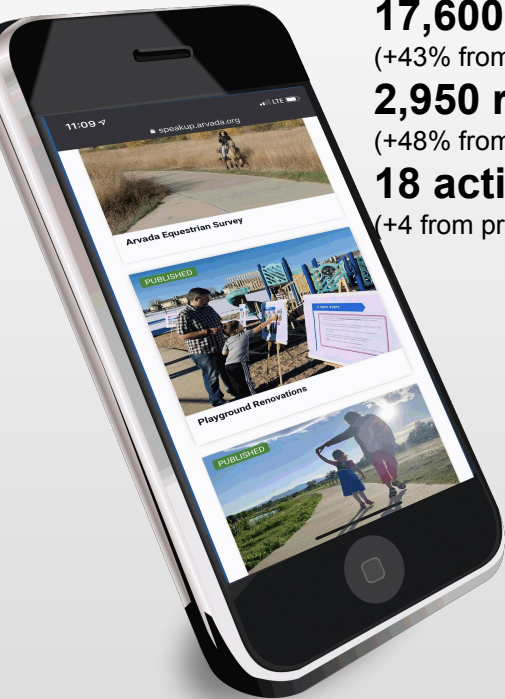
- Virtual/in-person wayfinding
- Remote City Council meeting participation / feedback
- Improve interactivity/experience virtual meetings for both participants and City team members



Community Engagement Update



Results



Speak Up Arvada (10/20-9/21)

17,600 visits

(+43% from previous year)

2,950 register participants

(+48% from previous year)

18 active projects

(+4 from previous year)



1,669 Ask Arvada submissions

(since Aug. 17, 2021)



+26% Arvada.org users (515K)

+17% Arvada.org pageviews (1.76M)

(compared to Oct 2019 - Sept 2020)



+43% Social Media Engagement

(total engagements divided by posts, compared to Oct 2019 - Sept 2020)



ArvadaNews e-newsletter

>5,000 Subscribers (+4.8%)

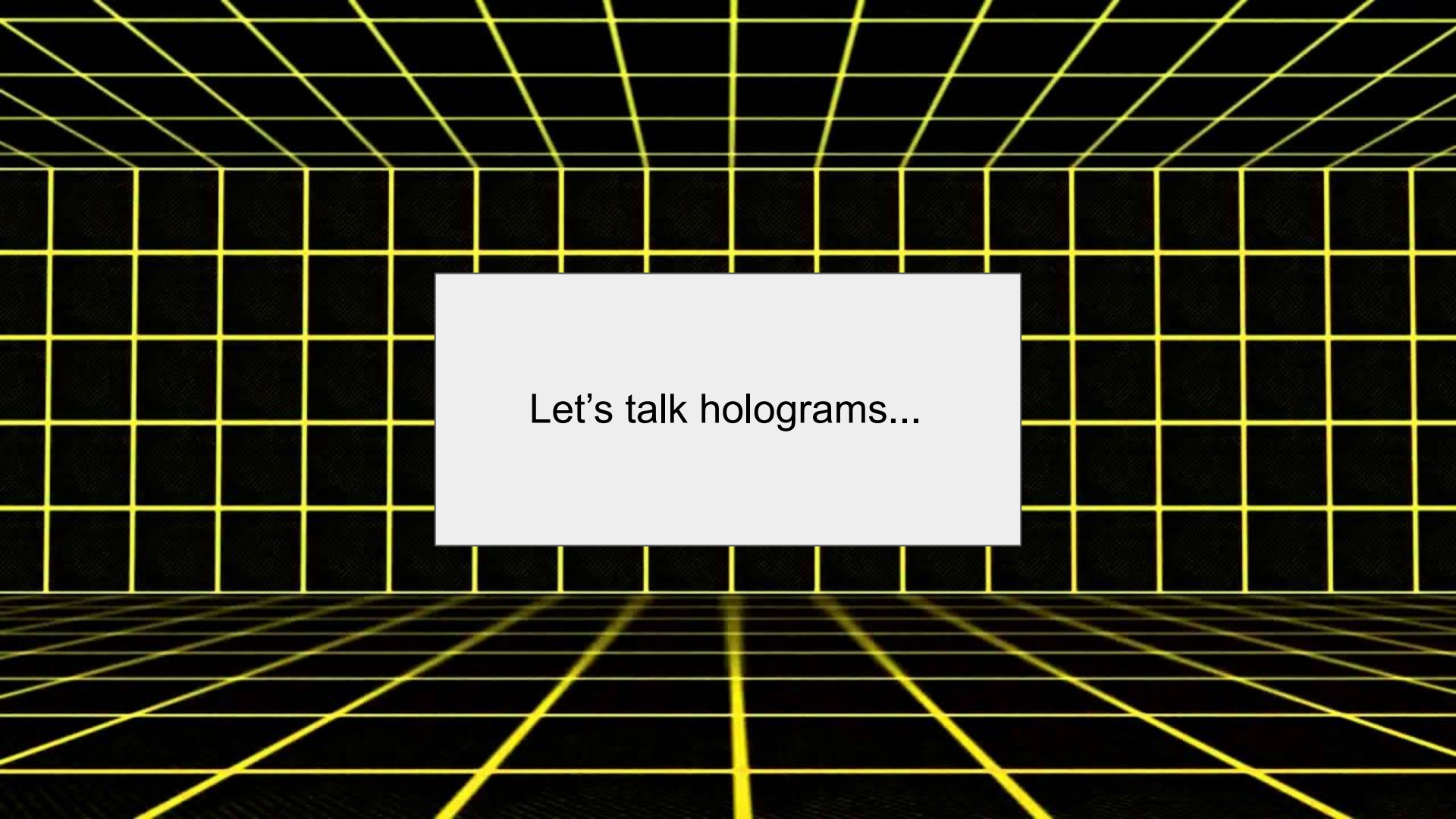
50% Open Rate

(compared to standard of 15-20%)



2021 Opportunities (in review)

- ✓ Improve engagement coordination
- ✓ Plan for new Arvada.org
- ✓ Launch new Ask Arvada
- Continue our support of an accessibility and inclusion
- ✗ Complete marketing plan



Let's talk holograms...

Holograms

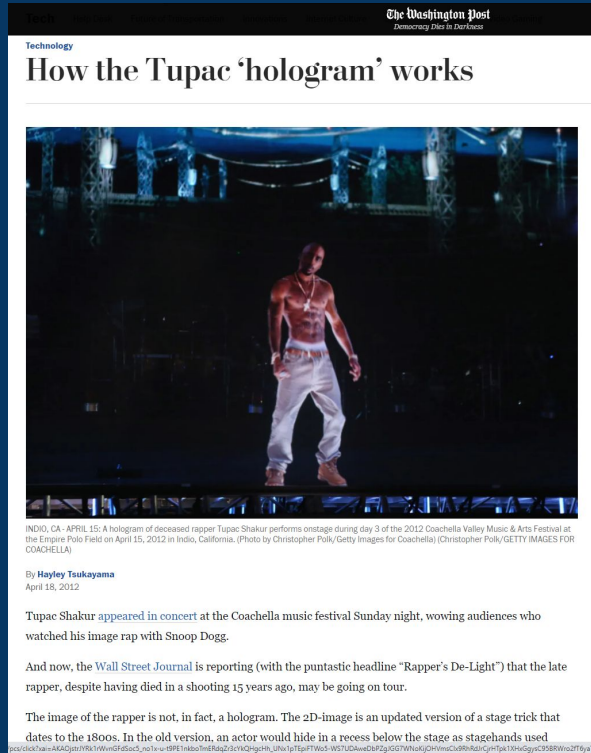


Definition of *hologram*

: a three-dimensional image reproduced from a pattern of interference produced by a split coherent beam of radiation (such as a laser)



Holograms



Challenges

- With increased visual sophistication comes cost
- Flat, projected "virtual assistants" provide limited interactivity at an accessible price point
- Challenging to program



Augmented Reality (AR)



Blippar
@blippar

3D arrows guiding your path, street names popping up around you in Augmented Reality... this isn't the future, it's our **#AR** navigation app AR City! Give it a vote for Best App in the Auggie Awards! You can vote here bit.ly/2FhHdZN



Studio by 3form
@Studioby3form

Inspired by Pokemon Go, a new augmented reality app for architects. bit.ly/2anXDD2 #architecture #design



Augmented Reality in Town Planning

iBoson Innovations Jul 18, 2018 · 3 min read



The need to merge the physical world and the virtual world has been longstanding. The first visualizations of integrating digital content on the



- ⚙️ Replace Arvada.org
- ⚙️ Relaunch Neighbors Connected
- ⚙️ Relaunch an annual community survey
- ⚙️ Continue support of accessibility and inclusion
- ⚙️ Continue development of marketing and an assessment
- ⚙️ Expand in-person/hybrid/digital access to the City, meetings, pop-ups, community stations...even AR!

2022 Next Steps

Thanks to partners!



**STOP THE ABUSE AND
START THE HEALING**

For more information,
and to Donate:
RalstonHouse.org
(720) 898-6741



**SAFETY
SCAVENGER
HUNT**

SATURDAY, OCT. 2 • 10 AM-2 PM

To start your safety adventure:
1. Download the free Go2scavenger app
2. Use code JSW43D or search "Arvada Fire"
3. Once logged in, you will see your mission. Each station you visit will have safety tips and prizes!

Those who complete the scavenger hunt are eligible to win a free pizza dinner delivered from a fire truck!

www.ArvidaFire.com

Hospitality Heroes of Arvada

Brought to you by the Arvada Visitors Center



Devynne Marshall
LUKI

Hospitality is defined as
"the friendly and generous reception and entertainment of guests, visitors, or strangers."

We like to think that we have an abundance of hospitality in our community – from the baristas at our coffee shops to the baggers at our grocery stores. A simple and pleasant exchange or warm smile from one of these people that we see routinely can make a big difference in someone's day.

We wanted to start recognizing a few of the amazing hospitality ambassadors in Arvada and thank them for making our city a place that has a reputation for amazing hospitality for residents and tourists alike.

Do you know of a **Hospitality Hero** in Arvada that deserves some special recognition? Please email jean@visitarvada.org to nominate them. Each Hero that is recognized will be featured in an upcoming issue of the *Arvada Report* and receive a \$250 Old Town Arvada gift card.

Devynne Marshall will be the smiling face greeting you at Arvada's newest brewery, LUKI, in west Arvada. Devynne has been with the brewery since they opened in July of 2020. She was recently promoted to Taproom Supervisor.

Devynne grew up in Arvada but moved away for about eight years; she has thoroughly enjoyed reconnecting with familiar faces and getting to know so many new members of the community. Devynne says the "obvious perk of copious amounts of quality craft beer at her fingertips" is definitely a perk of working at LUKI. She credits the "overwhelming" support of the community to helping them get through their first year.

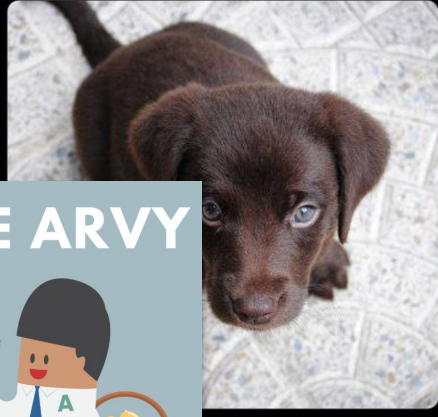
If you have not been to LUKI, Devynne suggests you try the Hop Spinning Hazy, their New England IPA and Rochante, their Mexican Lager.

Devynne believes great customer service means "making customers feel welcome and comfortable in the environment. A smile, with or without the masks, goes a long way."

The Arvada Visitors Center is a non-profit 501(c)(3) organization that works to inspire travel to our community and provides key information to people considering a visit or relocation to Arvada. They have proudly welcomed thousands of guests from around the world since their doors opened on 7305 Grandview Ave. in November 2012.

An investment in visitors is an investment in community. Visitors to Arvada generate sales tax revenue. One quarter of the city's total revenue comes from sales tax dollars. This revenue helps pay for police services, city parks, improvements to infrastructure, and many other services that benefit the entire Arvada community.

visit **arvada** colorado



City of Arvada
@cityofarvada

Don't forget! Arvada law requires dogs to be licensed annually. A dog (or other pet) license may be obtained through Foothills Animal Shelter, any of the four Arvada Police Stations or many local veterinary offices.
bit.ly/3bz5Pkk

BE LIKE ARVY



BE LIKE ARVY

Arvy addresses complaints in person!

If you have a bad experience, ask to speak to the manager or get their contact information, rather than leaving a bad review or heading to social media.

ARVADA RESILIENCY TASKFORCE

Read Arvy's 6 ways to be an #ArvadaStrong customer right now!
ARVADACHAMBER.ORG/ARVY



Thanks to the team!

City team members

Allison Trembly, Communications Manager
- Community and Economic Development

Ben Irwin, Chief Communications Manager

Candice Giffin, Neighborhood Engagement
Coordinator

Det. Dave Snelling, Police Public
Information Officer

Kelley Hartman, Innovation and
Performance Manager

Melissa Ryder, Community Resilience
Coordinator

Rachael Kuroiwa, Communications
Manager - Infrastructure

Steve Milke, Creative Services Designer

Anna Hoover, Majestic View Nature Center
Director

Bun Heng, Printing Technician

Cindy Javelet, Communications Coordinator

Emily Kolm, Community Engagement
Coordinator

Leilani Osmundson, Digital Content
Producer

Noelle Oberg, Organizational Development
Manager

Sherry Nalbach, Media Services Manager

Tomás Martinez, Multimedia Technician

Partners (examples)

Debra Lindgren, Video Producer

Wendy Brockman, Video Producer

Danielle Dascalos, Public Relations

Arvada Economic Development Association

Arvada Urban Renewal Authority

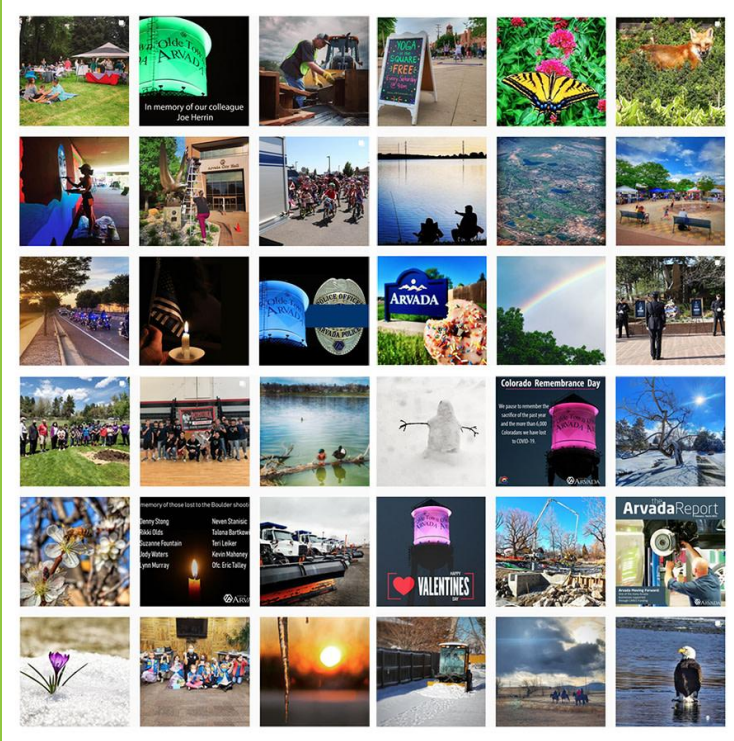
Arvada Chamber of Commerce

Arvada Visitors Center

Arvada Fire Protection District



Key Questions



- Does Council have feedback on the direction of the City's communications and engagement efforts?
- What strategies and activities would Council like to see the City team explore and integrate into the overarching strategy?



REPORT TO CITY COUNCIL WORKSHOP

AGENDA ITEM
2.B.

TO: THE HONORABLE CITY COUNCIL

DATE: October 25, 2021

SUBJECT: American Rescue Plan Act Presentation

Report in Brief

On March 11, 2021, the American Rescue Plan Act (ARPA) was signed into law by the President. The Fiscal Recovery Funds are intended to provide support to state, local, and tribal governments in responding to the impact of COVID-19 and in their efforts to contain COVID-19 on their communities, residents, and businesses. The Fiscal Recovery Funds build on and expand the support provided to these governments over the last year, including through the Coronavirus Relief Fund. The City of Arvada was awarded \$11,075,818 in grant funding that needs to be appropriated by December 31, 2024 and used by December 31, 2026. There are four broad areas that the funds can be used in: Public Health and Economic Impacts, Premium Pay, Revenue Loss and Infrastructure.

The City team will present possible funding opportunities in each of these areas.

Background

State, local and tribal governments across America have been under an unprecedented strain in the wake of the COVID-19 crisis. While the need for services has increased—including setting up emergency medical facilities, standing up vaccination sites, and supporting struggling small businesses—state and local revenues have plummeted as a result of the economic fallout from the crisis. At the height of the fallout, public sector employment fell by around 1.4 million jobs, including layoffs of 1 million educators, compared to around 750,000 job losses during the Great Recession. As a result, communities have faced untenable choices, between laying off educators, firefighters and other frontline workers or failing to provide services that communities rely on. The American Rescue Plan provides **\$350 billion** dollars in emergency funding for state, local, territorial, and tribal governments to remedy this mismatch between rising costs and falling revenues. This includes:

- \$195 billion for states, (a minimum of \$500 million for each state);
- \$130 billion for local governments (a minimum of \$1.25 billion per state is provided by the statute inclusive of the amounts allocated to local governments within the state);
- \$20 billion for tribal governments; and
- \$4.5 billion for territories

The Rescue Plan will provide needed relief to state, local, and tribal governments to enable them to continue to support the public health response and lay the foundation for a strong and equitable economic recovery. In addition to helping these governments address the revenue losses they have experienced as a result of the crisis, it will help them cover the costs incurred responding to the public health emergency and provide support for a recovery – including through assistance to households, small businesses and nonprofits, aid to impacted industries, and support for essential workers. It will also provide resources for state, local, and tribal governments to invest in infrastructure, including water, sewer, and broadband services.

Examples of potential uses associated with the ARPA funds that will be presented during the workshop include investments to support regional efforts to address homelessness, improving technology infrastructure and supporting the business community

through investments in the Chamber of Commerce and Visitors Center. As a reminder, approximately \$2.5 million has already been designated for the Olde Town Street Closure improvements and risk pay bonuses for Arvada team members who worked on the front lines during the COVID-19 pandemic.

Strategic Alignment

The workshop supports the Organizational and Service Effectiveness Priority Area within the City Council Strategic Plan.

Provides a well-managed, fiscally responsible government that operates effectively and efficiently while identifying revenue requirements to sustain current service levels and achieve future requested levels of service.

Next Steps

Once the City team receives direction from the Council on the use of ARPA funds, a budget resolution will be presented to Council.

Prepared by:
Bryan Archer, Director of Finance

Reviewed by:

Approved by:

Jenna Belec, Executive Assistant	10/6/2021
Bryan Archer, Director of Finance	10/6/2021
Gail Walker, Legal Specialist-Contracts	10/6/2021
Kylie Justus, Assistant City Attorney	10/6/2021
Rachel Morris, City Attorney	10/7/2021
Lorie Gillis, Deputy City Manager	10/13/2021
Mark Deven, City Manager	10/13/2021

Enclosure, exhibits & attachments required to support the report

American Rescue Plan Act of 2021 (ARPA)

City Council Workshop
October 25, 2021

ARPA Timing

March 11, 2021 - Passed into law, \$1.9 Trillion total approved

May 10, 2021 - Interim Final Rule issued

May 20, 2021 - City received first payment (\$5,537,909)
of total allocation (\$11,075,818)

December 31, 2024 - All funds have to be appropriated

December 31, 2026 - All funds have to be spent

Overview

A. Public Health and Economic Impacts

To respond to the public health emergency or its negative economic impacts, including assistance to households, small businesses, and nonprofits, or aid to impacted industries such as tourism, travel, and hospitality;

B. Premium pay

To respond to workers performing essential work during the COVID-19 public health emergency by providing premium pay to eligible workers;

C. Revenue Loss

For the provision of government services to the extent of the reduction in revenue due to the COVID-19 public health emergency relative to revenues collected in the most recent full fiscal year prior to the emergency; and

D. Investments in Infrastructure

To make necessary investments in water, sewer, or broadband infrastructure

Public Health and Economic Impacts

Public Health

- COVID-19 - testing, vaccination, contact tracing
- Personal Protective Equipment(PPE), medical expenses
- Capital investment to public facilities that respond to the COVID-19 public health emergency
- Payroll costs for public health, safety and other staff responding to COVID-19
- Mental health, substance use, other public health

Negative Economic Impacts

- Household assistance - food, rent, mortgage, utilities, cash, internet access, eviction prevention
- Unemployment benefits
- Small business economic assistance
- Aid to - nonprofit organizations, tourism, travel or hospitality industries
- Housing support - affordable housing, services for unhoused persons, other housing assistance
- Other

Public Health and Economic Impacts

Technology	\$477,475	
COBRA	\$50,000	
Chamber	\$500,000	
Visitors center	\$100,000	
Olde Town Street	\$1,500,000	
HR Admin Support	\$40,000	
Homelessness	\$2,000,000	\$4,667,475
COVID Testing	\$200,000	
Enhanced Communications	\$93,500	
COP Logic/E-ticking	\$106,000	
PD/IT project support	\$130,000	
Drone	\$200,000	
PD Admin Conference Room	\$200,000	
Arvada.org replacement	\$300,000	
COVID Employee Time	\$1,861,000	
	\$7,757,975	

Premium pay

Premium Pay

- Public sector employees
- Grants to other public sector employers

Premium Pay	\$1,000,000
	\$1,000,000

Revenue Loss

No restriction on use

How to Calculate

- 4.1% or average of 2016-2018
- 2016-2018 was 1.48% average growth rate
- 2019-2020 was 5.12% growth rate

....We do not qualify!!!!

Investments in Infrastructure

Clean Water

- Wastewater treatment, collection and conveyance
- Combined sewer overflows
- Other sewer
- Stormwater
- Energy and/or water conservation

Drinking Water

- Treatment
- Transmission and distribution
- Source, storage
- Other water

Broadband

- “Last Mile”
- Other

Investments in Infrastructure

Radio Tower Safety Improvements	\$700,000	
Fiber/Conduit Buildout	\$1,500,000	\$2,200,000
Lutz Security System	\$30,000	
ADA Support Position	\$130,000	
IT Security	\$550,000	
Radio System MARC Core	\$250,000	
Chemical System	\$500,000	
HPE SimpliVity	\$600,000	
Arvada Water Treatment Plant	\$1,200,000	
Ralston Water Treatment Plant	\$3,088,547	
Radio Mobile and Portable radios	\$2,600,000	
Raw Water Pump Station & Pipeline	\$3,003,485	
Accelerate Smart water meter (AMI) transition	\$5,000,000	
	\$19,152,032	

Progress/Next Steps

May 2021 - First Payment

September 2021 - First Resolution

October 2021 - Council Workshop

2021-2022 Citizen input

2022 Establish budget

2022-2024 Allocate/Spend Grant





REPORT TO CITY COUNCIL WORKSHOP

AGENDA ITEM
2.C.

TO: THE HONORABLE CITY COUNCIL

DATE: October 25, 2021

SUBJECT: Staff Updates

Report in Brief

The purpose of this workshop is for staff to provide City Council with brief updates on projects and issues that do not require a full workshop.

Background

Strategic Alignment

Next Steps

FOR WORKSHOPS ONLY

Prepared by:
Chris Koch, CCO Admin

Reviewed by:

Approved by:

Enclosure, exhibits & attachments required to support the report