



# ARPA: Strengthening Sonoma County



# American Rescue Plan Act (ARPA) Overview



- Provides \$96 million for Sonoma County
- Costs must be obligated by 12/31/2024 and expensed by 12/31/2026
- Funding for:
  - Support public health response
  - Address negative economic impacts
  - Replace public sector revenue loss
  - Premium pay for essential workers
  - Water, sewer, and broadband infrastructure



# American Rescue Plan Act – Outline of County Plan



Three areas for distribution:

- Funding for COVID Response – allocated at Budget hearings
- Funding for strategic investments in County Departmental Services
- Funding directly to community

# American Rescue Plan Act Decisions to Date



- Allocated Funding for COVID-19 Response
- Added two term-limited positions to Upstream Investments to support ARPA program, funded by ARPA
- Total funding Allocated: \$20 million

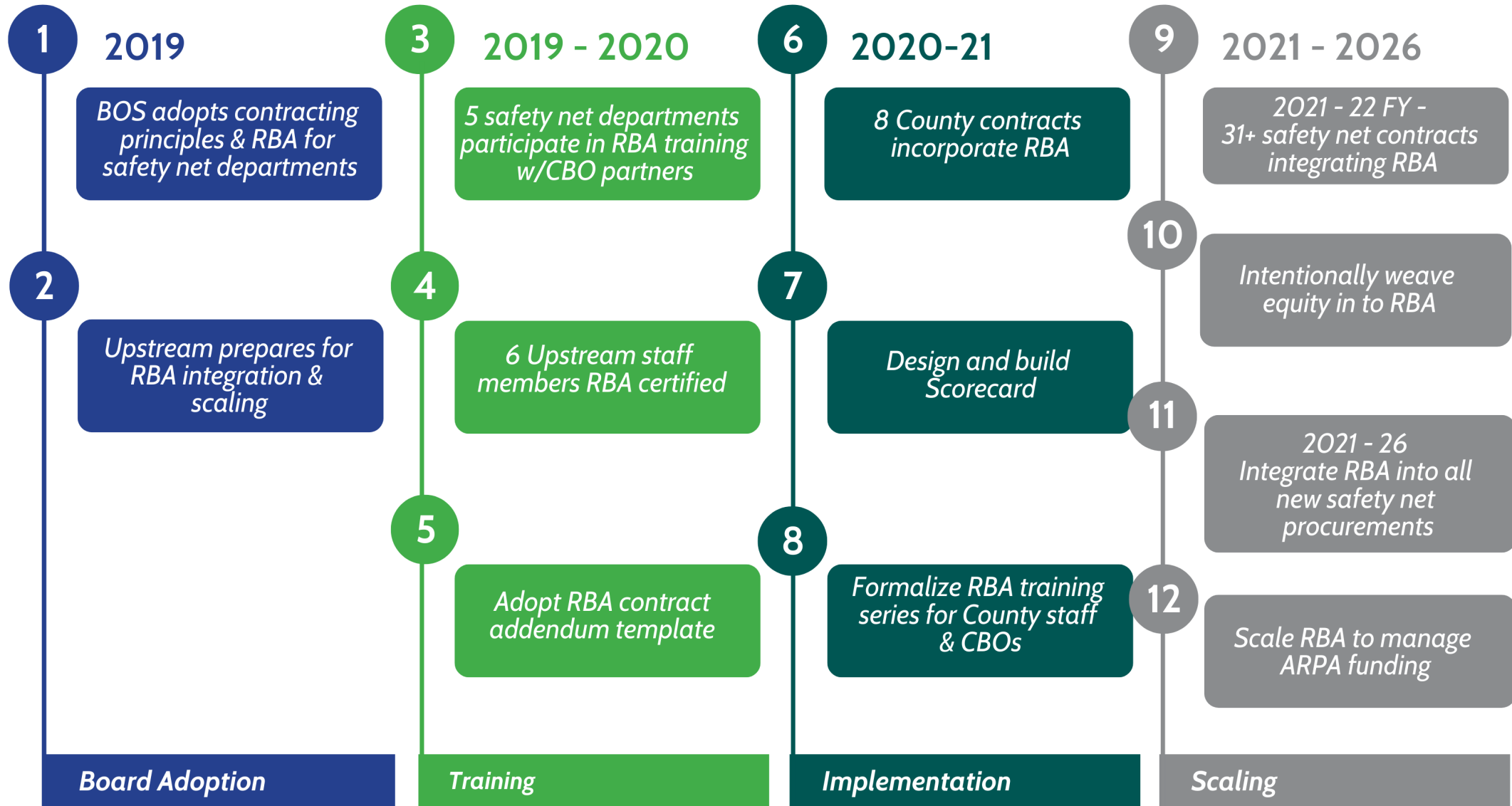
# American Rescue Plan Act Timeline



- Board Discussion Regarding ARPA Implementation: July 2021
- Preliminary Department Proposals Presented: September 14, 2021
- Define Community Funding Areas: November 2, 2021
- Funding Decisions (Community Areas & Department Proposals):  
December 14, 2021

*\*Timeline assumes initial conversation occurs in July and that substantive changes are not made to staff's proposed implementation plan.*

# Scaling RBA to Strengthen Sonoma County



# RBA & ARPA: Strengthening Sonoma County



## ENGAGE OUR COMMUNITY

- Cross district engagement
- Existing leadership bodies
- ARPA Equity Workgroup
- Existing department data & Portrait of Sonoma update
- Integrate racial equity into RBA process

## AWARD CONTRACTS

- Draft NOFA with ARPA Equity Workgroup
- Issue NOFA
- Application review
- Award contracts & funding

## ESTABLISH PERFORMANCE MEASURES

- How much did we do?
- How well did we do it?
- Is anyone better off?

## MONITOR PROGRESS

- CQI through quarterly monitoring & relationship building
- Ongoing funding linked to outcomes
- Provide regular updates to BOS & community through public facing Scorecard





# Increased Equity and Quality of Life Across Sonoma County





# Sonoma County Small Business Stabilization Grant Fund



# \$2.3 MILLION

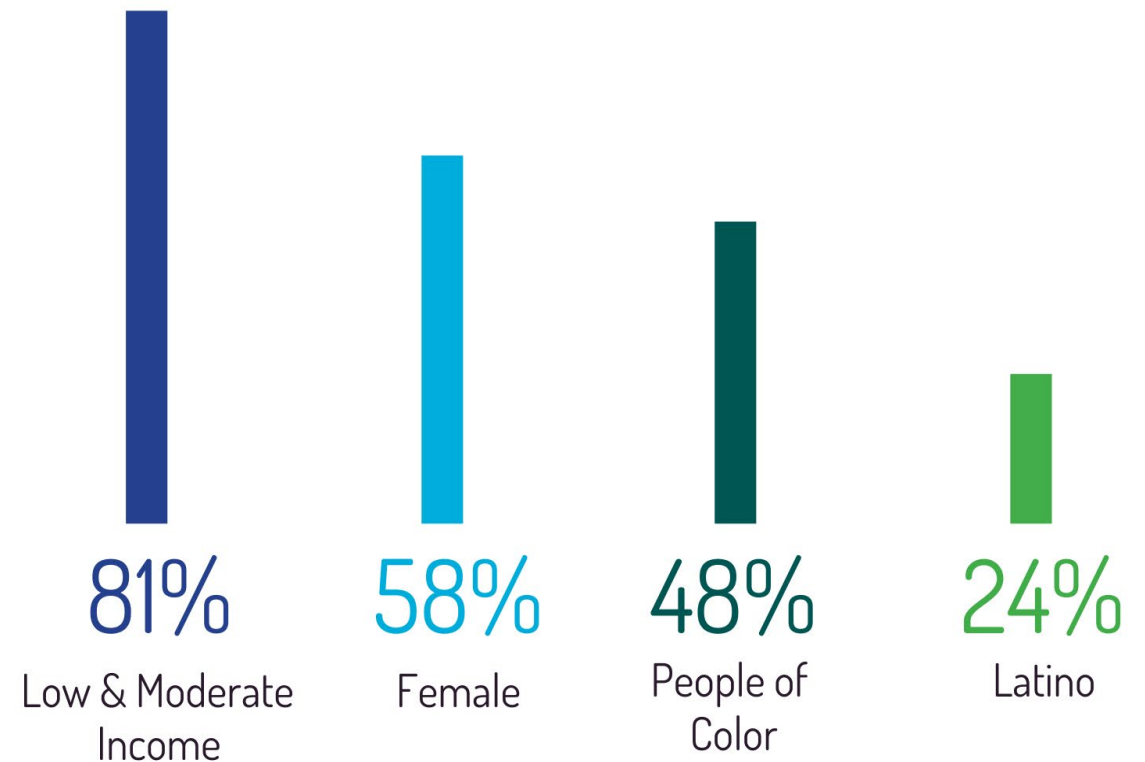
distributed to

# 542

small & micro  
businesses



# GRANTEES:



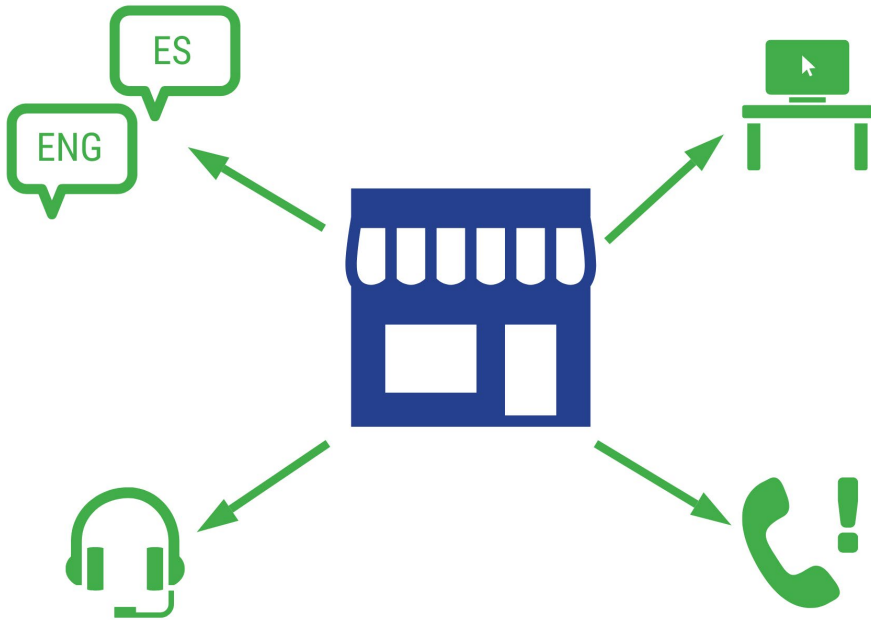
*Stabilization grants served businesses not well positioned to take advantage of CARES Act funding. All funds were disbursed between Sept 28 and Nov 20, 2020.*

# Small Business Stabilization Grant Fund Equitable Outreach



5

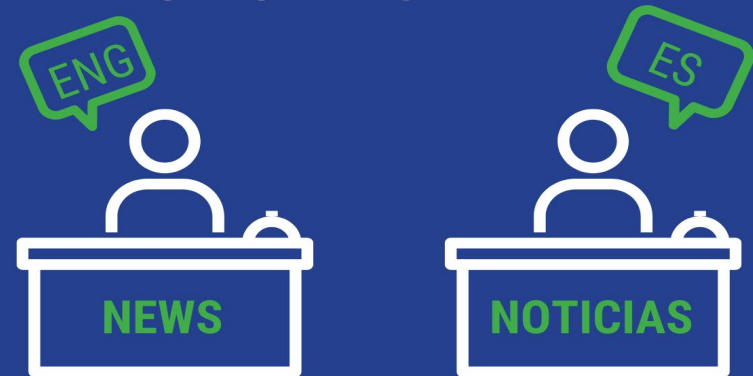
**TECHNICAL ASSISTANCE CENTERS**  
offered through partner organizations in  
underserved & hard to reach areas



**APPLICATION & OUTREACH** provided in English  
& Spanish, digital & paper formats



**MEDIA PROMOTION** conducted  
through English & Spanish channels



# COVID-19: Effects on Industries and Occupations Analysis



01

Contract with Dr. Robert Eyler to update 2020 **COVID-19** economic impact study.



02

Identify industries facing remaining challenges & occupations in jeopardy as general economic recovery continues.



03

Make recommendations for strategic investments to catalyze recovery.



## POTENTIAL & PREVIOUSLY ANALYZED DATA




Employment data  
Taxable sales  
Building permits/housing market  
Economic stimulus  
Race/ethnicity & demographics



# ARPA: Intent and Opportunity







## Intent

-  Support the **Public Health** response
-  Address the **negative economic impacts** caused by the pandemic
-  Serve the **hardest-hit communities & families**



## Opportunity

-  Leverage existing **best practices & cross-agency work**
-  Increase the visibility of the **disproportionate racialized impacts** of the pandemic & other disasters
-  Imagine & realize **positive outcomes for our disparately impacted** communities of color
-  Hold, value & balance long-term & day-to-day **community wellbeing**

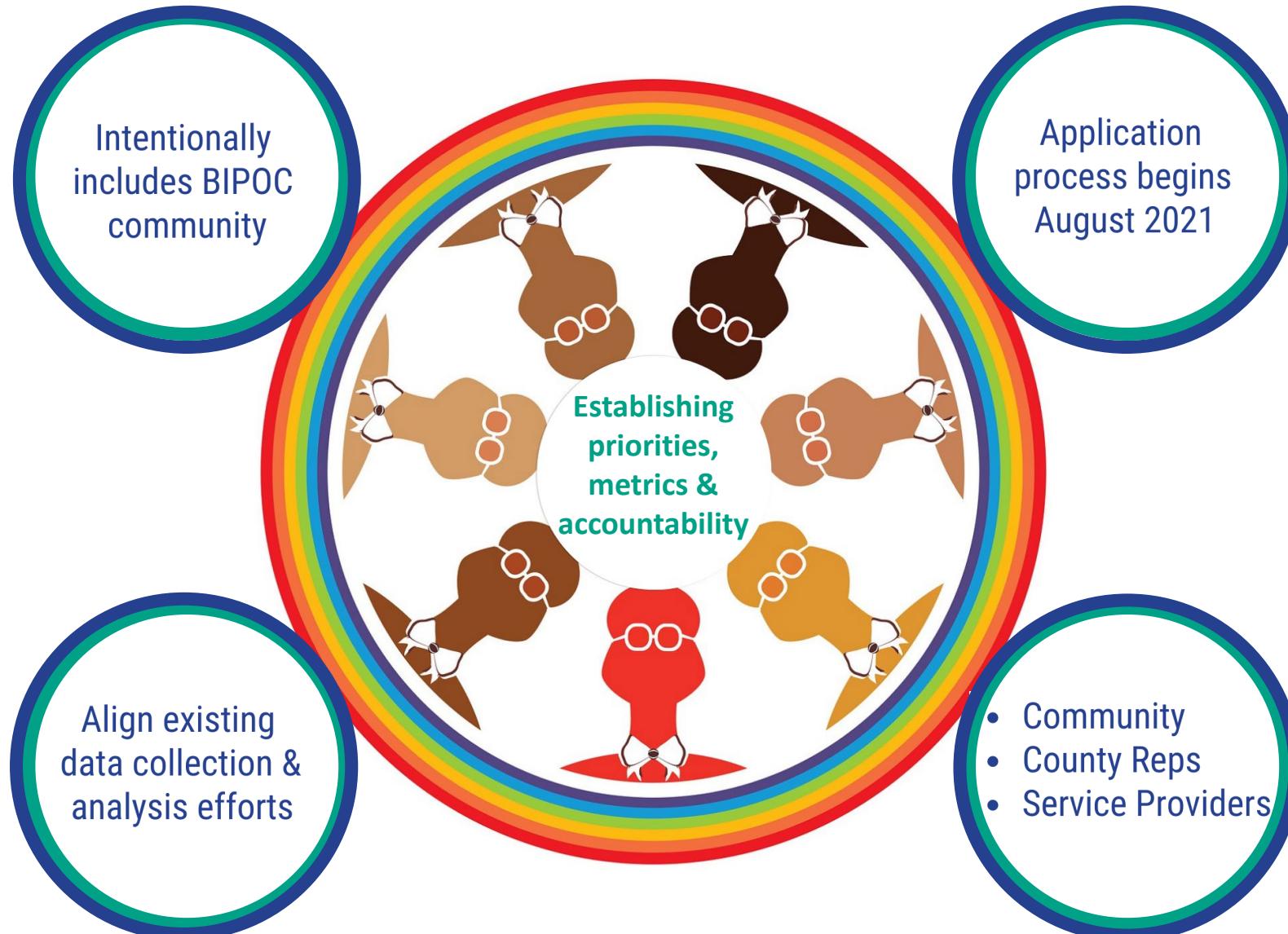
# What Does "Equity" Mean?



Equity is an **OUTCOME** whereby you can't tell the difference in critical markers of health, well-being, & wealth by race or ethnicity, & a **PROCESS** whereby we explicitly value the voices & contributions of people of color, low income, & other underrepresented & underserved communities who identify solutions to achieve that outcome.



# External Equity Workgroup



## WORKGROUP ROLES:

- Create community partnerships rooted in racial equity to ensure broad access to ARPA funds
- Establish priorities & accountability metrics to work towards common measurable outcomes
- Ensure ARPA planning aligns with the County's Racial Equity & Social Justice pillar



# Expanding our Capacity

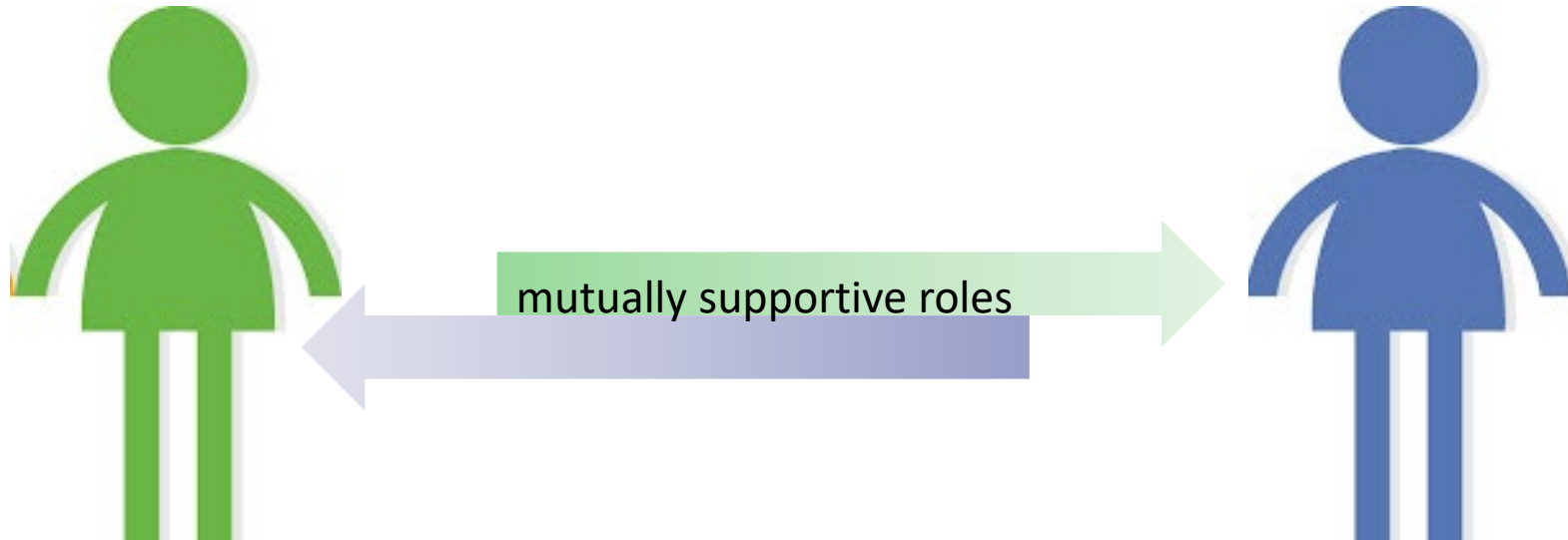
## Data Analyst

- Engage community members & local agencies to set priorities for equitable fund distribution
- Develop & monitor performance measures to ensure funding supports disproportionately impacted communities of color



## Community Engagement Analyst

- Engage community members & CBOs in County processes
- Gather and analyze community feedback to assess & share the efficacy of ARPA investments



mutually supportive roles

# Next Steps



- Today:
  - Provide input on process for distribution of funding to the community
  - Approve 2.0 term-limited positions in Office of Equity to help with implementing ARPA funding to the community
- September 14: Review preliminary departmental proposals for ARPA funding
- November 2: Define community funding areas
- December 14: Allocate funding to departmental proposals and community funding areas