

American Rescue Plan Act (ARPA) Funding: Unincorporated County

Community Development Agency
February 23, 2022

American Rescue Plan Act

On March 11, 2021 President Biden authorized the American Rescue Plan Act that included \$324 Million to Alameda County and funds were available to do the following:

- (1) supporting public health expenditures by funding COVID-19 mitigation efforts;
- (2) addressing negative economic impacts, including economic harms to workers, households, small businesses, industry and public sector;
- (3) serving the hardest-hit communities and families;
- (4) replacing lost public sector revenue to the extent due to the pandemic;
- (5) providing premium pay for essential workers; and
- (6) investing in water, sewer, or broadband infrastructure.

Unincorporated County Advocacy

- My Eden Voice Equitable Recovery campaign began in Fall of 2020
- They worked with community leaders to formulate a request and presented the community's 8 priority categories to the Board in Summer 2021
- They held many meetings with Supervisors Chan and Miley for short- and long-term recovery funding to support the Unincorporated County.

Board Action: September 28, 2021

- Allocate \$14 Million to the Unincorporated County
- Goals:
 - Assist those hardest hit by the pandemic
 - Increase access to services supporting basic needs in the unincorporated county
 - Increase equitable outcomes for people of color and extremely low-income people
 - Improve support systems for the unincorporated county residents
 - Provide economic relief to businesses impacted by COVID

Community Engagement

The Board of Supervisors took public comment in August from Community Groups from all over the County

- The Community Development Agency reviewed all proposals, especially those related to the Unincorporated County
- After the \$14 Million allocation, Community Development Agency staff met with:
 - My Eden Voice
 - Castro Valley / Eden Area Chamber of Commerce
 - East Bay EDA
 - Ashland/Cherryland Basic Needs committee
 - First Five
 - Workforce Development Board Staff
 - Staff from D3 & D4

The focus of these discussions, and those with other county departments, were on what is achievable within the timeline of the funding and with current county staff capacity

Public Health Community Coalitions Serving Unincorporated County

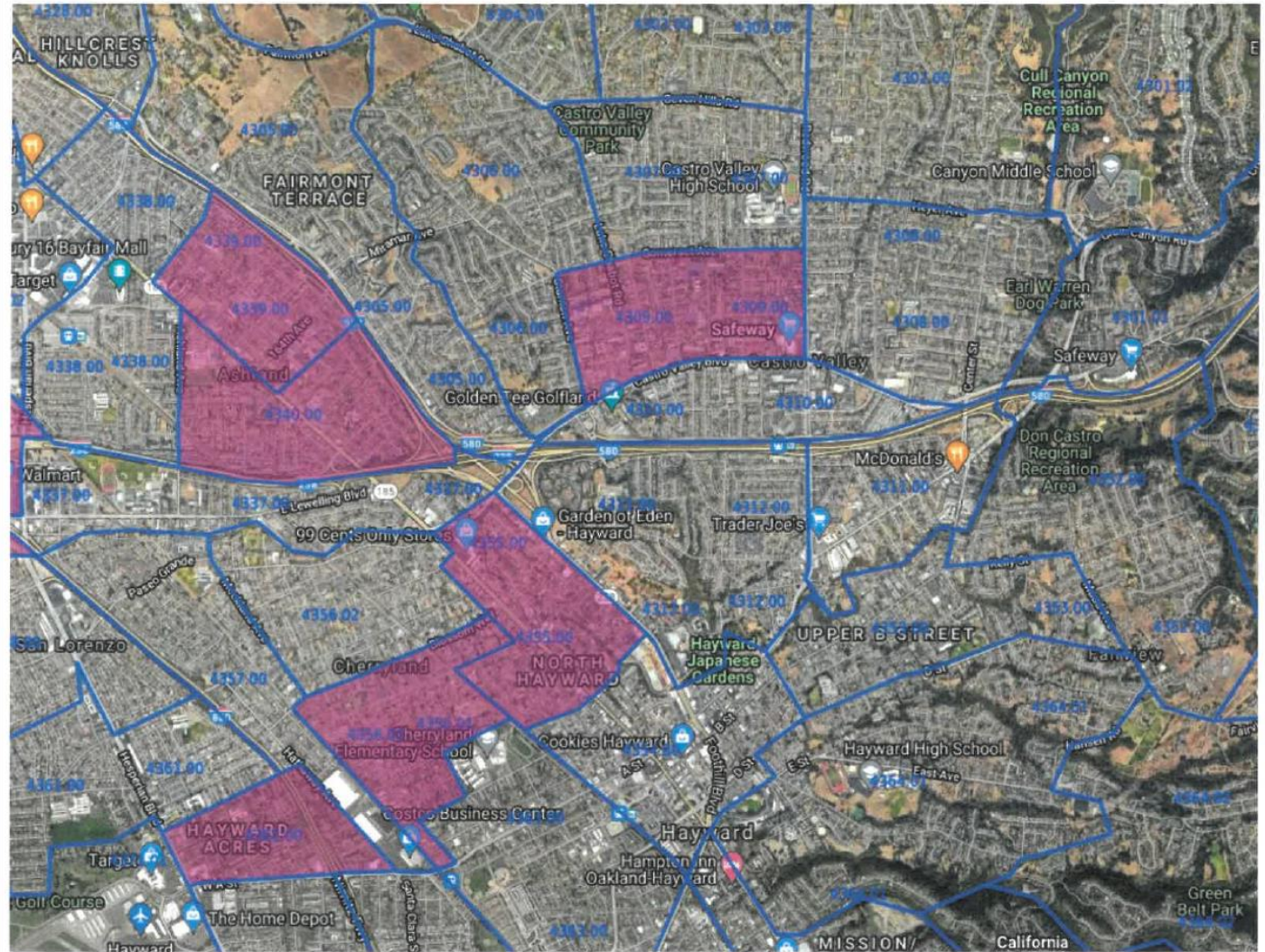
Alameda County Health Care Services Agency also provided ARPA funding to **Community Health Coalitions** with services in the Unincorporated County: expanded Covid-19 Health Services, recovery services, capacity development and technical assistance to Jt. Venture partners:

- Tiburcio Vasquez Joint Venture (Partners include Eden Church of Christ, Ruby's Place, HARD & Kidango)
- La Familia Joint Venture (Partners include RCD, Village Connect, Eden Church of Christ, Regional Pacific Islander Taskforce and Umoja)

Community Engagement – Key Themes Emerged

- Ensuring Services focus on the COVID-19 hardest-hit communities
- Ensuring programs have a long-term impact, are innovative, are equitable, and serve those most impacted
- High need for service navigation to mainstream resources
- Housing needs are diverse:
 - Homeless prevention & rental assistance
 - Tenant/landlord mediation
 - Housing Rights education and Legal Services
 - Home repairs and proactive rental inspection
- Legal Aid
- Access to low-cost banking options
- Job Training
- Small Business Assistance

Qualified Census
Tracts: More than
60% of the
population below
80% of AMI or has
a poverty rate of
at least 25%



Equity - Address Pre-existing Disparities

An equitable community is where all residents have equal or equivalent access to goods, services, status, rights, power, and amenities.

- Explicitly name racial equity as a goal
- Prioritize deep, cross-sector high impact investments to create long term change
 - A community bank, affordable housing, or a childcare center are good examples
- Engage historically underserved communities in prioritizing investments
- Prevent displacement

Community Development Agency Proposal

Unincorporated County Programs	\$14,000,000
Low-cost Financial Services – Community Bank RFP	\$535,000
Proactive Rental Inspection and Registry Program	\$1,140,000
Home Repair Program for Rental Units	\$2,575,000
Workforce/Job Training Program	\$1,000,000
Small Business Grants, Façade Improvement, Business Assistance RFP	\$2,225,000
Capital Development (Affordable Housing and Child Care) RFP	\$3,000,000
Community Services RFP	\$3,500,000

Equity and Funding Distribution for Business

Small Business Assistance

- Small businesses assistance would be available to all Unincorporated County COVID-eligible businesses
- Small business grant funding for the EMAC communities will be protected to ensure access (EMAC zip codes were identified as some of the hardest hit by COVID)
- The Façade Improvement Program funding will be targeted to Qualified Census Tracts (QCT) with a focus on Ashland and Cherryland.
- Small business services to have a physical office and staffing presence, with appropriate language proficiencies, in EMAC communities, with an emphasis on Ashland and Cherryland.
- Marketing and outreach of small business assistance will be targeted to the EMAC Communities and QCT's.

Equity and Funding Distribution for other Programs

Direct Assistance to Households

Target Extremely Low and Very Low Income Households for all direct services recognizing they live throughout the Unincorporated County

Focus marketing and outreach in hardest hit target areas

Pre-Existing Disparities

New services (physical locations) would be established in Ashland/Cherryland

Focus on co-location or Multi Service Center concepts.

Small Business Assistance - \$2,250,000

- Small business grants: \$1,000,000
- Small business technical assistance: \$750,000
- Façade Improvement Program: \$500,000



Community Bank - \$535,000

Replace High-cost Financial Services with a Community Bank located in the Ashland/Cherryland Community

- RFP will focus on financial literacy, non-predatory check cashing, lending circles, personal and small business loans



Rental Unit Registration & Inspection - \$1,250,000

- Rental Registration Database
- Data
- Mobile equipment
- Staff for FY 2022/23

Future fees would support implementation beginning in July 2023.

If ordinance is not approved, funding would be added to the Capital Development RFP.



Home Repair Program for Rental Housing - \$2,575,000

Establish a Minor Home Repair program for rental units.

- Each unit would receive a lead safety scan
- Units with lead paint would then be connected to Lead Abatement Program



Job Training - \$1,000,000

Job Training: Workforce Development Board to establish a job training program for residents of the unincorporated county



Community Services - \$3,500,000

Issue a Request for Proposals to establish new or expanded services to UC Residents

- Legal Aid
- Housing Education and outreach
- Housing Mediation
- Resource Navigation for Mainstream Resources
- Co-Location or creation of Multi Services Center
- Food Security or Food Access programs
- Capacity Building Grants



Capital Development - \$3,000,000

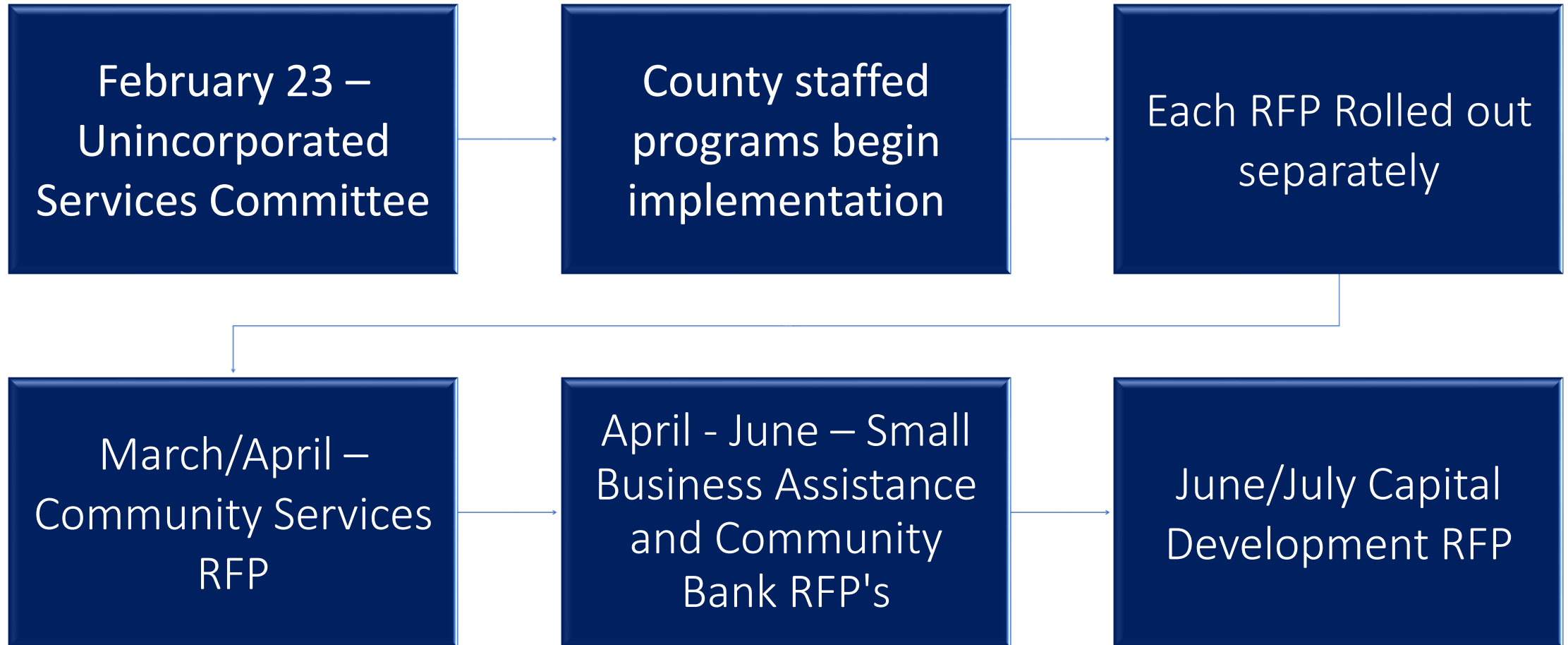
Issue a Request for Proposals for Capital Investment:

- Child Care Centers
- New Affordable Housing Development
- Add Remaining CDBG 2021/22 available funds

RFP will identify high-priority projects.



Next Steps – 2 ½ Year Implementation



Questions?

