Stimulus Investment Advisory Committee

February 10, 2022
Agenda

• Community Outreach for Round 2
  – Approach
  – Recap Round 1 Goals
  – Discussion: Round 2 Focus Areas

• Admin Request
2022 ARPA Planning: Community Outreach
Balancing Types of Public Engagement

Types of Public Participation:

- **Informational**
  - One-way communications: Website content, e-blasts, press releases

- **Consultation**
  - Surveying, Polls, forums, townhalls

- **Decision Making**
  - Government-public co-creation

- **Partnership**
  - Public boards/commissions, etc.
Benefits of a Combined Approach

- Mitigates COVID impacts
- Allows greater flexibility for participants and hosts
- Multiple Input Platforms = greater engagement with broader community
  - Zoom
  - Telephone Town Hall (text and call-out options)
  - In-Person options
    - Meetings
    - Materials or Other Feedback Mechanisms (iPad, paper forms) at DPL or DPR locations
  - Web Polls, Surveys and Forums
  - Translation into Multiple Languages (English, Spanish, Vietnamese, Amharic)
- Ability to develop a one-stop place where residents can track progress
### Round 2 Engagement Goals:

| Equity Focused Community Engagement | Federal Funding and Municipal Budgeting Education | Transparent and Accessible Decision-Making |

### Key Logistics:

| Timing: Efficient and thoughtful roll-out | Public Health Environment | Data-Driven approach from round one |

### SIAC Feedback:

<table>
<thead>
<tr>
<th>Acknowledge Round 1</th>
<th>Activate Grass Tops</th>
<th>Identify Priorities</th>
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<tbody>
<tr>
<td>Demonstrate to residents that their round 1 input was heard and valued</td>
<td>More explicitly bring community leaders into the process to utilize their expertise and networks</td>
<td>Engage with residents to identify need, pain points, challenges, and opportunities</td>
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Rd 1: Engagement Sequencing

City Council Briefings = Initial discussions to gauge priority areas/programs

Agency Information Gathering = Initial discussions to gauge citywide needs

Community Meetings = Community inform investments in community, business and infrastructure

Agency Feedback Opportunity = Review Focus Group feedback for feasibility

SIAC = Advise proposal revisions and investments

Mayor Finalizes Round 1 Investments = Announced with 2022 Budget

City Council Approval Process
Rd 2: Engagement Sequencing

City Council Briefings = Initial discussions to gauge priority areas/programs

Agency Information Gathering = Initial discussions to gauge citywide needs

Focus Group Meetings = Community leaders identify programs/areas of need/focus

Agency Feedback Opportunity = Review Focus Group feedback for feasibility

General Public Meetings = Gather broad feedback on Priorities & Need

Draft Recommendations Presented to SIAC = Gather feedback

Mayor Finalizes Investments, Brief City Council & Announce Round 2

City Council Approval Process
Community Feedback
Key Topic Areas from Round 1

- Housing
- Mental health/Behavioral Health
- Job training
- Food security
- Small Business support
- People Experiencing Homelessness
- Safety
- Childcare
- Digital access
- Workforce and wages
- Accessibility and Transportation
- Community spaces
Possible Focus Group Topics

Four topical areas based on ARPA Round one feedback

- Mental & Behavioral health
- Public Health & Wellbeing
- Food Security
- Safety

- Accessibility
- Childcare
- Digital access
- Transportation
- Community Spaces

- Small business support
- Non-Profit support
- Workforce & Job Training
- Safety

- Housing
- Support for People Experiencing Homelessness
Engagement Timeline-ish

- Q1 2022 (Jan/Feb.*): Engagement Process Development
- Q1 2022 (March*): Council Outreach
- Q1/2 2022: Solicit Agency Feedback
- Q1/2 2022: Focus Group(s) (SIAC, Mayor, Council participate)
- Q2 2022: Review Feedback w/ SIAC, Mayor, Council, Agencies
- Q2 2022: Launch digital platform for Round 2 (update to www.risetogetherdenver.org)
- Q2 2022 (June*): General Public Meeting (SIAC, Agencies, Mayor, Council participate)
- Q2/3 2022: Draft Round 2 Recommendations, Present to SIAC & Agencies
- Q3 2022: Finalize Round 2 Recommendations w/ SIAC, Mayor & Council
- Q3 2022: Begin formal Mayor/Council approval process
- Q4 2022: Round 2 released for distribution

*Target month
Business Support: Round One Goals

Developed by DEDO
RISE DENVER: Five Strategic Priorities

- Strengthen small business & nonprofit growth and resiliency
- Revitalize Denver's neighborhoods through targeted support and placemaking
- Accelerate Public Investment
- Make it easier to do business with Denver
- Bring back and enhance lost jobs. Create new jobs
SIAC Feedback
Community Support
Round One Goals
Child Care & Early Learning
Community Safety
Youth Well-being
Food Access
Mental Health & Physical Health Care
Housing Stability

Community Recovery Priorities
SIAC Feedback
Admin Request

Data Evaluation Resources
## Data Evaluation and Analysis Requests

<table>
<thead>
<tr>
<th>Request</th>
<th>Priority</th>
<th>Sample Data Obtained</th>
<th>Projected Amount (through 2027)</th>
</tr>
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<tbody>
<tr>
<td>Data Collection Software</td>
<td>1</td>
<td>Simplify required data collection; ability for external partners to directly report data and metrics</td>
<td>$31,800</td>
</tr>
<tr>
<td>Economic Impact Analysis Modeling Software</td>
<td>2</td>
<td>Generates realistic year-by-year estimates of the total local, state, and national effects of a specific policy initiative</td>
<td>$325,500</td>
</tr>
<tr>
<td>Consumer Foot Traffic Data</td>
<td>3</td>
<td>Provides insight to unique foot traffic patterns (can customize to Downtown Central Business District, or expand out to entire city, look at neighborhoods, etc.)</td>
<td>$30,000</td>
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<tr>
<td>Weekly Credit/Debit Card Spend by Type of Business</td>
<td>4</td>
<td>Sales, transactions, average transaction size by online/in-store purchase</td>
<td>$120,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Total Cost Estimate:</td>
</tr>
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Addressing Community Partnerships

• Where and when possible, provide a proportion of ARPA payments to grantees in advance
• Provide access to technical support for community partners to leverage while administering the funding
• Training on program administration

Initial investment amount: $500K
Thank you!

Next Meeting: March 10, 2022, 2pm
Appendix
Round 1 Business Support
Goals and Strategies
Bring back and enhance lost jobs; Create new jobs

KEY STRATEGIES

- Bolster our most under-resourced populations’ ability to build careers and skillsets
- Create new jobs for Denverites in sectors of growth and opportunity
- Focus on wealth building opportunities for historically under resourced populations
- Amplify business attraction and retention efforts to bring good jobs to Denver
- Mitigate barriers for people to return to work

40,000 jobs for Denverites by the end of 2022
Strengthen small business and nonprofit growth and resiliency

**KEY STRATEGIES**

- Grow new and existing businesses with a focus on MWBEs, new business, & BIPOC, in targeted neighborhoods
- Introduce, scale, or make permanent programs to assist small businesses and nonprofits
- Increase focus on stabilization efforts for most impacted sectors, nonprofits, & neighborhoods

**Reduced Commercial Vacancy Rates, Increased # of Businesses Operating in Denver**
KEY STRATEGIES

- Make licensing and permitting process easier to navigate
- Remove barriers to doing work with the government

Make it easier to do business with Denver
Accelerate Public Investment

**KEY STRATEGIES**

- Navigation and disbursement of Federal and State stimulus funds for infrastructure
- Accelerate shovel-ready infrastructure projects
- Perform outreach to small and local businesses to increase city procurement opportunities
Revitalize Denver's neighborhoods through targeted community support and placemaking

**KEY STRATEGIES**

- Help mitigate involuntary displacement in priority neighborhoods
- Scale investments to culturally responsive CBOs, nonprofits, and direct service providers within prioritized neighborhoods
- Activate public spaces, ensure a safe reopening through increased events, art, culture, and educational opportunities
Round 1 Community Support
Goals and Strategies
Child Care

Goal: Improve and expand access to high-quality, affordable child care services

Increase support to community partners providing child care and development services

Increase before- and after-school programming support

Photo: Young person doing homework at afterschool program
Youth Well-being

Goal: Create positive outcomes for youth in our community by investing in the whole family

Increase investments in and create new funding opportunities for culturally responsive community-based organizations, nonprofits, and direct service providers within prioritized neighborhoods

Enhance outreach programs for youth and families in targeted communities through investments in resources, supports, and services

Photo: Young people running after school
Food Access

Goal: Increase access to affordable, quality, culturally appropriate food

Increase enrollment in and utilization of the Supplemental Nutrition Assistance Program (SNAP)

Expand or create services that provide alternative food access options in targeted Denver communities

Photo: Food Bank of the Rockies Mobile Pantry; 303 Magazine
Mental Health and Physical Health Care

Goal: Strengthen mental and physical health supports and systems in Denver

- Continue to fund and increase funding to community partners providing mental health and health care services
- Increase community access to mental health and health care supports and services
- Ensure emergency response is appropriate and able to support the needs of people experiencing a mental or behavioral health crisis

Photo: Wellness Winnie
Goal: Strengthen housing stability resources and investments in the community

- Invest in housing and supports for people experiencing homelessness
- Expand housing options along the housing spectrum
- Mitigate involuntary displacement in priority neighborhoods
- Invest in grants and programs that provide residents the means to pay bills and access supports

Photo: Mariposa Housing redevelopment; Denver Housing Authority
Individual and Family Supports

Goal: Invest in individual supports in targeted communities

Increase investments in programs and services that support well-being

Reduce and address common barriers to employment for individuals, caregivers, and parents

Photo: Diverse, multi-generational family
January SIAC Community Engagement Recap
Pros and Cons of Participation Types

Often, passive forms of participation see greater numbers of engagement while more active collaborations engage fewer people, but more significantly.

- **Informational**
  - ARPA Round 1: General Public
- **Consultation**
  - ARPA Round 1: SIAC
- **Partnership**
- **Decision-Making**

**Axes:**
- **Breadth** (Number of People Engaged)
- **Depth** (Level of Resident-Government Collaboration)
Questions discussed in prior SIAC meeting

Start with general feedback received through round one

Host focus groups with [community leaders? Advocates? Organizations? The public?] based on key topic areas

Based on focus group recommendations, agencies develop round 2 proposals

Take final proposal ideas back to [community leaders? Advocates? Organizations? The public?] for broad input and prioritization
Key Topic Areas

- Housing
- Mental health
- Job training
- Food security
- Small Business support
- People Experiencing Homelessness
- Safety
- Childcare
- Digital access
- Workforce and wages
- Accessibility and Transportation
- Community spaces
2021 Round 1 Outreach

- Input online and over-the-phone
- **Website** with surveying, educational materials, and townhall live-streaming
- Four **telephone townhalls** with 30k dial-outs and text messages per call to 20 zip codes in historically marginalized neighborhoods. Townhalls simulcast in English, Spanish, Vietnamese, and Amharic
6,200 participants online and over the phone

9,800 surveys and comments submitted

43% identified as Black, Indigenous, People of Color

160 callers on Spanish, Vietnamese, or Amharic lines

37% identified as low-income residents
Highest participation rates in “Inverted L”

- Westwood, Barnum, Harvey Park zip codes (607 participants)
- East Colfax zip codes (526 participants)
- North Park Hill, Northeast Park Hill zip codes (517 participants)
- Montbello zip codes (381 participants)
ARPA Round One Success and Challenges:

**Successes:**

- Spotlight speaker for presentation at Georgetown University’s **Center for Social Impact and Innovation**
- Featured city in article on inclusive budgeting in **American Planning Association Magazine**
- Featured in study by **Federalism US**, intergovernmental thinktank
- Knowledge-sharing with **City of Seattle** on Denver’s process

**Challenges:**

- Round 1 combined multiple topics (ARPA and GO Bonds) together, causing some confusion around funding sources.
- Round 1 asked for feedback on high-level priorities, and some residents didn’t realize how their input on priorities led to actual proposals and funding decisions
ARPA Round Two Outreach Goals and Logistics:

Implement an outreach process that more explicitly ties public input to ARPA funding to ensure residents understand how their input contributes to funding decisions.

Proposed Goals:

Equity Focused Community Engagement
• Authentically engage historically underserved areas and communities hit hardest by the pandemic (at least 6,500 participants at least 43% BIPOC)

Federal Funding and Municipal Budgeting Education
• Provide background and education on federal funding sources and City budgeting processes.

Transparent and Accessible Decision-Making
• Increase accessibility for City budgeting processes, decision-making, and project/program development.

Key logistics:

Timing
• Balance a fast roll-out with an informed and thoughtful outreach process and

Public Health Environment
• Balance virtual and in-person interactions to achieve authentic and meaningful engagement while prioritizing public health and safety.

Information from Round 1
• Ensure a data-informed approach by building off ARPA Round 1 investments.
Considerations and Questions for Round 2:

- Meeting logistics? Benefits of a virtual process vs an in-person process?
- Should we host focus groups?
  - If so, how many focus groups and on what topics?
- How can we activate with community leaders/organizations?
- How to balance resident capacity with a robust and meaningful approach?