


**CITY MANAGER'S OFFICE MEMORANDUM**  
**#33-2020**

**DATE:** June 1, 2020

**TO:** Honorable Mayor Meredith Leighty and City Council Members

**THROUGH:** Heather Geyer, City Manager 

**FROM:** Rupa Venkatesh, Assistant to the City Manager

**SUBJECT:** COVID-19 Response – Community Investments

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**PURPOSE**

To provide City Council with a summary of the prioritization session of Community Investment ideas that Council conducted during the May 11, 2020 regular meeting and the status of next steps for implementation of the ideas. The purpose of the May 11 session was to generate any additional ideas, incorporate ideas from the community and then prioritize the ideas by the following categories: Public Health, Internal City Expenses, Education, Support for Businesses, Support for Community Organizations, and Support for Residents. Council identified the top three priorities within each of the six community investment areas. The purpose of this memo is to provide Council with information on how staff will implement Council's prioritized ideas. Each idea was analyzed to determine CARES Act funding eligibility, constitutionality, an estimated cost and logistics.

**BACKGROUND**

The City of Northglenn will be receiving \$3,086,617 in CARES Act funds from Adams County per the IGA the City Council approved at the May 5, 2020 special meeting. City Council may choose to fund agreed upon community investments through use of General Fund reserves if they are not eligible for CARES Act funding. Ideas were prioritized by Council on May 11, 2020.

**City Council Prioritization Summary**

Attachment 1 contains the complete list of ideas organized by category from the brainstorming session, additional ideas generated on May 11 by Council as well as community input received through May 11. Ideas from the community are in blue; some of the community ideas are also what Council had brainstormed as well.

Council was given approximately half the number of votes as ideas per category. For example, Category 1 had 9 ideas so Council was asked to choose their top 4 priorities. The second column contains the initials of the Councilmember who informally voted for that idea. Finally, the top priorities for each category are highlighted in yellow. These are the ones that staff will provide implementation information during this meeting.

**Community Input**

Community input continues to be received from Northglenn residents on how they would like City Council to use our allocated CARES Act funding using the Open Town Hall feature on our website ([www.northglenn.org/covidinput](http://www.northglenn.org/covidinput)). We have also received feedback through the City's Facebook and Nextdoor pages. Employee feedback has also been requested. This feature was launched on May 6, 2020 and will continue through June 15, 2020. Attachment 2 contains additional community input we have received since May 11, 2020. No new ideas were generated. Community ideas seemed to align with Council prioritization.

Community input closes June 15. Any additional, new ideas will be prioritized by Council during the June 22 regular meeting and an analysis by staff will be provided to Council of this prioritized list of new ideas.

### **Community Investments Research PowerPoint**

City Council will receive a legal memo, under attorney client privilege, by City Attorney Corey Hoffmann that provides the following guidance on each of the top three prioritized ideas Council identified. Review included the following criteria: 1) is the expenditure authorized for funding under the CARES Act; and 2) whether the expenditure is constitutional under the public purpose doctrine. Under Article XI, Section 2 of the Colorado Constitution, the City cannot make any “donation or grant to or in the aid of... any corporation or company... by operation or provision or law, or by donation or device for public use” unless it furthers a public purpose.

The legal briefing summarizes that unless the donation or grant to a private entity serves a public purpose, it is unconstitutional. Therefore, the City cannot provide any financial assistance to an individual household but can provide funding to a community organization that serves a public purpose. If the community organization has an increased demand for their programs directly related to COVID-19, the funding would be CARES Act eligible.

The above analysis is broken down by each of the six investment areas by idea in the presentation included in Attachment 3. Each Council prioritized idea has the following information: 1) Is it CARES Act eligible? 2) Is it constitutional by the public purpose doctrine? 3) Estimated cost and 4) Logistics.

### **Northglenn Business CARES Act Ideas**

During the May 11 prioritization session, City Council provided direction that they would like to continue to support small businesses but with something other than the rent assistance the Elevate Small Business Grant program is currently providing. Attachment 4 contains a list of ideas of other grant opportunities Council can provide to support small businesses. The attachment also contains a list of lessons learned from the Elevate Small Business Task Force work. Council will have the opportunity on June 15 to determine an allocation amount and what is funded through the grant program. Any funds not used to provide rent assistance by June 30 from the Elevate Small Business Grant program can be reallocated towards future grant programs.

### **STAFF RECOMMENDATION**

Staff recommends City Council review the implementation plan and provide feedback.

### **BUDGET/TIME IMPLICATIONS**

To date, approximately \$2,421,400 in expenditures have been identified leaving \$578,600 remaining for Council allocation. Some ideas have a “TBD” notation when additional work needs to be completed to identify the cost. Attachment 3 includes a breakdown of each prioritized idea and allocated budget amount.

### **STAFF REFERENCE**

If Council members have questions or comments, they may contact Heather Geyer, City Manager, at hgeyer@northglenn.org or 303.450.8706.

### **ATTACHMENTS**

1. City Council Prioritization Summary – May 11, 2020
2. Additional Community Input since May 11, 2020
3. Community Investments Research PowerPoint
4. Northglenn Business CARES Act Ideas

**CATEGORY 1: PUBLIC HEALTH**

1.COVID-19 testing, including serological testing	AE
2. Providing disinfection supplies	AW, JD, AE
3. Hand washing stations at parks (possibly combine with below)	AW, BB, JM, AE, JW
4. Hand sanitizer available in public areas	AW, BB, AE, ML
5. PPE needs at the senior living areas (long-term care facilities)	RP, AW, BB, JD, JM, JW, ML
6. Testing facilities – potentially partnering with other cities for testing facilities	RP, JD
7. Providing masks to all residents	RP, BB, JM, JW, ML
8. Providing child-size masks	RP, JD, JM, JW, ML
9. Temporary short-term face coverings at parks, open spaces, trails, public facilities	

**CATEGORY 2: INTERNAL CITY EXPENSES**

1.Paid sick and family leave to public employees (\$900k for 9 weeks assuming staff returns May 18)	AW, JD, AE, JE, ML
2.Payroll expenses for public safety employees whose services are substantially dedicated to mitigating and responding to the public health emergency	RP, AW, JD, BB, JM, AE, JW
3.Repurposing Parks & Rec staff to childcare workers	JD, BB, JM, ML
4.Reserve some funding to address needs during a second wave in Aug/Sept/Oct	RP, AW, JD, BB, JM, AE, JW, ML
5. Extra two weeks of paid vacation for essential workers	
6. Hazard pay for first responders (+essential employees)	RP, AE
7. Modification expenses necessary for compliance (physical, technology, PPE)-telework needs	AW, BB, JM, RP, JW, ML

**CATEGORY 3: EDUCATION**

1. Education campaign regarding public health/safe use of masks and social distancing	RP, AW, BB, JD, JM, AE, JW, ML
2. Education materials for non-English speaking residents	AW, BB, JD, JM, AE, JW, ML
3. Reserve some funding for messaging over the course of the year	RP, BB, JM

**CATEGORY 4: SUPPORT FOR BUSINESSES**

1. Push out information about businesses that are food based	ML
2. Small business assistance (ie grant program) - Round 2 but other than just rent based on task force feedback	RP, AW, BB, JD, AE, JW
3. Cover delivery fees for restaurants to encourage people to utilize Northglenn businesses	BB, JW
4. \$25 coupon/voucher to each household that would be good for use at any Northglenn business	RP, AW, BB, JD, JM, AE, JW, ML
5. Provide education related signage to businesses re: social distancing, face coverings, etc.	JM, AE, ML
6. Physical modifications for businesses	RP, AW, JD, JM

**CATEGORY 5: SUPPORT FOR COMMUNITY ORGANIZATIONS**

1. Supporting Adams 12 food pick-up during summer months	
2. Creating small food banks that are similar to the little libraries stations	
3. Providing a grant to the Northglenn Community Foundation to assist residents with utility payments	RP, AW, BB, JD, JM, AE, JW, ML
4. Small nonprofit grant program (like Meals on Wheels Program, food banks)	RP, AW, BB, JD, JM, AE, JW, ML
5. Small grant program for Northglenn schools (ex: portable Wi-Fi devices, replacement Chromebooks)	RP, AW, BB, JD, JM, AE, JW, ML

**CATEGORY 6: SUPPORT FOR RESIDENTS**

1.Community garden	AE, JW
2.Emergency Utility Financial Assistance	RP, AW, BB, JD, JM, AE, JW, ML
3.Suspending utility payments for a month	
4.Grant program to assist residents with rent/mortgage payments	RP, AW, BB, JD, JM, AE, JW, ML
5.Safe-to-sleep location for homeless people sleeping in their vehicles	AE, JW
6. Helping residents who have lost relatives in Northglenn or those who tested positive for COVID-19	
7. Engaging residents this summer with fun activities	AW, ML
8.City help wagon- groceries, medicine, etc	RP, AW, BB, JD, JM
9. Scholarships for rec programs, incl child care	RP, AW, BB, JD, JM, JW, ML
10. Community Resource Navigator - possible reallocation of staff	RP, BB, JM, AE, JW, ML

Additional Resident Feedback: COVID-19 Needs- Community Input – 5/13/2020

Received via Facebook and Next Door

Some residents provided feedback that fell in more than one category. Feedback in italics is what fits the category

#### **CATEGORY 1: PUBLIC HEALTH**

Mary Mondragon- provide test kits to every Northglenn resident. Establish a drop off site like SCL Health Community Hospital.

Christopher Smithwick- *Spend it on keeping the folks on the frontline safe, sanitizing schools and other public places*, financial relief on utilities for folks that have been impacted

#### **CATEGORY 2: INTERNAL CITY EXPENSES**

Alice Winslow- *Use it to make the economy of Northglenn profitable our businesses back and running* and the immune comprised under lockdown need help with lawns, etc.

Christi Stanley- *Definitely our first responders...* And a relief fund to help people affected... Like rent and utilities...

Diane Wolverton- I believe we should use it to make our community better. *Do our first or last responders need help? Do our workers who have never stopped working need a pay raise?* I am so proud that we are working hard to fill our food banks and help those less fortunate than we are, as those of us who still receive a paycheck; *so I am torn between my input to send it to those placing their lives on the line daily*; and those forced out of work who would work if they could, to provide for their families~ I am not thinking it should go to people who were on unemployment or welfare by choice and could have held a job before this all began. 😊

Anita-Lee Bassett- Wanna know how to spend the money that's burning a hole in your pockets??? Start here: <https://www.fema.gov/what-mitigation> <https://www.cdc.gov/.../community-mitigation-strategy.pdf>

#### **CATEGORY 4: SUPPORT FOR BUSINESSES**

John H. (+3)- HELP out the small business and citizens that may be losing everything they have worked for

Jeremy R. (+1)- I agree with John, there is a small business on 104th and Huron "Advantage Games" that is a safe place for a lot of youth of our community to go spend their time

Nancy L (+3)- Oh yes!! I agree about "Advantage Games"! They are just a small business and this COVID19 has definitely hurt them financially!

Stacey C. Leroy (+1)- Yea let's save advantage games!

David G. (+2); All the owner operated small restaurants, nothing for the large chain restaurants

Sahe T. Leroy: I'd love to see this go to farms providing starts for our community. I own a farm near Lyons and will happily help aspiring gardeners get started as well as deliver produce from

Additional Resident Feedback: COVID-19 Needs- Community Input – 5/13/2020

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Nancy K- I think it should be shared equally among all the small businesses in Northglenn so none will have to close down

Chuck A. – I am torn. We have worked 7 years in a bad location just to move to our dream location in time for COVID-19 and to close our doors and lose our spring and probably summer season

#### **CATEGORY 6: SUPPORT FOR RESIDENTS**

Alice Winslow- Use it to make the economy of Northglenn profitable our businesses back and running and *the immune comprised under lockdown need help with lawns, etc.*

Christi Stanley- Definitely our first responders... *And a relief fund to help people affected... Like rent and utilities...*

Diane Wolverton- I believe we should use it to make our community better. Do our first or last responders need help? Do our workers who have never stopped working need a pay raise? *I am so proud that we are working hard to fill our food banks and help those less fortunate than we are, as those of us who still receive a paycheck; so I am torn between my input to send it to those placing their lives on the line daily; and those forced out of work who would work if they could, to provide for their families~*

I am not thinking it should go to people who were on unemployment or welfare by choice and could have held a job before this all began. 😊

Christopher Smithwick- Spend it on keeping the folks on the frontline safe, sanitizing schools and other public places, *financial relief on utilities for folks that have been impacted*

**Please note only relevant information regarding to this subject was included.**

#### **CATEGORY 1: PUBLIC HEALTH**

Nancy S.: It would be great to help out some of the small businesses but I'm afraid 3 million wouldn't go very far. Tests for city workers might be the vest value, so they could get back to work.

#### **CATEGORY 4: SUPPORT FOR BUSINESSES**

Mark Bromley: I suggest distributing the funds equally to the size, number of employees, and those businesses harmed the most by the economic shut down. I also strongly encourage that the City restore the Economy ASAP and end the paranoia and hypochondria of Democrat socialism being imposed by irrational leadership. Pandemics are not new and we have been fully operational for every pandemic dating back to the discovery of the AIDS, Hantavirus, SARS, and so many other viruses in the past 20 years.

How long is this economic insanity going to last. Opening the economy is more important because the harm being done is worse than COVID-19 can every be.

Denver Lee Ryden: Open all businesses and help the small business owners.

Anonymous: Northglenn can support it's small businesses that are the root of what makes our city great. Provide grants to these businesses based on need to get back open and not have to go bankrupt. This will help people get back to work to support their families. Also the city should fund a campaign to encourage people to support local businesses - such as: small business Saturdays for the full SUMMER. To help these businesses get back up and going strong. Highlight a different local business each week on the local tv channel and on the city website for the whole summer.

Meg B: Not a parent but a food service professional and nutritionist. Many families are greatly supported by school lunches. I think it would be great to fund local restaurants who are impacted by this situation to bolster their business and help those in need.

Luke J.: Help small businesses so they can turn around and employ our neighbors.

#### **CATEGORY 5: SUPPORT FOR COMMUNITY ORGANIZATIONS**

Alicia M.: Crosswalk at 105<sup>th</sup> and Irma drive or resources for students





# COVID-19 RESPONSE – COMMUNITY INVESTMENTS

**City Council  
Study Session  
June 1, 2020**



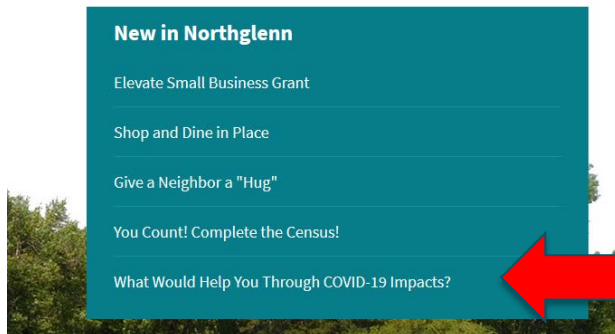
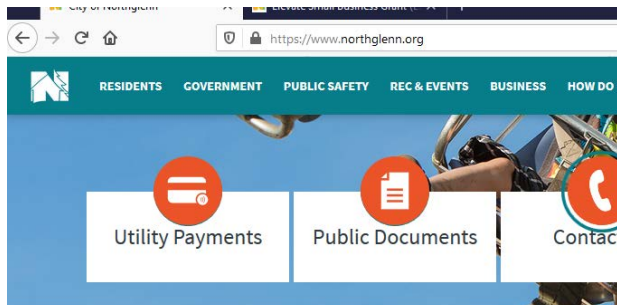
# SIX CATEGORIES

City Council prioritized these investment categories:

1. Public Health
2. Internal City Expenses
3. Education
4. Support for Businesses
5. Support for Community Organizations
6. Support for Residents

# ADDITIONAL IDEAS

- Community Input closes June 15
- Any additional new ideas will be prioritized by Council during the June 22 regular meeting
- Analysis to be provided to Council regarding these new ideas



## COVID-19 Needs - Community Input

Northglenn residents:

- How has the COVID-19 health crisis affected you?
- What type of help would make a difference to you?

City Council is soliciting input to help guide funding decisions.

To share your thoughts please:

1. Read the question below and use the scroll bar in the box to see the tabs.
2. Click the "Introduction" tab to read about the funding guidelines.
3. Click the "Feedback" tab to read all the statements so far.
4. Click the "Statement" tab to enter your input.
5. Check back in a few days to see how the conversation progresses and offer additional insight.

Thank you!

**What would help you/your family/your business through the hardships caused by COVID-19? Northglenn City Council would like to hear from residents to help guide use of CARES Act federal funding allocated to the City of Northglenn from Adams County.**

19 days left before deadline

Introduction Feedback Your Statement Outcome







Registered (15) Unregistered (3) Both (18)



# CRITERIA FOR IMPLEMENTATION

- CARES Act eligibility
- Constitutionality (meets public purpose doctrine)
  - Individual households vs public at large
- Estimated Cost
- Logistics

# PUBLIC HEALTH

	PPE needs at senior facilities	Hand washing stations + hand sanitizer at parks	Masks for all residents, incl child size masks
CARES Act Eligible?			
Constitutional?			
Estimated Cost	Will monitor-needs being fulfilled through ACOEM	\$20,000-\$111,800	\$69,600
Logistics	PD to work with ACOEM to coordinate	20 hand sanitizer units at parks with playgrounds and/or picnic shelters	PD, Streets, Comms & Special Events, Council

# MASKS

- Ordered 12,000 adult masks and 3,000 youth sized masks
- June 13 from 8:30-10:30am at the Marketplace
- June 23, June 26, June 30: Food Truck Rally/Summer Goody Bags
- Residents at long-term care facilities
- Business Needs









# INTERNAL CITY EXPENSES

	Reserve some funding needs for potential second wave	Payroll expenses for public safety employees	Modification expenses necessary for compliance (incl tech and telework)	Paid sick and family leave for public employees
CARES Act Eligible?	Depends on ultimate use	★	★	★
Constitutional?	Depends on ultimate use	★	★	★
Estimated Cost	TBD	\$25,000	\$150,000	\$900,000
Logistics	Depends on ultimate use	Finance and HR	Facilities Maintenance, IT	Finance and HR



# EDUCATION

	Campaign re: public health, masks, social distancing	Education materials for non-English speaking residents
CARES Act eligible?		
Constitutional?		
Estimated Cost	\$50,000	\$5,000 (translation services)
Logistics	Communications	Communications








# SUPPORT FOR BUSINESSES

	\$25 voucher to each household	Small business grant program other than rent
CARES Act Eligible?	Need to ensure that vouchers used in businesses that were negatively impacted by COVID-19	Need to ensure that it is being used for businesses negatively impacted (modifications are necessary to comply with social distancing)
Constitutional?		
Cost	\$125,000	Depends on Council recommendation
Logistics	5,000 \$25 gift cards to be purchased for summer goody bags	Depends on Council recommendation










# SUPPORT FOR COMMUNITY ORGANIZATIONS- \$100,000

	<b>Grant to Community Foundation for utility assistance program</b>	<b>Small non-profit grant program (like Meals on Wheels, food banks)</b>	<b>Small grant program for NG schools (ie Chromebook replacement, portable Wi-Fi devices)</b>
CARES Act eligible?	Depends on why payment cannot be made	Depends	Depends
Constitutional?			
Estimated Cost	TBD based on needs	TBD based on needs	TBD based on schools' needs
Logistics	Outside Agency Funding Committee	Outside Agency Funding Committee	Outside Agency Funding Committee



# SUPPORT FOR RESIDENTS

	Emergency Utility Financial Assistance	Grant Program for rent/ mortgage	Scholarships for rec progs, child care	Community Resource Navigator	City Help Wagon (groceries, medicine, etc)
CARES Act eligible?	Depends on why residents cannot make payment	Depends on why residents cannot make payment			
Constitutional?			Depends		
Estimated Cost	N/A	N/A	TBD on when programs are allowed	\$35,000	Staff payroll expenses eligible for CARES funding
Logistics	Direct residents to Community Foundation program	Considering providing funding to nonprofit	Parks and Recreation to coordinate	Temporary new hire if needed	Comms & volunteer groups



# INVESTMENT IMPACT OF IDEAS

Overall investment impact	\$2,421,400
Available Funds for allocation	\$578,600
1. Public Health	\$181,400
2. Internal City Expenses	\$1,075,000
3. Education	\$55,000
4. Support for Businesses	\$975,000
5. Support for Community Organizations	\$100,000
6. Support for Residents	\$35,000



# INVESTMENT IMPACT OF IDEAS

- Paid sick and family leave - \$900,000
- Elevate Small Business Program - \$850,000
- Modification expenses including telework expenses - \$150,000
- Hand sanitizer stations at parks - \$20,000-111,800
- \$25 gift cards from restaurants - \$125,000
- Support for Community Organizations - \$100,000
- Masks for residents - \$69,600
- Education campaign related to public health, masks/face coverings, social distancing - \$50,000
- Community Resource Navigator - \$35,000
- City-help wagon (groceries, medicine) - staff payroll expenses
- Payroll expenses for public safety employees - \$25,000
- Education materials for non-English speaking residents - \$5,000
- Small business grant program Round 2 - TBD
- Scholarship for Rec programs, child care - TBD
- PPE Needs at senior facilities - TBD
- Reserve funding for second wave - TBD

## **Northglenn Business Cares Act Ideas**

### **By Economic Development Dept.**

1. PPE Business Reimbursable Grant - PPE and other equipment needed for businesses to safely operate (gloves, masks, plexi-glass dividers, face and eye-wear, shields, sneeze guards, thermometers, outer-wear garments, safety signage, personal protective equipment, etc.)
2. New Small Business Grant- Cover other business-related expenses such as payroll, PPE, rent, supplies, utilities, insurance, etc.
  - Lessons Learned: Widen parameters of what is allowed under the grant, but narrow the eligibility guidelines. Below are discussion points:
    - # of Employees
    - Time Business Open
    - Gross Revenues
    - Industry Sectors
    - Home-Based
    - Tax Generating Business
    - Staff Intensive
    - Business not in Good Standing
    - Required Documentation
3. Public Education Business Materials - Free signage and window decals requesting customers to wear facial masks and social distance.
4. Innovation Business Reimbursable Grant - Businesses that show creativity, development of niche products and technology that adapt and pivot business models to COVID-19 (ex. contactless payment systems, hardware/software upgrades, website enhancements, changing product development, customer and employee workspace modifications, etc.)
5. Restaurant/Bars Accommodations Reimbursable Grant – Expenses related to adapting restaurants to meet social distancing and TCHD requirements (PPE, social distancing, employee distancing and 50% rules, physical adaptations to space, etc.) including but not limited to the expansion to outdoor areas (barriers, signage, manufacturing of counter tops, license fees if any, tents, umbrellas, liability insurance if required, etc.)
6. Educational & Marketing Programs - Assist businesses with new safety and operating programs, webinars, speakers, and marketing efforts to support businesses in the recovery process.
7. Industry Sectors - Develop grants or programs to focus on hardhit industry sectors such as retail, gyms, restaurants/bars and, personal services.