



BEDC American Rescue Plan Act Policy Recommendations

For: Local government policymakers
From: Bloomington Economic Development Corporation (BEDC)
Re: American Rescue Plan Act (ARPA) - Policy Recommendations
Date: June 28, 2021

Background

The Bloomington Economic Development Corporation (BEDC) is pleased to submit the following ideas on how local governments across Monroe County could invest funds from the American Rescue Plan Act (ARPA). BEDC staff and officers compiled these recommendations, with feedback gathered from BEDC members during the week of June 21.

According to US Department of the Treasury's [Interim Final Rule](#), which is also summarized [here](#) and [here](#), funds may be used to:

- (1) 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;
- (2) Respond to workers performing essential work during the pandemic by providing premium pay to eligible workers;
- (3) Replace lost government revenue 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
- (4) Make necessary investments in water, sewer, or broadband infrastructure.

BEDC partnership: The BEDC stands ready to partner with local government on the following recommendations or other initiatives to support these investments for our community's future.

About the BEDC: The BEDC is a nonprofit dedicated to the retention, development, and attraction of quality jobs in Monroe County, Indiana. The BEDC has close to 100 members representing the private, local government, nonprofit, and educational sectors. The BEDC is funded through memberships and grants from private industry, the City of Bloomington, the Town of Ellettsville, Monroe County, Indiana University, and Ivy Tech Community College-Bloomington.

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Recommendations

1. Coordinate the strategic investment of ARPA funds across local governments

a. Coordinate investments across local governments via a Coordinating Council.

The impact of the pandemic and its related challenges cross local government jurisdictions -- whether related to workforce and wages, housing, education and training, child and elder care, transit, or other areas of life. Thus, we recommend that local governments coordinate their local and regional ARPA investments to tackle these challenges in a holistic, cross-jurisdictional manner.

A Coordinating Council can be established to support these investments. The Council would draw from across local governments and sectors, to advise on strategic investments, define metrics and success, monitor the impact of these investments, and identify additional funding opportunities beyond ARPA. Council members could be selected by each of the local governments. These councils could be public-private partnerships with representation from government, businesses, neighborhoods, social service agencies, philanthropic, public health, and educational institutions.

Include smaller municipalities and unincorporated areas of Monroe County. These portions of the community, such as Ellettsville, Stinesville, and Unionville, may receive little to no ARPA funding, but are home to neighbors that could benefit greatly from strategic investments. They should be included in the conversation.

b. Combine ARPA investments with other funding opportunities.

These opportunities may include competitive federal funds*, federally proposed infrastructure funding, Congress' proposed [Endless Frontiers Act](#), and the State of Indiana's [READI program](#). If and when possible, use ARPA funds to support required local matching funds for other opportunities. To make the most of opportunities, create an inventory of existing resources, coordinate local applications for funds, and track expiration of existing funding streams with an eye toward building financial sustainability with investments.

*Competitive federal funds are listed beginning on [page 40 of this guide](#).

c. Make focused, transformative investments -- do not spread funds too thin

Concentrate ARPA investments in key thematic areas to avoid spreading the funds too thinly across many areas, which would prevent making a legacy impact. ARPA funds are one-time in nature, so it is important to invest with an eye for impact and financial sustainability. If these investments can be combined with other funding, it may increase their impact.

How to understand the recommendations in this memo: The investments suggested in this memo are areas in which the BEDC, members, and close partners think local governments could make a significant impact. It is unlikely this list could be completely

covered by available ARPA funds. Instead, policymakers can select a few key areas for greatest impact -- other recommendations from this memo that are not funded could be considered for the aforementioned, alternative funding opportunities.

d. Design investments based on data and metrics + apply program evaluation

Use data to determine the areas of greatest need and greatest potential impact of investments. Then, ongoing metrics and reporting should be used to ensure ARPA investments are having the intended effect, and also ensure lessons can be learned and continually applied across future efforts. Staff time and resources for program evaluation should be built into the program. It is also important to monitor any ARPA investments for unintended consequences, to ensure they have their intended effect over time -- such as positive incentives to upskill, seek work, and advance in earnings and opportunity.

Possible approaches to program design and evaluation are:

- Use data to guide investment decisions
- Delineate the list of critical measures for outcomes
- Develop a methodology on what is needed for evaluation and study
- Develop the backend data structure for collection
- Provide a set of dashboards and story maps that show the baseline (where we began) and progress over time (months, quarters, years).

Possible partners: [Indiana Business Research Center](#) and [IU Public Policy Institute](#)

Possible funding: \$100K to deploy multiple staff plus grad students, assuming a span of 12-24 months.

e. Fund staff time and outreach efforts.

For any ARPA investments, ensure funding and resources are available to support the local government staff and partner organizations that will implement ARPA-related initiatives. Effective deployment of ARPA funds will require properly resourced teams to ensure their full impact.

2. Grow quality, future-focused employment + support pandemic-affected industry

Diversify employment opportunities across Monroe County by supporting the development of future-focused jobs in sectors like technology, life sciences, defense, and advanced manufacturing.

Background: The pandemic exacerbated and underscored something that the community saw pre-pandemic -- the need to diversify Monroe County's economic base to increase the diversity of good paying, sustainable, clean jobs. Such employment advances innovation while linking to local expertise, clusters of existing employers, and anchor institutions like Indiana University and NSWC Crane. Employers in these sectors also support local businesses, bolstering the local economy.

a. Support the Trades District Technology Center

The tech sector has been identified as an emerging industry for the Monroe County community with high potential for quality job growth. This is based on various studies, including a feasibility study completed by the IU Public Policy Institute in fall 2020.

ARPA funds can provide startup operational support for the potential new Trades District Technology Center, which will serve Monroe County and the region by supporting the growth of post-startup tech companies.

The City of Bloomington and BEDC partnered to apply for \$3.5 million in CARES Act funding to construct the Tech Center. It will house local tech companies and be operated by a nonprofit that provides resources to grow this local employment and attract private investment. This investment bolsters Bloomington's Certified Tech Park and leverages the Opportunity Zone, which overlaps with this district. The proposed project schedule shows building completion in 2023, which aligns with the timing of ARPA funds.

Possible range of funding: \$500K - \$600K

b. Support employment in the trades by investing in educational outreach

Local trades organizations continue to report labor shortages, despite offering good paying jobs averaging anywhere from [\\$38,000 to \\$91,000 per year](#). According to Build Your Future, [Indiana has high demand for craft labor](#). These positions were deemed essential during the pandemic and labor shortages continue to create challenges for post-pandemic recovery. Labor shortages have a domino effect on building costs, which in turn makes it more expensive to buy and renovate homes or build commercial property.

ARPA funds can support employment in the trades by providing marketing and other funds for trades education, offered through partners like the [Hoosier Hills Career Center](#), which serves school corporations throughout the region, as well as Ivy Tech and WorkOne.

c. Support defense acceleration

Defense contractors have been a growing source of employment in the regional community, tied to the growth of NSWC Crane. The Gayle & Bill Cook Center for Entrepreneurship is piloting a defense accelerator to support local defense contractors in getting defense contracts, to bring federal money into the community while growing jobs.

ARPA funding could be used as seed money while the program scales up and establishes long-term funding. Possible investment: \$100,000 x 3 years.

d. Foster small business sustainability

Sixty-three local businesses and organizations received over \$1.8 million in low interest loans from the City of Bloomington to help them get through the pandemic. The BEDC

participated in the City's Economic Stabilization & Recovery (ES&R) working group, which created the concept for this program. Now is a unique moment to revisit these loans:

- The City could consider revising loan terms, extending repayment provisions, or converting into a revolving loan fund with local partners and support.
- The City and County could consider extending additional funds to those businesses impacted by the June 2021 flood.

IU Hope Project continuance: During the pandemic, the Gayle & Bill Cook Center for Entrepreneurship, South Central Small Business Development Center, IU Kelley MSIS program collaborated to help over 550 small businesses, entrepreneurs and nonprofits with 2-week sprint projects to help with getting eCommerce solutions for the many participants in this program. The students, with oversight from faculty/staff/SBDC, developed a project plan, timeline and milestones to help with new website development, getting on-line tools implemented, digital marketing tool onboarding and many other projects for the area small businesses and nonprofits.

Monroe County is home to ~15% of all projects over the past 12-13 months, so there is confidence that the program is needed in the future. The Indiana Small Business Development Center funded this program with around \$300,000 of available CARES Act funding, which will conclude in September 2021.

Possible funding: \$400,000 would provide funding for up to 2 years for students to continue with the program to help area small businesses.

e. Update incentives and business processes to support job growth.

Examine ways that ARPA investments can be combined with updated local incentives for quality employment growth. Consider and apply a broad range of incentives offered by the state and local entities: job creation tax credits, investment or R&D credits, property tax abatements, as well as customized services for individual businesses such as job training, manufacturing extension services, or entrepreneur support. Energy credits, such as Duke Energy's Rider 58 program, are also applicable for new and expanding companies.

Ensure local business processes are clear, predictable, quantifiable, and transparent -- whether related to zoning, taxes, permitting, or other procedures. This is key for growing private investment in the community and ensuring employers can grow.

f. Support tourism recovery

Restore \$1.5 million in 2020 Innkeeper's Tax collections lost due to COVID-19.

This will help promote the tourism businesses throughout the county that were hurt so badly by the pandemic. Innkeepers Tax collection finished 43% down for 2020 vs 2019. A little over \$500,000 of that came directly out of Visit Bloomington's marketing budget,

so they were not able to use those funds to promote to potential visitors. Ongoing studies have shown the return on investment of Visit Bloomington marketing programs is consistently and conservatively \$5-10 for every \$1 invested.

Invest in downtown infrastructure

This can include further fostering Kirkwood as an attraction, with updates to way finder signs and entryways designed by local artists (estimated \$400,000). It could include support for the Waldron, BCT, History Center, current Convention Center, WonderLab, and other partners. A fund to support aging public buildings would go a long way to helping many entities that use those buildings and the help the operators focus on developing the attractions not on capital maintenance costs that drain budgets.

3. Invest in infrastructure to address community needs and build resilience.

In recent years, the Monroe County community has seen aging local infrastructure, water main breaks, storms like the June 2021 floods, and constraints on the built environment in such areas of housing -- all underscoring the need to update local infrastructure.

Federal guidelines explicitly indicate that ARPA funds can be used for water, sewer, and broadband infrastructure. Local governments may consider future leveraging federal infrastructure funding for improvements that are not eligible under ARPA.

a. Conduct an infrastructure assessment on upcoming needs.

If such information does not already exist, local governments might take a holistic approach and compile a list of all needed infrastructure updates. Federal guidelines explicitly indicate that ARPA funds can be used for water, sewer, and broadband infrastructure. ARPA funds could be especially impactful in improving flood-prone areas, as demonstrated in the June 2021 floods that hit certain local businesses hard.

Local governments may consider future leveraging federal infrastructure funding for improvements that are not eligible under ARPA.

b. Address workforce housing needs.

Housing costs and availability of homes for purchase continue to be a challenge for workers, as documented in the recent [ROI Indiana Uplands](#) and [City of Bloomington](#) housing studies.

According to June 14 data from the Bloomington Board of Realtors:

- Home prices in Bloomington have increased 7.87% in the last 12 months and 11.35% in the last two years.
- The Median sale price is \$249,000, which is up 17.02% in the last 12 months.
- Based on these numbers, the community has less than a month of inventory available. A healthy market should have 5-7 months of inventory – meaning, if no homes were put on the market moving forward, it would take that long to sell everything on the market.

Focus efforts on addressing housing supply challenges by leveraging the findings and recommendations of the recent [ROI Indiana Uplands](#) and [City of Bloomington](#) housing studies.

ARPA investments can be leveraged and combined with the following steps to help increase workforce housing supply:

- i. **Focus attention on developable sites for housing.** These are outlined in the City of Bloomington housing study. Identify barriers to development on these sites. Ensure build-ready lots are prepared.
- ii. **Focus efforts on developing missing types of housing.** Sources for this information include the Bloomington and regional housing studies, the Hospital Reuse Project, and Bloomington Board of Realtors.
- iii. **Quantify financing gaps.** Work with developers to review pro forma statements, detail where financing falls short, and quantify what resources are needed to develop new housing. The [ULI housing simulator](#) provides an example of how to understand the numbers. This analysis should include an examination of the following costs: (a) Infrastructure costs and their impact on the overall cost of housing (b) How current planning and zoning processes impact the overall cost of projects.
- iv. **Provide infrastructure support and institute gap financing** by leveraging ARPA funds to fill in the aforementioned financing gaps for eligible infrastructure (water, sewer, and broadband), based on the above analysis. Housing developments require sewer, roads, water, sidewalks, and other utilities. Leverage ARPA funds and public-private partnerships to develop such infrastructure to pave the way (literally) for housing growth. Infrastructure projects also provide economic activity and job creation.
- v. **Streamline the development process**, based on the above analysis, to smooth the way for more housing supply. Expedite permitting processes to lower costs.
- vi. **Coordinate between the Monroe County and City of Bloomington governments to develop the urbanized fringe.** A county-city agreement around infrastructure or cost sharing can increase resources to aid development. Develop collaboration further through a collaborative residential TIF. Now is an optimal time to begin such conversations as the county develops the CDO.

Cost estimate: TBD based on aforementioned financing gaps and needed infrastructure

C. Improve building energy efficiency for low-income residents and businesses.

Improve existing housing via energy conservation investments outlined in the City of Bloomington [Climate Action Plan](#). Leverage existing programs:

- Allocate program resources to inventory, promote, and collaborate with existing energy conservation programs to increase the aggregate benefit. Existing programs may include those from Duke Energy, CenterPoint, and Hoosier Energy, but could also include Habitat for Humanity, the South Central

Community Action Program (SCCAP), and the United Way's annual roundtable with service providers and energy companies.

- Support local trades that work on housing energy efficiency by providing low-income subsidies for residents and landlords to improve the efficiency of their homes.

d. Support local business via Monroe Convention Center remodel / expansion

Eligible ARPA expenses include aid to impacted industries like tourism; facilities upgrades tied to public health protections; support for lost government revenue; and sewer, water, and broadband infrastructure. Investment in a remodel and expansion of the Monroe Convention Center would boost local tourism, by driving support to local businesses in the vicinity that enhance our local quality of life.

Leveraging ARPA funds for facilities upgrades would allow for more flexibility with the current funding source, Monroe County Food & Beverage Tax, by allowing it to be used for new construction.

Rough cost estimate: \$10 million

e. Support the arts through investment in a local arts center.

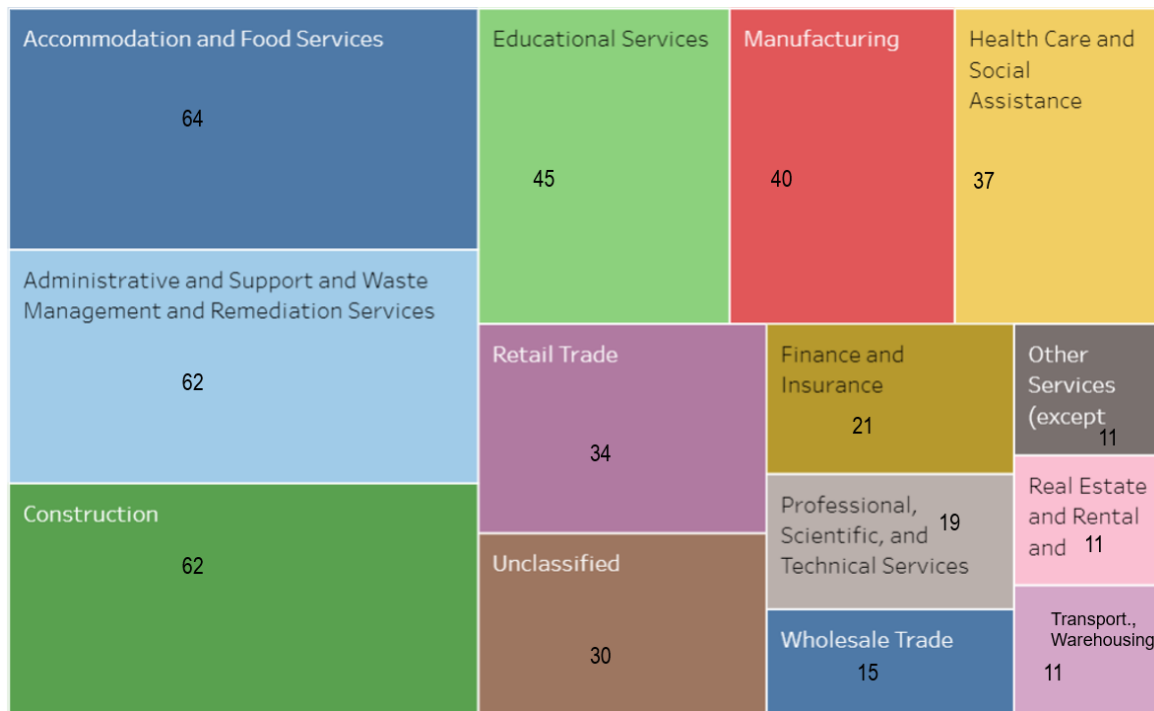
Leverage ARPA funds to help implement Waldron Task Force recommendations, including a capacity assessment for a larger, centralized arts venue.

4. Support workforce while addressing negative economic impacts of the pandemic

Local governments can support a range of initiatives to support the local workforce and address the negative economic impacts of the pandemic. These include initiatives to enable workers to upskill and connect to available jobs, increase their earning potential, connect to opportunities for advancement, and find best-fit opportunities as they age and move through their careers; and help youth get into the workforce, especially through service-oriented or hard-to-fill jobs.

Background: Across the US, [lower wage workers were hit hardest](#) by the pandemic. Nationally and locally, the industries hardest hit -- accommodation and food services, construction, health care and retail trade -- also employ the largest numbers of people without high school or only a high school diploma and people of color. The visual below shows the industries with the most continued unemployment claims through May 29. Monroe County has averaged more than 500 continued claims for several weeks, but at its highest saw more than 1,500 every week. (Source: Indiana Business Research Center).

Monroe County Continued Unemployment Claims by Industry
through May 29, 2021 -- numbers indicate number of individuals in each category



Source: Indiana Business Research Center

Going into the pandemic, a significant proportion of Monroe County jobs included food prep or food service, retail workers, cashiers, wait staff, and laborers - all of which earn less than 50% of the average wage, which is \$21.34 an hour (pre-pandemic 2019 data from Indiana Business Research Center).

2019 Monroe County Occupations and Wages tied to Service Industries

Monroe County Occupations and Wages	Workers	Average Hourly Wage	Pct. of Total Average Wage
Total, All Occupations	60,349	\$21.34	100%
Food prep and serving workers	2,176	\$8.99	42%
Retail Salespersons	1,946	\$12.93	61%
Cashiers	1,500	\$10.27	48%
Waiters and waitresses	1,467	\$10.47	49%
Laborers and freight, stock, and material movers, hand	1,203	\$14.57	68%

Source: Indiana Business Research Center

a. Identify workers that can use support and fund best practices for reaching them.

Use local data to identify portions of the community with highest unemployment and lowest wages, which would most benefit from workforce support. While the Monroe

County community is rich in resources, the BEDC often hears that residents are unaware of employment support, or that the resources available are not a best fit.

The American Rescue Plan Act explicitly mentions support for community navigators to help connect individuals with resources. A Coordinating Council or working group can inventory what existing organizations are doing, and coordinate across organizations to establish a continuity of service to help workers. ARPA funds can support community navigators, marketing, and engagement vehicles to better connect workers with resources. Funds could also be used to support K-12 programs to help students understand how to locate and connect with career resources throughout their lives through such resources as virtual tours and career fairs, for both students and parents.

b. Fund programming to provide financial and other coaching for workers.

The aforementioned centralized group can also provide resources for financial and life coaching for local workers. Such a program can help current employees at various businesses to remain employed, productive, and able to navigate challenges that could affect their employment. Locally, Monroe County United Ministries and the United Way of Monroe County provide related programming. [Another example of this](#) is the Ventura County Credit Union program, which educates agricultural workers on opening accounts, balancing checkbooks, and planning for the future.

c. Expand pathways to success for workers.

Enable workers to upskill and connect to available jobs, increase their earning potential, and connect to opportunities for advancement by using ARPA funds to support pathways to success. While Monroe County has the largest public university in the state, it also has nearly 25,000 adults (25 and older) who either do not have a high school diploma or stopped their education at a high school diploma (Source: US Census Bureau, ACS 2019).

Existing programs: ARPA funds could support the expansion of programs like those offered through the Ivy Tech/ [MyCookPathways](#) program, [Goodwill Excel](#), Broadview Learning Center, trade certification programs, and programs for incarcerated or formerly incarcerated individuals. These are designed to help workers find a job, move on to better jobs over time, and build careers. For programs like the Ivy Cook / MyCookPathways, ARPA funds can be combined with NextLevelJobs funding for companies, which can send their employees for training at little to almost no cost.

Full list of Ivy Tech academic programs:

<https://www.ivytech.edu/27420.html#bloomington>

Next Level Jobs Approved Programs: <https://www.ivytech.edu/bloomington/32237.html>

College and career academies: Funds could also support college and career academies at the middle school level to inform students of career pathways that may be a best fit for them.

Parent University: Local schools may also be a way to reach parents with information that benefits families, such as through a Parent University to provide education on work opportunities and resources.

d. Connect local students and youth with work opportunities.

While ARPA funding can help workers connect to opportunities for advancement, it can also help local high school and college students get into the workforce and build skills.

ARPA funds might be used to:

- Help companies offer paid apprenticeships and internships to high school and higher education students through existing programs.
- Provide work experience scholarships to local high school and higher education students to fill service / part time / hard to fill jobs. Scholarships could be tied to the number of hours worked, for use in Monroe County higher education institutions. ARPA funds could be used as a pilot for this program, to help local businesses recover more quickly from the pandemic, as their workforce needs have been well documented.
- Provide grants for internship stipends in targeted industries, to cover costs like transit and enable students to access these experiential learning opportunities.
- These investments could be combined with resources like [Indiana INTERNnet](#), a free internship-matching program managed by the Indiana Chamber of Commerce linking employers, students, high schools, colleges and universities.

e. Support and leverage existing workforce programs.

Allocate funding and staff members' time to market these programs to employers. The BEDC can assist by sharing its aggregated lists of resources and conducting a workshop for interested businesses and partners. Track statistics on open jobs and identify how to best connect individuals with those opportunities. Work with workforce training partners to identify and fill funding gaps in the above programs, such as when State funding ends.

Promote high-demand, high-pay jobs: Indiana's [Your Next Step](#) and [Indiana Career Ready](#) sites, as well as [Find Something New](#) can help individuals find high-demand, good jobs and identify resources to achieve their career moves. In-demand local jobs include:

- Trades (construction, HVAC, utilities/public works, roads, aggregates, plumbing, etc. Note: individuals are paid while going to school for union programs.)
- Life sciences positions: Allocate funds for public education campaigns about these career paths, to complement existing outreach efforts, through existing partners. Connect with K-12 educators with these programs to ensure high school students are aware of these opportunities.

f. Support diversity and inclusion in the community

Local employers and educators have also expressed ongoing interest in and support for increasing diversity and inclusion in the workforce and in the community at large, while

fostering global citizens within our community. When supporting workforce and talent programs, consider ways to support networking, pipelines, and mentoring programs for underrepresented populations.

5. Enhance quality of life while addressing barriers to work and opportunity.

Affordable child and elder care, workforce housing, and reliable transit are barriers to work and opportunity for lower-wage and all neighbors. Attainable housing continues as a challenge for local workers, which has also been a major impediment for employers connecting with workers. Arts and cultural organizations were hit hard during the pandemic, but are central to our local culture and quality of life. By addressing these barriers to work, we can help our neighbors advance while improving quality of life. This also helps employers who face challenges in finding enough quality workers across Indiana.

Background: Over 3200 people dropped out of the Bloomington MSA labor force from March 2020 to March 2021. These individuals were not receiving state and federal unemployment benefits, so were not counted among unemployment numbers. Reasons for leaving the workforce include lack of child care, managing at-home virtual school, elder care, early retirements, lack of jobs for students previously in the workforce, and discouraged former workers who were unable to find employment matching their skill level. (Source: Indiana Business Research Center).

a. Support community collaboration addressing issues of homelessness.

Provide funding and resources to programs and activities prioritized by the Monroe County Housing Insecurity Task Force, which includes local service providers and elected officials, to address needs of those experiencing homelessness in the community and region.

b. Support rural broadband and digital inclusion

Continue work with local service providers to extend rural broadband service. Consider funding recommendations from the [City of Bloomington Digital Equity Strategic Plan](#) and [County Digital Inclusion Plan](#).

Local investments can be combined with resources from the State's Next Level Connections program, to be announced July 1. The legislature provided \$250 million for the program for two years, so there is a significant opportunity to fund broadband projects.

c. Address the early learning and childcare needs magnified during the pandemic

Build upon existing work: Draw upon the work of the Early Learning Initiative funding by IU Health and the IU Health Foundation in the south central region to determine necessary steps to expand access to high-quality quality pre-k that support education attainment. Work with local providers to address the need for quality childcare options that support the return to the workforce by caregivers.

Address costs: Childcare costs are often cited as a barrier to employment for individuals at various income levels, but families at certain income brackets face additional challenges. While low-income families qualify for FSSA vouchers from the State, it is an income-based model. Lower-middle income families are constrained by the cost of childcare, which can range \$315-350/week for infants. This puts some families in the position of determining whether a caregiver should quit work due to childcare.

Identify what quartile of families is not covered by childcare and consider providing support for childcare on a sliding income scale, paired with efforts to adjust policies at the state level. Consider partnering with early learning centers that are available through the local school system.

d. Support elder care / senior services

Available, affordable elder care and senior services have also been referenced as barriers to work for local residents. Local government may consider possibilities for supporting these services.

e. Support transit to work and educational institutions.

Provide funding to extend transit routes to westside employment and educational centers in the area around Ivy Tech Community College-Bloomington. Anecdotally, the college regularly receives feedback from students and families that they need transportation to campus, not only from downtown but from all over their eight-county service area, including Bloomington and Monroe County.

Estimated cost: \$50-75k/year

f. Provide funding for arts and nonprofits.

Local arts and nonprofit organizations were hit hard during the pandemic, especially as venues were shuttered and festivals were canceled. These events were often major fundraisers for arts organizations.

Utilize ARPA funds to:

- Support the restart of in-person programming for arts and nonprofit organizations
- Implement Waldron Task Force recommendations, including support for a larger, centralized arts venue. Include short- and mid-term support to address gaps for these organizations while working toward the longer-term goals.

6. Tell our story and connect dots.

Some of our community's achievements and assets seem like best-kept secrets -- both in and outside of our region. The more we can promote the story of Bloomington, Ellettsville, Monroe County, and the broader region, the better we can connect our neighbors to opportunity and

help advance our community as a place with a high quality of life for residents to work, live, and play. The BEDC would be interested in partnering to execute this initiative.

- a. Fund efforts to better publicize resources inside the community**
- b. Fund efforts to tell our story outside the region through business.**

Possible costs associated with branding and marketing Monroe County:

These tools include promoting Monroe County for external business attraction audiences and reintroducing resources and services to a Monroe County based audience, with a focus on underserved populations.

- One time: Website & Logo= \$10,000
- Annual: up to \$200,200 depending on scope
 - Annual Contract with Brand Specialist = \$60,000
 - Promotional Products & Marketing Literature = \$25,000
 - Software & Online Subscriptions = \$4,500
 - Marketing / Community Engagement Contractor = \$65,000
 - Social Media Advertising & Engagement = \$38,700
 - Misc Supplies = \$7,000

7. Ensure access to public health, mental health, wellness, and other resources that sustain the health and wellbeing of Monroe County citizens.

ARPA funds can be applied to support local public health responses. Local governments could expand resources that provide access to preventative care, wellness, mental health, and substance abuse treatment, to ultimately support the wellbeing of Monroe County citizens.

Background: As the community emerges from the pandemic, the need for adequate access to care has been magnified. This is true for both physical and mental health as the demand for supportive services far exceeds availability of providers and programs. In addition, as COVID-19 numbers decrease, access to funding support is expected to decrease, leaving many of our most vulnerable citizens, including children, at great risk.

- a. Support existing mental health and substance abuse prevention providers.**
Seek avenues for increased services, as well as provide awareness and connectivity to existing resources that address the emotional and mental health needs of the community through the pandemic.
- b. Support training for future health care providers, particularly in fields experiencing professional shortages.**
In collaboration with Indiana University, Ivy Tech, other institutions of higher learning, community schools, and local health care providers, encourage individuals to consider health care careers and provide resources that increase awareness and access to healthcare training, education and clinical programs at all levels. This could be accomplished by increasing class sizes, adding satellite programs, and marketing efforts

aimed at increasing the number of health care providers available to serve in Monroe County.

c. Ensure students that have experienced education loss are supported and close the learning gap created during the COVID-19 pandemic.

Partner with area schools, as well as agencies like the Boys & Girls Club and Big Brothers-Big Sisters to provide education support and remediation for students who have fallen behind during the COVID-19 pandemic.

d. Strengthen and expand the community and public health infrastructure within Monroe County.

Expand existing programs and develop additional resources as needed, to fund and support community health programs and providers to address the disproportionate impact of the COVID-19 pandemic on vulnerable populations. This may include funding of additional community health workers, nurse navigators, violence prevention programs, as well as other services as deemed appropriate.

Costs: 2-3 full time employee (FTE) positions to support public health in the community and would allow for multiple disciplines to be considered for the positions. \$60,000 - 70,000 per FTE with benefits

e. Develop and improve existing public health programs utilizing evidence-based programming and evaluation implementation with guidance from expert partners.

Drawing upon the expertise of the IU School of Public Health, IU School of Medicine, IU Health, Monroe County Health Department, WIC, and Nurse Family Partnerships, to name a few, design and implement evidence based programs with the goal of improved outreach to and participation by vulnerable populations, addressing gaps and barriers to services, increasing use of technology, program evaluation, data analysis and continued programmatic improvements.

Costs: Biostatistics support to follow trends and models of success. 1 FTE: \$65,000

f. Support frontline workers in the ongoing fight against COVID-19.

Continue to financially support local health and safety personnel, including first responders, who care for those experiencing COVID-19, as well as address the ancillary impacts of this disease. This includes, but is not limited to health workers, public safety officials, public health providers, those providing basic human services, as well as other supportive professionals and organizations.

g. Stop the spread of COVID-19 in Monroe County and the surrounding area.

Continue to support services and programs that directly prevent infection and transmission of COVID-19 in Monroe County. This might include vaccination programs, testing, surveillance, monitoring, support of public health orders, staffing support,

emergency medical costs, marketing and communications, capital improvements that reduce risk of transmission, as well as others as deemed necessary.

h. Address the long-term health care impacts of COVID-19.

Work with local, state, and national health experts to determine both the near and long-term needs of those that have experienced COVID-19 and provide care for these survivors, as well as support additional monitoring of positive cases and variants.