

NOTES

TO: Honorable Mayor and City Council Members

FROM: Ann E. Wall, City Manager

DATE: July 14, 2021

SUBJECT: Materials for Your Information

Please find attached the following materials for your information:

1. A memo from Brock Letchworth, Public Information Officer, regarding social media analytics
2. A memo from Tiana Berryman, Housing Administrator, regarding Community Development Block Grant (CDBG-CV) programs

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Attachments



Memorandum

To: Ann Wall, City Manager

From: Brock Letchworth, Public Information Officer

Date: July 14, 2021

Subject: Social Media Analytics

The City's Public Information Office recognizes the importance of social media in messaging. The results of the past two Citizens Surveys revealed that more people than ever are getting and prefer to get their news from the City via social media platforms.

As a result, the PIO continues to grow the City's social media following and engagement (reactions, comments, shares). According to the most recent analysis of social media activity, the City has increased its followers every month in 2021 for each of the social media accounts we regularly use. This includes our Facebook, Twitter, Instagram, and YouTube pages, along with our Nextdoor account. Additionally, we are continuing to explore ways we can effectively incorporate Snapchat and TikTok in our communications.

Below is a snapshot of progress made since the start of this year.

Account	Followers	Since 1/1/21	Engagement (avg. since 1/1/21)
Facebook	21,993	+617	4,103 per month
Twitter	8,520	+6	202 per month
Instagram	7,847	+584	3,194 per month
YouTube	617	+55	2,780 views per month
Nextdoor	11,952	+685	N/A

**These number only reflect the City's official government sites and do not include some departmental sites which help expand our reach even more.*

The utilization of social media continues to be a vital part of the City's Strategic Communications Plan. We have established in the plan the ways we will implement social media in communication efforts, and there are goals for increasing social media reach and engagement. I am pleased to say we are currently on pace to reach our goals.



MEMO

To: Ann Wall, City Manager
From: Tiana Berryman, Housing Administrator 
Date: July 14, 2021
Subject: CDBG-CV Programs

Under the CARES Act, the City received Community Development Block Grant (CDBG-CV) funding in the amount of \$1,164,559 specifically to prepare for, prevent, and respond to Coronavirus. These funds have been designated in the 2020 Annual Action Plan for rental assistance, business assistance, non-profit support and related administrative costs. On Thursday, April 1, 2021 staff began accepting applications for both the Emergency Rental Assistance (ERA) and Small Business Assistance (SBA) Programs.

To-date, there has been significant utilization of ERA. With support in the form of application review from Civitas, the program funds have been committed to 182 low- and moderate-income households totaling \$225,419.49 in back-rent paid on their behalf to their landlord. The SBA program has seen slower success, partly due to the earlier availability of PPP loans for similar eligible expenses. Eight (8) business awards of up to \$15,000 have been made to qualifying small businesses totaling \$110,098.23. Staff plans to continue utilizing Civitas for business underwriting as needed and review after three (3) months to ensure awardee compliance.

Two non-profits requested CDBG-CV funds to supplement their 2021 sub-recipient contracts for a combined amount of \$32,992. Since the initial applications were reviewed in the spring, several agencies have expressed interest in CDBG-CV funds that may utilize most of the budgeted non-profit funding.

CDBG-CV Budget

Activity	Initial Funding	Encumbered Funds	Remaining Funding
Admin	\$116,455	85,736.85	\$30,718.15
Business Assistance	\$672,802	110,098.23	\$562,703.77
Rental Assistance	\$225,301	225,419.49	-\$118.49
Non-Profit Funding	\$150,001	32,992.00	\$117,009
Total	\$1,164,559	454,246.57	\$710,312.43

Because funding exists in other programs and may be easily transferred in small amounts, the application deadline for ERA has been set for July 30, 2021. This will allow for partial applications to be completed and for staff to ensure a coordinated and well-communicated end to the program. Additionally, staff intendeds to propose reallocation of unexpended funds that may include supplementing the program cap for owner-occupied rehabilitation as a result of increased construction costs and expanded business assistance to include building improvement as allowable by HUD. Introduction of any new or expanded projects, such as the aforementioned, will require a substantial amendment to the 2021 Annual Action Plan, 5-day public comment period, and public hearing.

cc: Ken A. Graves, Assistant City Manager
Thomas Barnett, Director of Planning and Development Services
Les Everett, Assistant Director of Planning and Development Services