

ARPA Analysis

SPONSOR(S): ALD. RAINEY, COGGS AND STAMPER

ARPA #45A

DEPARTMENT(S)	Amount	Positions	Are positions new?
Common Council/City Clerk	\$15,654		<input type="checkbox"/> Yes <input type="checkbox"/> No
TOTAL	\$15,654		

Request is likely eligible only to the amount of "Lost Revenue" ☐ Yes ☒ No \$ _____

INTENT

This request will fund mailing the City of Milwaukee's online American Rescue Plan Act Public Survey to residents within the 6th, 7th and 15th Aldermanic with 53206 ZIP codes.

BACKGROUND

1. Milwaukee's 53206 ZIP code, which is 95% Black, has one of the highest incarceration rates in Wisconsin, and by extension, the United States.
2. In June, 2021, the City launched an online survey seeking input from the public on how to spend the \$394 million Milwaukee would be receiving through the American Rescue Plan Act.
3. Within the 53206 portions of the 6th, 7th and 15th Aldermanic Districts, there are 9,842 residential addresses.

DESCRIPTION

1. Proposed allocations

Amount	Program	Dept.
\$15,654	53206 ZIP code ARPA Funds Survey	City Clerk

2. Description of activities:

Under this program, the City Clerk's Office would mail out physical copies of the online American Rescue Plan Act Public Survey launched by the City in June, 2021, to every residential address within the 6th, 7th and 15th Aldermanic Districts with a 53206 ZIP code. Returned surveys would then be collated by the Department of Administration.

3. Enabling Legislation Required? ☒ Yes ☐ No

Resolution directing the sending of the survey

4. Submitted to BMD for Review? ☒ Yes ☐ No

5. Submitted to OEI for Review? ☒ Yes ☐ No

DESIRED GOALS/OBJECTIVES

1. Gather feedback from one of the city's most vulnerable communities of color.
2. Encourage public participation in the American Rescue Plan Act fund allocation process amongst residents of the 53206 ZIP code.

TRACKING METRICS

Survey response rate of 15% or more.

TIMETABLE

1. Ramp Up: Following adoption of ARPA funds in October.
2. Implementation: 60 days for surveys to be distributed, returned and tabulated.
3. Winding Down:

LIST OF SUBGRANTEES

BUDGET SUMMARY

Category	Amount	%		
Personnel	\$			
Operating Expenditures	\$15,654	100%		
Equipment	\$			
Contracted Services	\$			
Total	\$15,654	100%		

BUDGET DETAIL

PERSONNEL COSTS								
Title	Estim Salary	New	Existing	Total	Salary	Multiplier	Fringe Benefits	Total
NA								
TOTAL PERSONNEL					\$		\$	\$

Multiplier: GC=.46 MPD=.48 Fire=.52 Water=.36 Transp Fund= .40

			Total
OPERATING EXPENDITURES			
Surveys mailed to 9068 residential addresses ¹			\$15,654
Returned Surveys ²			\$0
<i>(ex: Travel, training, printed materials, supplies, cell phones, laptops, vehicle rental, contract employee costs, consultants)</i>			
SUB TOTAL			\$
EQUIPMENT			
SUB TOTAL			\$
CONTRACTED SERVICES	Admin	Direct Aid	
SUB TOTAL			\$
TOTAL COSTS			\$15,654

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Legislative Reference Bureau
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¹ 5,298 residential address in the 6th Aldermanic District, 1,438 in the 7th Aldermanic District and 3,106 in the 15th Aldermanic District, for a total of 9,842 residential addresses. Funds to mail surveys to the remaining 774 addresses will be covered by the City Clerk's Contingency Fund.

² This analysis assumes a 15% return rate (1,476 surveys) at \$.80 per returned survey. This would require an additional \$1,181 that would need to come from the City Clerk's Contingency Fund.