

County COVID Relief Funds Expenditure Timeline	Budgeted Expense Amount
FY 2020-21	<b>\$131,719</b>

<b>7/1/2020</b>	<b>\$3,500,000</b>
FY 2020-21 COVID Relief Funds set aside in Non-Departmental (9800)	\$4,500,000
Small Business Loan program	<b>\$1,000,000</b>

<https://carolinasmallbusiness.org/initiatives/durhamgrantprogram/>

Applications Received - 39  
Dollar Total Requested - \$1 million  
Mean Amount Requested - \$29k  
Dollar Total Approved - \$339k  
Dollar Total Disbursed - \$238k  
Mean Age of Business - 10 years

Loan Requests:  
Pending #: 10  
Approved #: 11  
Declined #: 18

Of note, staff implemented round 3 program changes in August to greatly expand applicant eligibility by making the loan program available to the 100+ grant recipients as well as businesses with revenues up to \$5 million and up to 50 employees. As a result, approved loans have increased by 37% since August 14 to a total of \$339,000. Additionally, there are currently \$218,000 of requested loan dollars under review and \$35,000 of loan dollars pending approval.

<b>7/13/2020</b>	<b>\$1,000,000</b>
Carolina Duke Inn COVID Shelter	<b>\$1,010,160</b>
	\$570,000

In early April, the County Commissioners approved approximately \$1.7 million to relocate the population of Urban Ministries of Durham (UMD) to the Marriott RTP hotel as a safer, non-congregate housing option to reduce the likelihood of the spread of COVID among our homeless population in the short-term. That contract expired on July 9th, and on July 8th UMD moved its residents out of the hotel. As part of the medium-term solution for the population UMD is helping to shelter, non-medically fragile residents were moved back to the downtown shelter in numbers that allow for appropriate social distancing, and several dozen medically fragile individuals were moved to the Carolina Duke Inn on Guess Rd.

The plan to move these individuals to the Carolina Duke Inn was approved by the Multi-Agency Coordination (MAC) group on July 1. \$1,010,160 will be moved from the funds set aside in the FY20-21 budget for COVID-related expenses to Emergency Management’s COVID fund center. \$570,000 will be added to the County’s contract with the Carolina Duke Inn to cover the cost of up to forty (40) hotel rooms through the end of the calendar year for medically fragile homeless individuals.

The remaining \$440,160 is for associated expenses and much or all of these funds will flow through Urban Ministries of Durham.

County staff continue to evaluate a number of other sources of funding which might offset some of the above anticipated costs. Staff also continue to evaluate several longer-term housing proposals received in response to the homeless housing RFP from earlier in June. It is possible that one or more of those options could be put into place before the end of the calendar year and might have the effect of reducing hotel expenditures by shifting funding towards increasing permanent homeless system capacity.

The \$1.01m was appropriated on July 13th per the attached memo to continue housing and supporting an estimated 40 medically fragile individuals who could not be safely moved back into UMD at the end of the County's 3 month agreement with the Marriott RTP hotel. The amount budgeted to house and support these individuals through Dec. 31st, 2020 at the Carolina Duke Inn (CDI) was approximately \$540,000 for room rental and \$470,000 for support services. Approximately 25 individuals were moved to the hotel on July 8th when the remaining individuals at the Marriott RTP were evacuated. It took UMD some time to get the numbers being served at the CDI up close to 40, but the daily occupancy has been close to 40 number since mid-August. There is a slow churn in who makes up this small population – every day one or two individuals may be exited from the hotel and another few may be admitted.

\$570,000

**Associated Expenses for Carolina Duke Inn COVID Shelter**

\$440,160

(blank)

Luckily for the County, the funds budgeted for support services may not have to be spent, as UMD was awarded \$392,000 in state ESG-CV funds to cover those same costs. Those unspent funds could be re-purposed in a number of ways, including extending the lease for these 40 rooms for additional time if that is what the established public health guidance would suggest. UMD may or may not receive additional rounds of ESG-CV funding from the state, so if we extend our period of tenancy at the CDI, the County may once again find itself having to cover support services as well as tenancy costs.

\$440,160

**8/10/2020**

**\$195,000**

**COVID+ Families Food Security**

\$100,000

**Public Health currently provides food and supplies to COVID positive food insecure individuals at a cost of \$35 per week. We are averaging 300 food insecure COVID individuals per month for an average total of \$10,500 per month. As a result of increased COVID infection rate in the Latinx and Hispanic populations, the cost of telephone translation services to arrange for food and supply delivery is \$1,000 per month. Lastly, mileage averages \$7 round trip per household at \$2,100 per month.**

**An appropriation of \$100,000 to feed COVID positive food insecure residents of Durham County would last seven months, or through February 2021 at current infection rates.**

Food Lion gift cards are used to purchase food and supplies for households in isolation due to a positive COVID-19 test and the lack of financial and social resources to have food delivered in a different way. DCoDPH has been purchasing and delivering food since the week of April 13, 2020. Gift cards allotment depends on household size and follows the table below.

household sizeAllotment

1-2 people\$100

3-4 people\$150

5-6 people\$200

7+ people\$250

In July 2020, DCoDPH started using standard shopping lists in order to improve efficiency (attached). Adjustments are made for dietary restrictions. A standard referral form was also created at this time (attached). Referrals are made by Durham's surveillance team that contacts individuals that test positive for COVID-19.

We have paper copies of all referrals and the receipts in a file drawer. Cases since June 24 have been documented on an excel spreadsheet and are easy to analyze. Since June 24,2020, DCoDPH served 594 household members, filling 159 referrals (average household size of 3). Total cost of the food and supplies since July 24, 2020 is \$21, 607.04 (average of \$36 per person or \$5 per person per day).

\$100,000

During the August 3, 2020 BOCC work session, task force representatives gave an update on the Bull Communications Plan. The communications strategy will focus on efforts to revive the local economy using evidence-based approaches to reduce the risk of COVID-19 transmission among employees and customers. Further the plan seeks to increase accountability among businesses and encourage confidence among residents through steps established to create a safer commerce while operating during a pandemic. \$95,000 of COVID relief funds as set aside in the FY 2020-21 budget will be transferred from the Nondepartmental to the County Manager's budget to support these expenses.

The initial campaign was launched in English and Spanish. The project success can be attributed to over 1,000 hours of volunteer contributions from local experts at McKinney and Duke University, as well as local communication experts under the leadership of Discover Durham. Over the first couple of weeks of the campaign, over 200 businesses completed the campaign's health and safety checklist.

The \$95,000 allocation will be matched with additional funding from the City of Durham. Further The funds will support the cost associated with advertising and buying media time to promote safe and secure practices during the COVID-19 epidemic.

What has already been spent to date (using funds pre-approved by the City):

Indy Week – full-page ad, La Conexion – full-page ads, Que Pasa – full-page ads, Social media advertising in English and Spanish, In-bus advertising through GoDurham, La Ke Buena – Spanish radio

What is currently running or has been contracted and is in production (using both City and County approved funds):

Durham Herald-Sun – full-page print ad and digital banner ads, Social media video advertising in English and Spanish, Google Search Network – text ads in English and Spanish, Spectacular Magazine – digital banner ads and advertorial opportunities, Billboard – along I-85, WRAL-TV – mix of TV broadcast, streaming, digital, and advertorial opportunities, WTVD-TV – mix of TV broadcast, streaming, digital, and advertorial opportunities, Univision – TV broadcast, Curtis Media Group – radio advertising with Radio 96.1 and other stations, WCHL-AM – radio advertising, Radio One – radio advertising across K97.5, Foxy 107/104, and Light 103.9

What is scheduled to run in September and October, but has not yet been contracted (using both City and County approved funds):

La Conexion – full-page print ads, The Carolinian – print advertising, Triangle Tribune – print advertising, Social media advertising in English and Spanish, Social media video advertising in English and Spanish, Google Display Network – banner ads in English and Spanish, Retargeting ads – banner ads in English and Spanish, Additional billboard(s) – potentially on NC-147 or I-85, Univision – TV broadcast, Curtis Media Group – radio advertising with Radio 96.1, Triangle Traffic Network, etc., WCHL-AM – radio advertising, Radio One – radio advertising across K97.5, Foxy 107/104, and Light 103.9, WNCU-FM – radio advertising with NCCU's station, WRAL-FM – radio advertising

In addition to traditional advertising contracts, a small portion of the budget from both the City and the County is set aside to produce print collateral and other grassroots activations. Ideas that have been quoted to be produced in September using City and County approved funds include:

Flyers to be distributed to business owners in English and Spanish, Flyers to be distributed to the public in English and Spanish, Insert to be included in the City's water bill mail distribution, Palm cards to be distributed at essential businesses in English and Spanish (grocery stores, etc.), Pins and "PPE" for frontline workers – items that say something to the effect of "If you can read this, you need to have a mask on", Stickers and "PPE" for essential workers – stickers for construction workers to put on their hardhats reminding people to wear masks, etc., Coasters – to be distributed to Back on the Bull participating restaurants, Other misc. stickers to increase awareness and brand visibility

**Health Ambassador Program**

\$229,244

The Board is requested to receive an update on the Community Health Ambassador Program proposal recommended by the Durham Recovery and Renewal Task Force (RRTF), ask questions deemed necessary, and provide direction on next steps regarding the funding request. During the August 3 Board Work Session, the Board asked that the budget for the proposed Community Health Ambassador Program be reviewed and refined to find potential cost savings for the year long program. A copy of the revised recommendation letter submitted by the RRTF has been attached. The original cost estimates for the Community Health Ambassador Program were revised after the August 3 agenda item was finalized. The total program cost increased to \$648,047.

UNC has now been able to identify \$52,479 in additional in-kind resources for this proposal to include:

Revised program costs total \$636,488. The County and City are being asked to equally split this cost. The total funding request to the County for this program is \$318,244. The City of Durham approved their half of the requested amount during the August 17 City Council meeting. A copy of the revised budget and program justification from UNC Gillings School for Public Health has been provided.

The Board also inquired about possible funding sources for the proposed program during the August 3 Work Session. It is unlikely that FEMA's Public Assistance program (Category B) would reimburse the County for this program since it is not an emergency protective measure. The Coronavirus Relief Fund (CRF) funding, provided to the County from the federal CARES Act funding, could be a funding source for certain parts of the program that are substantially dedicated to COVID-19 related activities. Non-allowable CRF expenses for this program include: administrative fees, travel and mileage, and educational tuition (total cost: \$102,147/ County share \$51,074).

There is no update on the Community Health Ambassador Program at this time since the funding was just approved during the August 24 meeting. Next steps include finalizing agreements with UNC and City for program. I believe they are hoping to start the program in Sept. 2020.

\$229,244

The Board is requested to appropriate \$470,250 of General Fund Covid Reserve and contract approval with the Food Insight Group (FIG) for home delivered meals for vulnerable food insecure families. The program will support families who are in need of direct-to-home delivery, focusing on (1) families who work and/or don't have adequate transportation and cannot make it to school pick up sites, or (2) families needing to isolate/quarantine because of family members at high risk from COVID-19. The program has the added benefit of working with local restaurants to provide meals, maintaining jobs, and supporting Durham's economy. The funds will provide meals for 1,000 children (approximately 400 families) from September 1 – December 31, 2020.

Through July 31, 2020 adult/family feeding had been part of a once a week home delivery feeding program in coordination with public school feeding sites. The child portion of the feeding program had been funded through DPS via participation in the USDA Summer Meals Program. This project was managed as part of the original Durham FEAST program with the DPS Foundation and partners, including FIG. One-thousand children and their families received Wednesday food deliveries with an additional 1,500 on a waiting list.

Due to changes in USDA funding policies for the 2020-2021 school year, it is not possible to support a home delivery portion of the school feeding program, which is a community concern. The current school plan for 100% virtual schools, where children would have received daily meals, adds to the need for this format. While schools will continue some form of site-based feeding, this does not address the direct-to-home delivery needs of these particularly vulnerable households.

Working collaboratively with the County Food Security Team, the FIG proposal will address this need for home delivered family meals, providing food to both the children and adults in a household, requiring significant coordination, by continuing to utilize Durham restaurants to provide family meals each week, supporting restaurant workers and their families as well. Additionally, FIG will leverage this new program to coordinate additional community food resources, when available, to increase the amount of food delivered to families. The program will work to identify and support children and families who experience food insecurity that has been exacerbated by the COVID crisis along with significant barriers to accessing site-based meal programs and who would benefit most from this home delivery program.

On August 24, the Board approved \$470,250 of General Fund COVID Reserve and contract approval with the Food Insight Group (FIG) for home delivered meals from September 1-December 31. The program is currently working to identify and support children and families who experience food insecurity that has been exacerbated by the COVID crisis along with significant barriers to accessing site-based meal programs and who would benefit most from a targeted home delivery program. The funds will provide meals for 1,000 children (approximately 400 families) from September 1 - December 31, 2020. The program is in the rollout phase receiving program referrals. The first disbursement of \$235,125 is in process. Meals will be delivered starting the week of September 7.

- The family meals referral delivery program is part of a larger food program FIG has formed, called EAT NC. The delivery program will support families who are in need of direct-to-home delivery, focusing on (1) families who work and/or don't have adequate transportation and cannot make it to school pick up sites, or (2) families needing to isolate/quarantine because of family members at high risk from COVID-19.
- The families can be referred by DPS social workers/counselors, DSS, other County programs, such as Welcome Baby and Project BUILD, and other community referral sources. Webinars covering the community referral process were offered on Monday, August 31, to answer questions about the program. EAT NC has a website, which will list Durham County as a partner, <https://www.eatnorthcarolina.org/family-meals-referral-program>.
- The program works with local restaurants to provide meals, which maintains jobs and supports Durham's economy. At least 50% of participating restaurants will be minority or women-owned businesses and will participate in the "Get Back on the Bull" safety program.
- Changes in the School Nutrition Program announced by the USDA on August 31 (which continues the summer nutrition program with waivers through December 31 with breakfast & lunch for all children 0-18), will allow FIG to connect these 400 families in the program with school meal deliveries. Along with the family meals offered by the funded program, FIG will be able to provide additional food resources to families, which maximizes the County's investment.

\$470,250

**HOPE Learning Center for 338 Seats Partner Agencies - 6 Weeks**

\$405,600

**The Board is requested to review the HOPE Learning Centers proposal, ask questions deemed appropriate, and provide direction on next steps. This is a continuation discussion regarding the proposal from the August 18, 2020 joint meeting between the Board of County Commissioners and the Board of Education. County staff will provide updates on use of County library facilities and staff for the program and possible funding options. A copy of the proposal has been attached. The Board approved funding for 338 seats for 6 weeks.**

(blank)

\$405,600

**Pending**

**\$1,321,465**

Temporary Shelter for COVID Testing for American Disabilities Act compliance

\$48,000

Janitorial

\$718,465

DCo increased Security

\$250,000

Bi-Weekly Testing of DCo employees (300 - Sheriff, GS, CJRC, Youth Home)

\$255,000

Personal Protective Equipment

\$50,000

**County COVID Relief Funds Available**

**\$131,719**