



Legislation Text

File #: 20-0402, **Version:** 1

Item:

Budget Amendment No. 21BCC000013 Allocating \$95,000 of COVID-19 Funding to Support the Bull Communications Plan as Presented by the Durham Community Recovery and Renewal Task Force Funding

Date Of BOCC Meeting : August 10, 2020

Request For Board Action:

The Board is requested to approve Budget Ordinance Amendment No.21BCC0000013 transferring Nondepartmental budgeted COVID-19 related funds to the County Manager's budget to support the Durham Recovery and Renewal Task Force (RRTF) recommended Bull Communications Plan for \$95,000. The transfer will come from the dollars originally set aside in the FY 2020-21 budget to address COVID-19 expenses.

During the August 3, 2020 BOCC work session, task force representatives gave an update on potential investments needed in several areas. During the discussion, an update occurred 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 and has been recognized nationally for its design and use of behavioral science for the campaign design. 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.

Alignment With Strategic Plan: Goal 2: Health and Well Being; Goal 3: Safe Community

Resource Persons : Jodi Miller, General Manager and Keith Lane, Budget Director

County Manager's Recommendation: The County Manager recommends that the Board approve Budget Ordinance Amendment No.21BCC0000013 transferring Nondepartmental budgeted COVID-19 related funds to the County Manager's budget to support the Durham Recovery and Renewal Task Force (RRTF) recommended Bull Communications Plan for \$95,000. The transfer will come from the dollars originally set aside in the FY 2020-21 budget to address COVID-19 expenses.

County Manager: _____