



CITY OF APPLETON

MEMORANDUM

Date: August 12, 2024
To: Finance Committee
From: Jay Ratchman, Director of Human Resources
Olivia Galyon, Community Development Specialist
Subject: ARPA Funds De-obligation and Re-obligation to Human Resources
Strategic Planning Project

City staff are bringing forward a request to deobligate a portion of two existing ARPA allocations for projects that will not need their entire allocated budget and reallocate those available funds to a Human Resources Department project. Appleton Common Council approved funding for two American Rescue Plan Act (ARPA) projects, the Neighborhood Leadership Academy and Comprehensive Plan Update, on April 3, 2024, following a recommendation of approval from the Finance Committee. The Neighborhood Leadership Academy was originally allocated \$100,000, and the Comprehensive Plan Update was originally allocated \$400,000. These projects are each being carried out by the Community Development Department, which is contracting with professional services firms to provide the necessary services to implement these projects.

Following the release of an RFP for each project and firm interviews and proposal refinement, firms were recommended for selection, and Community Development Committee and Common Council approved the consultants and contract totals. SmithGroup was selected for the Comprehensive Plan Update for a total contract amount of \$375,000. NeighborWorks Green Bay was selected for the Neighborhood Leadership Academy proposal for a total contract amount of \$80,000. Both projects came in under their originally allocated amounts, providing the opportunity for de-obligation of the remaining \$25,000 from the Comp Plan project and \$20,000 from the Neighborhood Leadership Academy project. The total \$45,000 remaining from these projects is available to be re-obligated to the Human Resources Department for their Strategic Planning project. The Strategic Planning project has been reviewed for ARPA eligibility and approved by the City's consultants at Booth Management and Consulting.

The Strategic Planning project will serve as a context for City strategic decisions and actions for years to come. The project will include an organizational assessment, creation of a core mission and guiding principles, core values, and identification of top priorities based on customer data and feedback. The development of this internal strategic plan will be coordinated with the update of the City's external comprehensive plan update to ensure alignment of the internal and external plans. This project is vital for ensuring that the vision,

mission, guiding beliefs and core values are clearly identified and conveyed to employees and the community, and that City strategies and projects align to ultimately meet community needs of our citizens and visitors.

Staff have two recommendations for committee and council to enable the HR Strategic Planning ARPA project to proceed. First, staff recommend that committee de-obligate the remaining \$25,000 from the Comprehensive Plan project that will not be used, as well as \$20,000 from the Neighborhood Leadership Academy project. If approved, staff will make edits to the MOUs that obligated these funds. Second, staff recommend that committee approve the re-obligation of these funds to the HR Strategic Planning project for a total of \$45,000.