

The ARP Webinar Series: How to Tell Your ARP Story

June 14, 2023



**WORKING AS ONE.
ADVANCING ALL.**

Agenda

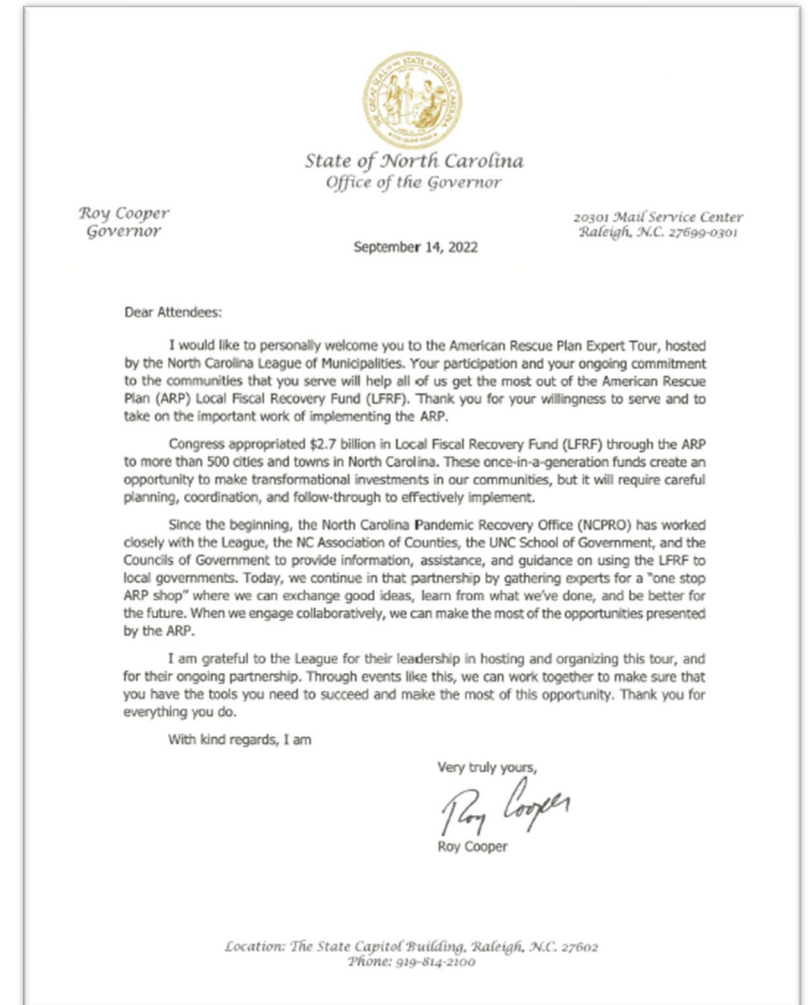


- Intro and Background
 - Political implications
 - Statewide and local importance
- How to tell your story
 - Overview and a walk-thru
- Storytelling as a tool
 - Examples
- How to share your story
 - Resources available
- Questions

Intro and Background



- NC cities and towns positioned as a leader on this issue.
 - Support from both the Legislature and the Governor
- Unprecedented... but not the last time we'll need state support.
- Goal: Reward the confidence of state leadership.

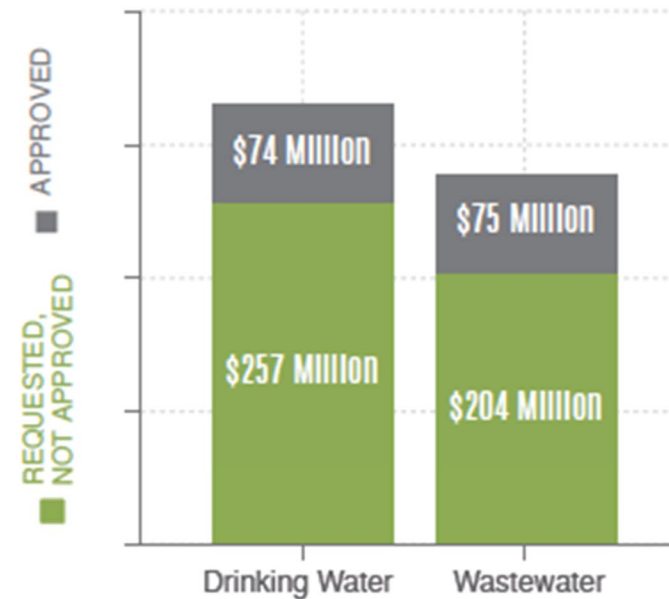


Intro and Background

BY THE NUMBERS

- \$26 BILLION** Total needed to adequately upgrade water and sewer systems in North Carolina over 20 years, according to a 2017 state study.
- 8 PERCENT** Local water and sewer needs met through outside funding (state grants, other programs, etc.)
- 92 PERCENT** Local water and sewer needs met (or deferred) by utility provider.
- 541** Number of local government-run water systems in N.C.
- 89 PERCENT** Percentage of state population served by those 541 local government systems.

STATE REVOLVING FUND REQUESTS VS. APPROVALS



Source: N.C. Division of Water Infrastructure, July 2021

Intro and Background



- Locally, the benefits are even more clear.
- You, your council, your staff and your government as a whole can only benefit from sharing the good work you're doing.
- Your planning, your strategizing, your care for the community – **showcase it.**

How to Tell Your Story



- Remember: It's unlikely that outsiders know the details or extent of your plans.
- 'Revenue replacement' or 'salaries' are a fiscal tool used by almost every city in NC, **but that's not the story.**
- Story needs to be compiled into one, easy to understand piece.

How to Tell Your Story



Your Search

american rescue plan

Search for exact matches

Filter Results

Search Municipal Code

Search Projects

Search City Council Meetings

Search All Meetings

Search Departments

Search Parks & Trails

Site **Content**

Website Search Results

City Council Committee of the Whole Meeting

Administrator, Dianna Gracely e. Resolution #2021-06, **American Rescue Plan** City Administrator, ... Resolution #2021-06, **American Rescue Plan** Motion by Councilmember Cummings with a 2nd by Councilmember ... Hutchings to approve Resolution #2021-06, **American Rescue Plan**. Motion carried unanimously. Page 2 of 2 f. ...

10/06/2021 - 11:50am

City Council Business Meeting

Derby, Planner b. Resolution #2022-02, **American Rescue Plan** Act (ARPA).....City Administrator, ... Councilmember Roche voting No. 2. Resolution #2022-02, **American Rescue Plan** Act (ARPA) Motion by Councilmember ... Roche, with a 2nd by Councilmember Hulehan to approve Resolution #2022-02, **American Rescue Plan** Act ...

06/15/2022 - 9:00am

City Council Business Meeting

Planning & Economic Development Director f. Resolution #2021-06, **American Rescue** ... Prevention Ordinance. Motion carried unanimously. 6. Resolution #2021-06, **American Rescue Plan** Motion by ... Councilmember Kelley with a 2nd by Councilmember Roche to approve Resolution #2021-06, **American Rescue Plan** ...

How to Tell Your Story



FOR IMMEDIATE RELEASE

May 2, 2023

Contact: Scott Mooneyham

910-988-8153

smooneyham@nclm.org

Harris, Middleton and Hall to Lead NC League

Selection of NCLM Officers, Board Announced Thursday at CityVision Conference

(CONCORD, NC) – Fuquay-Varina Commissioner William Harris will lead the North Carolina League of Municipalities as president over the next year.

Harris was chosen by representatives from cities and towns across North Carolina with his selection announced Thursday at NCLM's annual conference, CityVision 2023, held in Concord, NC.

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CityVision 2023 included in-depth sessions, presentations and discussions of key topics including community development, infrastructure, municipal law, employee recruitment and retention, civility, leadership and other key issues facing municipalities.

Harris' selection as president follows a long tenure of public service. Harris has served on the Fuquay-Varina Town Board for more than 35 years, including two terms as Mayor Pro Tem. In addition to his elected service, Harris has been an Adjunct Professor in the Business and Public Administration Department at Shaw University and has received numerous awards for his service to the public, most notably, the Outstanding Citizenship Award presented by the Fuquay-Varina Chamber of Commerce. Harris previously worked for the Dept. of Health and Human Services for 30 years in various positions.

In his remarks at CityVision, Harris spoke about his desire to continue to build partnerships and connections across government lines.

"We must avoid the political polarization that can paralyze the other levels of government. And we must maintain the trust that our residents place in us," he said. "As President of the League for the upcoming year, I'm encouraged to reframe our conversation and create opportunities to build stronger partnerships by promoting linkage among the League affiliates at the local level, and even stronger connections to state and federal government."



NC League @NCLeague · Dec 5, 2022



When cities get support, they get the job done.

Through its use of ARP funds, the Town of Sylva provides a perfect example.

- ✓ Cost efficient
- ✓ Targeted towards an area of need
- ✓ Designed for long-term success
- ✓ Improves residents' quality of life

How to Tell Your Story



Back to basics

- The 'W's!
 - Who
 - What
 - When
 - Where
 - Why
- And background, as needed

For investment stories, however, some combining and reordering.

1. What - Where
2. Why - Who
3. When

Each of these is an opportunity to share a positive.

1. What - Where

- The basic facts
- No need to be overly creative with this category – just provide the information.
- *What* the project is and *where* the project is are naturally linked when it comes to public investment.
- Example: The Town of Carolinaville is investing \$50,000 in a **streetscape renovation** in the **downtown historic district**.
- Positives.
 - What → shows your local government's capabilities
 - Where → shows you're addressing an area of need

2. Why - Who



- The most important piece. It's the reason you are investing at all.
 - What will the investment accomplish?
- 'Why' needs to include the 'who'
 - ... because the 'who' are your citizens
 - Ex: This investment will provide **added water capacity** in a growing area of town, which ...
 - ... furthers our community's economic development goals
 - ... supports present residential need
 - ... supports our growing businesses

3. When



- Keep in mind what your stakeholders really want to know:
 - When will it start
 - When will it finish
- Provide concise, accurate information.

Additionally...



- Background information
 - Provide as much as needed for the reader to understand.
 - Examples: Key facts about your town; geography; current issues

- Quotes
 - Use to insert authority
 - Use to editorialize
 - Let the facts carry the information, let the quotes take a stance on what it means.

To Recap

1. Provide background information as needed
2. Outline
 - What-Where
 - Why-Who
 - When
3. Fill in the outline
4. Use quotes to editorialize



For ARPA projects, this means being clear about this question:

How will the community benefit from this investment, and what will be the long-term impact?

Example



Sylva Takes Advantage of a 'Generational Chance'

Published on WRAL, Dec. 2022

<https://www.wral.com/20602574/>

SPOTLIGHT

Sylva takes advantage of 'a generational chance'

The town of Sylva, NC is using funds received from the American Rescue Plan to invest in projects that will pay dividends both immediately and for future generations. From updates to the beloved Bridge Park to long-needed infrastructure work, residents and tourists alike will benefit from these thoughtful improvements.

Posted 5:00 a.m. Dec 1 — Updated 3:47 p.m. Dec 27



TT T T

This article was written by our sponsor, NCLM

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NCLM
NC LEAGUE OF MUNICIPALITIES

When cities get support, they get the job done.

Learn how American Rescue Plan investments are transforming communities.

LEARN MORE →

WRAL NEWS

Get our app
Don't miss a story

Example



Background

Does the reader know enough information to comprehend the significance of the story?

If not, provide it.

Like many towns in western North Carolina, Sylva, nestled between the Balsam Mountains and the Great Smoky Mountains, regularly plays host to far more than its 3,000 permanent residents. That much becomes clear the moment you step foot downtown and take in the energy of the bustling shops, breweries, and restaurants. From the historic hilltop Jackson County Courthouse to beloved annual festivals, it is a tourist destination whose appeal is actively growing.

Sylva and the surrounding Jackson County enjoyed \$437.4 million in visitor spending in 2021 – a record-setting total for the area and a 49% jump from 2020.

The American Rescue Plan (ARP), which provides direct support to cities and towns, allowed Sylva the opportunity to rebound from the pandemic and take advantage of that momentum. However, it's only the full-time residents that count for ARP funding totals, leaving Sylva with a relatively small appropriation to serve an often-inflated population.

Example



What

The goal for Sylva leaders became to use those dollars as efficiently as possible. They narrowed their sights on **a single major project, upgrades to Bridge Park**, one of the town's most well-used public spaces. The park is not only home to festivals and gatherings, like the summer music series, "Concert on the Creek," it is also the central tool that Sylva uses to approach its stormwater regulation.

The project is two-fold, strategically addressing both the improvement of a community asset and the needed investment into local infrastructure.

Example



What Where

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Example



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Where

Why

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Example



What

Where

Why

Who

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Example



Then, fill in the outline.

First, in regards to the community asset, the Bridge Park project will concentrate on a largely unused gravel lot that lies adjacent to the park. Sylva bought the property in 2014. This project will renovate that area to double the parking availability, create greenspace, introduce landscaping, add a walkway, and construct a pier over Scotts Creek, which runs through downtown. It will be a total makeover of Sylva's flagship park.

"It gives us another feather in our cap to attract visitors, but it's a plus for our residents," said Mayor Lynda Sossamon. "It makes them feel proud of our downtown."

Second, and perhaps more importantly, the project will substantially build out Sylva's stormwater infrastructure. In 2016, Sylva received a grant from North Carolina's Clean Water State Revolving Fund to study Scotts Creek. Sylva used those funds to hire an engineering firm, which evaluated the area and drew up the plans Sylva is now pursuing, including building a bio-retention pond and creating greenspace.

Through completing these and all aspects of the proposed plan, Sylva isn't just making the area more attractive – it's also increasing its stormwater capacity to better protect downtown and the local watershed.

"This is a generational chance to do something really good for our town," said Mayor Sossamon.

Examples



Havelock, NC

What-Where

- A sewer upgrade along Highway 70

Why-Who

- Economic development
- With the cooperation of its main stakeholder, Marine Corps Air Station Cherry Point.

When

- Underway now

SPOTLIGHT

Havelock meets needs, invests in future with ARP funds

Through targeted investment and key stakeholder engagement, the city will simultaneously shore up its biggest area of need and continue to pursue its economic development goals.

Posted 11:13 a.m. Dec 15 - Updated 11:13 a.m. Dec 15

How to Share Your Story



- First, create the story.
 - Press release
 - Website article
- Second, use the channels available to share it
 - Social media, if you have it
 - Municipal website
- Third, leverage media contacts

How to Share Your Story



Raleigh

News

Events

Services

Projects

Five Areas of Funding

There are five areas of funding that have been identified by the City of Raleigh for ARPA funds. These areas are listed below, select an area to show more details can be read about the associated expenditures.

Economic
Recovery

Housing/
Homelessness

Community
Health

Transit

Infrastructure

Phased Approach

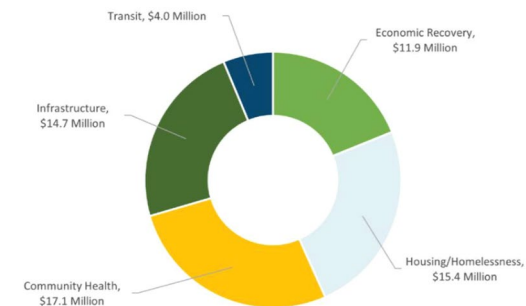
There are three phases for ARPA spending. Phase 1 and phase two are complete, Phase 3 is underway. For presentations, videos, and more detailed information, please explore our [phase approach](#) page.

Phase 1 — August 2021

Phase 2 — 6-9 months (September 2021 – July 2022)

Phase 3 — 12+ months (July 2022 – December 2024)

Average Dollar Amount Submitted by Category
as of 12/5/22



How to Share Your Story



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Key Takeaways



Every story is worth promoting

- Very few accounts are of massive, innovative investments.
- Most are of practical, efficient and targeted spending.
- Your good stewardship *is* the story – that’s the most important thing to be sharing.

Key Takeaways



Remember the goals

- A viral, widely read story is not necessary.
- Documenting your work into an easy-to-understand piece *is* necessary.

Key Takeaways



Use the voice of your leaders

- Even if its just a short press release, use a quote from your council. Let them sum up the value of the projects.

"This is a generational chance to do something really good for our town," said Mayor Sossamon.

Key Takeaways



Start with a single published document

- Don't worry about social, media contacts, webpages, etc.
- Just begin with the story, published in whatever version you think is most appropriate.
 - This will likely be a press release.
- With that done, then you can move onto additional outreach.

Key Takeaways



Use the NC League

- We are here to...
 - Workshop your story
 - Provide press release templates
 - Provide a list of media contacts
 - Showcase your story on our channels
- ARP helpline: arp@nclm.org
- My contact: jcassidy@nclm.org



State of North Carolina
Office of the Governor

Roy Cooper
Governor

20301 Mail Service Center
Raleigh, N.C. 27699-0301

September 14, 2022

Dear Attendees:

I would like to personally welcome you to the American Rescue Plan Expert Tour, hosted by the North Carolina League of Municipalities. Your participation and your ongoing commitment to the communities that you serve will help all of us get the most out of the American Rescue Plan (ARP) Local Fiscal Recovery Fund (LFRF). Thank you for your willingness to serve and to take on the important work of implementing the ARP.

Congress appropriated \$2.7 billion in Local Fiscal Recovery Fund (LFRF) through the ARP to more than 500 cities and towns in North Carolina. These once-in-a-generation funds create an opportunity to make transformational investments in our communities, but it will require careful planning, coordination, and follow-through to effectively implement.

Since the beginning, the North Carolina Pandemic Recovery Office (NCPRO) has worked closely with the League, the NC Association of Counties, the UNC School of Government, and the Councils of Government to provide information, assistance, and guidance on using the LFRF to local governments. Today, we continue in that partnership by gathering experts for a "one stop ARP shop" where we can exchange good ideas, learn from what we've done, and be better for the future. When we engage collaboratively, we can make the most of the opportunities presented by the ARP.

I am grateful to the League for their leadership in hosting and organizing this tour, and for their ongoing partnership. Through events like this, we can work together to make sure that you have the tools you need to succeed and make the most of this opportunity. Thank you for everything you do.

With kind regards, I am

Very truly yours,

Roy Cooper

Location: The State Capitol Building, Raleigh, N.C. 27602
Phone: 919-814-2100



Questions?

