

CITY OF WILLIAMSPORT, PA RESOLUTION

RESOLUTION # 9147

DATE 5-13-21

TITLE

**RESOLUTION TO APPROVE CDBG-CV
HEALTH & WELFARE PUBLIC SERVICE PROJECTS**

WHEREAS, the City of Williamsport approved an application submission to the U.S. Department of Housing and Urban Development (HUD) received a combined first and second allocation of \$609,271 in CARES Act funding, further identified as CDBG-CV1&2 funding, to be used to prevent, prepare for, and respond to the coronavirus (COVID-19); and

WHEREAS, public services are eligible HUD CDBG-CV1&2 activities;

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Williamsport approves the following projects with associated CDBG-CV matching funds:

1. Williamsport Vaccination Awareness Campaign for \$49,985
2. Williamsport YWCA Facility Renovations for \$40,000

Approved

James M. Frank
City Clerk

Randy Allison
President



CITY OF WILLIAMSPORT

DEPARTMENT OF ECONOMIC & COMMUNITY DEVELOPMENT



PROGRAM: CDBG-CV (CARES ACT)

First & Second Allocation

PROJECT TITLE: Williamsport Vaccination Awareness Campaign

FUNDING:

CDBG-CV Funds	\$49,985
Other Committed	\$
Other Pending	\$
Other Undetermined	\$
Total Estimated Cost	\$49,985.00

RELATED CITY RESOLUTIONS:

Resolution 9048

TIME SCHEDULE:

Estimate duration of project, critical start or finish dates, and any other relevant time frames.

Anticipation of 5 months.

PROJECT NATIONAL OBJECTIVE:

51% LMI Area Benefit:

Source: 2015 ACS Data (As required by US HUD)

Location:	City Wide
Population:	26,415
LMI Population:	14,655
LMI Percentage:	55.48%



CITY OF WILLIAMSPORT

DEPARTMENT OF ECONOMIC & COMMUNITY DEVELOPMENT



ACTIVITY DESCRIPTION

1. Identify what is the problem and location of the problem.

COVID-19 has negatively impacted communities across the nation, including Williamsport. This applies to the health, safety, and welfare of our community as a whole including the most vulnerable populations. Due to the contagious nature of the COVID-19 virus, many public services had to reduce the number of people being served impacting the population as a whole including the more vulnerable populations that are typically Low-to-Moderate Income households. Recently, information distributed have either been reported incorrectly or not enough information has been provided. This leads to hesitancy related to vaccination distribution has fallen short equitably reaching communities of most vulnerability.

2. How will the problem be corrected:

In a confusing landscape, partnerships between cities and health agencies are vital to provide accurate information, to expand access points for vaccine administration, and to build public confidence through education. Through this public service education and awareness project, River Valley Health and Dental, a non-profit health agency, has developed an education campaign targeting the underserved residents most at risk of COVID-19 infection and who have demonstrated the greatest hesitancy in seeking to be vaccinated. multiple projects and resolutions will be developed to not only recover from COVID-19 but will also make the community as a whole more resilient to future pandemics. A targeted campaign to educate people who have not yet been vaccinated can help us reopen our community safely and fully. While still advocating for mitigation and containment, vaccination is the focus of the campaign.

Attached is the budget narrative given by River Valley Health & Dental.

3. Who are the primary beneficiaries; who will receive the daily benefits of the proposed project.

All sectors including vulnerable populations. The city as a whole is 55.48% LMI population based upon Census/American Community Survey Data.

Budget Narrative
River Valley Health & Dental

The attached budget was developed to ensure that the public education campaign as proposed targets the population of the City of Williamsport (City) population of underserved residents most at risk of COVID-19 infection and who have demonstrated significant hesitancy in seeking to be vaccinated. A targeted campaign to educate people who have not yet been vaccinated can help us reopen our community safely and fully. While still advocating for mitigation and containment, vaccination is the focus of the campaign.

It is agreed that now is the time to engage with those who are hesitant to get the vaccine. With new variants spreading, the time is now to combat the vaccine hesitancy and risk denial among this population, who will be eligible in Phase 2 on April 19.

Print Collateral:

Distribution of printed material and mailings will be targeted to city residents.

Advertising:

While newspapers and online news sources may reach beyond the City limits, it is necessary to utilize these sources to fully penetrate the City metro population. Placement of any other advertisements, including digital media, will be geographically bounded to ensure that messaging hits the primary target of City residents.

Billboards:

All billboards will be placed within City limits.

Radio:

Much like newspapers, this media is required to penetrate residents of the City, but media buys will be targeted to the demographic of the City.

Television:

To the extent possible, the City's demographic will be targeted.

Promotional Items:

Promotional items will only be distributed to residents of the City.

COMMUNITY MESSAGING PLAN BUDGET

TACTICS/CHANNELS	Month 1	Month 2	Month 3	Month 4	Month 5	Total
PRINT COLLATERAL						
HANDOUTS \$	200 \$	200 \$	200 \$	200 \$	200 \$	1,000
BROCHURE \$	300 \$	300 \$	300			900
POSTCARDS \$	1,500 \$	1,000				2,500
ADVERTISING						
SUNGAZETTE \$	800 \$	800 \$	800 \$	300 \$	300 \$	3,000
WEBB WEEKLY \$	790 \$	790 \$	395 \$	395 \$	395 \$	2,765
NORTHCENTRALPA.COM \$	400 \$	400 \$	400 \$	300 \$	300 \$	1,800
BILLBOARDS						
LAMAR \$	4,500 \$	4,500 \$	4,500 \$	4,500 \$	4,500 \$	22,500
CROSSCUTTERS \$	500 \$	500 \$	500			1,500
RADIO						
PSAS PAID						
BACKYARD BROADCASTING \$	980 \$	980 \$	980			2,940
IHEART RADIO \$	1,960 \$	1,960 \$	1,960			5,880
TV/DIGITAL						
COMCAST \$	1,200 \$	1,200 \$	1,200			3,600
PROMOTIONAL ITEMS						
FACE COVERINGS, STICKERS, BUTTONS, ETC. \$	750 \$	450 \$	400			1,600
GRAND TOTAL	\$ 13,880	\$ 13,080	\$ 11,635	\$ 5,695	\$ 5,695	\$ 49,985



CITY OF WILLIAMSPORT

DEPARTMENT OF ECONOMIC & COMMUNITY DEVELOPMENT



PROGRAM: CDBG-CV (CARES ACT)

First & Second Allocation

PROJECT TITLE: Williamsport YWCA Facility Renovations

FUNDING:

CDBG-CV Funds	\$40,000
Other Committed	\$47,000
Other Pending	\$
Other Undetermined	\$
Total Estimated Cost	\$87,000.00

RELATED CITY RESOLUTIONS:

Resolution 9048

TIME SCHEDULE:

Estimate duration of project, critical start or finish dates, and any other relevant time frames.

Anticipation of 18 months.

PROJECT NATIONAL OBJECTIVE:

Presumed Benefit: Abused Children and Battered Spouse

In fiscal year 2020, YWCA provided 9,203 nights of safe shelter to 237 women, men, and child survivors of domestic violence and/or sexual assault. During this same timeframe, the YWCA provided 64 women and children permanent supportive housing as they were recovering from substance abuse while experiencing homelessness.

<https://www.ywcawilliamsport.org/who-we-are/annual-report-2019-20/>



CITY OF WILLIAMSPORT

DEPARTMENT OF ECONOMIC & COMMUNITY DEVELOPMENT



ACTIVITY DESCRIPTION

1. Identify what is the problem and location of the problem.

COVID-19 has negatively impacted communities across the nation, including Williamsport. This applies to the health, safety, and welfare of our community as a whole including the populations prone to intimate partner violence and child abuse. Due to the contagious nature of the COVID-19 virus, communities were informed to stay home to protect themselves from the community. The stay-at-home recommendation still remains in place as vaccine rollout occurs.

Unfortunately, domestic/intimate partner violence and child abuse rates have increased as at home could be as dangerous as being in the public due to the increased social isolation. These conditions have stimulated violence in families where it didn't exist before and/or worsen situations in homes where mistreatment and violence has been an ongoing problem (SAMHSA, 2020). In March 2021, US police departments reported an increase in domestic violence calls as high as 27% since quarantine and stay at home orders were implemented (American Family Physician, 2021). In 2020, YWCA saw domestic violence nearly tripled in stats.

2. How will the problem be corrected:

The YWCA programs are effective at promoting a sense of safety, community and restoration in the lives of many Williamsport residents. COVID-19 brought new challenges to YWCA. In an effort to combat COVID-19, social distancing is a main form of practice within the YWCA. Currently, they are pursuing to redesigning a kitchen to meet social distancing standards as multiple families use the same cooking space. In addition, recreation encourages parents to build and strengthen their bonds with their children, surviving together through a previous traumatic experience. Getting outdoors has been proven to provide mental, physical and social health benefits during COVID-19. YWCA is would like to finalize their outdoor play area for children who are receiving their services.

Currently, YWCA has matching funds from donors equating to \$47,000 for these two projects. Please see their request letter for more information.

3. Who are the primary beneficiaries; who will receive the daily benefits of the proposed project.

Abused Children and Battered Spouse

April 26, 2021

City of Williamsport
August "Skip" Memmi
Director of Community & Economic Development
245 West Fourth Street
Williamsport, PA 17701

RE: COVID Grant Opportunity

eliminating racism
empowering women

ywca

Northcentral PA

815 W. Fourth Street
Williamsport, PA 17701

P 570.322.4637

F 570.322.3029

ywcawilliamsport.org

Dear Skip:

I would like to thank you for the opportunity to review the funding opportunity with the City. This letter will serve as our interest in applying for available funding.

The YWCA has been meeting Williamsport community needs since 1868. Currently, our two programs serve individuals impacted by domestic violence, sexual assault, other violent crimes, and/or homelessness. Any amount allocated to our organization would aid in our ability to continue providing life-saving services to the Williamsport community. Our proposed request is \$67,500, as outlined below.

\$20,000: Finalize Outdoor Play Area. We have identified that the children living within the YWCA need an area to play outdoors. We know that playing outside helps children build strong, healthy bodies. It also encourages parents to build and strengthen their bonds with their children – something that is incredibly important for the families at the YWCA. The YWCA clientele have experienced some level of trauma which has required the supportive services of the shelter programs. Positive life experiences and/or protective factors can, however, prevent children from going through adversity and negative life situations in the future.

With this enhanced funding to secure the playground, the YWCA will aim to provide a positive play experience for children and their parents, which will aid in the healing process. In result of the COVID-19 pandemic, the need for this play space is urgent to promote social distancing. Through donors and the First Community Foundation Partnership of Pennsylvania, we have raised \$22k towards this project. The additional \$20k would allow us to see this project completed within 3 months.

\$20,000: Permanent Supportive Housing Kitchen Renovation. We were fortunate to have a donor provide us with \$25k to renovate a different kitchen earlier this year for this program, which has promoted social distancing and created 2 additional dining spaces that did not exist prior. However, there is one remaining kitchen in need of renovation. This kitchen was previously created by taking a small dorm room and converting it into a cooking and dining space. It is not only in need of renovation; but again, there is an opportunity to redesign the kitchen with more adequate social distancing space. Currently, multiple families cook on two stoves that sit side-by-side and share one dining table for consuming meals. The renovation of this final kitchen will allow clientele to spread out while cooking and consuming meals.

**The YWCA is dedicated to eliminating racism, empowering women
and promoting peace, justice, freedom & dignity for all.**

LIVE UNITED



Lycoming County United Way

The YWCA is a program partner of the Lycoming County United Way.

eliminating racism
empowering women

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\$20,000: Attorney Fees for Domestic Violence. Our current annual grant funded by the Pennsylvania Commission on Crime & Delinquency covers \$25,000 in Attorney fees for domestic violence cases. With stay-at-home orders and work-from-home requirements, more victims have become isolated at home with their abusive partners. The pandemic has caused great distress and dysfunction for all Americans; locally we have seen an increase in the requests for protective services due to domestic violence. Since the pandemic, our Attorney fees for these situations has increased from \$20,125.40 in 2019 to \$42,637.96 in last 9 months, ending 3/31/2021. We anticipate this service will cost us over \$50,000 in fiscal year 2021-2022.

\$7,500 Protective Padding for Gym Floor. We were fortunate to renovate our gym floor in 2021 at a cost of \$13,837.50; however, we do not have a quality protective pad for the floor. In addition to our 24/7 response to survivors of violence and homelessness, we provide preventative education and awareness to the community. Due to the COVID-19 pandemic we have not been able to host most of the regular awareness events aimed to prevent first time perpetration of violence and promote services available to potential clientele. The protective padding would allow gym space to be used by staff and clientele for social distancing during awareness/educational events, holiday meals, and other fun activities aimed to promote a sense of community.

In fiscal year 2020, the YWCA provided 9,203 nights of safe shelter to 237 women, men, and child survivors of domestic violence and/or sexual assault. During this same timeframe, the YWCA provided 64 women and children permanent supportive housing as they were recovering from substance abuse while experiencing homelessness. The YWCA programs are effective at promoting a sense of safety, community, and restoration in the lives of many Williamsport residents.

However, COVID brought on new challenges in our efforts. Domestic Violence nearly tripled in our County in 2020. The YWCA's attorney fees associated with serving domestic violence victims has more than doubled since the pandemic. As evidenced in this proposal, the YWCA needs to find additional ways in which to support a population experiencing crisis, while promoting safe social distancing alternatives within our 93-year-old building.

Thank-you for the opportunity to present the YWCA's current needs. We envision building upon the collaborative successes in partnership with our donors and the City of Williamsport.

Sincerely,



Dawn M. Linn
CEO

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and promoting peace, justice, freedom & dignity for all.**

LIVE UNITED



Lycoming County United Way

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