ROCKY MOUNT, NC
THE CENTER OF IT ALL

ROCKY MOUNT CITY COUNCIL

COMMITTEE OF THE WHOLE MEETING

MONDAY, September 13, 2021

CITY COUNCIL
COMMITTEE OF THE WHOLE

MONDAY, September 13, 2021
4:00 PM

AGENDA

1. Redistricting	Jep Rose, City Attorney
2. Affordable Housing Strategic Plan Update	Jayson Dawkins
3. Minority Women Business Enterprise Program	Aaron Harris
4. FY 2021 4th Quarter (Unaudited) Revenue & Expenditures	Kenneth Hunter
5. Overview of Economic Development Administration American Rescue Plan And BBBRC Phase 1 Application	Kenneth Hunter
6. Crime Statistics for August 2021	Police Chief Robert Hassell

MEMORANDUM

ROCKY MOUNT, NC
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To: Rochelle D. Small-Toney, City Manager

Cc: Kenneth Hunter, Assistant to the City Manager for Budget & Evaluation

From: Jayson Dawkins, Policy Analyst

Date: 09/13/2021

Re: Housing Strategic Plan Implementation Updates

City staff continues to work on the implementation process for the remaining recommendations in the Rocky Mount Affordable Housing Strategic Plan. The following is an update on the progress:

The Housing Trust Fund (HTF)

City staff continues to finalize the HTF's Articles of Incorporation and Bylaws. Those documents will be presented for approval at a later City Council meeting.

The Acquisition Fund and Preservation Fund will be established and managed through the HTF.

The Community Land Trust (CLT)

We continue collaboration with Dr. Jim Johnson, Ph.D., and Professor Jeanne Bonds from UNC-Chapel Hill on program implementation. The city will hold two community and stakeholder meetings on Thursday, September 9th and Thursday, September 16th at 6:00pm. The first meeting will take place in Council Chambers, and the second meeting will take place in the Booker T Theater. Dr. Johnson, Ph.D., and Professor Jeanne Bonds will present a step-by-step guide and answer potential questions related to the CLT.

Furthermore, city staff is finalizing the organizational documents, to present for approval at a later City Council meeting. City staff will also continue with the process of identifying potential development projects for the CLT.

Financial Support Recommendations

For the "Passage of a General Obligation Bond recommendation," city staff is still analyzing its existing and future debt capacity and affordability with the Finance team.

City Council adopted the "Implement Residential Production Program" recommendations on July 26th. City staff has updated the information on the downtown website and applications are available. Communications will be sent to downtown property owners with properties suitable for residential. Additionally, the staff is exploring various tools to market the incentives for downtown.

Land Assembly Recommendations

In respect of the "Increased Construction of Multi-Family Housing Near Major Transit Stations" recommendation, city staff is compiling an inventory of the vacant properties near our major transit stations to study the viability of placing housing in those corridors.

Concerning the "Implement a Tax/Lien Foreclosure" recommendation, city staff has developed a scoring method to identify qualifying properties in the targeted neighborhoods. The point system for eligible properties depends on location, the severity of delinquent debt, length of time under-code, and economic impact on the city.

City staff recommend removing the "Implement a Receivership Program" from the strategic plan. After conversations with Poyner Spruill, city staff concluded the length of the receivership process, designation of potential receivers, and uncertainty over legal costs would make "Receivership" a difficult recommendation to implement. Additionally, the city has no authority over the receiver's actions regarding the sale of the property, once the receivership process is complete.

Please see the attached 8/30/21 memo to the City Manager, "Private Property Receivership."

Planning Improvement Recommendations

Relating to the "Revised Density Bonus Policy" recommendation, staff will be adopting bonuses in commercial and residential districts based on area median income (AMI). Staff is using the City of Asheville as a model to develop our policy. Staff will present the Land Development Code (LDC) amendment at the next Planning Board meeting on September 14th.

For the "Revised Minimum Parking Requirements" recommendation, the Planning Board approved the amendment at their last meeting. Staff is amending the LDC to allow flexibility from the city's parking requirements with an approved parking demand analysis, establish maximum automobile parking space requirements, permit reduced parking space minimums in specific settings, and introduce standards for bicycle parking. This amendment will be presented for public comment and approval at the September 13th City Council meeting.

On the "Increase Promotion of Accessory Dwelling Unity Policy" recommendation, Developmental Services will work with the Communications, Marketing, and Public Relations to market all planning improvement recommendations outlined in the strategic plan.

Council approved LDC amendments tied to the "Residential Housing in Commercial Districts" and "Revisions and Additions to the Existing Definitions for Dwellings in the Land Development Code" recommendations on August 9th.

Innovation Recommendations

Staff is conducting research related to "Utilizing Solar Energy for New Construction and Home Rehabilitation," and will present a revised policy on incorporating solar energy to City Council at the October 4th Committee of the Whole meeting.

Regarding the "Utilizing Green Building Practices for New Construction and Home Rehabilitation" recommendation, city staff researched potential strategies to incorporate into the affordable housing construction and rehabilitation efforts. These strategies include transitioning all city facilities to green energy, providing incentives to residential homeowners, commercial and industrial businesses to encourage them to adopt more green alternatives and implementing modular, pre-fabricated, and kit homes in the Affordable Housing Strategic Plan.

MEMORANDUM

ROCKY MOUNT
CITY MANAGER'S OFFICE
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To: Rochelle D. Small-Toney, City Manager

Cc: Kenneth Hunter, Assistant to the City Manager for Budget & Evaluation

From: Jayson Dawkins, Policy Analyst & Kelly Cook, Community Code Supervisor

Date: 08/30/2021

Re: Private Property Receivership

North Carolina General Statute 160D-1130, Vacant Building Receivership, became law on June 25, 2018, and became effective October 1, 2018.

1. The governing board of a city or its delegated commission may petition the superior court for the appointment of a receiver to rehabilitate, demolish, or sell a vacant building under certain circumstances. Those circumstances include the property is under code, was issued an Order to Repair or an Order to Demolish and out of compliance. 160D-1130(a)

   This is a civil action initiated by the city to accomplish one of the above when the property owner has failed or refused to do.

2. The court shall appoint a receiver, considered to be qualified by the court as demonstrated by:

   - Financial ability to complete the purchase or rehabilitation of the property.
   - Knowledge of, or experience in, the rehabilitation of vacant real property.
   - Ability to obtain any necessary insurance.
   - Absence of any code violations issued by the city on other real property owned by the person or any member, principal, officer, major stockholder, parent, subsidiary, predecessor, or others affiliated with the person or the person's business. 160D-1130 (d)

   City staff would be required to draft and publish an RFP, ensure a complete vetting of each proposal, and present each accepted proposal to the court as a recommended receiver.

3. After the appointment, if it appears to the city or its delegated commission that the person appointed, not a receiver, is not proceeding with due diligence or in compliance with the court-ordered schedule, the city or its delegated commission may apply to the court for the immediate revocation of that person's appointment and appoint a receiver. 160d-1130(e)

   This would require yet another court appearance with the intent of placing the property in the hands of a receiver over a party in interest.

3. Upon appointment of a receiver and after the receiver records notice of the receivership in the respective county, all other parties are divested of any authority regarding the disposition of the property. Additionally, the appointed receiver has the right of possession with authority to do all of the following:

   - Contract for supplies and labor for rehabilitation or demolition.
   - Borrow money for rehabilitation or demolition using the receiver's lien against the property as security.
   - Manage the property prior to rehabilitation or demolition and pay operational expenses, including taxes, utilities, insurance, general maintenance, and debt secured by an interest in the property.
   - Collect all rents and income from the property, which shall be used for current operating expenses and repayment of outstanding rehabilitation or demolition expenses.
   - Manage the property after rehabilitation, with all the powers of a landlord, for a period of up to two years.
   - Foreclose on the receiver's lien or accept a deed in lieu of foreclosure. 160D-1130(f)

   All labor, materials, taxes, operating expenses, etc. are a lien against the property. The receiver may then rent the property for up to two years after the rehabilitation is complete and all monies received in this regard are applied to the expenses. The receiver may also petition the court for the authority to sell the building, either to the highest bidder at a public sale; or privately for fair market value, provided no party to the receivership objects to the amount and process. The tenure of the receivership is a maximum of 2 years *after* the rehabilitation is complete, when a Certificate of Occupancy or Certificate of Compliance is issued.

5. The tenure of a receiver appointed to rehabilitate, demolish, or sell a vacant building shall extend no longer than two years after the rehabilitation, demolition, or sale of the property. Any time after the rehabilitation, demolition or sale of the property, a party to the receivership may file a motion to dismiss the receiver upon payment of the receiver's outstanding costs, fees, and expenses.

It should be noted that during each step or phase of the receivership, any parties in interest are afforded the opportunity to intervene in the process and, essentially, take back their property, although ownership is never changed during the process. Once all the work is completed and the property is a completely viable property, any parties to the receivership can retain their property by simply satisfying the liens.

The city has no authority or legal standing to dictate any terms of the receivership or the post-receivership sale or disposition of the property.

The tenure of the receivership is 2 years from the date of completion of all work and the property is deemed habitable. This could very easily mean a property in receivership could

conceivably remain as such for up to 3 years, depending on the scope of work and the extent of repairs.

Legal costs are difficult to estimate based on a single court hearing may be all that's necessary in some cases, or a contested process could lead to several hearings or filings.

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Update on Affordable Housing Strategic Plan

08/09/2021, City Manager's Office

Purpose

- Create a menu of potential options to address absence of affordable housing in Rocky Mount.
- Preserve and rehabilitate existing housing stock.
- Improve the homeownership and rental marketplace.

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Who Needs Affordable Housing in Rocky Mount?

These are the occupational faces of affordable housing in Rocky Mount. All salaries fall near the 80% AMI ($34,200) as a single person.

FIRE	POLICE	TEACHERS	NURSING ASSISTANT	CASHIERS	FAST FOOD	WAIT STAFF
$36,525	$38,374	$39,600	$28,330	$29,977	$18,758	$19,906

*Salaries come from Rocky Mount Human Resources Dept. and National Low Income Housing Coalition- Rocky Mount MSA

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Current Affordable Housing Strategic Plan Recommendations

Financial Support	Land Assembly	Planning Improvement	Innovation
• Creation of a Housing Trust Fund • Creation of an Acquisition Fund • Creation of a Preservation Fund • Creation of a Community Land Trust • Pass a General Obligation Bond ✓ Implement Residential Production Program	• Increase Construction of Multi-Family Housing near Major Transit Stations • Implement a Tax/Lien Foreclosure Policy × Implement a Receivership Program (Does Not Recommend)	• Revise the Density Bonus Policy • Increase Promotion of Accessory Dwelling Unity Policy • Revise Minimum Parking Requirements ✓ Revise & Add to the Existing Definitions for Dwellings in the LDC ✓ Residential Housing in Commercial Districts	• Utilizing Solar Energy for New Construction and Home Rehabilitation • Utilizing Green Building Practices for New Construction and Home Rehabilitation

Update on Affordable Housing Strategic Plan Recommendations

Financial Support

Recommendation	Current Status
Creation of a Housing Trust Fund	Staff will present Council organizational documents for approval at a future City Council meeting. • Bylaws & Articles of Incorporation
Creation of an Acquisition Fund	To be established and managed by Housing Trust Fund.
Creation of a Preservation Fund	To be established and managed by Housing Trust Fund.

Financial Support (Continued)

Recommendation	Current Status
Creation of a Community Land Trust	Staff will present Council organizational documents for approval at a later City Council meeting. Dr. Johnson and Prof. Bonds will host two community and stakeholder meetings on Thursday, September 9th and Thursday, September 16th to present a "step-by-step" presentation and answer questions regarding the Community Land Trust. The meeting on the 9th will be in Council Chambers, the meeting on the 16th will be in the Booker T Theater.
Pass a General Obligation Bond	Analyzing existing and future debt capacity and affordability.
Implement Residential Production Program	The program information has been posted on the downtown website and the application process is currently open. Staff will send communications to downtown property owners with properties suitable for residential development. Staff is updating the incentives brochure and exploring ways to market the program.

Update on Affordable Housing Strategic Plan Recommendations

Land Assembly

Recommendation	Current Status
Increase Construction of Multi-Family Housing near Major Transit Stations	Compiling list of vacant properties near major transit stations to study suitability for housing.
Implement a Tax/Lien Foreclosure Policy	Paralegal has continued to research the complexity of these foreclosures. Developing a scoring method for qualifying properties within focused neighborhoods.
Implement a Receivership Program	After much research, staff is recommending removal of Receivership as a possible recommendation due to cost of service, length of receivership program and identification of receivers.

Receivership Explained

- A civil action initiated by the governing body of a city or its delegated commission to petition a superior court for the appointment of a receiver to rehabilitate, demolish, or sell a vacant building under certain circumstances.
- All labor, materials, taxes, operating expenses, etc. become a lien against the property.

- **Qualifications to be a Receiver**
  - Financial ability to complete the purchase or rehabilitation of the property.
  - Knowledge of, or experience in, the rehabilitation of vacant real property.
  - Ability to obtain any necessary insurance.
  - Absence of any code violations issued by the city on other real property owned by the person or any additional person affiliated with the person or the person's business.

Receivership Explained cont.

Staff recommends not pursuing Receivership as a possible recommendation for the Affordable Housing Strategic Plan due to:

- Under the statute, the property remains in the hands of the present owner.
- The city has no authority or legal standing to dictate any terms of the receivership or the post-receivership sale or disposition of the property.
- The tenure of the receivership program is 2 years from the date of completion for all work and the property is deemed habitable.
- Uncertain legal costs with possible continuances leading to several possible court hearings

Planning Improvements

Recommendation	Current Status
Revise the Density Bonus Policy	Policy drafted and scheduled for September 14, 2021, Planning Board Meeting.
Increase Promotion of Accessory Dwelling Unity Policy Change	Development Services will work with Communications, Marketing, and Public Relations to promote all planning improvement recommendations outlined.
Revise Minimum Parking Requirements	Staff believes changes in the parking regulations will result in reduced project costs that are passed on to tenants through lower rent/ lease rates or listing price. Positive recommendation returned by the Planning Board. Will be presented for public comment tonight.
Revise & Add to the Existing Definitions for Dwellings in the LDC	Policy was passed by Council on August 9th.
Residential Housing in Commercial Districts	Policy was passed by Council on August 9th.

Update on Affordable Housing Strategic Plan Recommendations

Innovation

Recommendation	Current Status
Utilizing Solar Energy for New Construction and Home Rehabilitation	Staff will present a revised policy to Council for October 11th Committee of the Whole meeting. Desire to incorporate findings from Electricities conference.
Utilizing Green Building Practices for New Construction and Home Rehabilitation	Research continues to identify strategies to incorporate into affordable housing construction and rehabilitation efforts.

MEMORANDUM

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Committee of the Whole

To: Rochelle D. Small- Toney, City Manager

Cc:

From: Abdul Baloch, Interim Director of Finance

Date: 09/08/2021

Re: Minority Woman Business Enterprise Program

As we continue our commitment and effort to enhance the city Minority and Woman Business Enterprise (MWBE) Program. Aaron Harris will provide an update on the city's spend including general information about the program, goals, and results. The presentation will provide the programs status and milestones that are completed, ongoing, in progress, and recommendation for the future. I am excited about the positive progression of the program and look forward to the opportunities we have for continued enhancement.

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MWBE Annual Report

Purchasing Division

9/13/21, Aaron Harris

Discussion Topics

Topics

- MWBE Program Overview
- The Annual Report
- MWBE Participation by Department
- Strategies for Low Performing Departments
- MWBE Outreach
- MWBE Barriers
- MWBE Potential Expansion Opportunities

MWBE
MINORITY / WOMEN
BUSINESS
ENTERPRISE

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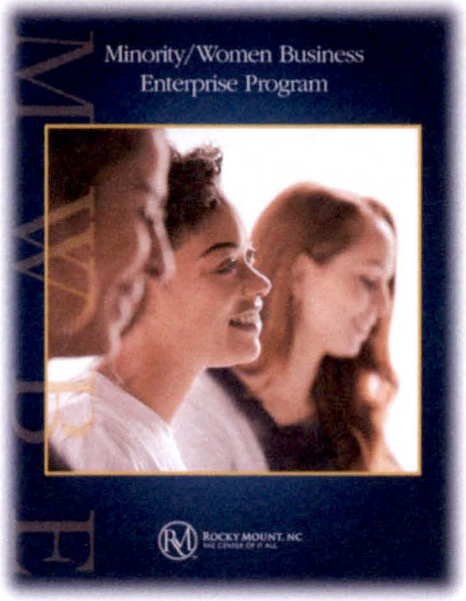
MWBE Program

Mission

To promote economic opportunities for minority and women owned businesses in the City of Rocky Mount procurement and contracting that will foster their potential for growth and profitability.

Vision

The Purchasing Division promotes actions which increase opportunities for minority and women owned businesses and promotes diversity and inclusion in the City of Rocky Mount procurement and contracting.



MWBE Program

Program Roles

- Provide equal opportunity to participate in the bidding process
- Provide workshops and training sessions
- Provide one-on-one sessions as requested on opportunities of interest
- Prohibit discrimination against a business because of race, creed, color, religion, national origin or handicap

Program Functions

- Liaison between City of Rocky Mount and MWBE Community
- Develop alliances to increase participation and utilization
- Monitor and report MWBE participation

MWBE Annual Report

Report Contents

- MWBE Program Overview p. 2
- Bid Contracts (MWBE expectation) p.3
- Award Trend p. 3
- MWBE Spend per department p. 4
- MWBE Outreach p.7

The Numbers

- FY21 Total Spend – Non-Biddable = FY21 Eligible Dollars
- Non-biddable removed
  - Examples include utilities and related, brand specific/sole source, etc.
- MWBE Spend + MWBE Subcontracting = Total MWBE Spend
- Total MWBE Spend / Eligible Dollars = MWBE Participation Spend

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MWBE Trend

Fiscal Year	MWBE Participation
FY21	5.63%
FY20	2.91%
FY19	.88%
FY18	1.62%
FY17	1.34%

Directory	FY18	FY19	FY20	FY21
All	>30	84	101	191

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City Spend-Goal Met

Dept.		Dept.	
Neighborhood Redevelopment	11%	Fire	15%
City Clerk	40%	Human Relations	62%
City Manager's Office	77%	Human Resources	48%
Community Development	18%	Parks & Recreation	23%
Development Services	45%	Public Works	13%

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City Spend – Goal Not Met

Dept.		Dept.	
Mayor/Council	5%	Police	4%
Business & Collection Services	5%	Technology	7%
Energy Resources	1.5%	Water Resources	5%
Finance	5%		

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Low Performing Strategies

- Business & Collection Services.– identified office supplies as an opportunity for MWBE participation
- Energy Resources - identified splitting large contracts as opportunities for MWBE participation
- Finance – identified the city general warehouse as an opportunity for MWBE participation.
- Police – identified uniforms, janitorial services, furniture, and upcoming construction related building projects as opportunities for MWBE participation
- Technology – identified furniture and upcoming construction related building projects as opportunities for MWBE participation
- Water Resources – For upcoming construction projects to repair and rehab the city's water lines, the departments has committed to subcontracting 10-30% in all phases of the construction process.

MWBE Outreach

MWBE Virtual Library

- Quarterly Workshops & Trainings
  - Fundamentals of City Contacting
  - The Numbers of Doing Business
  - The Part Series: How To Do Business with the City of Rocky Mount
  - Open For Business, #ContractReady

MINORITY / WOMEN BUSINESS ENTERPRISE

For more info, call 252-972-1236 or visit rockymountnc.gov/mwbe

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Barriers Addressed by MWBE Program

- **Certification.** Connect MWBEs with NC HUB or DOT office.
- **Costs.** Provide clear insurance expectations. Limit bond requirements to statute limits or what's necessary for high-risk projects.
- **License.** Encourage local contractors to obtain their general contractor license. General contractor license required for bidding on all projects $30,000.00 or more.
- **Lack of Public Contract Knowledge.** Provide quarterly training that will help vendors understand public contracts and bidding.
- **Vendor Contact Information & Communication.** Electronic vendor forms made available. Acquire new vendor forms and credentials from MWBE vendors.
- **Bid Submittal.** Encourage vendors to compete in the bid process. Provide training on the contents of the bid packet.

MWBE Business Incubator Purpose

- **Support**: Allow companies and business ideas to take shape while operating at a lower cost during the early stages of business by providing services that help them through initial hurdles.
- **Cost Savings**: Most incubators provide low-cost coworking spaces and access to mentors. These measures can save a young company money, which can serve as a type of investment.
- **Services**: Provide workspaces, mentorship, education and access to investors for startups or sole entrepreneurs.
- **Learn and Grow**: business incubators give you access to a network of mentors, coaches and educational programming geared toward business innovation.
- **Find Funding**: Acceptance into a reputable program can impress investors and serve as proof of your skills and drive.
- **Network with Other Startups**: be in a prime location to meld minds and partner with other companies.
- **Pitch Practice**: hone business plan to appeal to investors, how to deliver a convincing pitch and use business practices that investors want to see.

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Need for Incubator

Business Development Barriers:

- Business plan writing
- Business Communication Etiquette
- Business accounting and record keeping
- Business registration support
- Sales
- Marketing
- Access to capital
- Access to technology

MWBE Potential for Future Growth

- **Revolving Loans** - a form of credit issued by a financial institution that provides the borrower with the ability to draw down or withdraw, repay, and withdraw again
- **Disparity Study** – determines whether a government entity, either in the past or currently, engages in exclusionary practices in the solicitation and award of contracts to minority, and women-owned, and disadvantaged business enterprises (MWBEs).
- **Business Incubator** - designed to accelerate the growth and success of entrepreneurial companies through an array of business support resources and services that could include physical space, capital, coaching, common services, and networking connections.

Open For Business

#ContractReady

- ✓ Review city Terms and Conditions
  - ❑ Ability to meet insurance requirements
- ✓ Meet with the MWBE Coordinator
  - ❑ Register/attend a MWBE Event
- ✓ Submit vendor information form, W9, certificate of insurance and capability statement
  - ❑ Added on bid list and MWBE Directory
- ✓ HUB Certified, or in the process of certification
  - ❑ Visit HUB website to start certification process
- ✓ Compete in the Bid Process
  - ❑ Win Bids

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Questions

Aaron S. Harris, MPA
MWBE Coordinator | Purchasing

Office: 252.972.1236 Fax: 252.972.1662

City of Rocky Mount

Purchasing Division

PO Box 1180

Rocky Mount, NC 27802-1180

https://rockymountnc.gov/mwbe

MWBE

MINORITY / WOMEN
BUSINESS
ENTERPRISE

FY 2021
Annual Report
City of Rocky Mount, NC

Abdul Baloch, Interim Director of Finance
Candice Kirtz, Purchasing Manager
Aaron Harris, MWBE Coordinator
331 South Franklin Street
T: 252. 972. 1236
E: Aaron.Harris@rockymountnc.gov

MWBE Program Overview

Our Purpose

The Minority and Women-owned Business Enterprise (MWBE) program is an initiative by the city of Rocky Mount to advocate and facilitate business growth and provide opportunities for historically underutilized businesses. To provide equal opportunity for participation in all aspects of the city's contracting and procurement programs, including but not limited to construction projects, supplies, and materials, as well as professional and personal service contracts.

Goals

The city of Rocky Mount's Minority and Women Business Enterprise program (MWBE) is an autonomous program with goals in construction, purchasing, and professional and personal services based on "good-faith efforts". The goal for inclusiveness in the procurement of goods and services for contracts which the city may legally allow inclusiveness when applying federal and state law and considering unique requirements of grants or other designated funding sources. This goal is not intended to violate North Carolina General Statutes, City municipal code, or policies, nor will it apply to funding sources that do not allow the implementation of the goal.

Definition of MWBE Business

Minority – A person who is a citizen or lawful permanent resident of the United States and who is:

- See: NCGS143-128.2

a) African American (also referred to as Black Americans or Afro-Americans) are an ethnic group of Americans with total or partial ancestry from any of the black racial groups of Africa.
b) Hispanic American (a person of Mexican, Puerto Rican, Cuban, Central or South American, or other Spanish culture or origin, regardless of race);
c) Asian American (a person having origins in any of the original people of the Far East, Southeast Asia, the Indian sub-continent, or the Pacific Islands); and
d) American Indian and Alaskan Native (a person having origins in any of the original people of North America).

(MWBE) – A business that is at least fifty-one (51) percent owned and controlled by minority group members or women.

1. A firm certified as an MWBE may lose MWBE status after an investigation for any one of the following reasons:
   a) Change of Status – if the ownership or control of the business changes so that the business no longer meets the requirements of NC G.S 143-128.2, and as described as minority/ MWBE under definitions section above.
   b) Failure to comply – The certification of an MWBE may be revoked for any of the following conditions:
      1. A business has submitted inaccurate, false, or incomplete information to the city.
      2. The business has failed to comply with the requirements of the contract with the city;
      3. The business has failed to comply with MWBE requirements as a subcontractor of a contract established by a contractor with the City.

Bid Contracts

A. Purpose

1. The general purpose of this plan is to help develop and support Minority and Women Business Enterprises MWBEs' by providing opportunities for participation in the performance of all applicable bid contracts financed with city funding.
2. This plan shall follow the procurement policy section 4.1 (a) (b), 4.2 (a) (b) (c), section 5.1 (a) (b), 5.2 (d) (e) (f) (g) (h) (i) to construction contracts when the city's estimated contract cost is $30,000 or more, except when a contract is exempt from competitive bidding under the General Statutes of North Carolina.
3. Where contracts are financed with federal or state funds, including grants, loans, or other funding sources the city will where allowed, meet the requirements of the goal with no less than 10%, or the highest possible MWBE goal.

B. MWBE Goals

1. Building construction and/or repair contracts have a project-based goal of 10% to award subcontract to MWBE's.
2. Non-building construction and/or repair, personal services and professional services contracts have a vendor total spend goal of 10% to award contracts to MWBEs.

C. Bid Documents

1. Bidders shall submit required MWBE identification forms with their bids. Such information shall be subject to verification by the city before the awarding of the contract. The information shall include names of MWBE subcontractors and or suppliers to be used and the dollar value of each MWBE transaction.

D. Bidder Commitment

1. The contractor shall make "good-faith" efforts to encourage participation of MWBEs in projects prior to submission of bids in order to be considered as a responsive bidder. A "good-faith" effort shall include affirmative action steps and complete documentation. The subsequent list of factors to determine "good-faith" effort and is not limited to the following:

    a) Attended any pre-solicitation or pre-bid meetings, if scheduled by the City;
    b) The bidder identified and selected specific items of the project for which the contract could be performed by Minority and Women Business Enterprises, to provide an opportunity for participation by those enterprises (including, where appropriate, breaking down contracts into economically feasible units to facilitate MWBE participation);
    c) The bidder advertised, a reasonable time before the date the bids are opened, in one or more newspaper, trade journal or other media;
    d) The bidder provided notice of interest in bidding on the contract to at least three (3) Minority or Women Business Enterprises licensed to provide the specific items of the project a reasonable time prior to the opening of bids;
    e) The bidder provided interested Minority and Women Business Enterprises with information about the plans, specifications, and requirements for the selected subcontracting or material supply work;
    f) The bidder negotiated in "good-faith" with Minority or Women Business Enterprises and did not unjustifiably reject as unsatisfactory bids prepared by Minority or Women Business Enterprises;
    g) The bidder advised and made efforts to assist interested Minority and Women Business Enterprises in obtaining bonds, lines of credit, or insurance required by the city or contractor;
    h) The bidder's efforts to obtain Minority and Women Business Enterprise participation could reasonably be expected by the City to produce a level of participation sufficient to meet the goals of the City.

2. Bidders are advised that even though their proposal indicates they will meet the MWBE goals, they should document their "good-faith" efforts and be prepared to submit this information to protect their eligibility for award of the contract in the event the City questions whether the good-faith requirement has been met.

3. Performance of MWBE Subcontractors and Suppliers will be monitored by the MWBE Coordinator. Subcontractors listed by the contractor on the HUB forms for MWBE Participation, which are verified by the City, shall perform the work and supply the materials for which they are listed unless the contractor has received prior written authorization from the City to perform the work with other forces or to obtain the materials from other sources.

   Post award authorization to utilize other forces or sources of materials may be requested for the following reasons:

   a) The listed MWBE, after having had a reasonable opportunity to do so, fails or refuses to execute a written contract, when such written contract, based upon the general terms, conditions, plans and specifications for the project, or on the terms of such subcontractor's or supplier's written bid, is presented by the contractor.
   b) The listed MWBE becomes bankrupt or insolvent.
   c) The listed MWBE fails or refuses to perform his/her subcontract or furnish the listed materials.
   d) The work performed by the listed subcontractor is unsatisfactory according to industry standards and is not in accordance with the plans and specifications; or the subcontractor is substantially delaying or disrupting the progress of the work.

E. Documenting Good-Faith Efforts

If the prime service provider does not meet the goals for MWBE participation at the time of proposal submittal, then the following documents indicating "good-faith efforts" should be submitted as a minimum:

1. A report of all proposals received by the prime service provider from MWBE sub-providers that must indicate the action taken by the prime provider in response to the proposals submitted to it. In cases where proposals have been rejected, the reason for rejection must be indicated.
2. Documentation of efforts to enter into agreements with MWBEs for sub-provider work or arrangements for joint venture, partnership, or other multi-entity relationships. Also included should be a statement of why agreements or arrangements were not made.
3. Proof of contact with MWBEs and associations or business development centers that distribute information to MWBEs.
4. Description of assistance provided to MWBEs in review of proposal documents and work to be done by sub-providers.
5. Description on service providers of available resources such as directories of MBWBEs.
6. Documentation of advertisements sent to general circulation media, trade publications, and media.
7. Proof of attendance at any pre-bid meeting.

If the service provider fails to meet the MWBE goals and cannot provide documentation of "good-faith efforts", these failures will be noted to the involved department by the MWBE Coordinator and purchasing office, and the provider may be disqualified.

F. Contract award recommendation

1. If a bid contract is to be awarded, it shall be awarded in accordance with North Carolina General Statutes to the lowest responsible bidder who complies with all of the prescribed requirements and either:

   a. Made a good-faith effort to comply with these goals and requirements before the time bids are opened as described above. Where a good-faith effort is claimed by the apparent lowest responsible

bidder, the bidder shall be required to submit documentation, to show that the criteria for good-faith efforts have been met, or

b. Once a firm is determined to be an eligible MWBE, and before the contract is awarded, the total dollar value to be paid to the MWBE shall be evaluated by the MWBE Coordinator to ensure that it is in accordance with the bidder's proposal.

If the evaluation shows that the bidder has misrepresented MWBE participation or has not made a "good faith": effort to meet the contract goals for MWBE participation, the bidder may be disqualified.

G. MWBE Sub-Contractor Awards

The prime service provider should remit copies of their MWBE subcontracts to the MWBE Coordinator for verification of good faith efforts compliance.

City Five Year MWBE Trend

MINORITY / WOMEN BUSINESS ENTERPRISE

Fiscal Year	MWBE Participation
FY21	5.63%
FY20	2.91%
FY19	.88%
FY18	1.62%
FY17	1.34%

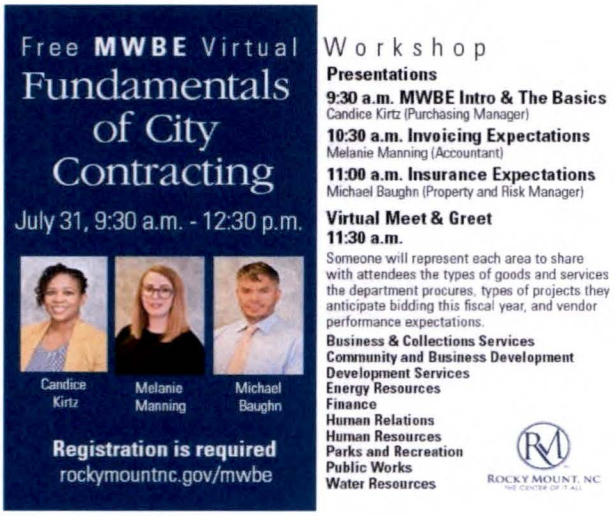
Purchasing Bid Award Trend

MINORITY / WOMEN BUSINESS ENTERPRISE	FY21
Vendor Awards	81,048,832.03
MWBE Awards	2,730,560.51
Percentage	21.98%

MWBE Directory Trend

MINORITY / WOMEN BUSINESS ENTERPRISE	FY18	FY19	FY20	FY21
MWBE Vendors	>30	84	101	191

MWBE Outreach

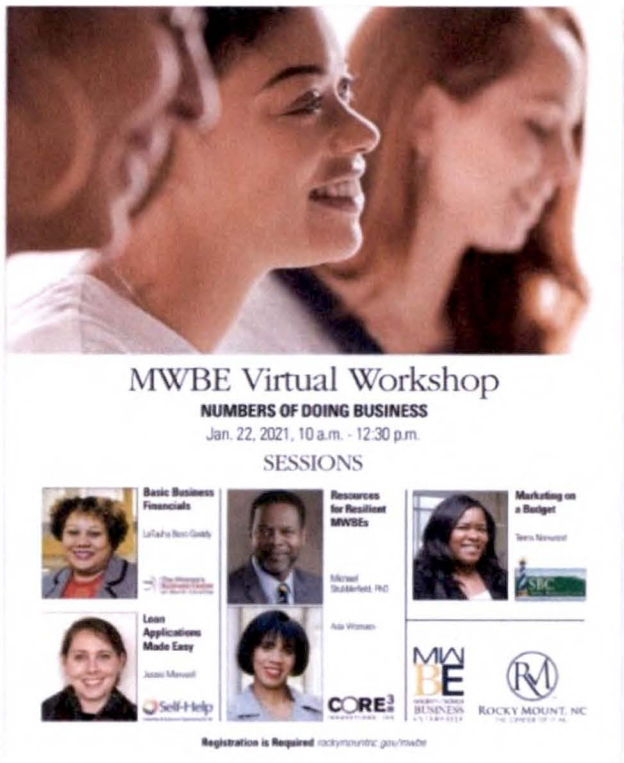


The city of Rocky Mount Minority Women Business Enterprise program held a "Foundations for City Contracting" virtual session from 9:30 a.m.-12:30 p.m. on Friday, July 31, 2020.

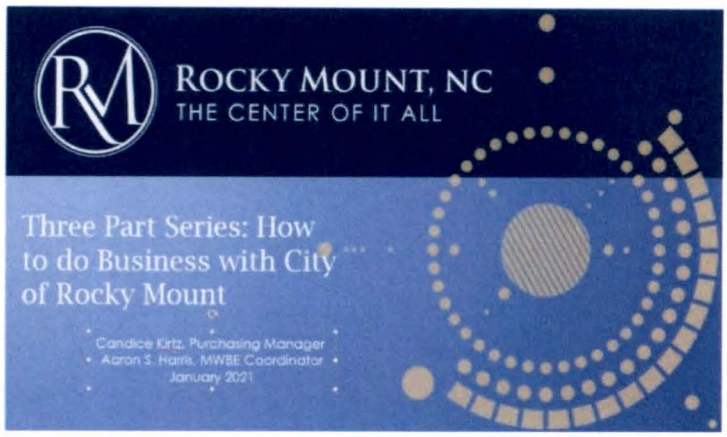
Presentations were given by Purchasing Manager Candice Kirtz (MWBE Intro and The Basics), Accountant – Accounts Payable Melanie Manning (Invoicing Expectations) and Property and Risk Division Manager Michael Baughn (Insurance Expectations).

A virtual meet and greet was also scheduled from 11:30-a.m.-12:30 p.m., involving representatives of nine city of Rocky Mount departments. Presenters shared the types of goods and services they procured, anticipated projects up for bidding this fiscal year, as well as their vendor performance expectations.

The city of Rocky Mount Minority Women Business Enterprise program held a virtual workshop titled, "The Numbers of Doing Business on Friday, Jan. 22, 2021. The city of Rocky Mount MWBE Program provides outreach to the minority and women owned business community. A common challenge faced by MWBEs is access to capital. The Numbers of Doing Business workshop attendees were guided through how to expand their financial resources. Sessions included "Basic Business Financials" (LaTasha Best-Gaddy, Women's Business Center of North Carolina), "Resources for Resilient MWBEs" (Dr. Michael Stubblefield and Ada Womack, CORE 3 Innovations), "Marketing on a Budget" (Tierra Norwood, Small Business Center), and "Loan Applications Made Easy" (Jessie Maxwell, Self-Help Credit Union).



1. MWBE Workshop Intro https://youtu.be/rJjx_UzGpSM
2. MWBE Workshop Video Pt. 1 https://youtu.be/wtroeGGOoKc
3. MWBE Workshop Video Pt. 3 https://youtu.be/Ec267RDyS1s
4. MWBE Workshop Video Pt.4 https://youtu.be/YEUdhpsc-7g



One of the challenges for MWBE firms striving to do business with the city of Rocky Mount is access to local consumers and purchasers. Without understanding how to work with the city or knowledge of public contracting, doing business in local government can be intimidating. How to do business with the city of Rocky Mount is a three-part series introducing vendors to registration, the bidding process, and the three p's (Purchase Orders, Performance, and Payment) of the procurement process. The training is designed for vendors to review at their leisure. This series is available on YouTube, Facebook, and the city MWBE webpage. Links provided below:

1. Part 1: Becoming a Vendor https://youtu.be/MGOjZxl4iQc
2. Part 2: Competing in the Bid Process https://youtu.be/yy8dYzPOCUs
3. Part 3: The Three P's: Purchase Orders, Performance, and Payment. https://youtu.be/wA5zVTizZQM

On April 23rd, the city of Rocky Mount's MWBE program held the third rendition of our Virtual workshop. This multi part series titled, "Open for Business, Special Requirements for City Contacts". The workshop offers exclusive access to various department representatives that will discuss types of project/ contact their department bids, the licenses required for these projects, as well as the equipment required for each contact. The training is designed for vendors to review at their leisure. This series is available on YouTube, Facebook, and the city MWBE webpage.

1. Contract Requirements: Parks & Recreation https://youtu.be/QyK3tyLZ61c
2. Contract Requirements: Finance https://youtu.be/tDTH-Gcm7Sk
3. Contract Requirements: Community Development https://youtu.be/JY6PDgJX3gM
4. Contract Requirements: Water Resources https://youtu.be/rl5PhRWnH-w
5. Contact Requirements: Development Services https://youtu.be/JY6PDgJX3gM
6. Contact Requirements: Energy Resources https://youtu.be/0w8fXqPGYtI
7. Contract Requirements: Public Works https://youtu.be/wwt4PDcSoQo
8. Open for Business Guest Speaker https://youtu.be/8VvaotjQz4E

MWBE SPOTLIGHT

MINORITY / WOMEN BUSINESS ENTERPRISE

For more info, call 252-972-1236 or visit rockymountnc.gov/mwbe

ROCKY MOUNT, NC

1. Burney & Burney Construction Co. – Greenville, NC – Construction
2. Cleen Sweep – Rocky Mount, NC – Janitorial Services
3. Tip Top Cleaning – Rocky Mount, NC – Janitorial Services
4. Brazile Law Firm – Durham, NC – Consulting
5. Willow Tree Yoga – Rocky Mount, NC – Wellness
6. Hilliard's Lawn and Maintenance – Nashville, Nc – Landscaping
7. Lamar Homes – Raleigh, NC – Residential Construction
8. SBC Contracting – Raleigh, NC- Construction
9. Phoenix Reseller Group – Wake Forest - Technology
10. Just Floors Contracting – Fayetteville – Construction

With the rise in expanding public engagement locally, the importance of community engagement has become pivotal for a well-functioning community. Positive relationships between communities and the institutions of government make community engagement not only desirable but necessary as it is likely to lead to more equitable, sustainable public decisions and improve the livability of local communities. Through the display board, the MWBE program was able to provide outreach supports. Our effort provides a return on investment through supporting positive branding with the citizens. The MWBE program utilized display boards to help ensure that participation in public engagement efforts reaches the full demographic of our community. This includes information on how to work with the city, opportunities the city provides, and who to contact with a question. This method provides an open environment for our vendor to reach out to the city with questions or concerns.

MEMORANDUM

ROCKY MOUNT
CITY MANAGER'S OFFICE
THE CENTER OF IT ALL

To: Rochelle Small-Toney, City Manager

From: Kenneth Hunter, Assistant to the City Manager for Budget & Evaluation

Date: 9/1/2021

Re: Review of Fourth Quarter, FY 2021 Revenues & Expenditures

---

The attached "Report of Revenues and Expenditures for Government Funds" provides additional unaudited information for the City's primary general government and enterprise funds, all of which remain in sound condition as of June 30, 2021, the end of the Fourth Quarter of Fiscal Year (FY) 2021.

Through the Fourth Quarter of the FY 2021, current General Fund revenues remained stronger than forecasted for the year to date. Ad Valorem Taxes grew 3.6% compared to FY 2020 and were 3.2% over the FY 2021 forecast. Local Option Sales Tax grew 9% year-to-year and were 28.8% greater than forecasted. Other current revenue groups finished FY 2021 higher than projected, with the exception of Interest Earnings, which declined more dramatically than projected due to the wide scope of Federal Reserve intervention in our available securities markets, and Sales & Services, which declined due to continued implementation of COVID-related restrictions and closures.

Expenditure activity finished FY 2021 well within budgeted levels, enabling the City to achieve significant contributions to fund balance and reserves across multiple funds. Electric and Gas revenues finished the fiscal year above budgeted forecasts. Water revenues remained slightly below last year's level, while Sewer sales increased due to the impact of significant rainfall on demand for service.

ROCKY MOUNT
CITY MANAGER'S OFFICE
THE CENTER OF IT ALL

Report of Revenues and Expenditures of Government Funds

Fiscal Year 2021
As of June 30, 2021

Purpose

This report provides summary information on revenue, expenditures, and budget balance for primary City funds, including General Government, Transportation, and Utilities. It is presented to the public and the Mayor and City Council on a quarterly basis to represent recent financial activity and the current status of the City's financial condition.

Source of Information

Information in this report is summarized from the General Ledger of the City, as entered in our financial management system.

Timeframe

This report includes information for specific funds budgeted in Fiscal Year 2021.

Guide to Reading Report Information

Description
Revenue or expenditure

Summary Statement
Brief description of fund performance.

Revenues and Expenditures

	FY 2021 Amended Budget	YTD Actual	YTD %Dif to YTD FY 2020	YTD% of Budget	Comparison of Performance FY 2021 % of Budget (Blue)
General Summary					
Fourth Qu revenues continue to perform better than forecasted at the start of the fiscal year, especially with respect to sales tax and vehicle ad valorem. Expenditure drop refle d impact of COVID-related reductions in payroll and capital costs.					
Revenue					
Ad Valorem	27,863,000	28,748,006	3.6%	103.2%	
Intergovernmental	8,323,390	8,677,987	0.6%	104.3%	
Sales Tax	11,420,000	14,707,055	9.0%	128.8%	
Licenses & Permits	1,519,160	1,723,416	9.3%	113.4%	
Sales & Services	10,131,179	9,253,177	-7.7%	91.3%	
Investments	336,520	305,703	-58.4%	90.8%	
Miscellaneous	640,965	881,44	23.3%	137.5%	
Transfers	[illegible]	6,359,5	59.0%	95.3%	
Lease Proceeds			N/A	0.0%	
			N	0.0%	
			4.	96.3%	

Budget Portion
Share of budget represented by line.

FY 2021 Amended Budget
Final amended budget total for line.

YTD
Actual FY 2021 Year to Date amount for line.

YTD %Dif to YTD FY 2020
1-Year % DIfference in YTD Amounts.

YTD% of Budget
Actual FY 2021 Year to Date amount for line as percentage of Amended Budget.

Comparison of Performance
Graphic representation of FY 2021 Year to Date performance (bottom, light blue horizontal bar) in relation 100% of budgeted amount (red vertical line).

Prepared By

Kenneth Hunter, Budget & Evaluation Manager
Kenneth.Hunter@rockymountnc.gov
(252) 972-1335

Available online at
www.rockymountnc.gov/budget

Report on General Fund Revenues and Expenditures

	FY 2021 Amended Budget	YTD Actual	YTD %Dif to YTD FY 2020	YTD% of Budget	Comparison of Performance FY 2021 % of Budget (Blue)
General Fund Summary					
Fourth Quarter revenues continue to perform better than forecasted at the start of the fiscal year, especially with respect to sales tax and vehicle ad valorem. Expenditure drop reflected impact of COVID-related reductions in payroll and capital costs.					
Revenues					
Ad Valorem	27,863,000	28,748,006	3.6%	103.2%	
Intergovernmental	8,323,390	8,677,987	0.6%	104.3%	
Sales Tax	11,420,000	14,707,055	9.0%	128.8%	
Licenses & Permits	1,519,160	1,723,416	9.3%	113.4%	
Sales & Services	10,131,179	9,253,177	-7.7%	91.3%	
Investments	336,520	305,703	-58.4%	90.8%	
Miscellaneous	640,965	881,448	23.3%	137.5%	
Transfers	6,674,487	6,359,586	59.0%	95.3%	
Lease Proceeds	769,000	-	N/A	0.0%	
Fund Balance Appropriated	5,723,260	-	N/A	0.0%	
Total Revenue	**73,400,961**	**70,656,379**	**4.4%**	**96.3%**	
Expenditures by Department					
Mayor & City Council	2,369,274	2,057,582	2.6%	86.8%	
City Clerk	167,005	165,280	55.8%	99.0%	
City Manager	1,601,934	1,078,230	46.9%	67.3%	
Human Resources	1,370,774	1,213,855	7.8%	88.6%	
Human Relations	486,810	396,600	10.7%	81.5%	
Finance & Technology	3,453,368	1,535,720	-15.2%	44.5%	
Police	17,282,415	17,056,172	-1.9%	98.7%	
Fire	12,799,880	12,687,857	-1.7%	99.1%	
Public Works (Incl. Engineering)	14,450,339	9,984,216	0.0%	69.1%	
Parks & Recreation	9,371,243	8,143,804	-19.1%	86.9%	
Development Services	2,785,828	2,456,177	-3.4%	88.2%	
Event Center	5,096,640	5,069,441	-14.4%	99.5%	
Community & Business Dev.	2,165,451	1,437,295	127.1%	66.4%	
Total Expenditures	**73,400,961**	**63,282,229**	**-3.5%**	**86.2%**	
Balance - Revenues Over/(Under) Expenditures		*7,374,150*			
Operating Margin		*1.117*			
Expenditures by Category					
Salaries & Wages	37,153,524	37,017,245	-3.3%	99.6%	
Employee Benefits	13,957,909	13,748,773	3.2%	98.5%	
Professional Services	1,984,703	1,520,956	9.9%	76.6%	
Operating Costs	4,403,634	1,471,710	13.8%	33.4%	
Debt Service	5,351,407	5,251,368	-6.5%	98.1%	
Capital Equipment	9,669,808	3,595,809	-11.8%	37.2%	
Transfers	615,520	615,169	N/A	99.9%	
Other	264,456	61,198	-17.7%	23.1%	
Total Expenditures	**73,400,961**	**63,282,229**	**-3.5%**	**86.2%**	

Report on Water Resources and Stormwater Management Func

	FY 2020 Amended Budget	YTD Actual	YTD %Dif to YTD FY 2019	YTD% of Budget	Comparison of Performance FY 2020 % of Budget (Blue)

Water Fund

Summary
Sales remained less than 2% below budgeted projections. Increased expenditures reflect impact of planned capital activity.

Utility Sales	11,050,000	10,910,273	0.3%	98.7%
Other Revenue	611,000	650,935	60.1%	106.5%
Fund Balance Appropriated	3,259,337	-	N/A	0.0%
Total Revenues	**14,920,337**	**11,561,208**	**-3.3%**	**77.5%**
Operating	8,965,631	8,379,617	-16.8%	93.5%
Non-Operating	1,168,024	696,339	17.1%	59.6%
Capital	4,786,682	2,901,430	62.5%	60.6%
Total Expenditures	**14,920,337**	**11,977,386**	**-3.8%**	**80.3%**
Balance - Revenues Over Expenditures		*(416,177)*		

Sewer Fund

Summary
Sales performed above budgeted projections. Expenditure increases are primarily due to increased focus on planned capital projects relying on the use of appropriated reserves.

Utility Sales	14,430,000	14,200,291	4.8%	98.4%
Other Revenue	2,217,761	1,293,100	71.5%	58.3%
Fund Balance Appropriated	5,396,704	-	N/A	0.0%
Total Revenues	**22,044,465**	**15,493,391**	**0.8%**	**70.3%**
Operating	13,303,281	12,838,343	7.3%	96.5%
Non-Operating	1,540,410	1,298,567	-21.1%	84.3%
Capital	7,200,774	3,913,516	28.4%	54.3%
Total Expenditures	**22,044,465**	**18,050,427**	**8.3%**	**81.9%**
Balance - Revenues Over Expenditures		*(2,557,036)*		

Stormwater Fund

Summary
Revenue are in line with budgeted projections. Constrained spending enables build up of reserves for future capital projects.

Utility Sales	4,145,000	4,110,303	-0.5%	99.2%
Other Revenue	136,000	102,150	13.7%	75.1%
Fund Balance Appropriated	887,680	-	N/A	0.0%
Total Revenues	**5,168,680**	**4,212,453**	**-13.6%**	**81.5%**
Operating	3,621,780	3,024,475	-12.4%	83.5%
Non-Operating	321,900	244,090	-34.0%	75.8%
Capital	1,225,000	61,740	-94.3%	5.0%
Total Expenditures	**5,168,680**	**3,330,304**	**-32.1%**	**64.4%**
Balance - Revenues Over Expenditures		*882,149*		

ROCKY MOUNT, NC
THE CENTER OF IT ALL

Review of Revenues & Expenditures

4th Quarter FY 2021 (Unaudited)

Kenneth Hunter, Assistant to the City Manager for Budget & Evaluation
September 2021

Update

General Fund

- Revenues exceeded COVID-adjusted forecasts for fiscal year
- Real Estate/Personal Property Ad Valorem Tax receipts rebounded 3rd Quarter, Vehicle Ad Valorem continued growth
- Local Option Sales Tax collected 9% more than last year, 29% more than forecasted
- Expenditures constrained, carefully managed
- End of Year Balance (Revenues over Expenditures): $7,374,150
  - Includes transfer of motor vehicle permit fees to General Fund

ROCKY MOUNT, NC
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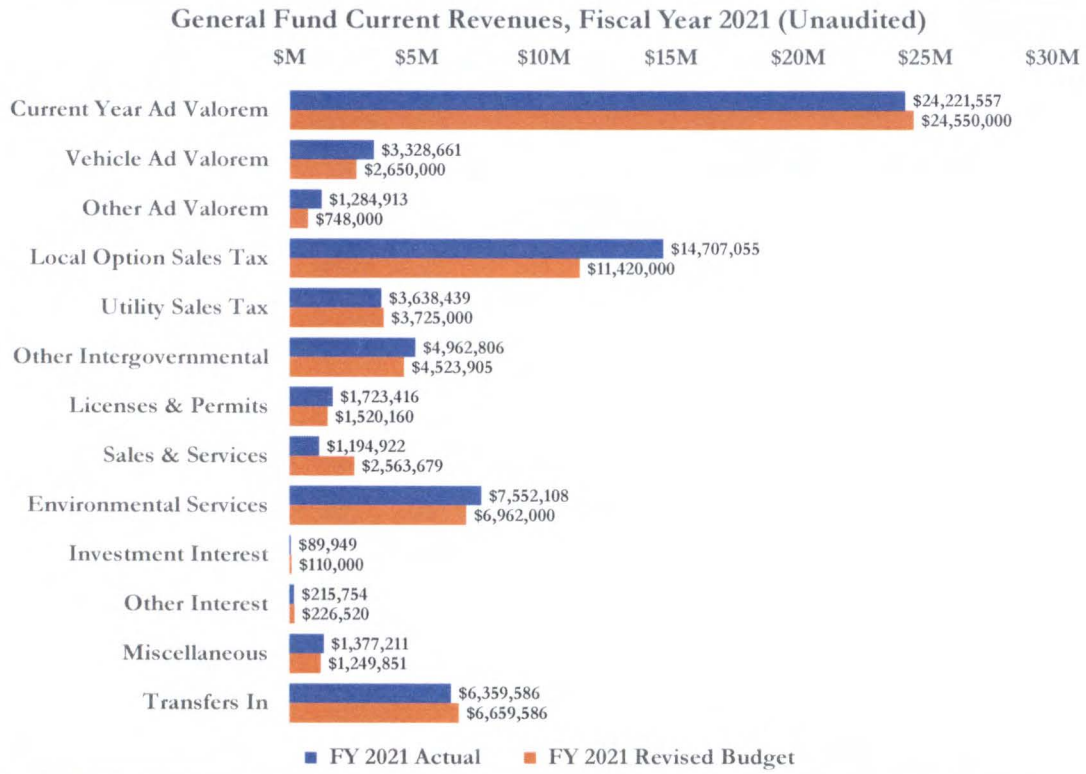
Revenue Performance Review



Total General Fund Current Revenues Thru End of Fiscal Year, FY 2021

Actual:	**$70.656M**
Budget Forecast:	**$66.908M**
Difference	**+5.6%**

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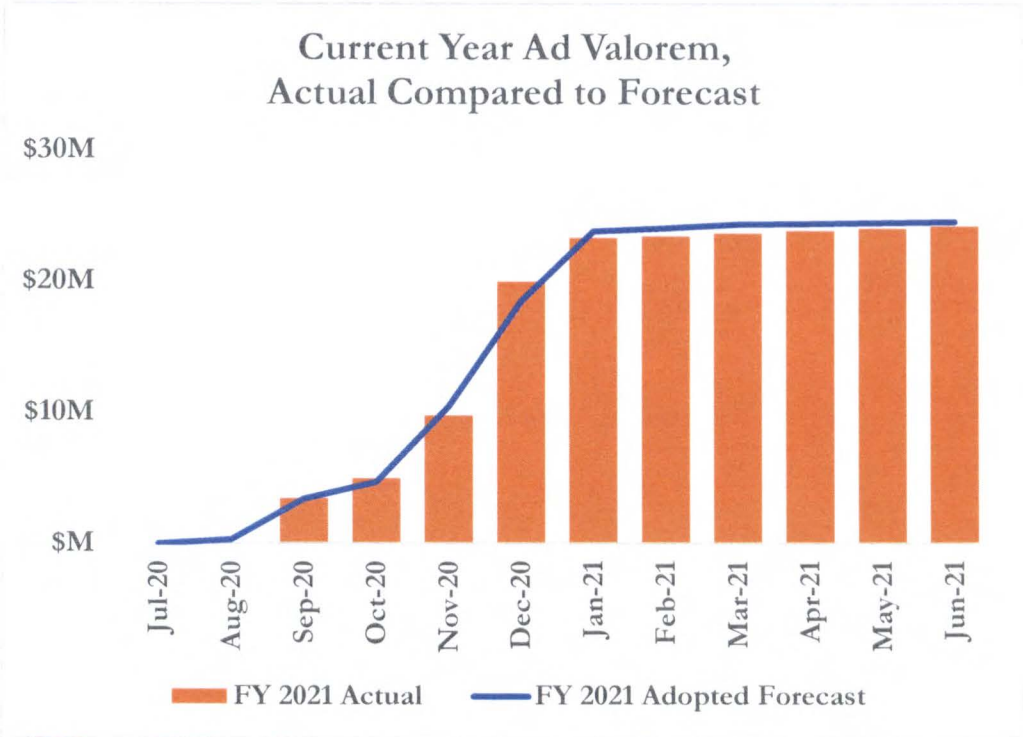
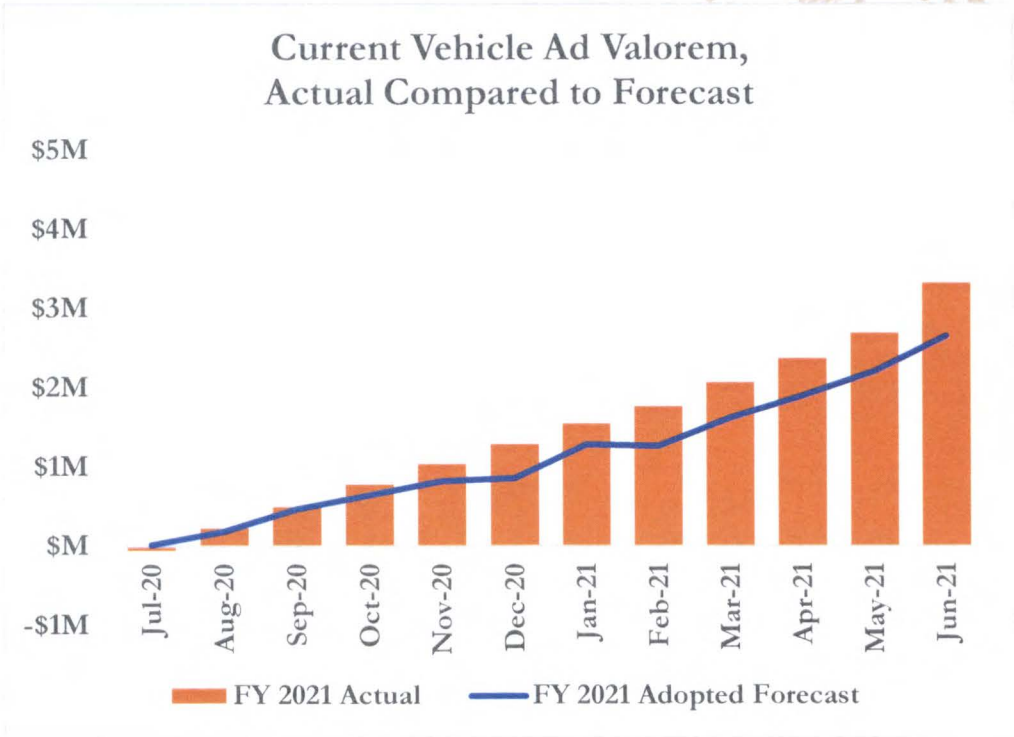
Ad Valorem Taxes





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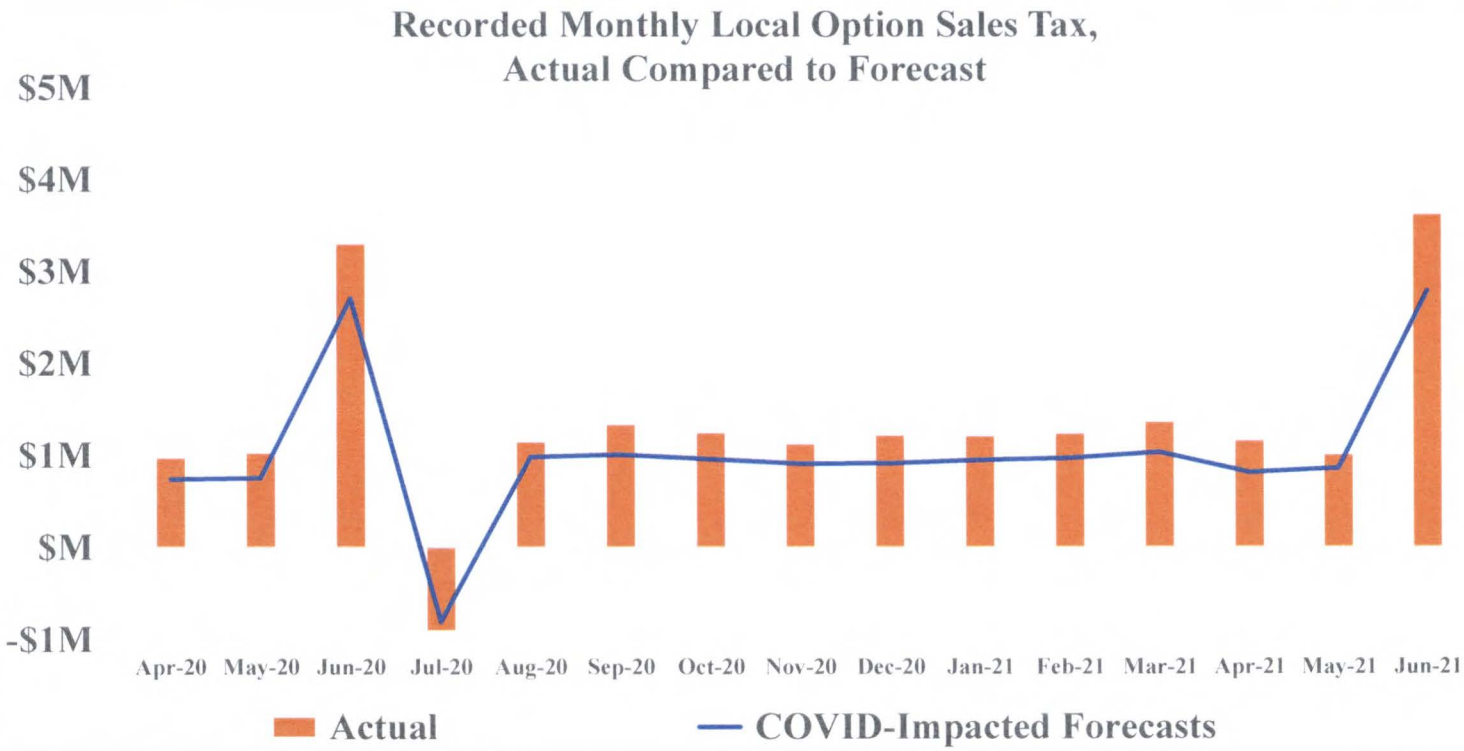
Local Option Sales Tax



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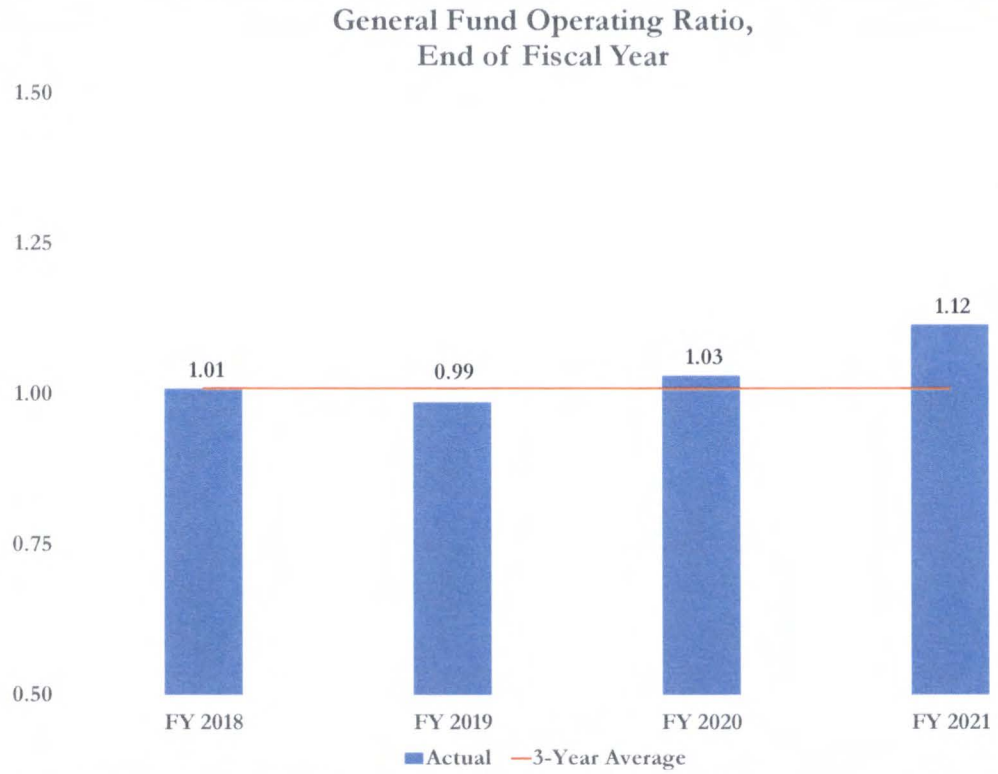
General Fund Operating Ratio



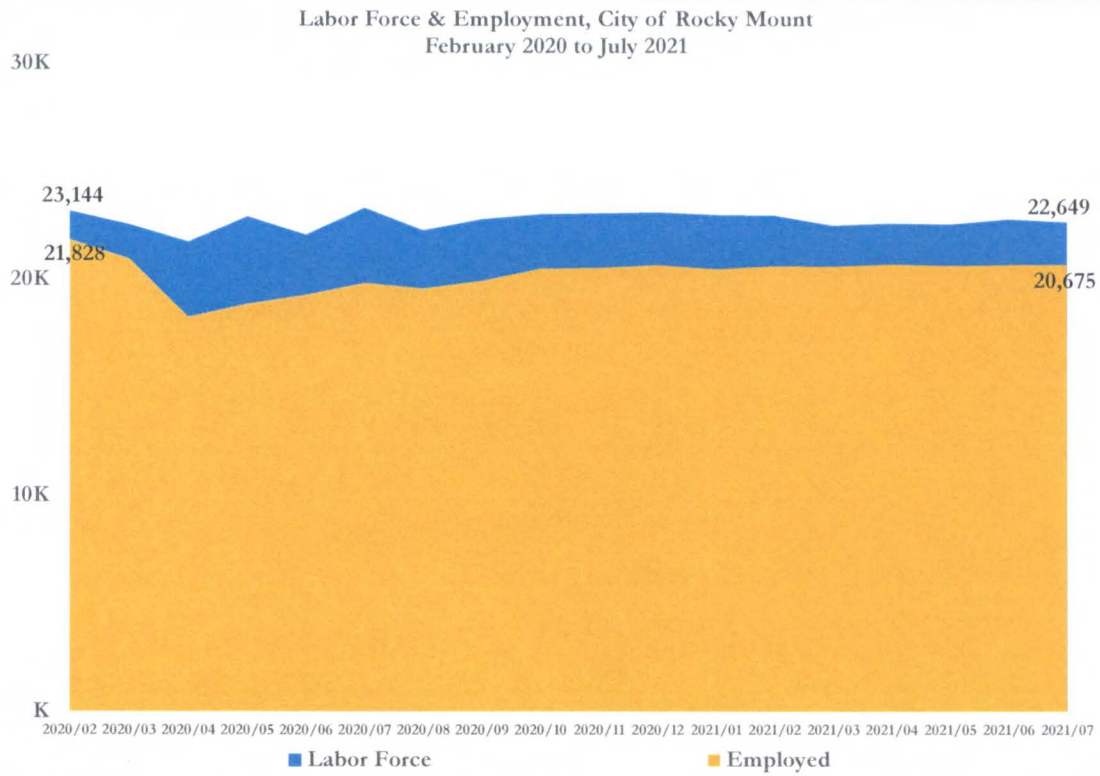
Enterprise Funds

- Electric & Gas
  - End-of-year sales increased 2.3% for electric, 4.2% for gas
  - Expenditures limited to achieve positive year-end balances
- Water & Sewer
  - End-of-year sales increased 0.3% in water, 4.8% in sewer
  - Operating expenditures minimized to minimize use of reserves
  - Significant capital improvements completed in water & sewer
- Stormwater
  - Revenues meeting expectations, spending controlled
  - Reserves grew in anticipation of future capital projects

Current Local Employment Statistics

ROCKY MOUNT, NC
THE CENTER OF IT ALL

Local Employment



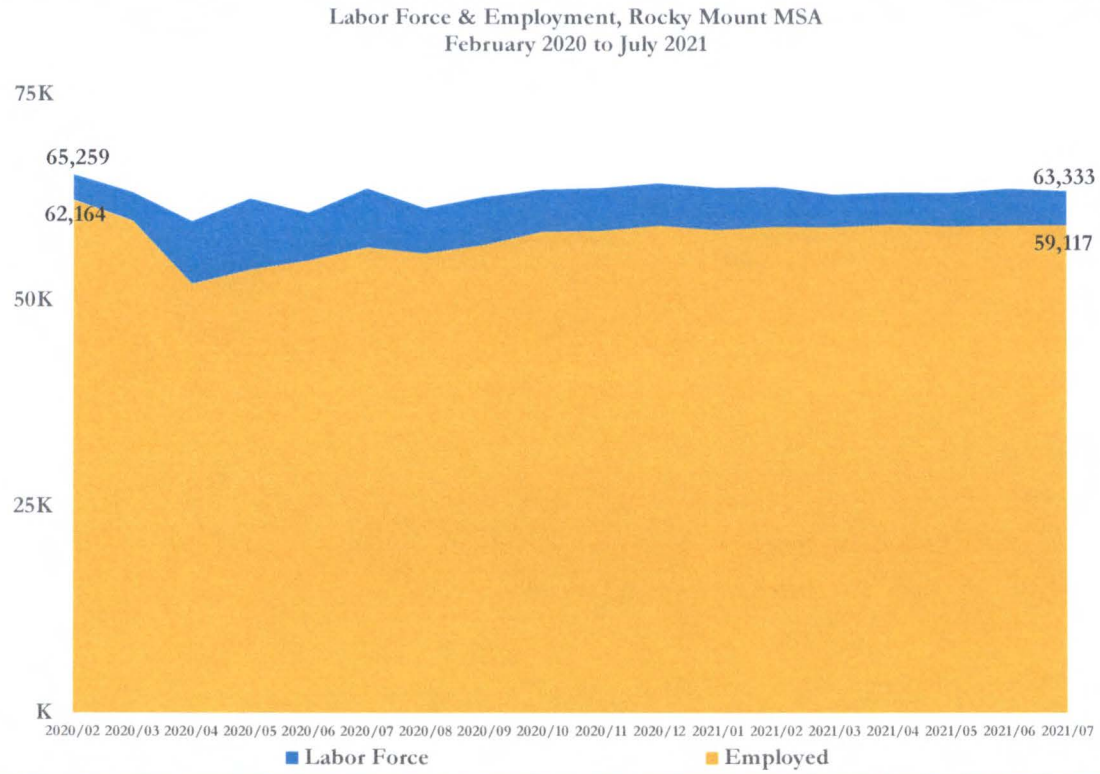
Citywide Employment
July 2021
-5.3% since last February

Labor Force
-2.2% since last February

Current Unemployment Rate
8.7%

ROCKY MOUNT, NC
THE CENTER OF IT ALL

Local Employment



Rocky Mount MSA Employment
July 2021
-4.9% since last February

Labor Force
-3.0% since last February

Current Unemployment Rate
6.7%

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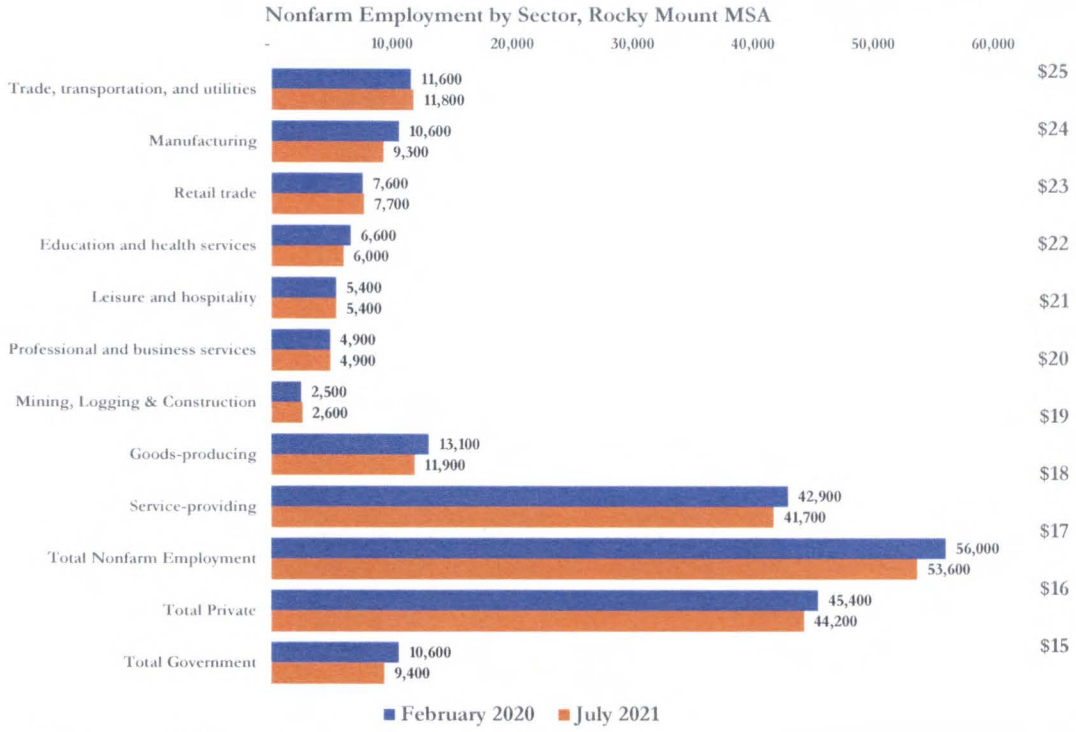
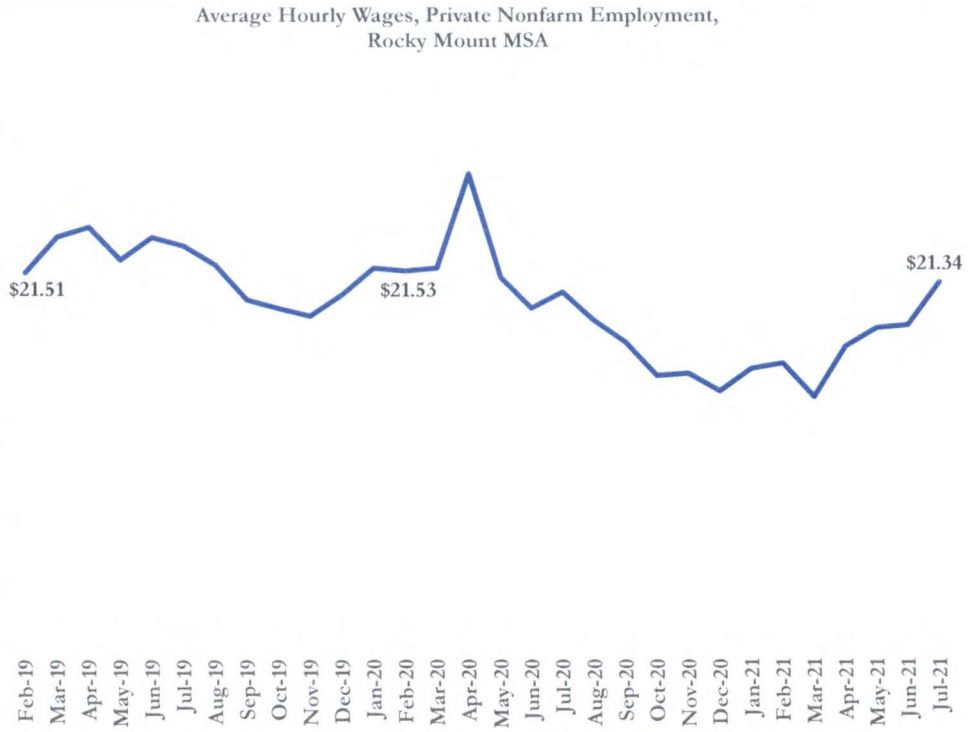
THE CENTER OF IT ALL

Workforce & Wages





MEMORANDUM

ROCKY MOUNT, NC
THE CENTER OF IT ALL

To: Rochelle D. Small-Toney, City Manager

Cc:

From: Kenneth Hunter, Assistant to the City Manager for Budget & Evaluation

Date: 9/1/2021

Re: Overview of Economic Development Administration American Rescue Plan Grant Programs and Outline of Application for Build Back Better Regional Challenge

---

Summary

The Economic Development Administration (EDA) of the U.S. Department of Commerce received $3 Billion from the American Rescue Plan Act (ARPA) to "to assist communities nationwide in their efforts to build back better by accelerating the economic recovery from the coronavirus pandemic and building local economies that will be resilient to future economic shocks." These funds have been divided into competitive grant programs open to a variety of local agencies, including municipal governments. The program with the earliest application deadline is the Build Back Better Regional Challenge (BBBRC), with a Phase 1 deadline of October 19 2021. City staff are preparing an application for this program, designed to expand local capacity for food processing manufacturing and enabling greater accessibility in this industry for minority-owned businesses.

EDA Grant Program Overview

ARPA appropriated $3 Billion in supplemental funding to EDA for community-oriented grant programs designed to accelerate economic recovery from COVID-19 and enable greater local economic resiliency. The City is eligible to apply for 4 of the 6 grant programs developed by EDA with these supplemental funds:

Program	Purpose	Funding Available	Maximum Grant	Match Required	Application Deadline
Build Back Better Regional Challenge	Accelerate economic recovery from the coronavirus pandemic and build local economies resilient to future economic shocks.	$1 Billion	Ph. 1: $500,000 Ph. 2: $75 Million	Ph. 1: 0% Ph. 2: 20%	Ph. 1: October 19 Ph. 2: March 15

Good Jobs Challenge	Build systems and partnerships between employers and other key entities to train workers that lead to good-paying jobs.	$500 Million	$25 Million	10%-20%	January 26
Economic Adjustment Assistance	Help communities plan, build, innovate, and put people back to work through construction or non-construction projects.	$300 Million	$10 Million	20%	Rolling; No later than March 15
Travel, Tourism, and Outdoor Recreation	Help communities hardest hit by challenges facing the travel, tourism, and outdoor recreation sectors to invest in infrastructure, workforce, or other projects to support recovery and economic resilience.	$240 Million	$10 Million	20%	Rolling; No later than March 15

City staff propose to prepare an application for each of these grant programs in order to advance local equitable and inclusive economic development in a variety of ways, starting with the Build Back Better Regional Challenge (BBBRC). This grant is intended to advance regional growth in a specific cluster (industry). The grant is awarded in 2 phases. Phase 1 awardees will receive $500,000 (no match requirement) for technical assistance in developing their Phase 2 application, which will consist of 3-8 complimenting projects. Phase 2 awardees will be eligible for $25 Million to $75 Million (20% match requirement) for projects aligned with workforce development, entrepreneurship, planning, and infrastructure.

City staff are also evaluating options for the Travel, Tourism, and Outdoor Recreation Grant Program. The primary option under consideration is upgrading and expanding Rocky Mount Stadium, including construction of a new Field House, expanding seating capacity, and improving other facility features and amenities.

Outline of City's BBBRC Application

City staff propose submitting a Phase 1 application for the BBBRC grant program focused on growing our local food manufacturing cluster. Rocky Mount has seen significant growth in the cluster over the past 2 decades, and local employment in this cluster represents a higher share of local total employment than the statewide and national average (a requirement for this grant).

In developing an application for the food manufacturing cluster, City staff are mindful of the focus City Council and residents have on equitable and inclusive economic development. This application will align several significant and essential projects in food manufacturing with a specific focus on growing minority-owned participation in this cluster. This is achieved through a multi-faceted approach encompassing several different elements and production scales in food manufacturing:

Proposed Project	**Purpose**	**Requested EDA ARPA Funds**	**Local Match**	**Total Funding**
Inclusive supplier diversity program	Develop a program removing barriers to entry and increasing accessibility for minority-owned businesses in the food manufacturing cluster.	$1,000,000	$0	$1,000,000
Minority food manufacturing business development	Provide consulting, training, and other services to minority-owned food manufacturers.	$4,000,000	$0	$4,000,000
Industrial incubator	Upfit existing incubator facility(ies) with focus on food manufacturing.	$10,000,000	$0	$10,000,000
Shell buildings (3)	Build 3 new shell buildings to house food manufacturing efforts.	$18,000,000	$12,000,000	$30,000,000
Cooperative kitchen	Build and manage a cooperative kitchen, enabling smaller-scale manufacturers to grow and sustain their businesses.	$10,000,000	$0	$10,000,000
Urban agriculture	Provide support and assistance to efforts to encourage urban agricultural development.	$5,000,000	$0	$5,000,000
	Total	**$48,000,000**	**$12,000,000**	**$60,000,000**

The necessary match for this grant is facilitated through the leveraging of additional funds for the construction of the 3 proposed shell buildings, which will likely include a combination of financing and state grants for necessary infrastructure and utility improvements.

Goal Alignment

EDA requires BBBRC applications align with goals established in the local region's Comprehensive Economic Development Strategy (CEDS). The current CEDS for our area was developed by the Upper Coastal Plain Council of Governments, and City staff believes 2 goals within the current CEDS align with the proposed projects:

- Build on the Region's competitive advantages and leverage marketplace; and
- Create revitalized, healthy, and resilient communities.

Coordination with Partner Agencies

The City will serve as lead applicant in our pursuit of the BBBRC grant. Staff is currently reaching out to local agencies and jurisdictions for their support and partnership: Edgecombe County, Town of Tarboro, Town of Nashville, Rocky Mount Area Chamber of Commerce, Carolinas Gateway Partnership, Opportunities Industrialization Center, Rocky Mount Edgecombe CDC, NC Cooperative Extension, Edgecombe Community College, Nash Community College, and North Carolina Wesleyan College.

Next Action Steps

Upon favorable receipt and suggestions from City Council during their September 13, 2021, Committee of the Whole Meeting, City staff will prepare a Phase 1 Application for the BBBRC Program. This application will be submitted to City Council for their review and approval on October 11, 2021, and if approved, will be submitted to EDA no later than October 18, 2021.

EDA: AMERICAN RESCUE PLAN

BUILD BACK BETTER REGIONAL CHALLENGE
Supercharging Local Economies

The **Build Back Better Regional Challenge** is designed to assist communities nationwide in their efforts to build back better by accelerating the economic recovery from the coronavirus pandemic and building local economies that will be resilient to future economic shocks.

The $1 billion Build Back Better Regional Challenge will provide a transformational investment to 20-30 regions across the country that want to revitalize their economies. These regions will have the opportunity to grow new regional industry clusters or scale existing ones through planning, infrastructure, innovation and entrepreneurship, workforce development, access to capital, and more.

- **Phase 1:** 50-60 regional coalitions of partnering entities will be awarded **~$500,000** in technical assistance funds to develop and support three to eight projects to grow a regional growth cluster.
- **Phase 2:** EDA will award 20-30 regional coalitions **$25 million to $75 million**, and up to $100 million, to implement those projects.

As part of the $300 million **Coal Communities Commitment**, EDA will allocate at least $100 million of the Build Back Better Regional Challenge funding to support coal communities.

WHO SHOULD APPLY

EDA invites eligible applicants to form regional coalitions to apply for funding to implement a collection of three to eight distinct but related projects in their region, in coordination with industry and community partners, and aligned around a holistic vision to build and scale a strategic industry cluster. Applicants should identify one key coordinating lead institution per regional cluster to lead the concept and projects into the implementation phase, while fostering collaboration and coordinating resources to ensure these investments have the greatest economic impact on our communities, regions, and the nation.

Coalition members eligible to apply for investment assistance for their region include a(n):

- District Organization of an EDA-designated Economic Development District
- Indian Tribe or a consortium of Indian Tribes
- State, county, city, or other political subdivision of a State, including a special purpose unit of a State or local government engaged in economic or infrastructure development activities, or a consortium of political subdivisions
- Institution of higher education or a consortium of institutions of higher education
- Public or private non-profit organization or association acting in cooperation with officials of a political subdivision of a State

Individuals or for-profit entities are not eligible.

APPLICATION DEADLINE

→ Phase 1 deadline: **October 19, 2021**

→ Phase 2 deadline: **March 15, 2022**

CONTACTS

- Please send email inquiries about the American Rescue Plan Build Back Better Regional Challenge to BuildBackBetter@eda.gov.
- For additional questions, particularly region-specific questions, contact your state's Economic Development Representative. Visit www.eda.gov/contact to find contact information for your Economic Development Representative.

To learn more about EDA's American Rescue Plan **Build Back Better Regional Challenge**, visit eda.gov/arpa/build-back-better/.

ROCKY MOUNT, NC
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EDA American Rescue Plan Act Grant Programs

Build Back Better Regional Challenge

9/13/2021, City Manager's Office

ROCKY MOUNT, NC
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Overview

- EDA allocated $3 Billion supplemental funding under ARPA
- Focus: accelerate economic recovery and build local economies resilient to future economic shocks
- Enabling large, transformational investments at local, regional level
- More flexible funding
- Emphasis on equity

E·D·A
U.S. ECONOMIC DEVELOPMENT ADMINISTRATION
INVESTING in AMERICA'S COMMUNITIES

ROCKY MOUNT, NC
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Eligible EDA Grant Programs

Program	Purpose	Funding Available	Maximum Grant	Match Required	Application Deadline
Build Back Better Regional Challenge	Accelerate economic recovery from the coronavirus pandemic and build local economies resilient to future economic shocks	$1 Billion	Ph. 1: $500,000 Ph. 2: $75 Million	Ph. 1: 0% Ph. 2: 20%	Ph. 1: October 19 Ph. 2: March 15
Good Jobs Challenge	Build systems and partnerships between employers and other key entities to train workers that lead to good-paying jobs	$500 Million	$25 Million	10%-20%	January 26

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Eligible EDA Grant Programs

Program	Purpose	Funding Available	Maximum Grant	Match Required	Application Deadline
Economic Adjustment Assistance	Help communities plan, build, innovate, and put people back to work through construction or non-construction projects.	$300 Million	$10 Million	20%	Rolling; No later than March 15
Travel, Tourism, and Outdoor Recreation	Help communities hardest hit by challenges facing the travel, tourism and outdoor recreation sectors to invest in infrastructure, workforce or other projects to support recovery and economic resilience.	$240 Million	$10 Million	20%	Rolling; No later than March 15

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Build Back Better Regional Challenge

- Primary Goal: Advance a regional growth cluster (specific industry)
- 2-Phase Grant
  - Phase 1: 50-60 recipients, each receive $500,000 for technical assistance to develop 3-8 projects
  - Phase 2: 20-30 recipients, each receive $25 Million to $75 Million for implementation
- Activities supported
  - Workforce development
  - Entrepreneurship
  - Planning
  - Infrastructure

ROCKY MOUNT, NC
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Comprehensive Economic Development Strategy Alignment

- Developed by Upper Coastal Plain Council of Governments
- Goals
  - Build on the Region's Competitive Advantages & Leverage Marketplace
  - Establish & Maintain a Robust Infrastructure
  - Create Revitalized, Healthy & Resilient Communities
  - Develop Talented and Innovative People

BUILD BACK BETTER REGIONAL CHALLENGE
E·D·A

Growth Cluster Focus

- Food Manufacturing (MSA 2019 LQ: 1.56 w/in NC & Nationwide)
  - Develop opportunities for minority-owned manufacturers
  - Encourage sustainable practices (local sourcing)
  - Support existing industry expansion
  - Encourage focused industry entrepreneurship
    - Training & development
    - Market & capital access
    - Production facilities

ROCKY MOUNT, NC
THE CENTER OF IT ALL

Preliminary Cost Estimate

Project	Grant Award	Local Match	Total	Match Source
Inclusive supplier diversity program	$1,000,000	$0	$1,000,000	
Minority food manufacturing business development	$4,000,000	$0	$4,000,000	
Industrial incubator	$10,000,000	$0	$10,000,000	
Shell buildings (3)	$18,000,000	$12,000,000	$30,000,000	Financing, infrastructure grants (State, Golden Leaf)
Cooperative kitchen	$10,000,000	$0	$10,000,000	
Urban agriculture	$5,000,000	$0	$5,000,000	
Total	**$48,000,000**	**$12,000,000**	**$60,000,000**	

ROCKY MOUNT, NC
THE CENTER OF IT ALL

Potential Projects

- Develop a regional inclusive supplier diversity program with equitable sourcing for retailers, restaurants, food product manufacturers, etc.
- Minority food manufacturing business development (training, grants)
- Production facilities
  - Commercial kitchens
  - Industrial incubator
  - Shell buildings
- Support for urban agriculture

BUILD BACK BETTER REGIONAL CHALLENGE
E·D·A

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THE CENTER OF IT ALL

Regional Partners

- Lead Applicant: City of Rocky Mount
- Edgecombe County
- Towns of Tarboro & Nashville
- Chamber of Commerce
- Carolinas Gateway Partnership
- Opportunities Industrialization Center
- Rocky Mount Edgecombe CDC
- NC Cooperative Extension
- Nash & Edgecombe Community Colleges
- North Carolina Wesleyan College

Next Steps

- Coordinate with Regional Partners
- Prepare Phase 1 Application
  - Submit to Council for Approval on October 11th
  - Submit to EDA no later than October 19th
- Work with State and Golden Leaf Foundation to identify potential matching funds for utility, infrastructure improvements in order to construct shell buildings
- Prepare plans, applications for other eligible EDA ARPA grant programs

MEMORANDUM

ROCKY MOUNT
POLICE
THE CENTER OF IT ALL

To: Rochelle Small-Toney, City Manager

Cc:

From: Robert Hassell, Police Chief

Date: 09/13/2021

Re: Presentation of Crime Statistics

The purpose of this memo is to present a summary of the city wide crime numbers to the Committee of the Whole during the September 13, 2021 meeting.

Discussion

The presentation covers the crime incidents throughout the city currently and compares them to last year during the same time period. The crimes tracked in this presentation are crimes labeled as part 1 crimes in the National Incident Based Reporting System (NIBRS) by the federal government. These crime numbers are tracked by the FBI and shared with the Bureau of Justice Statistics for tracking purposes

The presentation includes investigation outcomes for the violent crimes and the related arrests. It also includes maps depicting the areas of shots fired, incidences of aggravated assault and murder. The presentation also highlights the efforts and successes of the police department to combat the violent crime occurring in the city.

Requested Action

None

Respectfully Submitted,

Robert Hassell
Chief of Police

ROCKY MOUNT
POLICE

August 2021 Crime Report

August 2021 Data

September 13, 2021
Robert Hassell, Chief of Police

ROCKY MOUNT POLICE

August 2021 Crime Report

NIBRS Part 1 Comparison

CRIMES	Aug 2020	Aug 2021	+/-	YTD 2020	YTD 2021	+/-
Murder	0	1	1	7	9	2
Rape	2	1	-1	6	8	2
Com Robbery	3	4	1	18	21	3
Ind Robbery	7	2	-5	35	15	-20
Agg Assault	59	46	-13	302	276	-26
Violent	71	54	-17	368	329	-39
Commercial B&E	7	11	4	35	88	53
Residential B&E	22	14	-8	158	106	-52
Non Residential B&E	6	4	-2	28	22	-6
Larceny	81	82	1	647	582	-65
MV Theft	4	9	5	52	53	1
Arson	2	1	-1	8	8	0
Property	122	121	-1	928	859	-69
Total	193	175	-18	1296	1188	-108

The table is a comparison of crime numbers by month and year to date compared to the same time periods last year.

August 2021 Crime Report

Aggravated Assault Cases and Investigations

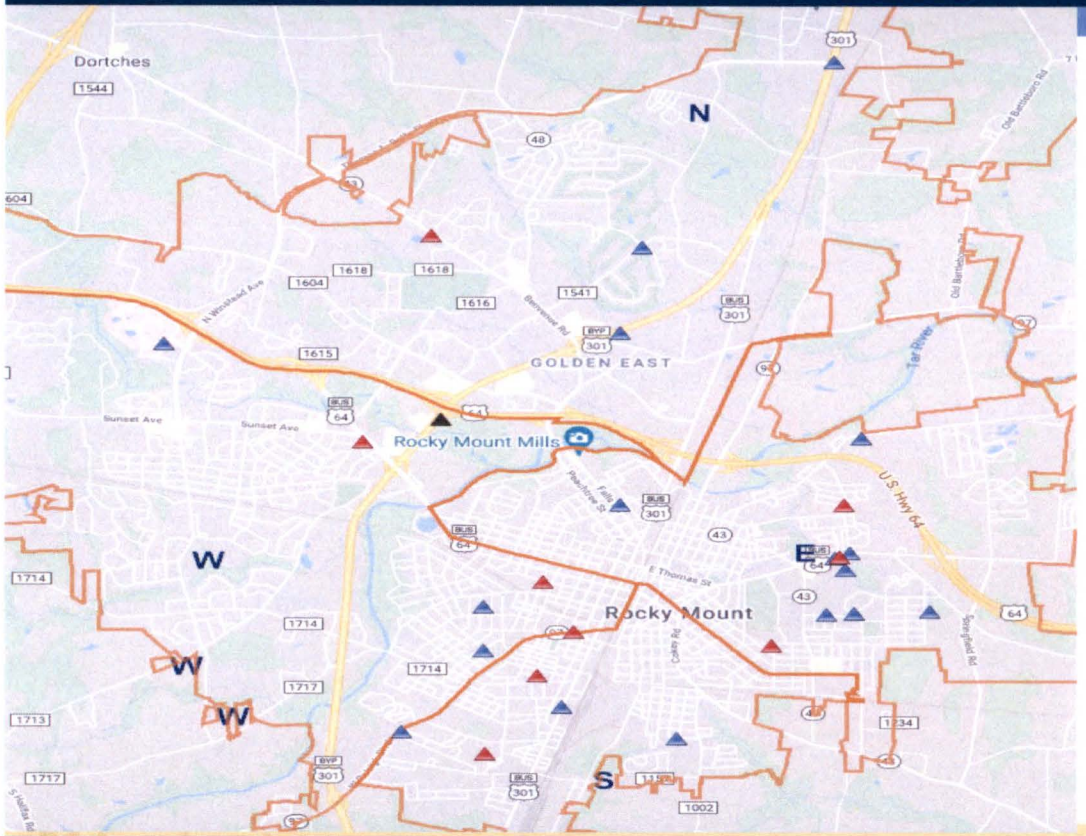
• Aggravated Assault Cases	26
• Aggravated Assault Victims	47
• Numbers Cases with Multiple victims	11
• Aggravated Assault Arrests	5
• Aggravated Assault Cases Cleared	4

Case Dispositions

• Cases Cleared by Arrest	3
• Inactive Cases	7
• Open Cases	15
• Incident Cleared	1
Grand Total of Incidents	**26**
• Gang Related	1

ROCKY MOUNT
POLICE

August 2021 Crime Report



▲ Murder

▲ Aggravated Assault

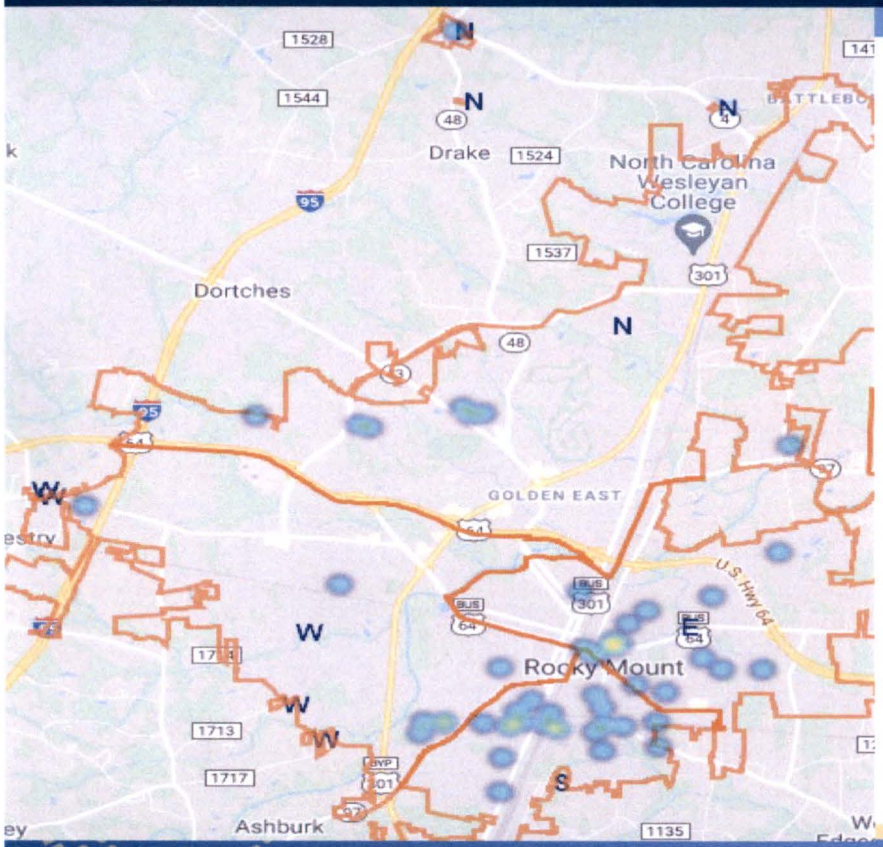
▲ Shooting Into OCC Build/Veh

- Victims with Injuries 14
- Victims Without Injuries 33

Grand Total of Victims 47

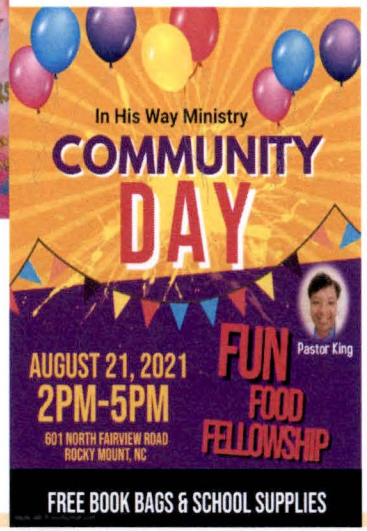
ROCKY MOUNT
POLICE

August 2021 Crime Report



Shotspotter & Citizen Calls Throughout the City

• Shots Fired	52
• Shell Casings were Found	29
• Number Shell Casings Found	181
• Number of Firearms Seized	33
• Number of Firearms Seized YTD	276
• Weapon Violation Arrests	7



Community Involvement

- ***Police Athletic/Activity League***: We are sponsoring and coaching a softball and baseball skill development team with parks and recreation.
- ***Community events:*** We participated in the Morning Star Church fun and fellowship event and the Community Day hosted by His Way Ministry.
- ***Active Shooter Training:*** We finishing up the training throughout the city with only 2 departments left.
- ***Summer Night Lights:*** We finished the Summer Night Lights events on August 27 and participated in the end of summer event on August 28.