

***EGCI Service Team Committee of the Whole***  
***July 14, 2020***

# Agenda

- Community & Economic Development Update (Kari Collins)
  - COVID-19 & CARES Funding Update
  - Civil Unrest Response & Resources
  - Redevelopment Projects & Housing Programs
  - Economic Competitiveness & Inclusion Vision Plan
  - Affordable Housing
- Housing: Organizational Direction (Ryan O'Connor)
- Workforce Solutions Update (Ling Becker)
  - FAST Expansion
  - Ramsey County Unemployment Statistics Update
  - CARES Funding Update
  - Ramsey County Job Connect

## Community and Economic Development Update

- COVID-19 & CARES Funding Update
- Civil Unrest Response & Resources
- Redevelopment Projects & Housing Programs
- Economic Competitiveness & Inclusion Vision Plan
- Affordable Housing

# COVID-19 & CARES Funding Update

# CED Pivots Business Attraction Site to Serve as COVID-19 Business Resource Platform

## Resource Navigation

- COVID-19 Recovery Dashboard
- Federal/State/Local Resources
- Workforce Resources
- Webinars
- Additional Business Resources
- Executive Orders and Guidance
- Resource Navigators
- Pre-COVID-19 (Jan. – Mar. 14) 6,879 pageviews
  - (49% of views on Homepage & Incentives Dashboard)
- Post-COVID-19 (Mar. 15 – Jun. 25)
  - 509% Increase in page views
  - (54% of views on COVID-19 Resources & Relief Fund pages)

## COVID-19 BUSINESS RECOVERY GUIDE

Ramsey County has consolidated the resources below to help ready and recover your business and workforce from the impacts of COVID-19. Please revisit this page often as new resources and programs become available.

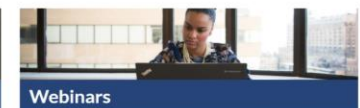
Additional county resources can be found on [ramseycounty.us/coronavirus](https://ramseycounty.us/coronavirus).

### Language Resource: Phone and Email Help

The City of Saint Paul has a new phone line to answer questions about the City's response to the COVID-19 coronavirus. Translators are available to answer questions in Hmong, Karen, Oromo, Somali, and Spanish. Call 651-266-6000 or email [LanguageResources@ci.stpaul.mn.us](mailto:LanguageResources@ci.stpaul.mn.us)

Ramsey County also provides a telephone interpretation service in 170 languages. The service is available by calling 651-266-8500 - the receptionist will work with you to connect with staff from any area in the county and a translator to assist you.

**NOT GETTING YOUR  
QUESTIONS  
ANSWERED?  
CLICK HERE**



## Small Business Relief Fund Eligibility

- Providing emergency assistance to small local businesses adversely impacted by the COVID-19 pandemic
- Help micro businesses pay for critical expenses such as rent or mortgage payments, utilities and costs associated with reopening
- Administered by the Metropolitan Consortium of Community Developers (MCCD)
- Phase I: 1-20 employees
  - \$5 Million
  - Application Period: May 27 – June 12
  - 861 applications received

# CARES ACT – Small Business Relief Fund (Round 1)

**\$10K**

Revised award max to provide more relief and be more aligned with state and regional partners

**861**

# of applications after first eligibility screen

**14**

Number of organizations partnered with to ensure targeted outreach

**79%**

Percentage of Businesses that applied that are micro-businesses (6 or fewer employees)

**57%**

Percentage of businesses that applied that are self reported as BIPOC owned

**25%**

Percentage of Businesses located in suburban Ramsey County

## Meeting the Needs of Our Business Community Small Business Relief Fund (Round 2)

### *Sole Proprietors, Contract, Gig, Freelance, and Creative Economy*

- Community feedback suggested home based occupations, and gig workers were missing out on many larger grant programs
- CED working with outreach partners and arts agencies to develop a program that broadens eligibility to self employed/entrepreneurs
- Contract amendment for grant administration, and outreach
- Anticipated launch date to happen late July
- Remaining funds to assist as many sole proprietors as funds allow



## Fostering New Resources and Partnerships

### Business4Business MSP

- The Business4Business Minneapolis-Saint Paul (B4B MSP) coalition will connect small businesses with local resources from public agencies and private sector partners, including technical and financial assistance to provide immediate relief
- [www.Business4BusinessMSP.com](http://www.Business4BusinessMSP.com)



**Together Let's Save  
10,000 Small Businesses!**

#### SMALL BUSINESS GRANTS AND TECHNICAL ASSISTANCE

\$7,500  
Grants

Technical  
Assistance

#### GOOD WILL CAMPAIGN TO RAISE FUNDS

Give Back and Support Local Businesses  
that are Struggling Due to COVID-19

# Civil Unrest Response & Resources

## Business Recovery Team Assembles to Address Business Needs Following Civil Unrest

- Ramsey County altered website to expand to new crises needs and resource availability
- CED, alongside Racial Equity and Policy & Planning helped to assist in the development of a Business Recovery action plan with the City of St. Paul and St. Paul centric business agencies that identified short term and long term needs

Action items are built around three major stages:

### ***Stage 1: Assess and Listen***

***-Town Halls led by Racial Equity Leadership***

### ***Stage 2: Rebuild, Revision, & Reimagine***

***- U.S. EDA Funding***

### ***Stage 3: Community Healing & System Overhaul***

# Redevelopment Projects and Housing Programs

## Status Update on County Redevelopment Projects

### Riversedge

- Last board update in late March
- Developing project scenarios based on no state bonding and shifting market conditions
- Deeper dive in coming months

### Rice Creek Commons

- Minnesota soil delisting from Superfund list (May 1, 2020)
- Pending written decision on litigation track by Judge Burke
- Board will convene following receipt of decision to determine future direction

## Existing Programs Help to Address Economic Gaps

- **CDBG/HOME**
  - HRA approved (5/12/2020) FY2020 allocation
  - \$1,164,274 in CDBG funding & \$534,417 in HOME funding
  
- **CDBG-CV (Supplemental COVID-19 Funding)**
  - COVID-19 Response Areas - \$685,000
    - Eviction and foreclosure prevention
    - Additional supports for affordable housing
  
- **Environmental Response Fund**
  - [Spring '20 Round] *Under evaluation.*
    - Three (3) applications received totaling \$360,883

## Program Highlights Continued

- **Open To Business - Q1 2020 (Through March 31<sup>st</sup>)**
  - 60 clients, 63% BIPOC entrepreneurs= 56% of program hours
  - 31 clients in the start up or new entrepreneur/pre-planning phase
  - 35% of clients from Saint Paul, 65% from suburban Ramsey County
  - Dedicated Business Advisor through COVID-19 Response moderating webinars and providing technical assistance around resource availability
- **Corridor Revitalization Pilot Program**
  - Funding approved on five corridor efforts (\$160,000)
  - Rice Larpenteur Alliance Vision Plan Implementation; County Road E; ReConnect Rondo Land Bridge; Silver Lake Road; Maryland and Arcade

# **Economic Competitiveness & Inclusion Vision Plan**



## Economic Competitiveness & Inclusion Vision Plan Overview

- A countywide comprehensive economic development strategy focused on equitable growth and strengthening economic competitiveness:
  - Housing
  - Jobs & Innovation
  - Community & Resident Wealth
  - Neighborhood Vitality
- Led in partnership with the Center for Economic Inclusion, FourthEconomy, NEOO Partners, MZ Strategies, and Urban3
  - Intended to shape policy and investments for the next decade
- Vision Plan Engagement Structure & Sessions:
  - Steering Committee, Working Groups, Community Action Teams, Engagement Sessions

# Affordable Housing

## Advancing Affordable Housing Now More Critical Than Ever

### *2022 HRA Levy Timeline*

- July 7 - Ramsey County HRA Board meeting & discussion
- Post Covid-19 economic impacts exacerbate housing crisis
- December 2020 – Vision Plan Complete and Resource Recommendations are Identified
- 1<sup>st</sup> Quarter 2021 – Vision Plan Presentations to Community & City Councils
- July, 2021 – Communities that are eligible to request exemption from the County HRA Levy would need to do so by **July 1, 2021** for 2022 tax collection.
- 2022 - First HRA Levy taxes collected

#### *CED Notes:*

- Vision Plan Complete - Stakeholder/Community Engagement Process Complete
- Staffing assessment/resource needs better identified
- 2022 – 2023 budget process includes HRA levy consideration

## **Affordable Housing – Discuss 2021 Funding**

## Housing: Organizational Direction

- Recommendation
- Goals

## Housing Recommendation

- Establish a new Housing Stability Office, consolidating all county housing services (demand side)
- Integrate housing infrastructure functions into the Community and Economic Development Department (supply side)

This recommendation builds on work led through the *Stability Starts with a Place to Call Home* strategic priority, the county's COVID-19 response, and other foundational work.

Detailed planning to occur over the coming months with a January 2021 target implementation date.

## Housing Goals

- Align resources, funding, staffing and programs across the housing continuum  
*Emergency Housing – Supportive Housing – Subsidized Housing – Long Term Stability*
- Align with the Economic Competitiveness & Inclusion Vision Plan
- Reduce, and then eliminate, racial disparities in housing and homelessness
- Fully commit to a culture of collaboration

## **Workforce Solutions Update**

- **FAST Expansion**
- **Unemployment Statistics Update**
- **CARES Funding Update**
- **Ramsey County Job Connect**



# FAST Expansion: NextGen Project

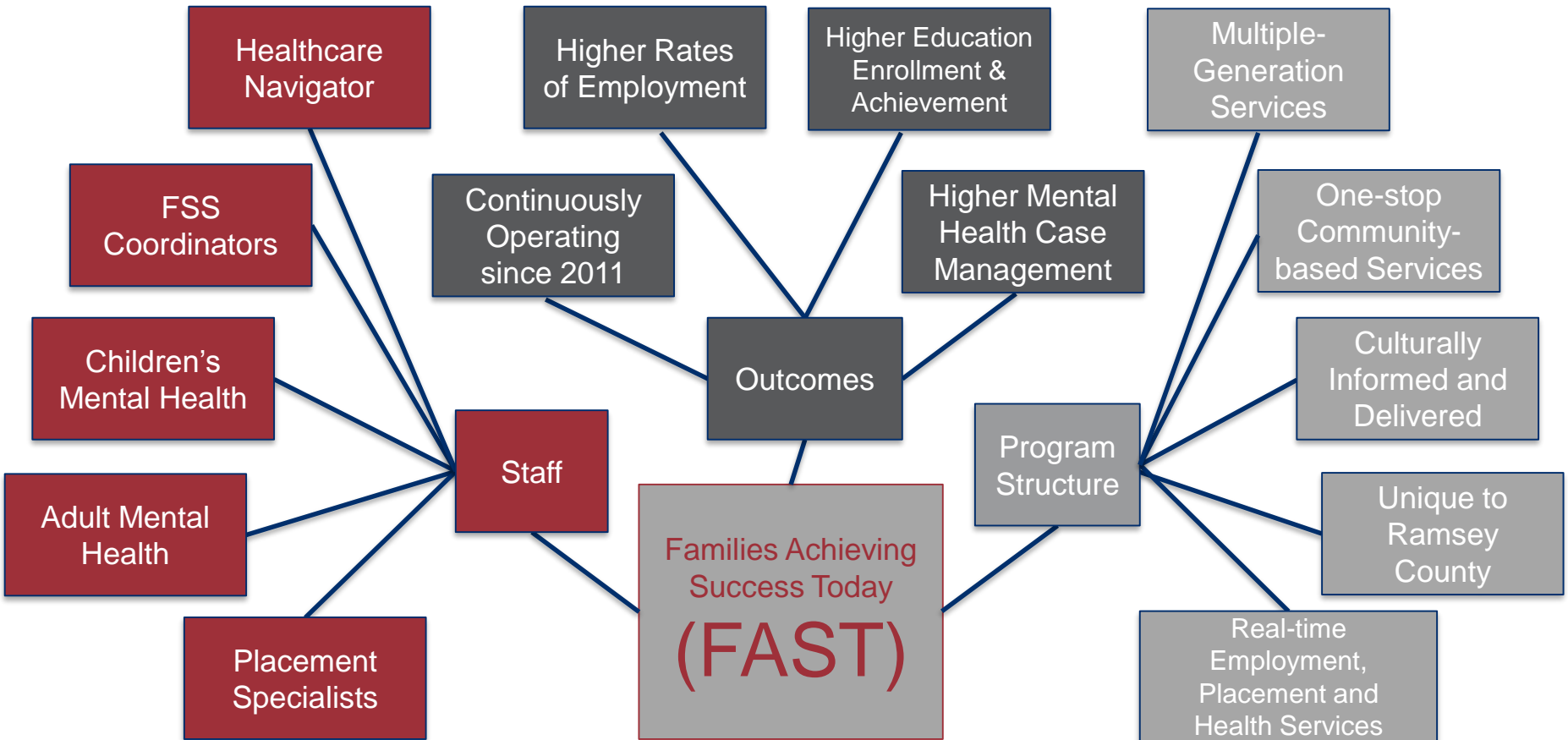
## Families Achieving Success Today (FAST): A Unique Model

- Ramsey County Workforce Solutions (WFS) has been operating the evidence-based Individual Placement and Support (IPS) model for MFIP participants with disabilities since 2011.
- FAST **co-locates** a **multidisciplinary** team — including mental and physical health providers, cultural elders and cultural services, county case managers and more — to deliver a spectrum of coordinated full-family services in a safe, supportive and culturally attuned space.
- *“FAST is a program that goes **beyond surface-level requirements** to really address root causes of challenges of Minnesotans in an effort to improve their lives for the long-term,” said Dr. Michael Wirth-Davis, president and CEO at Goodwill-Easter Seals Minnesota.*

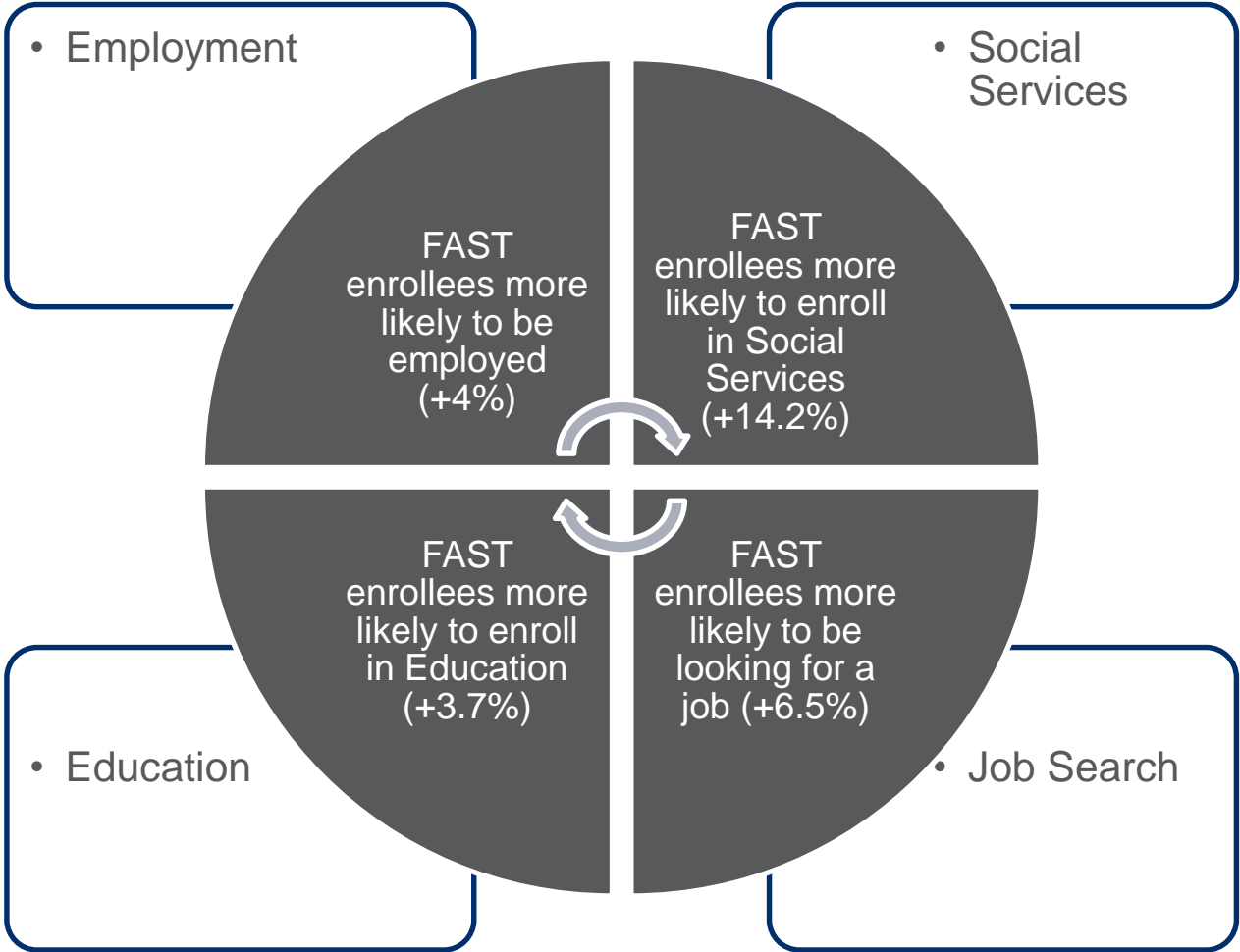
## Relational Partnerships are the Key to FAST Success

- **Ramsey County Workforce Solutions:** funder, family stability services navigators
- **Goodwill Easter Seals MN:** program implementation, coordination, employment specialists, host
- **American Indian Family Center:** cultural expert for American Indian families
- **Minnesota CarePartner:** adult mental health services
- **Minnesota Community Care:** health navigators and children's social workers
- **Ramsey County Social Services:** children mental health social workers
- **Elder Mary K. Boyd:** African American Elder and community consultant
- **Families:** courageous and persistent participants striving to achieve their goals and support their families

# FAST Model brings integrated staffing, unique delivery model to achieve better outcomes



# FAST Model Produces Better Results for Families



## Ramsey County Receives FAST Expansion Opportunity

- **On May 7, 2020, OPRE\* and SSA\*\* approved the inclusion of FAST in the NextGen Project.**
  - NextGen is a study of innovative employment interventions across the United States showing promise moving people facing multiple barriers to employment.
  - 500 parents randomly assigned into FAST and into a control over a three-year period.
- **Over the three years, Ramsey County will receive about \$1.9 million in SSA funds for additional staffing to increase FAST program capacity.**
  - Additional benefits include, technical assistance, evaluation resources, national recognition and relationships with other innovative employment programs
  - Implementation to begin early 2021. Board action to consider approval of NextGen to occur during Q3 2020 followed by an MOU with NextGen during Q4 2020.

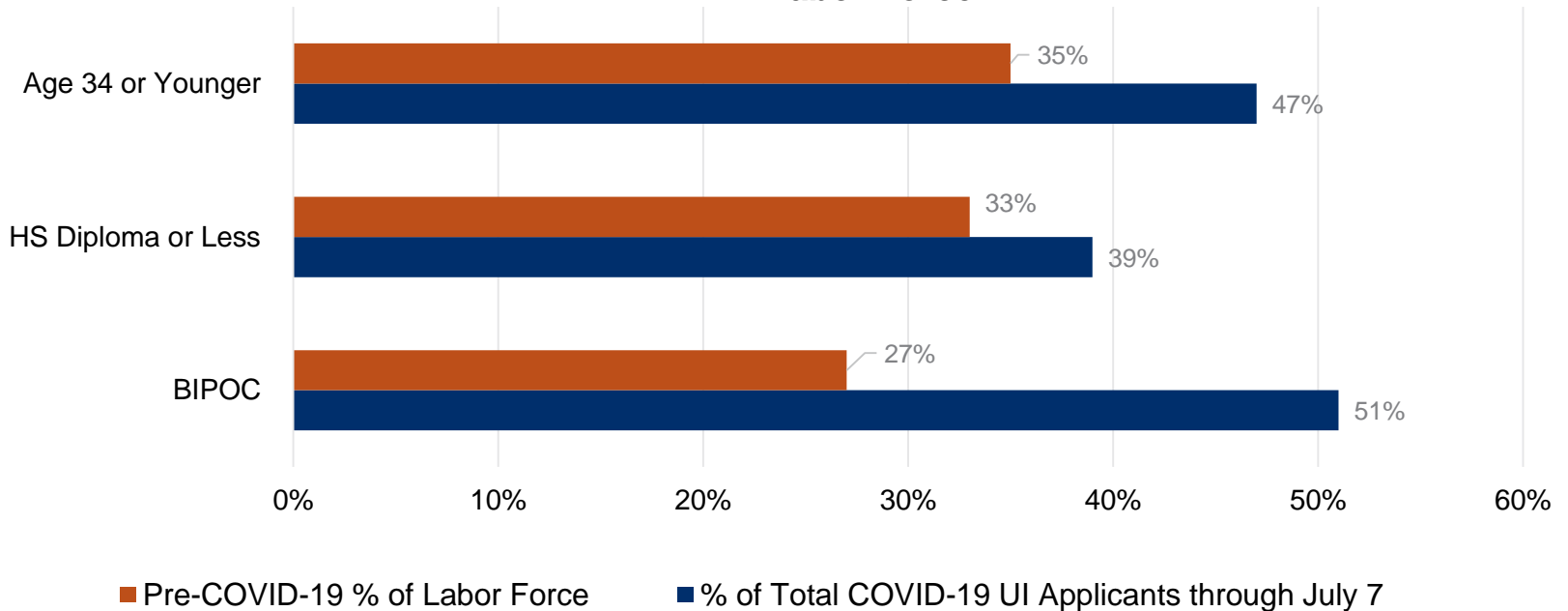
\*Office of Planning, Research and Evaluation

\*\*Social Security Administration

# Ramsey County Unemployment Statistics Update

# COVID-19 Has Disproportionate Employment Impacts on Ramsey County Residents

### UI Applications as a Percentage of the Total Pre-COVID-19 Ramsey County Labor Force

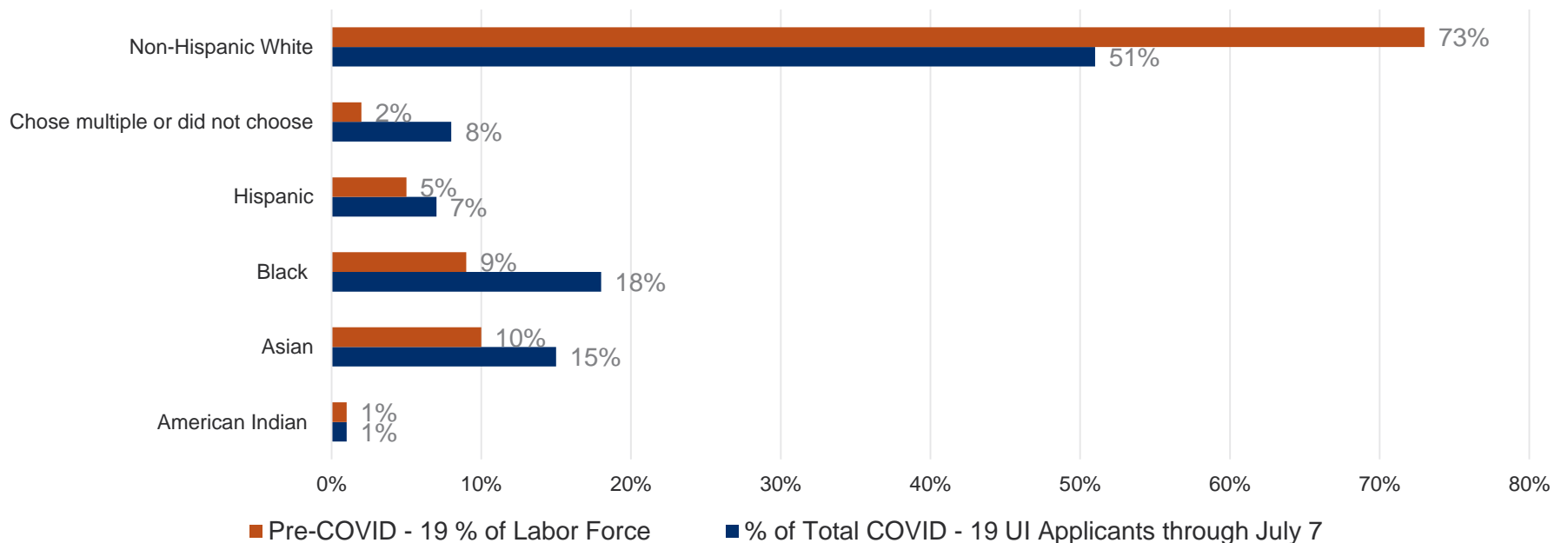


BIPOC = Black, Indigenous, and People of Color  
Labor Force = People who are willing and able to work, including all working and unemployed residents  
85,970 unemployment applications filed in Ramsey County from March 15 through July 7



# Disproportionate Impacts on Ramsey County Residents By Race and Ethnicity

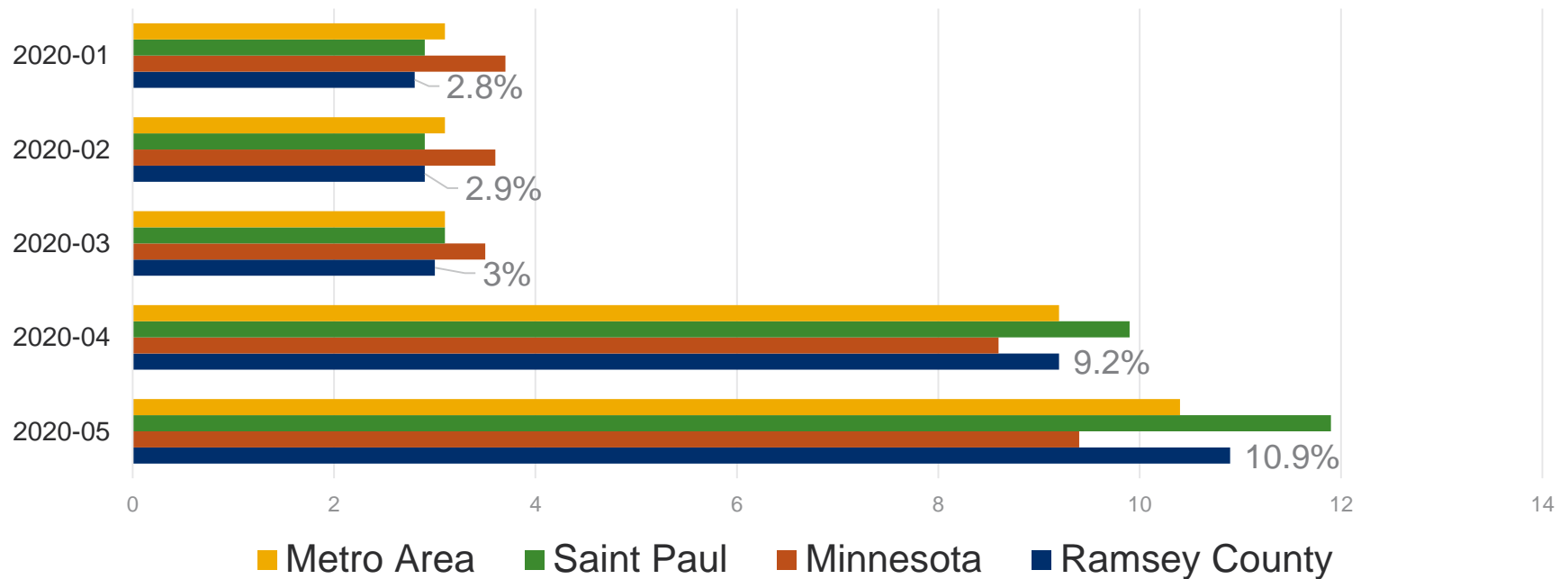
% of Total UI Applications and the Percentage of the Total Pre-COVID - 19 Labor Force



- Those choosing multiple or not choosing a race/ethnicity are more often BIPOC than Non-Hispanic White
- Data for American Indians in the Ramsey County Labor Force and UI claims are each skewed lower due to the relatively high rate choosing either not to select a race or choosing multiple races.
- Hispanic is not provided separately as an ethnicity by DEED, which is uncommon, and causes fewer to report as Black or American Indian

## COVID-19 Triggers Accelerated Unemployment Rate within Ramsey County compared to State and Metro Area

### 2020 January through May Unemployment Rates

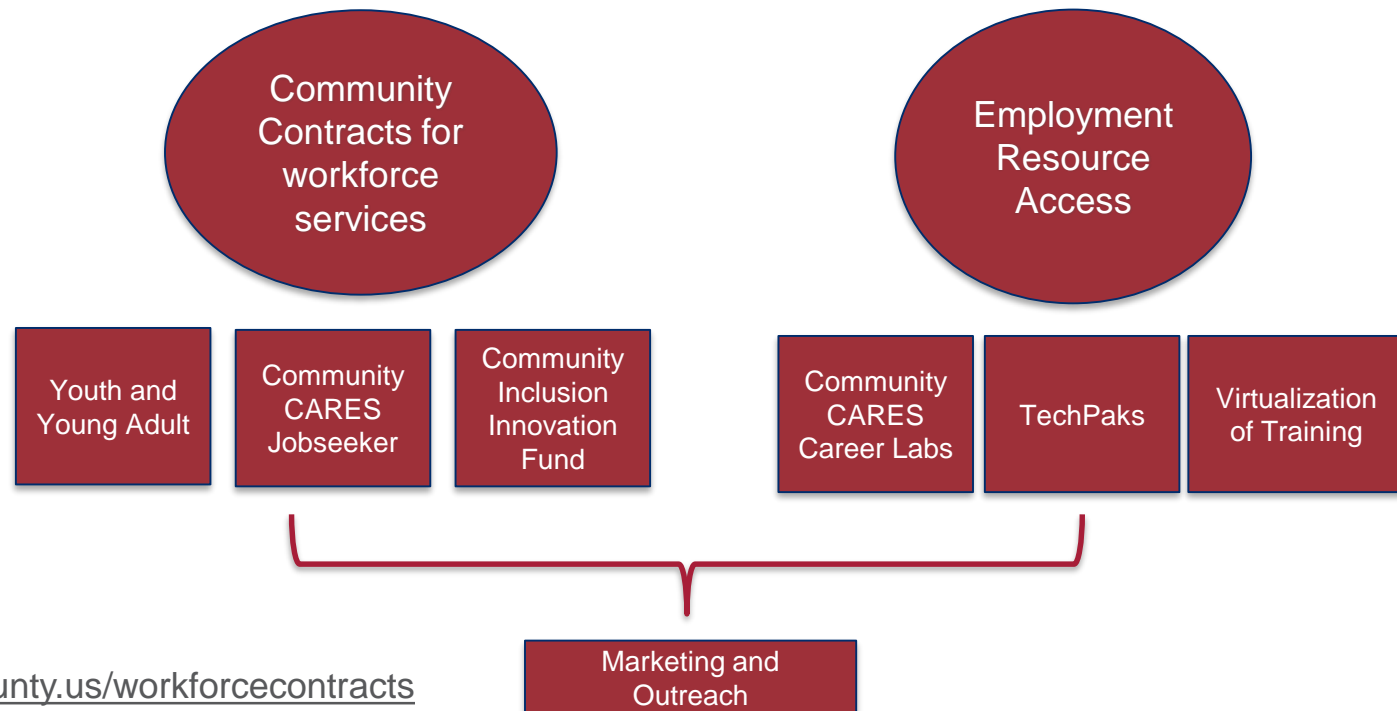


- Unemployment rate is the share of the labor force that is jobless, expressed as a percentage.
- Ramsey County entered 2020 with an unemployment rate lower than MN and the Metro Area, but COVID-19 caused Ramsey County to lose jobs at a faster rate than MN and the Metro Area.
- Unemployment rates increased most in the MSP urban core during the first two months of COVID-19

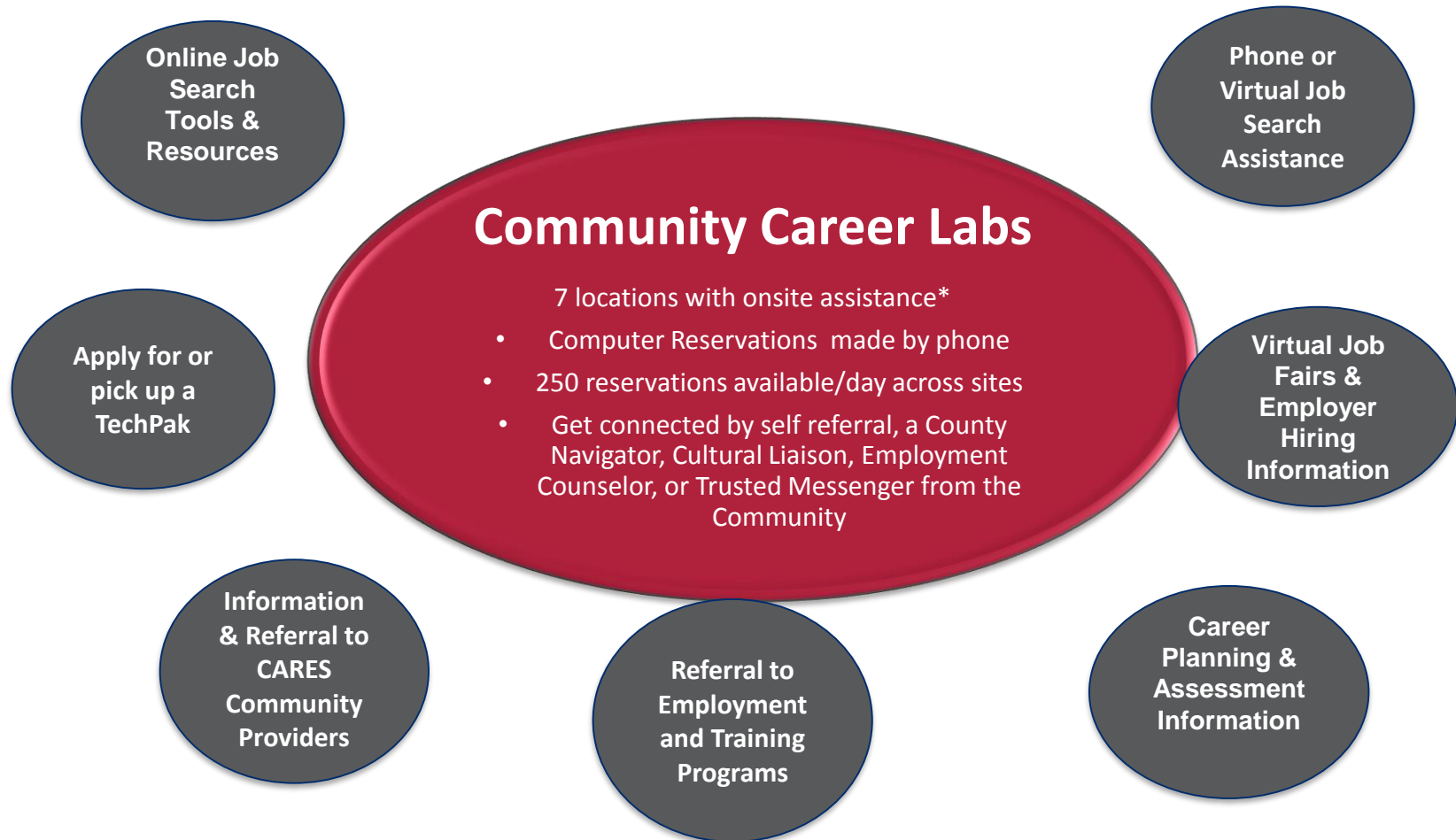
# CARES Funding Update

## WFS CARES Funding \$15M

Use of CARES funding to close gaps that otherwise are not provided through existing programs, current funding or potentially new funding allocations.



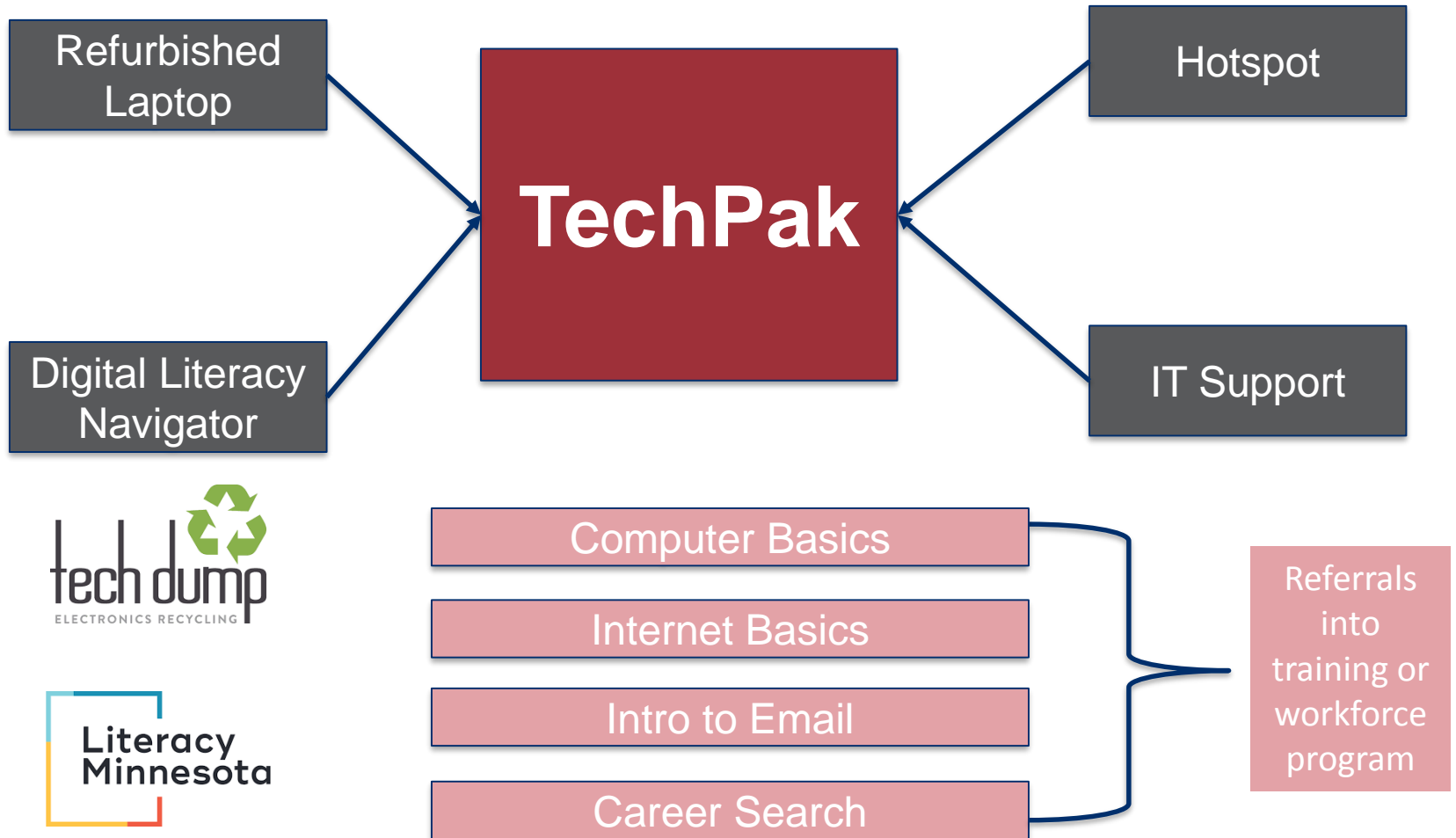
## WFS CARES Fund New Community Career Labs



**Ramsey County East Bldg • Roseville • Maplewood • Dayton's Bluff • Sunray • Rice Street • Rondo**

\*Hours vary by location, computer stations will be sanitized and socially distanced, printing available for job search related needs, reservation time limits are 60 minutes

## CARES Funding for Digital Equity Initiative



**Ramsey County Job Connect**  
**[www.ramseycounty.us/jobconnect](http://www.ramseycounty.us/jobconnect)**

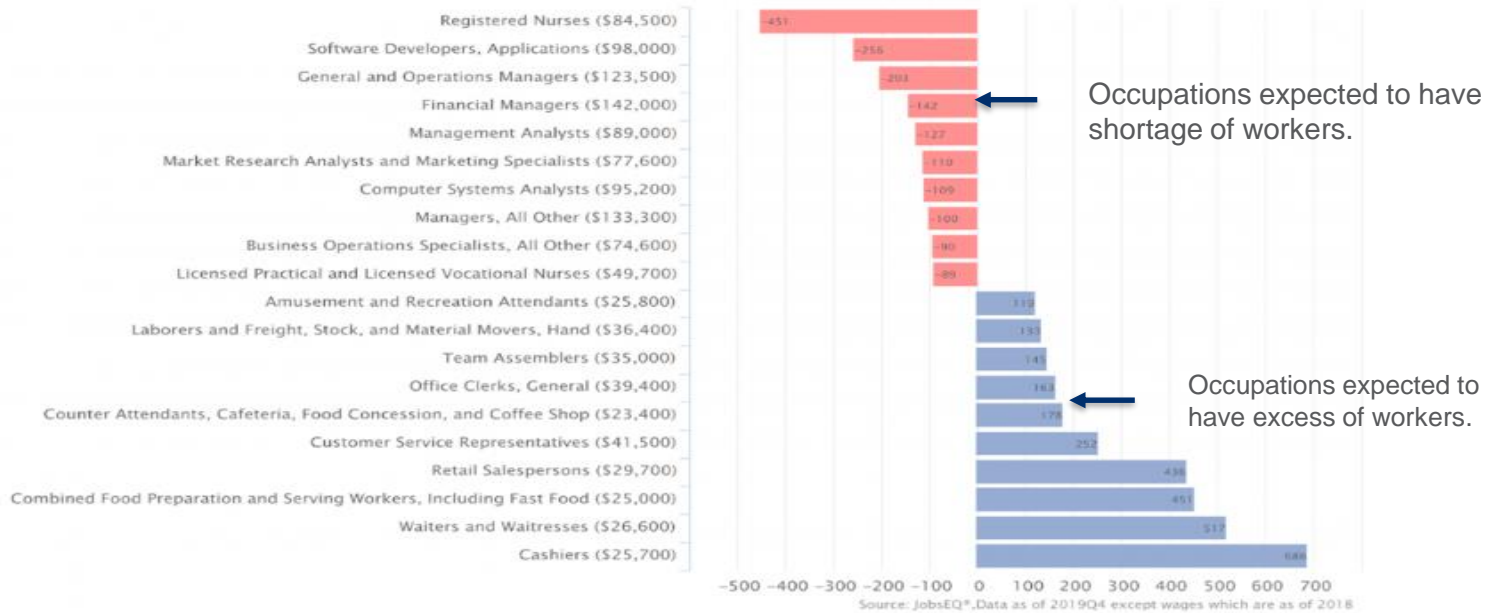
## Appendix and additional information



# COVID-19: Acceleration of Labor Market Shifts

## Top Occupations Expected to See Shortages or Excesses of Talent, 2019Q4 Baseline Forecasts

### Potential Average Annual Gaps the Next 5 Years



Occupations expected to have shortage of workers.

Occupations expected to have excess of workers.

Laborers and Material Movers (SOC 53-7062) manually move freight, stock, or other materials or perform other general labor. This occupation includes all manual laborers not elsewhere classified, but excludes "Material Moving Workers" (53-7011 through 53-7199) who use power equipment, "Construction Laborers" (47-2061), and "Helpers, Construction Trades" (47-3011 through 47-3019). Nationwide, 53.3% of people employed in these roles have a high school diploma or less.

- This slide from 2019Q4 provides a five year projection of the Ramsey County labor force, Pre-COVID-19
- Job losses during COVID-19 have accelerated the timeline for this shift in occupations expected to have excess of workers
- A full COVID-19 economic recovery will require training and re-training of many occupations represented in blue to occupations represented in red in the graphic above.