

Cobb County



Project Submission Application

Introduction

On March 11, 2021, President Biden signed into law the American Rescue Plan Act (ARPA), a \$1.9 trillion economic relief package to deliver aid to American states, counties, and cities in response to the COVID-19 pandemic. Cobb County, Georgia will receive more than \$147 million as its ARPA allocation.

Based on the results and analysis of community engagement interviews, focus groups, listening sessions and a community needs survey, the County has approved investment guidance that sets aside ARPA funding for projects that address 20 subtopics in five priority areas of need below:

Priority Area 1: Community Health – to enhance mental, physical, and behavioral healthcare services

- Mental Health – \$12.1M to address mental health and the provision of mental health services for the public, including services for seniors and youth
- Public Health Disparities – \$7.6M to address public health particularly for underserved communities
- Substance Abuse – \$3.6M to address substance abuse prevention, rehabilitation, and/or community education
- Healthcare Capacity – \$2.1M to address access and availability of healthcare
- COVID-19 Mitigation – \$0.3M for ongoing efforts to reduce transmission of COVID-19

Priority Area 2: Support Services – to enhance programming and services for vulnerable and disadvantaged members of the community

- Affordable Housing – \$13.8M to address the supply and availability of affordable housing in Cobb County
- Homelessness – \$4.6M to address services for the homeless population and underlying factors contributing to housing insecurity
- Rental & Mortgage – \$2.7M to address either targeted rental or mortgage assistance
- Food Security – \$2.2M to provide food options for vulnerable residents

Priority Area 3: Economic Development – to aid recovery through the business sector and workforce opportunities

- Workforce Development – \$12.3M to address training, skills development, placement and other measures to increase labor participation
- Small & Minority-Owned Business – \$5.8M to address negative economic impacts to small & minority-owned businesses that have been hardest hit by the pandemic
- Employee Retention – \$2.8M to address talent and retention for businesses and organizations
- Hospitality & Tourism – \$1.5M to address negative economic impacts to the hotel and tourism businesses impacted by the pandemic

Priority Area 4: County Infrastructure – to enhance the County's physical and/or structural capacity to meet operational responsibilities

- County Facilities* – \$7.3M to keep Cobb County facilities functional and safe for residents and employees in light of the pandemic
- Stormwater* – \$7.1M to address stormwater infrastructure maintenance and upgrades

- Broadband & Digital Equity – \$4.9M to address the accessibility, affordability and quality of broadband services, particularly for residents who are experiencing a digital divide in access or services

Priority Area 5: Public Safety – to assist in keeping Cobb County residents safe

- Mental Health Response* – \$8.2M to address mental health-oriented emergency response capabilities
- Court Backlog* – \$3.7M to address the backlog in the County courts resulting from the pandemic, to enable them to handle cases safely and in a timely manner
- Public Safety Hiring, Retention & Staffing* – \$3.4M to address the current and future pipeline of Cobb County’s public safety workers
- First Response* – \$2.1M to address the increased demands of first responders to meet Cobb County’s emergency response due to the pandemic

** Open to applicants representing Cobb County government only.*

Beginning **June 6, 2022**, Cobb County is calling for project applications in line with these priority areas and subtopics. Applications must be submitted by the deadline of **September 9, 2022, at 5 pm EDT**.

This application process is open to individuals that wish to submit project ideas, even if they do not have the ability to carry out those projects, as well as organizations that have the capacity to implement specific proposals.

If the applicant is unable to execute on their idea, the applicant will not receive ARPA funding directly. However, if the application is strong enough, it may be considered for a process to identify entities capable of execution.

Submission Criteria

- Projects **must serve Cobb County** and its residents
- Projects submitted must align with **at least one of the five priority areas** and **at least one subtopic** associated with the chosen priority area.
- Project submissions from organizations outside of the Cobb County government **must** align with one or more Economic Development, Support Services, and Community Health subtopics, or Broadband & Digital Equity. Submissions from organizations outside of the Cobb County government **will not be** considered for Public Safety subtopics or County Facilities or Stormwater.
- Projects must **support communities impacted or disproportionately impacted by the COVID-19** pandemic.
- Projects must consider **equity** in their project plans.

Please note: This application is not for individual household or business direct grants.

Application Instructions

All projects and applicants must abide by the following:

- All applicable fields should be completed. Incomplete applications may not be considered.

- Applications should include as much detail as possible. Relevant supporting documents (such as detailed budgets, timelines, developed scopes of work, tax documentation, etc.) may be added as attachments.
- Contact information is required to allow County officials to follow up with applicants. Further information may be required to advance the application.
- Applications that can demonstrate the capacity to execute the proposed project will be prioritized.

Application Evaluation

Applications will be reviewed on a rolling basis as they are received and will be scored on how fully they satisfy the following criteria:

Criteria	Description
Equity	The extent to which a proposed project cultivates the consistent and systematic fair, just, and impartial treatment of all individuals, including individuals who belong to underserved communities that have been denied such treatment
Financial Continuity	The extent to which a proposed project avoids imposing operating/maintenance costs on Cobb County, beyond ARPA grant funding
Impact	The extent of the benefits the proposed project will demonstrate to Cobb County residents and the community
Leverage	The extent to which a proposed project can demonstrate accessing other sources of funding to maximize benefits of County ARPA dollars
Risk Mitigation	The extent to which a proposed project anticipates project risk(s) and outlines plans to address risk(s)
Project Budget	The extent to which there is a clear and realistic financial plan for completing the proposed project
Project Plan	The extent to which schedule, feasibility, quality, and scope of the project are clearly described in the project proposal
Key Performance Indicators	The extent to which proposed project success will be measured and reported

Please note, additional information from applicants may be requested as needed. Final funding decisions will be made by the Cobb County Board of Commissioners.

To submit your hard copy application, please mail it to:

Cobb County Deputy County Manager's Office
100 Cherokee St, Ste 310
Marietta, GA 30090-7000

For additional questions about the application, submission process, and eligibility, please see the Application FAQs at www.cobbcounty.org/arpa.

Section I: Applicant Information and Eligibility

1.1 General Information

- a. **Project Name:** _____
- b. **Contact Name:**
(First Last) _____
- c. **Contact Email:**
(e.g., abc@gmail.com) _____
- d. **Contact Phone
Number:** _____
- e. **Requested ARPA
Funding Amount (\$):** _____
- f. **Estimated Total
Project Cost (\$):** _____
- g. **Estimated
Duration:** _____

h. **Are you applying as an individual or on behalf of an organization? Select one.**

- ☐ Individual
- ☐ Non-Profit Organization
- ☐ County Government Organization
- ☐ Other

If you chose *Other*, please explain:

If you are applying on behalf of a Non-Profit Organization or County Government Agency, please attach supporting documents that demonstrate approval from your organization's leadership.

Applicant Demographics

1.2 This application is open to both organizations and individuals. Organizations should be able to execute their proposed project, and thus answer “yes” to the following question. Individual applicants who do not have the ability to execute their project idea should answer “no.” If these applications are strong enough, they may be considered for a process to identify entities capable of project execution. Applicants that are not able to execute their project will not receive direct funding.

a. Are you or the organization you represent applying with the intention and ability to execute the activities proposed in this application? Select Yes or No.

☐ Yes

☐ No

☐ I don't know

1.3 *For organizations only:*

a. What is the legal name of the applying organization?

b. What is the organization's address? E.g., 123 Address Ave. City, State 12345

c. What is the organization's tax filing status? E.g., 501(c)(3)

d. If applicable, what is the organization's EIN?

e. **What is the organization's mission statement?**

f. **What is the organization's main area of focus?** *E.g., Public health; homelessness; etc.*

g. **In what year was the organization founded?**

h. **Please describe the organization's experience delivering similar projects as proposed in this application.**

- i. **Has your organization received grant funding from the federal government or Cobb County in the past three years? If yes, please briefly describe.**

- ☐ Yes
☐ No

- j. **In what Cobb County district is your organization located?** To determine the district, search your organization address here: <https://www.cobbcounty.org/board/district-commissioners/find-your-commissioner>. If you are unable to locate your district, select "I don't know".

- ☐ District 1
☐ District 2
☐ District 3
☐ District 4
☐ N/A
☐ I don't know

- k. **What is your organization's most recent fiscal year annual revenue?**

- l. **How many full-time staff does your organization employ?**

Project Summary

- 1.4 **Does this project respond to the public health and/or economic impacts of the COVID-19 Pandemic? Select Yes or No.**

- ☐ Yes
☐ No

1.5 Which of Cobb County's five priorities areas does this project align with? Select all that apply.

- ☐ **Priority Area 1:** Community Health
- ☐ **Priority Area 2:** Support Services
- ☐ **Priority Area 3:** Economic Development
- ☐ **Priority Area 4:** County Infrastructure
- ☐ **Priority Area 5:** Public Safety

Depending on the priority area(s) selected above, please identify which associated subtopic(s) your project aligns with:

Priority Area 1	Priority Area 2	Priority Area 3	Priority Area 4	Priority Area 5
<input type="checkbox"/> Mental Health <input type="checkbox"/> Public Health Disparities <input type="checkbox"/> Substance Abuse <input type="checkbox"/> Healthcare Capacity <input type="checkbox"/> COVID-19 Mitigation	<input type="checkbox"/> Affordable Housing <input type="checkbox"/> Homelessness <input type="checkbox"/> Rental and Mortgage Assistance <input type="checkbox"/> Food Security	<input type="checkbox"/> Workforce Development <input type="checkbox"/> Small & Minority-Owned Business <input type="checkbox"/> Employee Retention <input type="checkbox"/> Hospitality & Tourism	<input type="checkbox"/> County Facilities* <input type="checkbox"/> Stormwater* <input type="checkbox"/> Broadband & Digital Equity	<input type="checkbox"/> Mental Health Response* <input type="checkbox"/> Court Backlog* <input type="checkbox"/> Public Safety Hiring, Retention & staffing* <input type="checkbox"/> First Response*

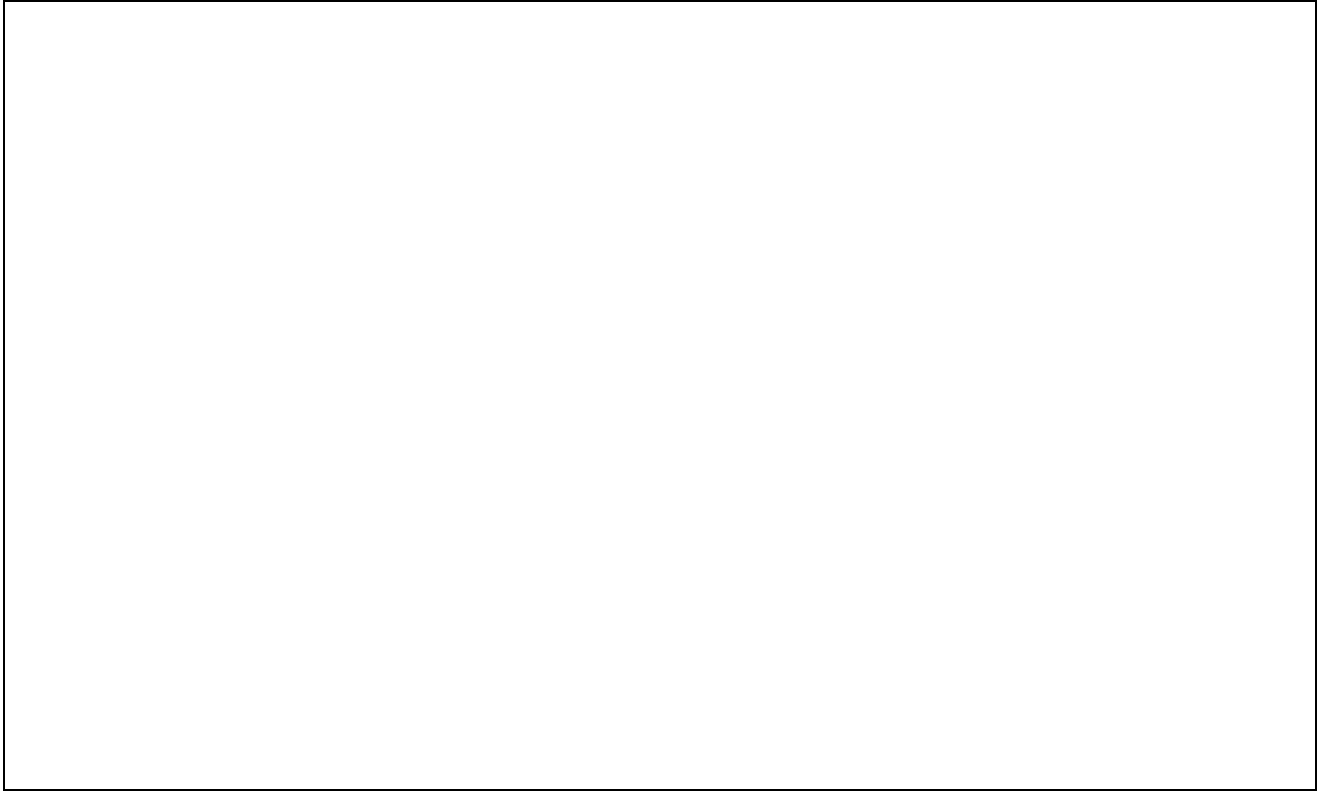
*Indicates subtopics that are open to applicants representing Cobb County government only

1.6 Will this project take place in Cobb County? Select Yes or No.

- ☐ Yes
- ☐ No

If your project will not take place in Cobb County, please explain how it will benefit Cobb County residents.

- 1.7** In 50-250 words, please provide a high-level summary of the project. This may include a description of the issue/need that your project addresses, how your project addresses that need, and the outcomes or impact of your project.



Section II: Detailed Project Scope, Timeline, & Budget

- 2.1** A scope, often outlined in a Scope of Work (SOW), is a detailed description of the proposed project and all its activities. This includes the project's purpose and objective, what activities will be carried out to achieve them, and a project timeline. The purpose of the scope is to clearly define what a project will encompass and what it will not. The scope should provide detail on how the project will get to the objectives. Please describe the expected project scope (outline of project activities) in as much detail as possible.

Please describe the expected project scope (outline of project activities) in as much detail as possible. Attach additional pages if necessary.

- 2.2** Please provide a chronological description of the project timeline using as many rows as needed from the template below.

Applications for projects that are more than 6 months long or requesting over \$50,000 are encouraged to attach a separate detailed timeline.

Year	Time Period	Activity
<i>E.g., 2022</i>	<i>October – April</i>	<i>Short Description of Activity 1</i>

2.3 For each activity outlined above (2.2), please provide a detailed line-item budget with projected project expenses using as many rows as needed from the template below.

Applications for projects that are more than 6 months long or requesting over \$50,000 are encouraged to attach a separate detailed budget.

Please note: If ARPA funding is only a portion of your project's total budget, for the purposes of this application please only include expenses intended to be paid for with ARPA funding.

Expense	Unit cost	Quantity	Subtotal
<i>E.g., COVID-19 test kits</i>	<i>\$10.00 USD</i>	<i>1000 kits</i>	<i>\$10,000.00</i>
Total:			

Please note: Budget total should match Question 1.1 "Requested ARPA Funding Amount"

- 2.4** Indirect costs can be general overhead costs and/or administrative expenses indirectly related to project implementation. Indirect costs are usually captured through a percentage of total project costs also known as an indirect rate. If the applicant has not previously established an indirect cost rate with the U.S. Department of the Treasury, **an organization may use a default indirect rate of 10%** of the project's modified total direct costs (MTDC). MTDC means all direct salaries and wages, applicable fringe benefits, materials and supplies, services, travel, and up to the first \$25,000 of each subaward, regardless of the period of performance of the subawards under the award.

If applicable, what are the indirect costs for this project?

- 2.5** Has this project received funding from any other federal source, or are federal funds anticipated?
Select one.

- ☐ Yes
☐ No
☐ I do not know

If yes, please explain and attach any relevant supporting documentation.

2.6 Do you expect this project to impose any operating or ongoing costs on Cobb County *that would not be fully covered by Cobb County's ARPA grant funding*? Select one.

- ☐ Yes
- ☐ No
- ☐ I do not know

If yes, please explain and attach any relevant supporting documentation.

2.7 Please list any potential project risks and explain, in as much detail as possible, how those risks will be managed and controlled.

2.8 *For County Staff Only:* If applying on behalf of a Cobb County governmental agency and requesting additional temporary county staff, please provide the number, classification(s), and term length of the employees to be hired.

Section III: Targeting Impacted Populations & Equity

- 3.1** Projects are encouraged to be designed in a manner that cultivates equity. For the purposes of ARPA, projects are encouraged to be designed in a manner that cultivates the consistent and systematic fair, just, and impartial treatment of all individuals, including individuals who belong to underserved communities that have been denied such treatment, such as Black, Latino, and Indigenous and Native American persons, Asian Americans and Pacific Islanders and other persons of color; members of religious minorities; lesbian, gay, bisexual, transgender, and queer (LGBTQ+) persons; persons with disabilities; persons who live in rural areas; and persons otherwise adversely affected by persistent poverty or inequality. For example:
- *Target population:* Are the populations that you intend to serve through your project part of impacted and/or historically underserved, marginalized, or adversely affected groups?
 - *Awareness:* How equal and practical is it for residents/households/businesses to become aware of the services funded by your project?
 - *Access and Distribution:* Are there differences in levels of access to the benefits or services of your project across different groups? For example, are there administrative requirements that may result in disparities in the ability for groups to access the benefits or services of your project?
 - *Outputs and Outcomes:* Are the intended outcomes of your project focused on closing economic or public health gaps caused by the pandemic or historical circumstances? Do your outputs and outcomes aim to disaggregate progress by equity dimensions (such as race, ethnicity, or income) where relevant?

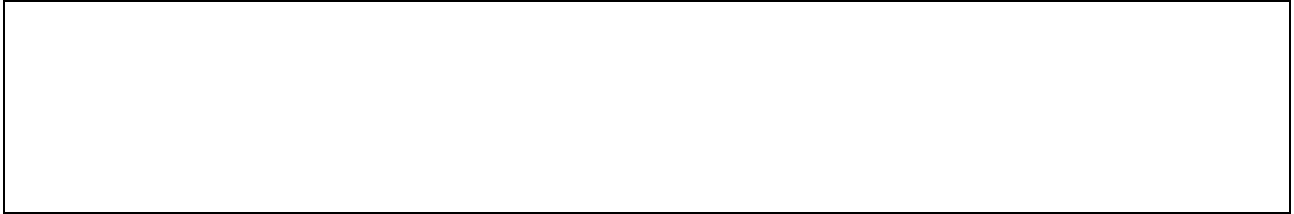
Incorporating equity into project plans means considering the dimensions above and prioritizing support for communities with the highest need.

Does this project incorporate equity by supporting residents of Cobb County who are a part of underserved communities and/or have been denied consistent and systematic fair, just, and impartial treatment? Select Yes or No.

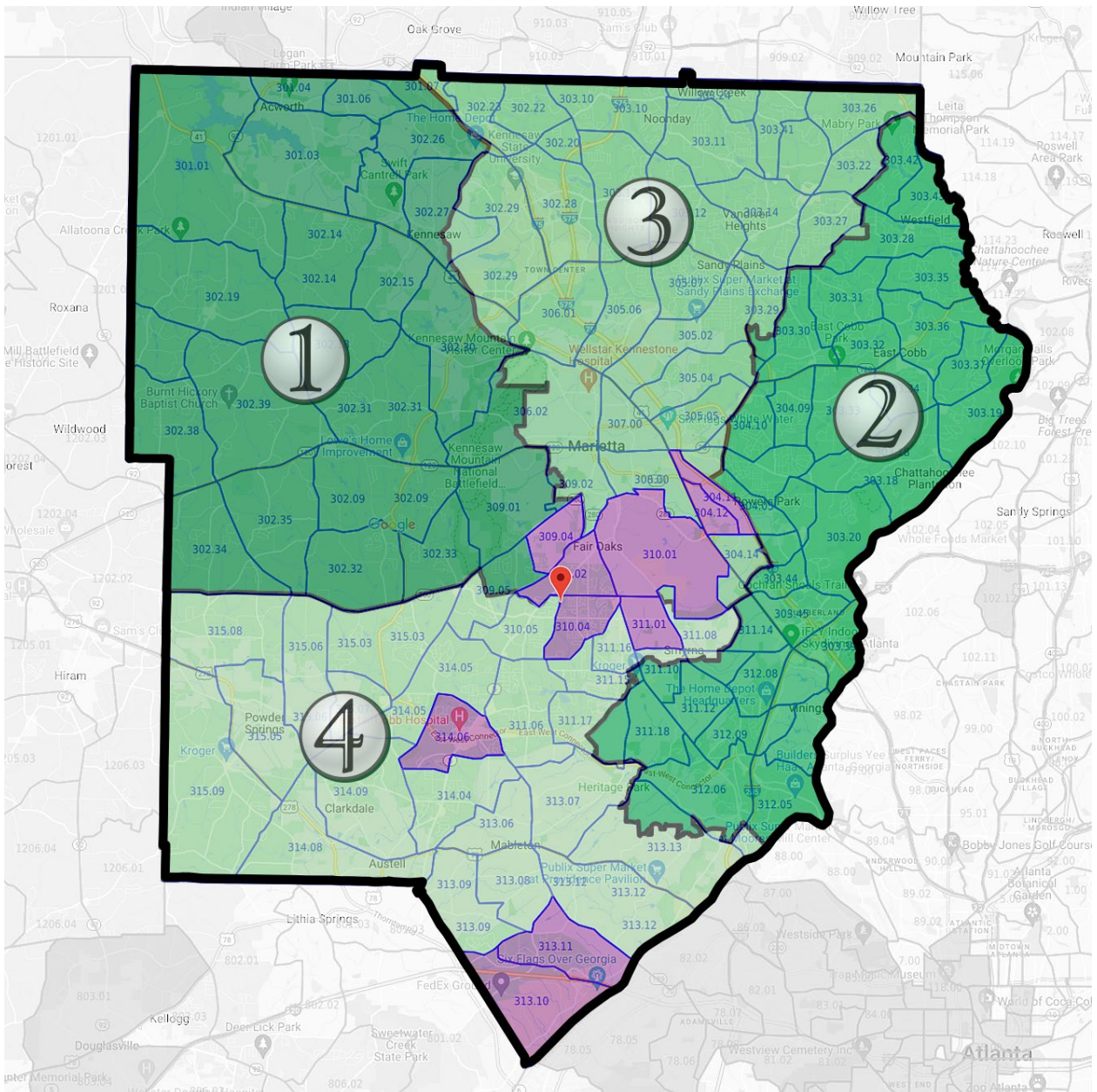
☐ Yes

☐ No

If yes, please explain.



- 3.2** Qualified Census Tracts can serve as indicators of areas with increased need. A census tract is a statistical subdivision of counties that may include a few neighborhoods in a city or, in rural areas, may include several towns. The Department of Housing and Urban Development defines Qualified Census Tracts (QCTs) as those which demonstrate a poverty rate of at least 25 percent. Alternatively, 50 percent or more of its households must have incomes below 60 percent of the area's median household income.



Will the benefits from this project occur within a Qualified Census Tract (QCT) in Cobb County? Select one.

- ☐ Yes
- ☐ No
- ☐ I don't know

See map above for Cobb County's QCT locations marked in purple. The full list of QCT locations is available here: https://www.huduser.gov/portal/sadda/sadda_qct.html

If the benefits from this project will not occur within a QCT, please describe the geographical location and community located within Cobb County this project will impact.

- 3.3** Cobb County ARPA funding must be used to respond to the COVID-19 public health emergency and to facilitate a strong recovery in communities that were impacted by the pandemic.

ARPA guidelines define a “low-income household” as a household with income at or below 185 percent of the Federal Poverty Guidelines for the size of its household based on the poverty guidelines published most recently by the Department of Health and Human Services; or income at or below 40 percent of the Area Median Income for its county and size of household based on data published most recently by the Department of Housing and Urban Development.

A “moderate-income household” is defined as a household with income at or below 300 percent of the Federal Poverty Guidelines for the size of its household based on poverty guidelines published most recently by the Department of Health and Human Services; or income at or below 65 percent of the Area Median Income for its county and size of household based on data published most recently by the Department of Housing and Urban Development.

The table below lists the upper thresholds for both low- and middle-income households in Cobb County as defined by ARPA.

Cobb County, Georgia Income Thresholds by Household Size (USD)		
<i>Household Size</i>	<i>Low Income Threshold</i>	<i>Moderate Income Threshold</i>
1	\$24,160	\$39,260
2	\$32,227	\$52,260
3	\$40,626	\$65,880
4	\$49,025	\$79,500
5	\$57,424	\$93,120
6	\$65,823	\$106,740
7	\$74,222	\$120,360
8	\$82,621	\$133,980

Does the proposed project support any of the following communities that are impacted and/or disproportionately impacted by COVID-19? Select all that apply.

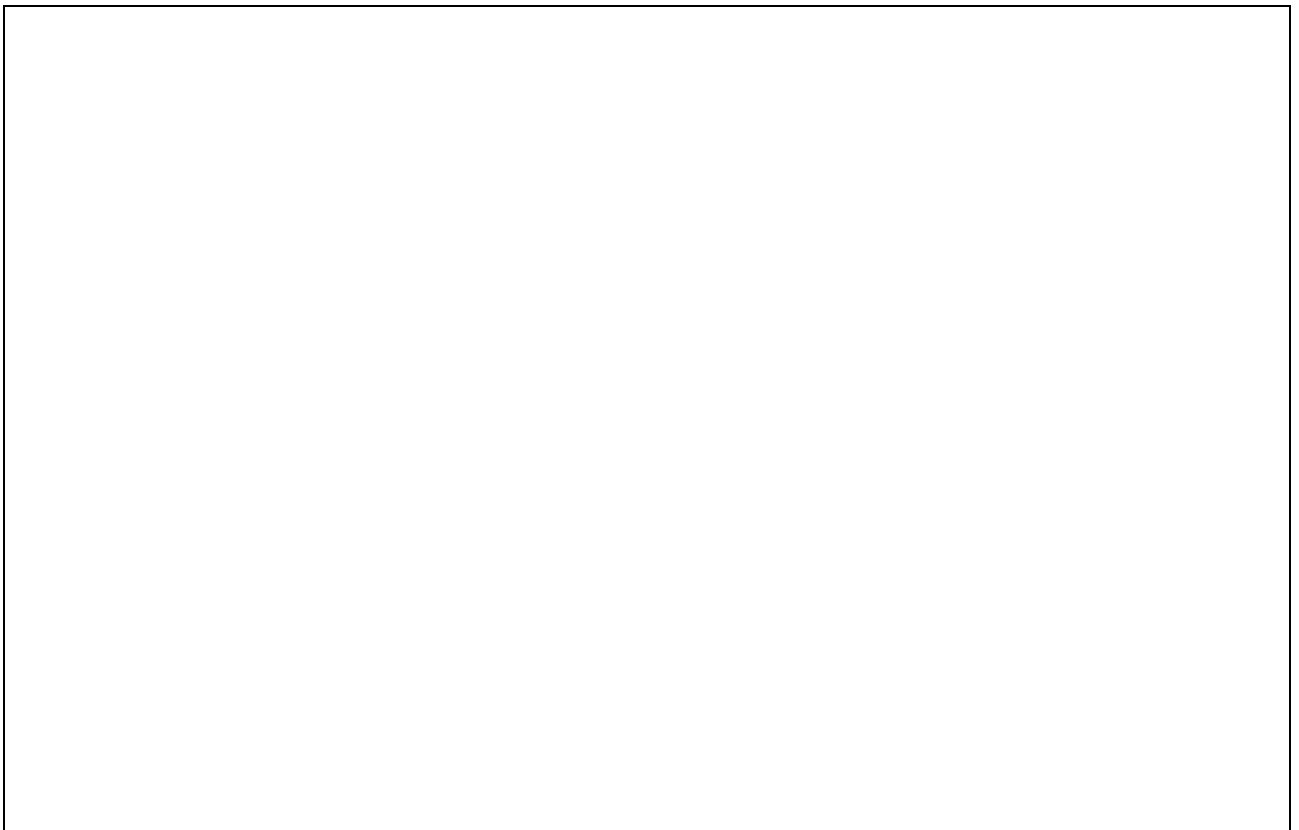
Impacted	
<input type="checkbox"/>	Households that experienced increased food or housing insecurity
<input type="checkbox"/>	Households that qualify for the National Housing Trust Fund and Home Investment Partnerships Program
<input type="checkbox"/>	Households that experienced unemployment
<input type="checkbox"/>	Insurance Program, Childcare Subsidies through the Child Care Development Fund (CCDF) Program, or Medicaid
<input type="checkbox"/>	Low- or-moderate* income households or communities

Disproportionately Impacted	
<input type="checkbox"/>	Households that qualify for certain federal benefits
<input type="checkbox"/>	Households receiving services provided by Tribal governments
<input type="checkbox"/>	Households residing in Qualified Census Tracts
<input type="checkbox"/>	Households residing in the U.S. territories or receiving services from these governments
<input type="checkbox"/>	Low-income* households and communities

If your project does not support any of the above impacted communities, which community/communities will it serve and how were/are those communities impacted by COVID-19?



3.4 Please explain in detail how this project will positively impact the Cobb County community and any communities identified in question 3.3.



Section IV: Project Monitoring & Evaluation

- 4.1** Key Performance Indicators (KPIs), sometimes called ‘outputs’, are data points to measure project impact. They indicate the state of a project’s performance. KPIs provide an opportunity for applicants to measure and evaluate their project both during and after the project ends.

By defining the KPI with a clear target number and benefit/service, project evaluators can compare current or actual data to the original KPI and assess how a project is tracking to its goals.

Several examples are provided below for illustrative purposes only.

Example 1: Proposed Project is intended to address Household Assistance and/or Housing Support

KPIs for Proposed Project:

- 600 (Target Number) Households are anticipated to receive eviction prevention services (Output).
- 400 (Target Number) Affordable housing units are anticipated to be preserved or developed (Output).

Example 2: Proposed Project is intended to address Negative Economic Impacts

KPIs for Proposed Project:

- 1,200 (Target Number) workers to enroll in sectoral job training programs (Output).
- 950 (Target Number) workers to complete sectoral job training programs (Output).
- 400 (Target Number) people to participate in summer youth employment programs (Output).

In the box below, please define at minimum two (2) KPIs that will be used to measure your project’s impact. The KPIs should include a target number as well as an output.

- 4.2 Outcomes are the intended or desired changes expected to result from a project. Outcomes build off KPIs by explaining the deeper value or change they are intended to bring. For example, for the KPI '600 individuals enrolled in a job training program', the intended outcome may be to measure if the enrollees' unemployment rate decreased.

What are the *outcomes* or intended changes expected from the proposed project and how do they align with the chosen priority area/subtopic(s)? Will the expected outcomes of your project create long-term, sustained growth or change?

4.3 Does this project include a partnership with community or professional organizations, businesses, non-profits, or other relevant organizations? Select one.

- ☐ Yes
- ☐ No
- ☐ I don't know

If yes, please list the partner organizations and explain how they will be involved in the project.

Thank you for your submission!

Please mail your application with any relevant attachments to the address below. You may also drop off your hard copy application in person at the address below.

Cobb County Deputy County Manager's Office
100 Cherokee St, Ste 310
Marietta, GA 30090-7000