



COUNTY OF ALBANY, NEW YORK AMERICAN RESCUE PLAN ACT HEALTH/MENTAL HEALTH DEPARTMENT FUNDING APPLICATION

4. Project Implementation

Describe the major steps in your project implementation including coordination with any internal and external partners, especially coordination with the Division of Information Services.

(1) Design community-wide campaign (Move Your Way); (2) establish evaluation plan; (3) identify / contract with applicable vendors to conduct community-wide campaign (Move Your Way) in 2025 ; (4) launch community-wide campaign (Move Your Way); (5) implement community-wide campaign (Move Your Way); (6) conclude community-wide campaign (Move Your Way); (7) evaluate community-wide campaign (Move Your Way).

For IT-related project, have you consulted with the Division of Information Services? YES NO

5. Project Timeline

All ARPA funds must be expended by December 31, 2024. Please provide the estimated date that requested funds will be fully expended and highlight key project milestones

(1) Within six (6) months of ARPA funding, design community-wide campaign (Move Your Way); (2) within six (6) months of ARPA funding, establish evaluation plan; (3) by December 31, 2024, identify / contract with applicable vendors to conduct community-wide campaign (Move Your Way) in 2025 ; (4) on January 1, 2025, launch community-wide campaign (Move Your Way); (5) January 1, 2025 - December 31, 2025 implement community-wide campaign (Move Your Way); (6) December 31, 2025 conclude community-wide campaign (Move Your Way); (7) April 30, 2025 evaluate community-wide campaign (Move Your Way). Any / all related expenses will be obligated by December 31, 2024.

6. Project Impact

Please describe in detail how this investment in your Department will allow you to address the project need identified above and more effectively deliver services to the public. Describe whether the project directly or indirectly benefits County residents Use quantifiable metrics where possible and discuss how project impact will be measured

Move Your Way will potentially benefit all engaged Albany County residents with particular attention to residents of Albany, Cohoes, Rensselaerville, and Watervliet. Specific metrics to measure project impact include, but are not limited to: number of persons engaged / reached with messaging; built environment enhancements; community events; focus group findings; and return on investment projection(s).

7. Project Budget

Please Identify:	
1) ARPA Funding Requested	\$120,000
2) Total Project Budget	\$180,000
3) Non-ARPA Funding Sources and Amounts	In-kind contributions: Albany County; University at Albany School of Public Health; philanthropies; municipalities; school districts
4) Recurring Costs	TBD

8. Project Sustainability

Will the project be sustained after ARPA funds are expended? YES NO

If yes, describe how your Department will address any ongoing project costs

SELECT FROM DROPDOWN

1: Public Health COVID-19 Testing^
1: Public Health COVID-19 Contact Tracing^
1: Public Health Prevention in Congregate Settings (Nursing Homes, Prisons/Jails, Dense Work Sites, Schools)
1: Public Health Personal Protective Equipment^
1: Public Health Medical Expenses (including Alternative Care Facilities)^
1: Public Health Other COVID-19 Public Health Expenses (including Communications, Enforcement, Isolation)
1: Public Health COVID-19 Assistance to Small Businesses^
1: Public Health COVID 19 Assistance to Non-Profits^
1: Public Health COVID-19 Aid to Impacted Industries^
1: Public Health Community Violence Interventions*^
1: Public Health Mental Health Services*^
1: Public Health Substance Use Services*^
1: Public Health Other Public Health Services^
2: Negative Economic Impacts Household Assistance: Food Programs*^
2: Negative Economic Impacts Household Assistance: Rent, Mortgage, and Utility Aid*^
2: Negative Economic Impacts Household Assistance: Cash Transfers*^
2: Negative Economic Impacts Household Assistance: Internet Access Programs*^
2: Negative Economic Impacts Household Assistance: Paid Sick and Medical Leave^
2: Negative Economic Impacts Household Assistance: Health Insurance*^
2: Negative Economic Impacts Household Assistance: Services for Un/Unbanked*^
2: Negative Economic Impacts Household Assistance: Survivor's Benefits^
2: Negative Economic Impacts Unemployment Benefits or Cash Assistance to Unemployed Workers*^
2: Negative Economic Impacts Assistance to Unemployed or Underemployed Workers (e.g. job training, job placement)
2: Negative Economic Impacts Healthy Childhood Environments: Child Care*^
2: Negative Economic Impacts Healthy Childhood Environments: Home Visiting*^
2: Negative Economic Impacts Healthy Childhood Environments: Services to Foster Youth or Families In
2: Negative Economic Impacts Healthy Childhood Environments: Early Learning*^
2: Negative Economic Impacts Long-term Housing Security: Affordable Housing*^
2: Negative Economic Impacts Long-term Housing Security: Services for Unhoused Persons*^
2: Negative Economic Impacts Housing Support: Housing Vouchers and Relocation Assistance for Dispr
2: Negative Economic Impacts Housing Support: Other Housing Assistance*^
2: Negative Economic Impacts Social Determinants of Health: Community Health Workers or Benefits Ne
2: Negative Economic Impacts Social Determinants of Health: Lead Remediation*^
2: Negative Economic Impacts Medical Facilities for Disproportionately Impacted Communities^
2: Negative Economic Impacts Strong Healthy Communities: Neighborhood Features that Promote Health and Safety^
2: Negative Economic Impacts Strong Healthy Communities: Demolition and Rehabilitation of Properties^
2: Negative Economic Impacts Addressing Educational Disparities: Aid to High-Poverty Districts^
2: Negative Economic Impacts Addressing Educational Disparities: Academic, Social, and Emotional Services*^
2: Negative Economic Impacts Addressing Educational Disparities: Mental Health Services*^
2: Negative Economic Impacts Addressing Impacts of Lost Instructional Time^
2: Negative Economic Impacts Contributions to UI Trust Funds^
2: Negative Economic Impacts Loans or Grants to Mitigate Financial Hardship^
2: Negative Economic Impacts Technical Assistance, Counseling, or Business Planning*^

2: Negative Economic Impacts Rehabilitation of Commercial Properties or Other Improvements^
2: Negative Economic Impacts Business Incubators and Start-Up or Expansion Assistance*^
2: Negative Economic Impacts Enhanced Support to Microbusinesses*^
2: Negative Economic Impacts Assistance to Impacted Nonprofit Organizations (Impacted or Disproportionately Impacted)^
2: Negative Economic Impacts Aid to Tourism, Travel, or Hospitality^
2: Negative Economic Impacts Aid to Other Impacted Industries^
2: Negative Economic Impacts Economic Impact Assistance: Other*^
3: Public Health-Negative Economic Impact: Public Sector Capacity Public Sector Workforce: Payroll and Benefits for Public Health, Public Safety, or Human Services Workers
3: Public Health-Negative Economic Impact: Public Sector Capacity Public Sector Workforce: Remaining Public Sector Staff
3: Public Health-Negative Economic Impact: Public Sector Capacity Public Sector Workforce: Other
3: Public Health-Negative Economic Impact: Public Sector Capacity Public Sector Capacity: Effective Service Delivery
3: Public Health-Negative Economic Impact: Public Sector Capacity Public Sector Capacity: Administrative Needs
4: Premium Pay Public Sector Employees
4: Premium Pay Private Sector: Grants to Other Employers
5: Infrastructure Clean Water: Centralized Wastewater Treatment
5: Infrastructure Clean Water: Centralized Wastewater Collection and Conveyance
5: Infrastructure Clean Water: Decentralized Wastewater
5: Infrastructure Clean Water: Combined Sewer Overflows
5: Infrastructure Clean Water: Other Sewer Infrastructure
5: Infrastructure Clean Water: Stormwater
5: Infrastructure Clean Water: Energy Conservation
5: Infrastructure Clean Water: Water Conservation
5: Infrastructure Clean Water: Nonpoint Source
5: Infrastructure Drinking water: Treatment
5: Infrastructure Drinking water: Transmission & Distribution
5: Infrastructure Drinking water: Lead Remediation, including in Schools and Daycares
5: Infrastructure Drinking water: Source
5: Infrastructure Drinking water: Storage
5: Infrastructure Drinking water: Other water infrastructure
5: Infrastructure Water and Sewer: Private Wells
5: Infrastructure Water and Sewer: IJJA Bureau of Reclamation Match
5: Infrastructure Water and Sewer: Other
5: Infrastructure Broadband: "Last Mile" projects
5: Infrastructure Broadband: IJJA Match
5: Infrastructure Broadband: Other projects
6: Revenue Replacement Provision of Government Services
6: Revenue Replacement Non-federal Match for Other Federal Programs
7: Administrative Administrative Expenses
7: Administrative Transfers to Other Units of Government

Priority

1 - High

2 - Medium

schools, Child care facilities, etc 3 - Low

Yes

No

Unknown

ation/Quarantine)^

subsidized employment, employment supports or incentives)^

involved in Child Welfare System)^

disproportionately Impacted Communities)^

Investigators)^