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## Livingston County

# ARPA Local Fiscal Recovery Fund Project Information Form

### Local Fiscal Recovery Fund Resources

- [Final Rule](#), January 2022, effective April 2022: Finalized version of the interim final rule, with amendments. Implements the Coronavirus State Fiscal Recovery Fund and the Coronavirus Local Fiscal Recovery Fund established under the American Rescue Plan Act.
- [Compliance and Reporting Guidance](#), version 4.2, updated August 2022: Guidance that reflects the Final Rule, as opposed to the Interim Final Rule (May 2021) and provides clarity on recipient's compliance and reporting responsibilities, such as statutory eligible uses and award terms and conditions.
- [Overview of the Final Rule](#), January 2022: Provides a summary of major provisions of the final rule and should be used as a simplified user guide; does not include all funding requirements.
- [Project and Expenditure Report User Guide](#), version 3.1, updated July 2022: Provides information on using the Treasury's Portal to submit SFRF Project and Expenditure Reports; supplement to the Compliance and Reporting Guidance. Guidehouse is primarily responsible for understanding this user guide, but FAQs on page 106 may be of general interest.
- [Frequently Asked Questions](#), updated July 2022: Based on final rule and offers guidance on eligible uses.

### Definitions

- **Project:** A project is a grouping of closely related activities that together are intended to achieve a specific goal or directed toward a common purpose. Recipients have the flexibility to define their projects in a way that provides the greatest clarity on the work which will be performed.
- **Expenditure Category:** Each project for which SLFRF funds were used should be scoped to align to a single Expenditure Category. There may be multiple projects assigned to a single Expenditure Category. Required programmatic data varies based on the project's assigned Expenditure Category.
- **Obligations:** An obligation is an order placed - such as a contract - and similar transactions that require payment (e.g., grant, loan, or other arrangement).
- **Expenditures:** An expenditure is the amount that has been incurred as a liability of the entity (the service has been rendered or the good has been delivered to the entity and payment is due)
- **Subaward:** An award provided by the Recipient to a subrecipient for the subrecipient to carry out part of a Federal award received by the Recipient. A subaward may be provided through any form of legal agreement, including an agreement that the Recipient



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considers a contract. For reporting purposes, subaward types include contracts, grants, loans, direct payments, or government transfers.

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**Project Name:** 3-Year Senior Center Marketing Program

**County Department or Organization Making Request:** The Six Livingston County Senior Centers

**Primary Contact/Project Owner**

Name: Jodi Valenti will serve as Marketing Program Coordinator for effective use of funds; Valerie Niemiec will provide administration and accounting oversight of funds

Title: Jodi Valenti, Activities Coordinator, Brighton Senior Center; Valerie Niemiec, Putnam Township Clerk

Email: valentij@brightonk12.com; clerk@putnamtwp.us

Phone: (810) 299-3818; (734) 878-3131

**Estimated Cost:** \$36,000

**Estimated Project Timeline**

August 2023 – June 2025

**Implementing Entity (Department, Agency, Organization):** Use of funds will be determined through collaboration of the six Senior Center Directors. Funds will be held by and distributed by Putnam Township in a separate account designated for this purpose.

**Project Description to include impact of COVID-19, intended impact of project, and general description of services** (50-250 words) (Project leaders are encouraged to provide the County with any additional materials to describe their projects)

**“If you build it, they will come.” But only if they know about it...**

The six Senior Centers in Livingston County recently applied to the Livingston County Board of Commissioners for relief funds due to financial harm caused by COVID-19. The applications were granted in the aggregate amount of \$412,058. Those funds will be used to develop resources, facilities, and programming focused on long term support of the 18.1% of Livingston residents who are 65 years of age or older, as reported by census.gov.

This related request is for funding of a marketing program designed to inform residents of the availability of these facilities, services, and activities, to engage them in ongoing participation, and to connect with vulnerable and at-risk individuals throughout our county. The program will focus on a variety of themes intended to optimize physical, mental, and financial health as we grow old together in our communities.



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**What was the harm caused by COVID to justify this project?**

The key word here is “isolation”. Prolonged isolation during COVID shutdown was particularly detrimental to the at-risk senior population. It has led to newly embedded changes in social habits that result in a lack of connections with others, and lack of engagement with resources that can help them remain healthy, age in place, and address the circumstances of aging. When the pandemic hit, Senior Centers in Livingston County jumped into “survive” mode, by addressing these circumstances as aggressively as possible. We are now regaining our legs in “thrive” mode. Work still needs to be done to re-establish the vital norm of social interaction.

**How does this project address the impact from COVID-19?**

The six Senior Centers provided detailed proposals regarding their use of ARPA funds to address the impact of COVID. This additional Marketing-Based ARPA Request provides the critical element of outreach to the senior community, to make them aware of what is available to them across the County.

**Describe who the beneficiaries of this project are perceived to be.**

According to census.gov, 48.2% of Livingston County residents are 45 years of age or older. Residents are eligible to join our Centers at age 55. We are a well-aged and aging community. The services that are offered by our Senior Centers are vital to our future. We not only offer sustainable programs and activities, but serve as a critical conduit to other senior-focused service providers in our area.

**Is this a new project or an expansion of an existing project? If existing, please explain the purpose of the expansion.**

In the prior phase of the ARPA Senior Center requests, each Center provided detailed proposals regarding their specific use of ARPA funds to address the impact of COVID. This additional Marketing-Based ARPA Request is a collective request that aggregates the outreach and messaging on behalf of all six Centers.

**Describe the structure of the program (i.e. what is the flow of the funding, are there any contractors/subrecipients/beneficiaries?) (see Appendix C for information on non-Federal entities)**



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We considered several approaches to structuring the use of these funds, if granted. We will initiate the program with brainstorming and planning sessions that include our Senior Center Directors, stakeholders from local communities and the county, and marketing enthusiasts from related organizations. The end goal is to achieve the maximum results and market penetration with these dollars. As we collaborate with other service organizations to leverage their marketing dollars and ours, we will be very attentive to the ARPA guidelines regarding beneficiaries of these funds.

Final decisions regarding expenditures will be made collectively by the Senior Center Directors. We are suggesting that the funds be held in a dedicated “LC Senior Marketing” account at Putnam Township. Putnam Clerk Valerie Niemiec will administer income, distribution, and reporting of these funds.

**Will this project involve capital expenses?**

Yes

No

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Describe how the investment creates a lasting impact to improve economic, environmental, social and health outcomes for residents.

We have woven those threads throughout these answers, because they exemplify the core purpose of the Livingston County Senior Centers. Here is a powerful message from the Whitney Institute that sums it up:

*Experts have proven that socialization among older adults not only keeps the brain sharp, but it can even decrease the risk of developing dementia and Alzheimer's disease. Many aging adults are at risk of being isolated, which is one of the leading causes of depression among seniors. In addition to the cognitive health benefits, socialization provides important, life-enriching psychological benefits including Improved Mental Health, Sense of Belonging, Increased Self-Esteem, Accountability, and Purposeful Living. When we have somewhere to go, something important to do and people to see, it helps us feel like our lives have purpose. Spending quality time with those we care about reminds us that life is worthwhile.*

A study by the UCSF Division of Geriatrics found that 43% of seniors regularly experience loneliness. These funds will let seniors know we are here to help.

Describe how this project will leverage funds from other public, private, and non-profit sources (if applicable).



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**This ARPA bid process has shone a bright light on what we can accomplish through conversation and collaboration. We will be gathering best practices for fundraising, marketing, and messaging. We will engage with other expert organizations who are serving seniors to identify opportunities for leveraging their outreach programs and growing stronger together.**

Describe the financial sustainability plan for the years beyond County funding (if applicable).

**Your generous seed money will be the catalyst to start a new, sustainable, collaborative program of engaging seniors in this county. All Centers will be aware of the budgeting and targeted fundraising goal required to sustain this program in future years, and we will work together to make that happen.**

### **Accountability Measures**

What are the performance indicators (inputs, outputs, and outcomes) that the project would track to measure impact?

**We not only want to reach more seniors, but we want to compel them to action. We will be talking to new participants about what messages are working, what they would like to see in our programming, and what will keep them involved. Although we won't be able to define a direct correlation between dollars spent and feet in the door, we anticipate an abundance of anecdotal feedback to share in upcoming reports to the Commissioners.**

Describe the internal controls (e.g., process documentation, procurement) that will be used to ensure use of funds is consistent with SLFRF guidance. Who will be responsible for data collection, compliance, and reporting for this project?

**Putnam Township Clerk Valerie Niemiec will provide financial oversight including detailed accounting of use of funds, compliance monitoring, and administrative aspects of reporting.**

**Thank you for this opportunity to apply for ARPA funds to be used for a 3-Year Senior Center Marketing Program!**

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For projects addressing negative economic impacts and serving impacted or disproportionately impacted communities, as defined in the Final Rule (**see Appendices A and B**).



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Does the project target any populations, demographics, and/or geographic regions presumed to be *impacted* by COVID-19?

*Enter Answer to the Above Question Here*

- (a) Would the eligibility requirements for the program or service be such that the primary intended beneficiaries' income is (1) at or below 300 percent of the Federal Poverty Guidelines, or (2) at or below 65 percent of the AMI for Livingston County?

*Enter Answer to the Above Question Here*

- (b) Does the project target individuals eligible for any of the qualifying federal programs listed in Appendix B, number 2?

*Enter Answer to the Above Question Here*

Does the project target any populations, demographics, and/or geographic regions presumed to be **disproportionately impacted** by COVID-19?

*Enter Answer to the Above Question Here*

- (c) Would the eligibility requirements for the program or service be such that the primary intended beneficiaries' income is (1) at or below 185 percent of the Federal Poverty Guidelines, or (2) at or below 40 percent of the AMI for Livingston County?

*Enter Answer to the Above Question Here*

- (d) Does the project target individuals eligible for any of the qualifying federal programs listed in Appendix C, number 2?

*Enter Answer to the Above Question Here*