



# COVID-19 CDBG CARES Act

*Way Forward for Petersburg*

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Darnetta Tyus,  
Deputy City Manager, Community Affairs

Jackson Miller,  
City of Petersburg

Image Courtesy of the Virginia Department of Historic Resources

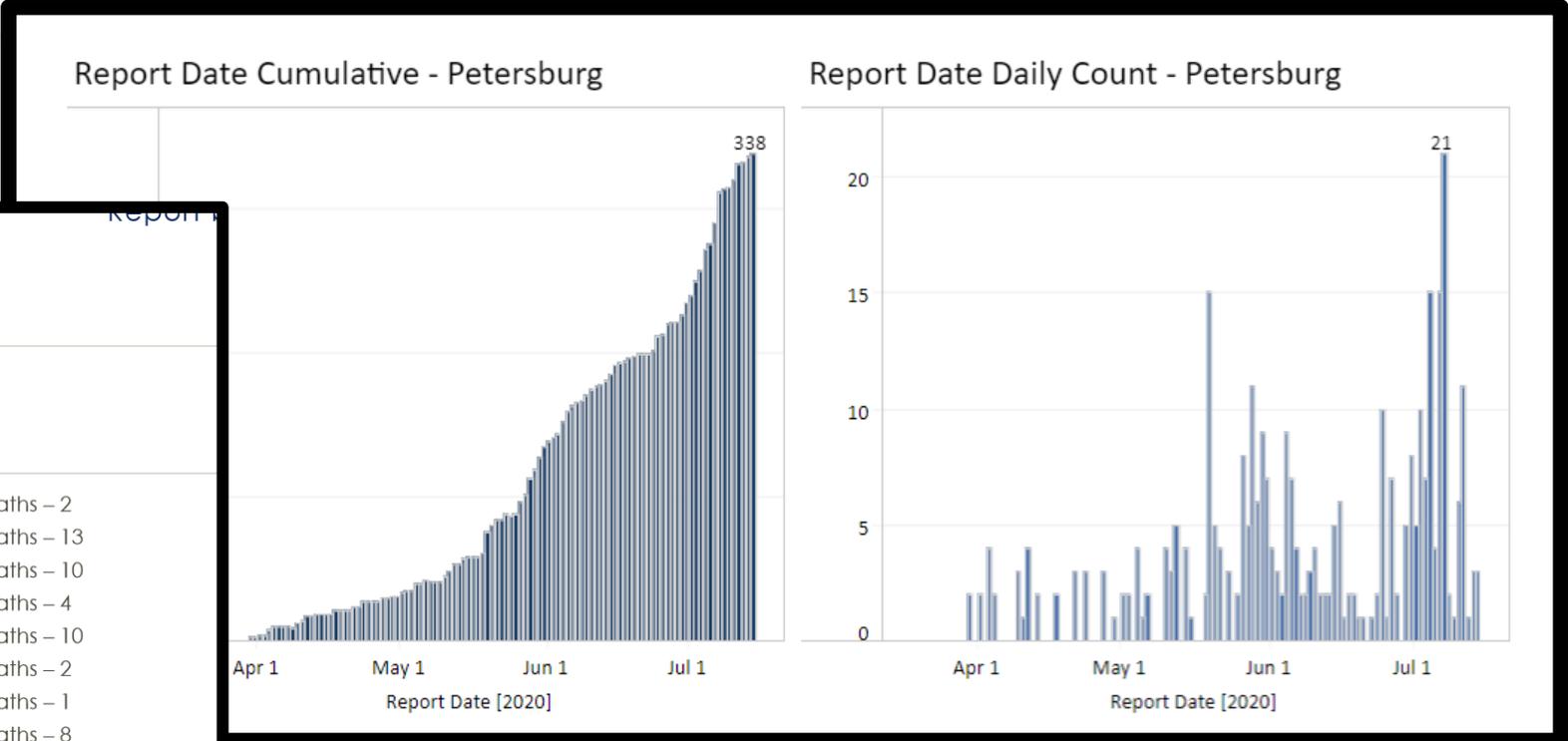


# Agenda

1. Context: Where are We
2. Proposed Way Forward
3. Questions

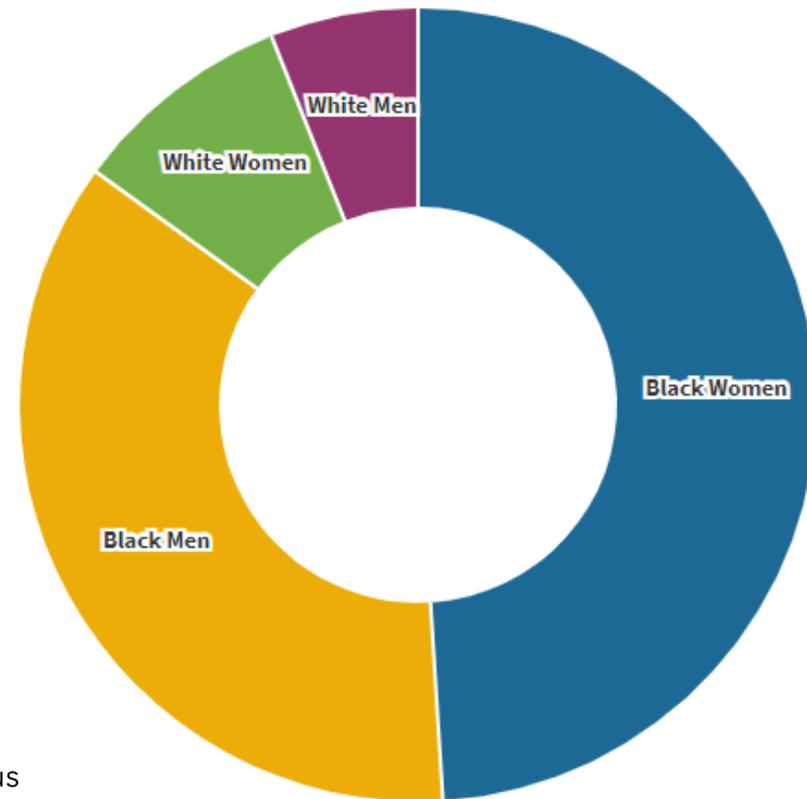
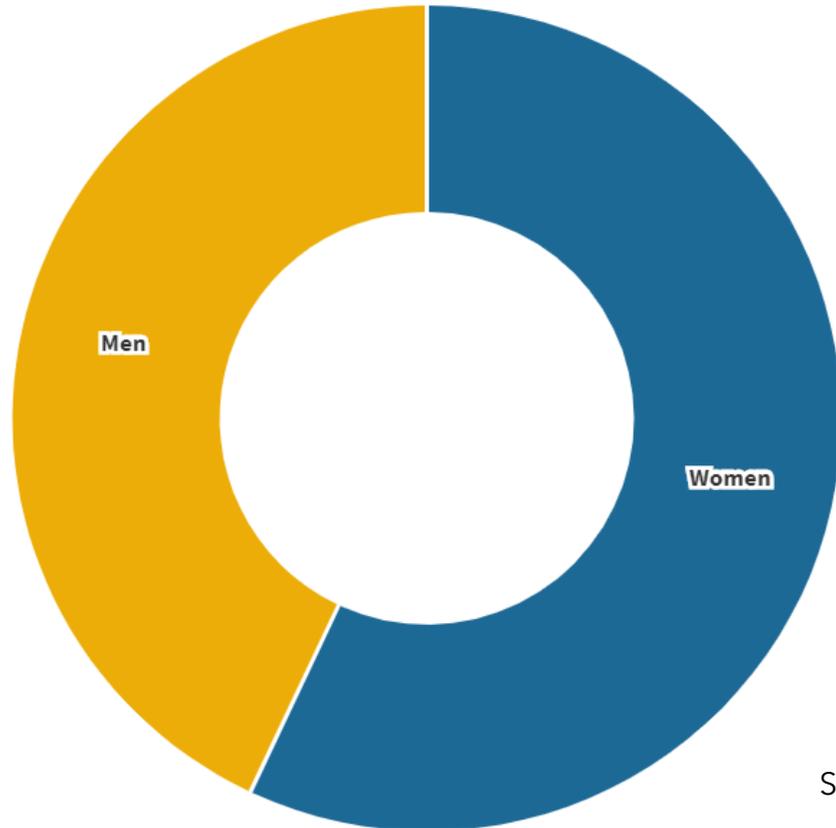
# COVID-19 amplifies systemic social inequities in the City of Petersburg & Crater Health District.

Daily Briefing Report		
July 15, 2020		
COVID 19 CASES IN VIRGINIA	<ul style="list-style-type: none"> <li>● People Tested: 842,124</li> <li>● Total Cases: 73,527</li> <li>● Total Deaths: 1,992</li> </ul>	
COVID-19 CASES IN CRATER HEALTH DISTRICT, BY LOCALITY	<ul style="list-style-type: none"> <li>● Dinwiddie: Cases – 177</li> <li>● Emporia: Cases – 130</li> <li>● Greenville: Cases – 348</li> <li>● Hopewell: Cases – 220</li> <li>● Petersburg: Cases – 363</li> <li>● Prince George: Cases – 280</li> <li>● Surry: Cases – 20</li> <li>● Sussex: Cases – 225</li> <li>● <b>Total Cases in Crater: 1,763</b></li> </ul>	<ul style="list-style-type: none"> <li>Deaths – 2</li> <li>Deaths – 13</li> <li>Deaths – 10</li> <li>Deaths – 4</li> <li>Deaths – 10</li> <li>Deaths – 2</li> <li>Deaths – 1</li> <li>Deaths – 8</li> <li><b>Total Deaths: 50</b></li> </ul>
CRATER HEALTH DISTRICT SITUATION UPDATES	<ul style="list-style-type: none"> <li>● Attached: Daily Case Report tracking tool</li> <li>● 911 Dispatch Isolation Report (sent separately)</li> </ul>	



# COVID-19 risks exacerbates both racial and gender wealth gaps.

*Petersburg should embrace an intersectional approach to addressing poverty that is stratified by both race and gender*



Source: US Census



# **"Petersburg is Back in Business."**

*Supporting Small Businesses*

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## Petersburg has funding in Community Development Block Grant (CDBG) COVID19 CARES Act funding

- Priority programs include:
  - Public Services
  - **Business and Special Economic Development Assistance**
  - Public Facilities Improvement

The City seeks to **energize business collaboration and provide direct relief** to businesses significantly impacted by COVID-19.

- Priority programs include:
  1. Media Blitz
  2. Direct relief to Petersburg's small businesses



# 1: Media Blitz

*Promoting Small Business*

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The City of Petersburg seeks to execute a multimedia blitz to meet Petersburg businesses where they are

- Storefront Signs:
- Social Media Campaign
- News Blitz
  - Social Media
  - Print+Broadcast
  - Town Halls+Ward Meetings



The Progress-Index



# 2: Direct Relief

*Small Business Grants*

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The City seeks to support up to 100 businesses through one-time, unrestricted grants.

- Eligibility criteria include:
  - Paying Taxes to the Petersburg Commissioner of Revenue
  - Operational for at least 12 months as of July 1, 2020.
  - Gross Annual Revenue of at least \$25,000
  - 30 FTEs or fewer
- Business that are not eligible for relief include:
  - Businesses or franchises not headquartered in the City of Petersburg
  - Independent Contractors in network marketing or on gig platforms
  - Businesses engaged in speculation or investment in rental real estate
  - Business deemed “Ineligible Businesses” under SBA guidelines



The City will distribute grants across several tiers, depending on need.

- Tiers include:
  - Tier 1: \$5000
  - Tier 2: \$2500
  - Tier 3: \$1000
  - Tier 4: \$500
- **One business owner** can only receive **one grant**.
- Need will be justified through an online application portal.

The online application process will be a brief, short-answer form.

- Business Contact Information
- Demographic Information
- Economic Hardship Statement

Source: *City of Colonial Heights*

City Offices will Resume regular hours for the Public beginning July 13, 2020.  
[Read On...](#)

**Business Name**

**Contact Person**

**Phone Number**

**Email**

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**1. Do you Possess a valid Colonial Heights Business License?**

**2. Is your business located within the City of Colonial Heights?**

**3. Has your business been established and operational in Colonial Heights for at least the past 24 months (since February 1, 2018)?**

**4. Has your business been adversely affected by the COVID-19 pandemic?**

**5. Does your business have no more than 30 employees?**



# **"Petersburg looks out for Petersburg"**

*Community Contact Tracing Program*

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## Petersburg has funding in Community Development Block Grant (CDBG) COVID19 CARES Act funding

- Priority programs include:
  - **Public Services**
  - Business and Special Economic Development Assistance
  - Public Facilities Improvement



Contact tracers map where the virus is going.

- Their objectives include:
  1. To slow and stop the spread
  2. To empower neighbors with **timely and accurate** information
  3. To build civic trust by connecting neighbors with resources

The City of Petersburg should refer to the following questions when considering a contact tracing program:



- Is contact tracing effective?
- How do we build the operation to respond forcefully to COVID-19?
- What are other jurisdictions doing about contact tracing?

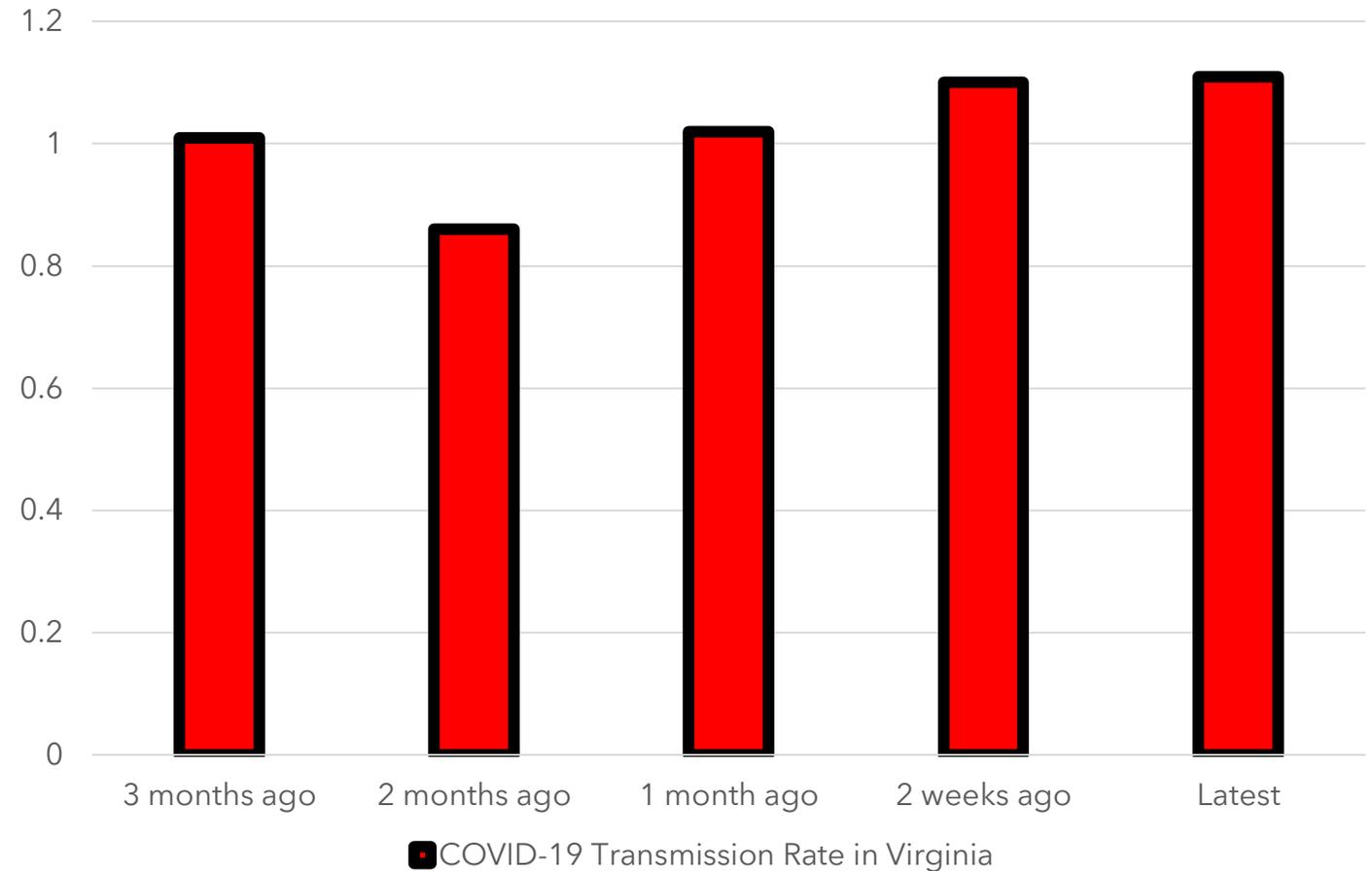


# Objective #1: Slow the Spread

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The time is now.  
Contact tracing  
programs can  
slow the spread  
of disease by up  
to **67%**

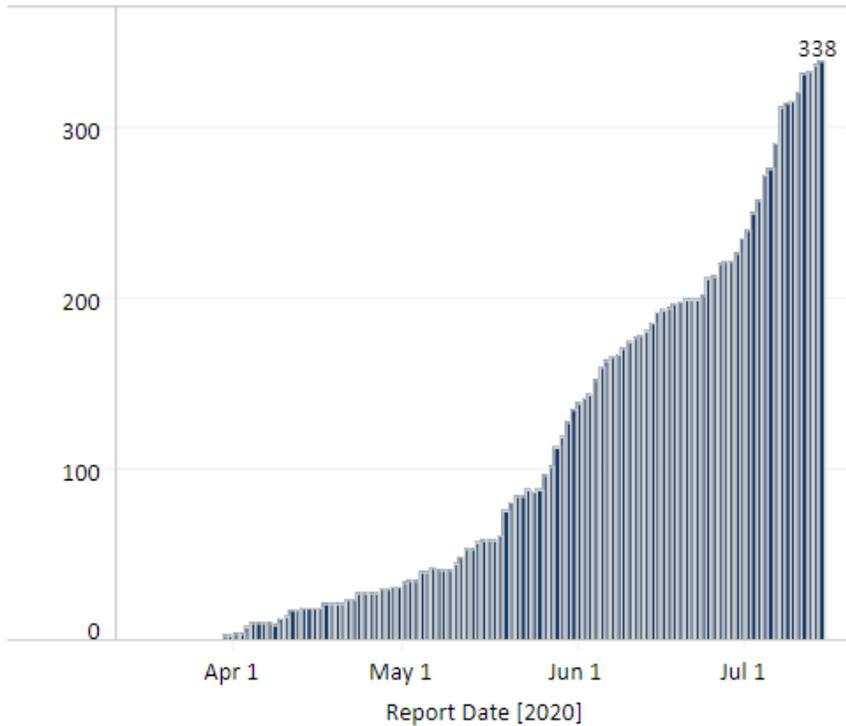
## COVID-19 Transmission Rate in Virginia



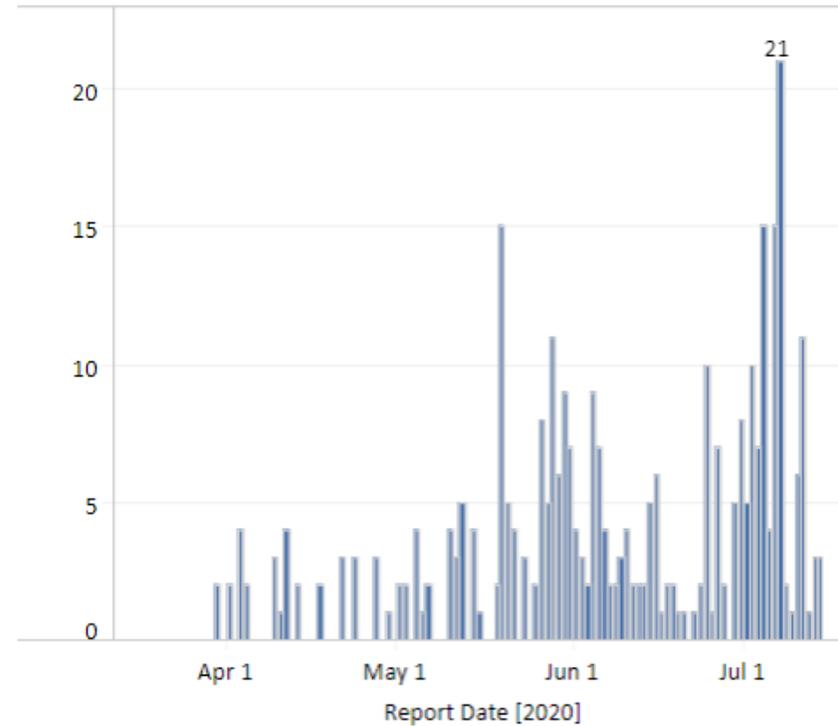
The time is now. One third of cases in Petersburg have emerged within the past two weeks.



Report Date Cumulative - Petersburg



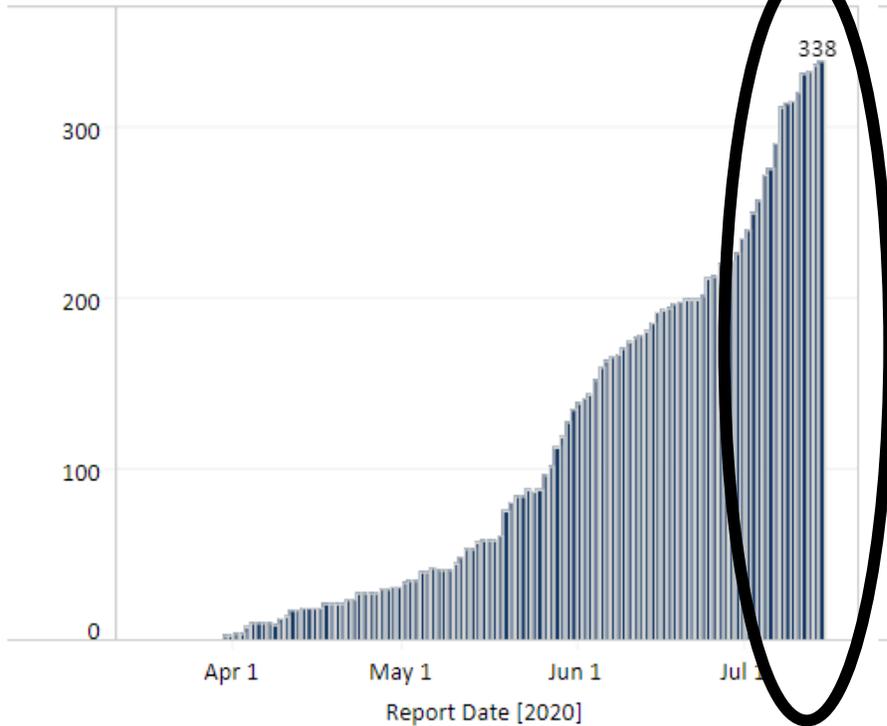
Report Date Daily Count - Petersburg



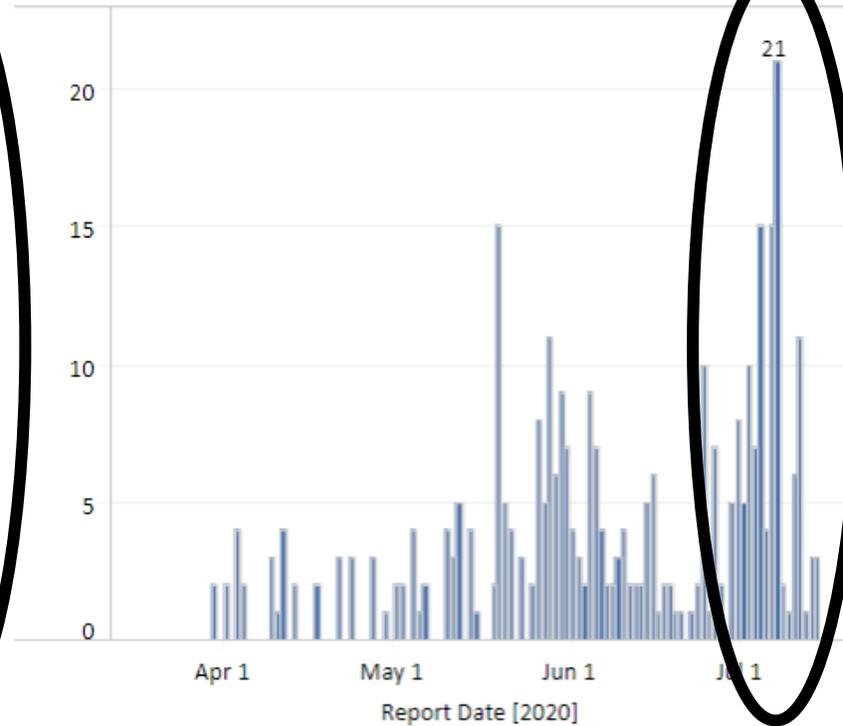
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Report Date Daily Count - Petersburg



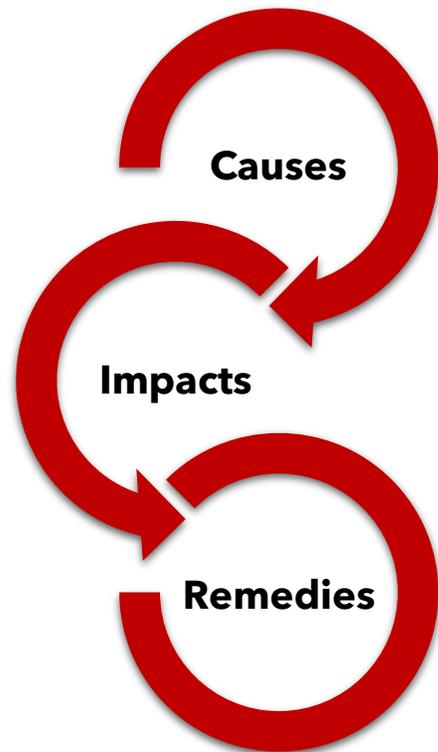


# **Objective #2: Accurate & Timely Information**

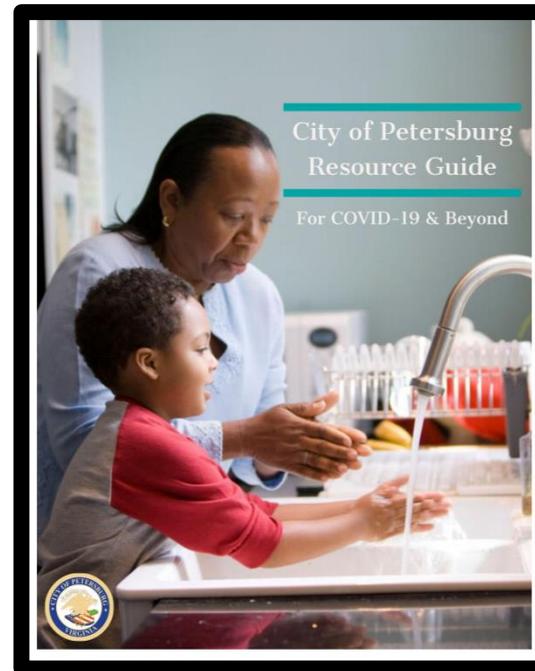
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Contact tracing helps combat misinformation by providing accurate information and resources.

COVID-19 Misinformation spans:



Contact tracers provide both clarity and community





# Objective #3: Build Civic Trust

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# Implementation

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# Way Forward:

*Prospective Budget Options*

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# Budget 1: Business Focus

Business Focus		Contact Tracing		Hybrid Model	
<b>Business Grants</b>	<b>\$280,000</b>	Business Grants	\$60,000	Business Grants	\$200,000
<b>Media Blitz</b>	<b>\$30,000</b>	Media Blitz	\$30,000	Media Blitz	\$30,000
<b>Contact Tracers</b>	<b>\$55,000</b>	Contact Tracers	\$275,000	Contact Tracers	\$137,500
<b>Resource Guide</b>	<b>-\$5,000</b>	Resource Guide	-\$5,000	Resource Guide	-\$5,000
<b>Additional Cost</b>	<b>\$11,969</b>	Additional Costs	\$11,969	Additional Costs	\$9,469

# Budget 2: Contact Tracing

Business Focus		Contact Tracing		Hybrid Model	
Business Grants	\$280,000	<b>Business Grants</b>	<b>\$60,000</b>	Business Grants	\$200,000
Media Blitz	\$30,000	<b>Media Blitz</b>	<b>\$30,000</b>	Media Blitz	\$30,000
Contact Tracers	\$55,000	<b>Contact Tracers</b>	<b>\$275,000</b>	Contact Tracers	\$137,500
Resource Guide	-\$5,000	<b>Resource Guide</b>	<b>-\$5,000</b>	Resource Guide	-\$5,000
Additional Cost	\$11,969	<b>Additional Costs</b>	<b>\$11,969</b>	Additional Costs	\$9,469

# Budget 3: Hybrid Model

Business Focus		Contact Tracing		Hybrid Model	
Business Grants	\$280,000	Business Grants	\$60,000	<b>Business Grants</b>	<b>\$200,000</b>
Media Blitz	\$30,000	Media Blitz	\$30,000	<b>Media Blitz</b>	<b>\$30,000</b>
Contact Tracers	\$55,000	Contact Tracers	\$275,000	<b>Contact Tracers</b>	<b>\$137,500</b>
Resource Guide	-\$5,000	Resource Guide	-\$5,000	<b>Resource Guide</b>	<b>-\$5,000</b>
Additional Cost	\$11,969	Additional Costs	\$11,969	<b>Additional Costs</b>	<b>\$9,469</b>



**Thank You.**

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Comments and Questions.