

SUMMARY and FISCAL NOTE*

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** Note that the Summary and Fiscal Note describes the version of the bill or resolution as introduced; final legislation including amendments may not be fully described.*

1. BILL SUMMARY

Legislation Title: AN ORDINANCE accepting the gift of Google ad grant credits; and ratifying and confirming certain prior acts.

Summary and background of the Legislation: In response to the ongoing COVID-19 pandemic public health emergency and resulting economic downturn, the U.S. Congress passed, and the President signed, the American Rescue Plan Act of 2021 (ARPA) in March 2021. While ARPA had substantial direct assistance to the American people, it also contained support for state and local governments so they could continue providing existing and expanded responsive services. The City of Seattle (City) has allocated COVID recovery resources made available under ARPA in a series of spending packages under the Seattle Rescue Plan umbrella.

The Affordable Seattle program and CiviForm application tool, funded in prior Seattle Rescue Plan spending packages, provide a unified online application portal that improves the efficacy of City benefit programs by streamlining access to assistance, making it easier for residents and businesses to find and apply to all relevant programs.

This legislation accepts an in-kind gift of Google ad grants from Google.org, of up to \$1,500,000 in value, to be used as credits for Google ads for the purpose of increasing awareness of the CiviForm online application portal. Additional marketing and outreach of the CiviForm tool, made possible by this gift, will expand equitable access to City benefit programs and increase enrollment and accessibility of these programs, particularly for the City’s most marginalized populations. These credits may only be used to support the City’s project with Google.org, namely CiviForm.

2. CAPITAL IMPROVEMENT PROGRAM

Does this legislation create, fund, or amend a CIP Project? ___ Yes **X** No

3. SUMMARY OF FINANCIAL IMPLICATIONS

Does this legislation amend the Adopted Budget? ___ Yes **X** No

Does the legislation have other financial impacts to the City of Seattle that are not reflected in the above, including direct or indirect, short-term or long-term costs?
No.

Is there financial cost or other impacts of *not* implementing the legislation?

Yes, an in-kind gift to the City from Google.org, valued at up to \$1,500,000, will go unaccepted and unutilized.

4. OTHER IMPLICATIONS

a. Does this legislation affect any departments besides the originating department?

No.

b. Is a public hearing required for this legislation?

No.

c. Is publication of notice with *The Daily Journal of Commerce* and/or *The Seattle Times* required for this legislation?

No.

d. Does this legislation affect a piece of property?

No.

e. Please describe any perceived implication for the principles of the Race and Social Justice Initiative. Does this legislation impact vulnerable or historically disadvantaged communities? What is the Language Access plan for any communications to the public?

According to a [Seattle Foundation report](#) from July 2020, “BIPOC communities have been particularly impacted by the COVID-19 economic crisis for three primary reasons (1) overrepresentation in vulnerable jobs, (2) inequitable hiring and firing practices, and (3) barriers to receiving small business aid.” BIPOC patients have also had worse health outcomes during the pandemic, including higher per-capita cases, hospitalization, and death rates. There are many factors contributing to this, such as poor access to health care, including culturally competent care, distrust of the health care system, and living in multi-generational households. Upstream of these outcomes are factors like living in neighborhoods with worse environments, lacking adequate food access, underinvestment in schools, and access to good jobs. All of these conditions can be traced to historic and current racist institutional policies, practices, and laws.

BIPOC respondents, especially Black and Hispanic respondents, in a Washington State Department of Health [survey](#) of King County residents reported significantly worse impacts from the pandemic across all the above dimensions and more. Native Hawaiian/Pacific Islander COVID case rates were the highest among all ethnic groups in King County when disaggregated from the Asian category.

The City’s deployment of federal funds in various Seattle Rescue Plan packages is meant to address the impacts of COVID-19, across different categories of spending. Prior to the pandemic there were already deep inequities in our city. The pandemic has exacerbated these inequities, and Seattle Rescue Plan spending packages have attempted to address, and not exacerbate, them.

This bill will improve the efficacy of certain Seattle Rescue Plan investments mentioned above, specifically those in the Affordable Seattle program and CiviForm application portal. This bill will allow for the expansion of marketing and outreach for the CiviForm tool, expanding equitable access to City benefit programs, particularly for marginalized populations.

f. Climate Change Implications

1. Emissions: Is this legislation likely to increase or decrease carbon emissions in a material way?

No.

2. Resiliency: Will the action(s) proposed by this legislation increase or decrease Seattle's resiliency (or ability to adapt) to climate change in a material way? If so, explain. If it is likely to decrease resiliency in a material way, describe what will or could be done to mitigate the effects.

No.

g. If this legislation includes a new initiative or a major programmatic expansion: What are the specific long-term and measurable goal(s) of the program? How will this legislation help achieve the program's desired goal(s).

N/A.

List attachments/exhibits below: