



How Will You Plan and Manage New ARPA and Infrastructure Act Resources?

ServeMICity

Let the **ServeMICity** program help you navigate the steps for success!

START WHERE YOU ARE

Start with what you've already achieved on the master plan, neighborhood plans, and capital improvement plans. Based on that work, how might you begin to identify the priority projects or programs to address next?



ESTABLISH GUIDING PRINCIPLES

Establish criteria to prioritize projects and spending. Identify the principles or core values you will use to evaluate the impact and importance of proposed investments.



MANAGE LIKE A PRO

This once-in-a-generation funding opportunity requires thoughtful planning, strong financial processes, transparency, and leadership. Management and oversight of each project and the effort as a whole—from planning to execution—is critical.



GIVE VOICE TO YOUR COMMUNITY

Use your ARPA funding to generate opportunities for community conversation. Be creative and gather information through different types of stakeholder activities. For example, work with a local nonprofit to host a community dinner as an engagement session. You'll support local business and create positive community buzz!



IDENTIFY AND PRIORITIZE OPPORTUNITIES

Create a list of projects from existing plans, by synthesizing needs appearing in the data, and reviewing ideas shared by the community. Evaluate project ideas against your guiding principles to prioritize the list of potential investments.



EVALUATE AND MEASURE

Pre-determine success metrics, evaluate performance, and apply lessons learned to future projects.



DIG DEEPER

Use relevant, unbiased data—demographic, economic, social metrics—to better understand community needs and how those needs have changed because of COVID. Are there gaps in services, infrastructure, or amenities that the data points to?



MAXIMIZE FUNDING AND IMPACT

If the list of projects exceeds your funding allocation, some of the identified needs may be regional. Work with other partners—government, non-profit, and private—to maximize funding and impact. Which of your projects might benefit by bringing in additional resources?



TELL YOUR STORY

Let your stakeholders know about the important work you've undertaken to improve the community. Tell people your story—share it widely.

ServeMlCity