



March 9, 2026

Story County Board of Supervisors  
Attention: Linda Murken, Chair  
900 6<sup>th</sup> Street  
Nevada, IA 50201

Supervisor Murken,

I am writing to request an amendment to our American Rescue Plan Act (ARPA) Contract #17 to reallocate funds between budget categories.

**Requested Amendment:**

Reallocation of \$2,867.00 from 4.0, 211 Marketing (Print Costs) to 3.0, 211 Marketing (Buses). This amendment would allow us to extend our 211 CyRide bus ads through May 2026.

**Justification for Request:**

As noted in our June 2025 request for reallocation of funds from Marketing (Print Costs) to Marketing (Buses) that was approved, we have already expended all allocated ARPA dollars for our 211 CyRide bus advertisements as of 2024. Given that we have until December 31, 2026, to expend all ARPA funds, we continue to anticipate it may be more challenging to fully utilize our remaining 211 printed material budget before the deadline.

While we continue to actively provide 211 printed materials to nonprofit and community organizations and businesses, and our 211 materials request website remains fully operational, the demand for printed materials has declined significantly from the first two years of ARPA Contract #17 implementation. As community awareness of 211 has grown and digital engagement has expanded, partner organizations are requesting fewer printed items than anticipated. This reduction in demand has contributed to underspending in the 211 printed materials category and reinforces the need to reallocate funds to sustain our higher-impact 211 CyRide bus advertising efforts.

Our current 211 CyRide bus advertisements have continued to serve as an important marketing and communications tool for our community. The proposed reallocation would allow us to continue this effective outreach strategy while ensuring full utilization of our ARPA funding.

Please let me know if you need any additional information or documentation to process this amendment request. We appreciate your assistance with this request.

Sincerely,

A handwritten signature in black ink that reads "Ashley Thompson".

**Ashley Thompson, MPH**

President & CEO, United Way of Story County