American Rescue Plan

prepared for:
Board of Supervisors
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Internal Services Department
I. Opportunities: Collective Impact

II. Learning By Doing: Update on Outreach Efforts and Expanded Capacity

III. ARP Global Program Overview

IV. Department Spotlight: Internal Services Department’s Delete the Divide Initiative
The County has a charge to collaborate across departments and systems to integrate and coordinate ARP projects with existing resources.

- **ARP CRG Guidance** calls for a Learning Agenda and efforts to promote equitable access and distribution of funding opportunities and available services.

- **Your Board’s directives** call for acting on our commitment to advance equity by implementing strategies to allocate funds fairly and transparently. For example:
  - The **Spending Plan** references equity explicitly as a primary consideration, mandating both equity-based investments and supportive services that lead to an equitable recovery.
  - The **Motion** asks us to increase transparency of and accessibility to contracting information.
  - The **Project Design** process asks departments to consider existing and enhanced services.
  - The **Equity principles** asks us to work collaboratively and intentionally across departments as well as across leadership levels and decision-makers.

I. Opportunities: Collective Impact
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What is “collective impact”? An intentional way of working together and sharing information for the purpose of solving a complex problem and is supported by:

- Shared goals
- Shared metrics for accountability
- Backbone support
- Mutually reinforcing activities
- Consistent and open communication

*Citation: The National Council of Nonprofits based on work by Hanleybrown, Kania, and Kramer*
I. Opportunities: Collective Impact

Structural Barriers to Collective Impact and Drivers of Siloed Efforts

- Lack of communication
- Lack of coordination
- Inability to share data
- Limited capacity
Ways to engage in collective impact:

I. Opportunities: Collective Impact

Immediate Strategies
- Map current needs and available services
- Conduct joint planning meetings
- Bundle resources/service delivery

Future Strategies to Sustain Efforts
- Establish data sharing agreements
- Dedicate staffing, e.g., data stewards, backbone support
- Increase workforce capacity
- Improve County communication strategies (vertical/horizontal)
- Identify funding investments
I. Opportunities: Collective Impact
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## II. Learning by Doing: Update on Outreach Efforts

<table>
<thead>
<tr>
<th>Activities</th>
<th>Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Campaign</td>
<td>Chambers of Commerce</td>
</tr>
<tr>
<td>Shareable Digital Toolkit</td>
<td>CBOs, Coalitions, Collaboratives</td>
</tr>
<tr>
<td>Translated Outreach Materials</td>
<td>Offices of Small Business</td>
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<tr>
<td>Print Materials And Mailers</td>
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<tr>
<td>Print Ads And Radio Spots Targeting Ethnic Media</td>
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II. Learning by Doing: Update on Outreach Efforts

https://ceo.lacounty.gov/recovery/contract-opportunities/
II. Learning by Doing: Expanded Capacity

- Conduct project design workshops
- Provide technical assistance in applying Equity Funding Formula using the Equity Explorer
- Review initial draft project designs and provide recommendations to strengthen program
V. ARP Global Program Overview
(data as of April 4, 2022)

<table>
<thead>
<tr>
<th>Progress</th>
<th>Equity-Focused Investments (Pillar 1 Projects)</th>
<th>Building Bridge to Equitable Recovery (Pillar 2 Projects)</th>
<th>Fiscal Stability and Social Safety Net (Pillar 3 Projects)</th>
<th>Project Amounts</th>
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</thead>
<tbody>
<tr>
<td>Design/Development</td>
<td>20</td>
<td>20</td>
<td>6</td>
<td>$487,950,000</td>
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<td>ARDI/CoCo Review</td>
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<td>Approved for Launch/Implementation*</td>
<td>16</td>
<td>17</td>
<td>4</td>
<td>$487,050,000</td>
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<td>TOTAL</td>
<td>36</td>
<td>37</td>
<td>10</td>
<td>$975,000,000</td>
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</tbody>
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*Includes $89,220,000 in funding allocated for critical pandemic response services, DSWs and other County costs.
II. Department Spotlight:

Internal Services Department, Delete The Divide Initiative
Over 365,000 households in Los Angeles County lack broadband service.
October 2020
- Board Motion – *Empowerment Program to Address the Digital Divide in Underserved Communities*

June 2021
- Official launch of Delete The Divide (DTD) and public website with membership portal offering free training and other resources

July 2021 - Ongoing
- Established DTD Trust Fund and authorization to accept donations
- Executed agreements with IT corporations
- 1,000 IT certificate scholarships donated by Google and Facebook
- Executed agreements with organizational partners
- Developed position descriptions and structure for internship program
- Developed small business digital marketing assessment program
- Planning for corporate tours, community events and seminars
- Countywide promotion of subsidies for internet service and computers

February 2022
- Allocated $2.9M in ARPA program funding
Program Elements
• 200 interns
• $18/hour and $20/hour
• Up to 240 work hours
• Flexible schedules
• Public & private sector assignments
• Job rotations
• Cohort projects
• Earn IT certificates
• Networking and corporate visits
• Coaching and mentoring
• Quality laptop and accessories

Measurable Outcomes
• Career employment in tech-related fields
• Completion of IT certificate programs
• Enrollment in post-secondary education
• Enterprise creation through entrepreneurship

Target Launch
• May/June 2022
Small Business Digital Marketing Assessments

Program elements
• 500 small businesses
• Free digital marketing support
• Digital health assessment survey
• Report of survey results
• Recommendations to improve sales
• Professional consultation
• Assistance with website development

Measurable outcomes
• New/enhanced online presence
• Expanded digital marketing capabilities
• Customer awareness
• Increased sales through digital marketing

Target Launch
• April 2022