Care First Community Investment

COMMUNITY ENGAGEMENT UPDATE

- Passed by LA County voters November 3, 2020
- Board Motion November 10, 2020 establishes "inclusive and transparent process on allocation of funds," supported by Advisory Committee and subcommittees

2021-2022 CFCI Spending Plan

Care First Community Investment Spending Plan (also known as Measure J) invests an unprecedented $187.7 million with innovative programs that serve our chronically under-resourced communities to address negative outcomes caused by racially driven criminal justice inequities and long term community economic disinvestment

Measure J Funding Areas

Direct Community Investment

- Youth Development & Education
- Workforce Development
- Small Business Dev for Minority-owned Businesses
- Rental Assistance & Housing Supportive Services
- Capital Funding for Housing

Alternatives to Incarceration

- Pre-Trial Non Custody Services & Treatment
- Community-Based Health Services
- Non-Custodial Diversion & Reentry Programs
- Community-Based Restorative Justice

Outreach Initiatives

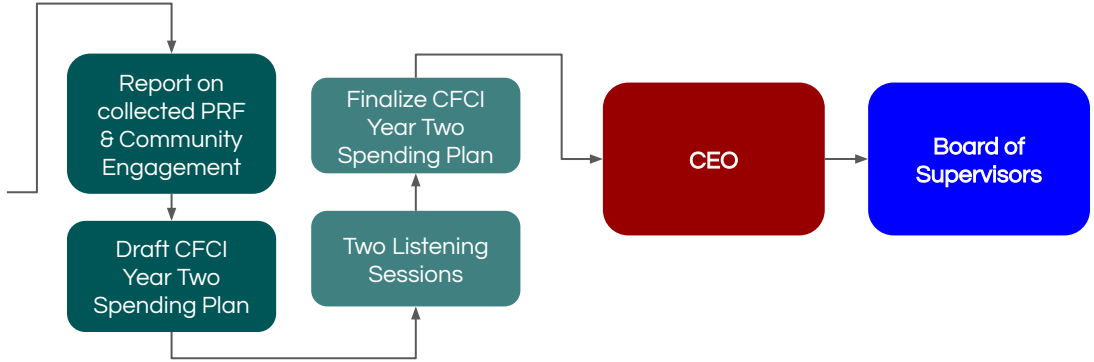
- Launch Project Recommendation Form (PRF)
- Host Information Sessions on PRF

Approach: digital campaign and press outreach

- Launch Community Feedback Survey
- Launch Community Listening Sessions

Approach: targeted canvassing, digital campaign and press outreach

In parallel, County departments also preparing project recommendations to submit to the CFCI Advisory Committee



CEO - ATI

Timeline & Key Events

LOS ANGELES COUNTY ATI OFFICE

November 2020 | March - June 2022 | June - July 2022

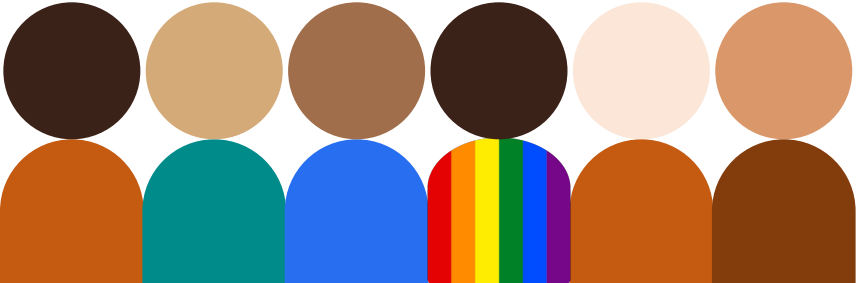
Who are we Engaging with?

10 million LA Residents →

Chronically under resourced communities, Community groups (informal and formal), JENI, JESI, & ARDI-identified communities in need

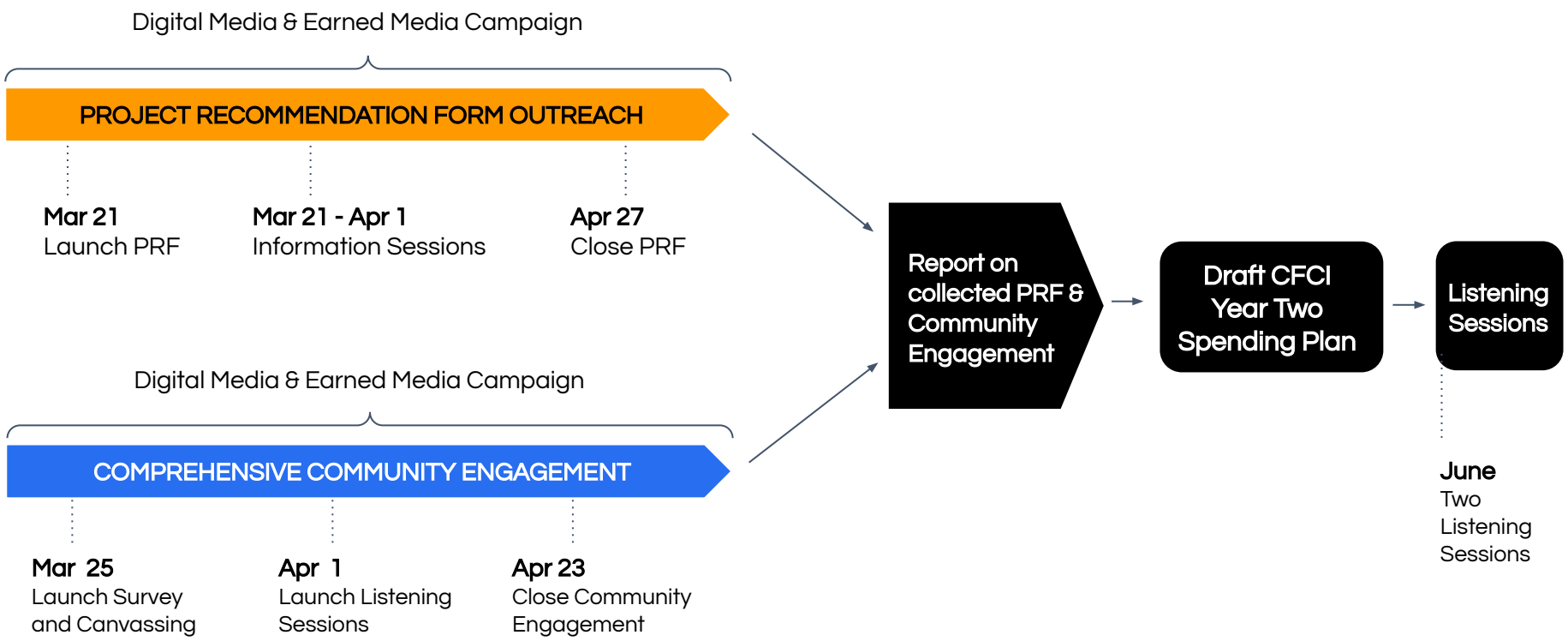
KEY Groups* →

Black / African Americans, **Native** American & Tribal Communities, **Immigrant** & Refugee Communities including **Asian** and Black Immigrants, **Youth** & Young Adults, People who are **Monolingual** in **Spanish** and other languages, People who are **Transgender** & Non-Binary, Gang and Ex **Gang Members** and People who are **Impacted** by the Justice System



*Including, but not limited to

Timeline and Engagement Process



What have we done - Three Ad Hoc Meetings

Project Recommendation Form

April 1 - May 1, 2022

- Outreach to more than 120 stakeholders
- Digital Toolkit
- FAQ
- CFCI Timeline & Background
- Press Packet
- Work plan on PRF
- Stakeholders List

Information Sessions

April 7 from 12:00 - 1:00 PM
April 13 from 5:00 - 6:00 PM

- Agenda Finalized
- Speakers Finalized
- Digital Toolkit
- Press Packet
- Work Plan on Info Sessions
- Outreach to more than 120 stakeholders
- Stakeholders List

Listening Sessions

April 23 - April 30

- Tentative locations
- Analysis JENI & ARDI to identify priority areas
- Optimizing Listening Sessions
- Stakeholder List
- Preliminary Framework & Format for Listening Sessions

Survey & Canvassing

April 15 - May 1

- Two Discussions w/Ad Hoc Committee on the Survey
- Conducted One on One meetings re: survey
- Analysis of JENI & ARDI to help determine zones
- Optimize Canvassing

Work Plan on Information Session

ITEM	DESCRIPTION/ CONCEPT	POC	DRAFT COMPLETE	AD HOC REVIEW	FINAL	DUE DATE	STATUS
LOGISTICS / FORMAT							
Information Session	Finalize dates - 4/7 and 4/13	CFCI / SLS			3/22	3/22	
Information Session	Agenda for informational sessions	SLS	3/21	3/22	3/30	3/31	
Information Session	Identify speakers	CFCI / SLS	3/21	3/22	3/30	3/31	
Information Session	Create presentation	ATI	3/28	3/29	3/30	3/31	
Information Session	Informational Session added to website	ATI / SLS				3/31	
Information Session	Set up Zoom Registration	SLS				3/31	
Information Session	Secure translation services	ATI / SLS				3/31	
Information Session	Establish contact channels for follow up / questions	ATI / SLS	3/21	3/22	3/30	3/31	
MATERIALS / PRF							
PRF	Finalize PRF	ATI		3/22	3/22	3/22	
PRF	Translate PRF	ATI	3/28	3/29	3/30	3/31	
	LAUNCH PRF					**3/28**	
Materials	Fact Sheet	ATI / SLS / CFCI	3/28	3/29	3/30	3/31	
Materials	Q & A / FAQ	ATI / SLS / CFCI	3/28	3/29	3/30	3/31	
Materials	Translate materials	SLS	4/4	4/5	4/6	4/7	
AUDIENCE / DISTRIBUTION LISTS							
Lists	CBO & Trusted Partner Contact Database	CFCI / SLS	3/21	3/22	3/30	3/31	
EMAIL COMMUNICATION							
Email IS / PRF	Distribution list for email communications	SLS	3/28	3/29	3/30	3/31	
Email IS / PRF	Draft email	SLS	3/28	3/29	3/30	3/31	
Email IS / PRF	Send announcement email	SLS	3/28	3/29	3/30	3/31	
Email IS / PRF	Follow up email 1 - IS #1	SLS	3/28	3/29	4/3	4/4	
Email IS / PRF	Follow up email 2 - IS #1	SLS	3/28	3/29	4/5	4/6	
Email IS / PRF	Follow up email 1 - IS #2	SLS	3/28	3/29	4/7	4/8	
Email IS / PRF	Follow up email 2 - IS #2	SLS	3/28	3/29	4/11	4/12	
DIGITAL							
Digital Media IS / PRF	Establish branding / digital assets / logo	SLS	3/21	3/22	3/22	3/22	
Digital Media IS / PRF	Digital Toolkit - FAQ, Fact Sheet, Sample IG, FB, Twitter Posts	SLS	3/28	3/29	3/30	3/31	
Digital Media IS	Posts for sessions translated	SLS	3/29	-	3/30	3/31	
Digital Media IS	Instagram, Twitter, FB posts for informational sessions	SLS	3/28	3/29	3/30	3/31	
Digital Media PRF	Instagram, Twitter, FB posts for PRF	SLS	3/28	3/29	3/30	3/31	
EARNED MEDIA							
Earned Media IS & PRF	Establish Media Lists	SLS	3/28	3/29	3/30	3/31	
Earned Media IS & PRF	Draft Press Advisory/Press Release	SLS	3/28	3/29	3/30	3/31	
Earned Media IS & PRF	Pitch Media for PRF and Informational Sessions	SLS	-	-	4/1/2022	4/7/2022	
OUTREACH							
Outreach	Phone calls 1	SLS		Ongoing 3/31/2022 - 4/12/2022			
Outreach	Phone calls 2	SLS					
INFO SESSION FOLLOW UP							

Highlights

Information Session Dates:
Thursday, April 7, 2022 at 12:00 PM
Wednesday, April 13, 2022 at 3:00 PM

Agenda Finalized & Speakers Confirmed

Virtual Registration Set Up
*90 Registrants
* 35 Registrants

SLS conducted over 120 outreach calls to partners, groups, organizations

Toolkit Drafted
Press Kit (Advisory & Press List)

Continue Discussion on Work plan for Project Recommendation Form

Approach	Description
Earned Media	Pitch Media, Prepare Press Releases and a curated list of community and multi-ethnic press to promote PRF, Information Sessions and CFCI Process. Reference Media List, Press Advisory, & One page About
Digital Campaign	Digital Toolkits that promote the PRF and Information Sessions- focused on social media posts, and FAQ. Curated digital toolkit focused on 3 social media channels FaceBook, Instagram and Twitter, to promote PRF and Information Sessions
Partners	Over 500 community organizations, groups, stakeholders and partners to engage in the CFCI process - including listening sessions, survey, information sessions and project recommendation

Materials for Review & Approval

Press List

Advisory Release

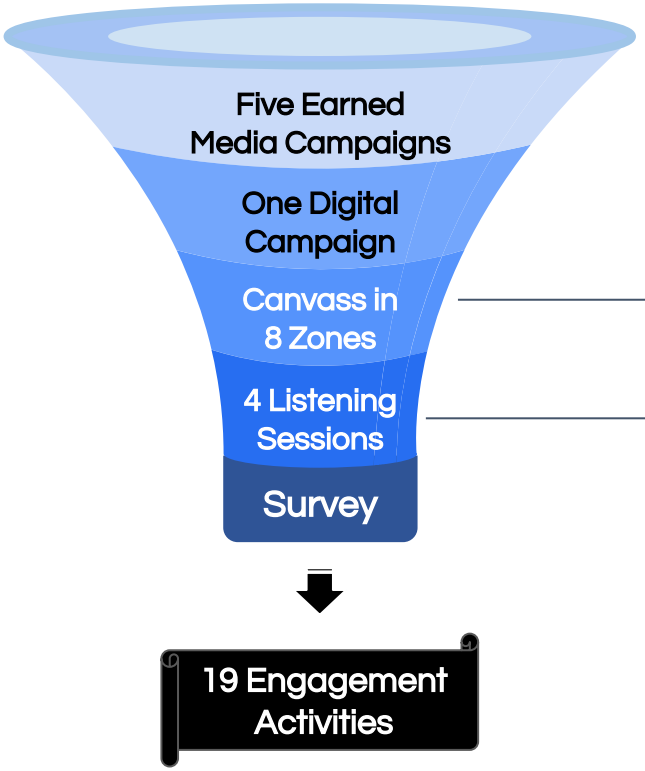
Digital Toolkit

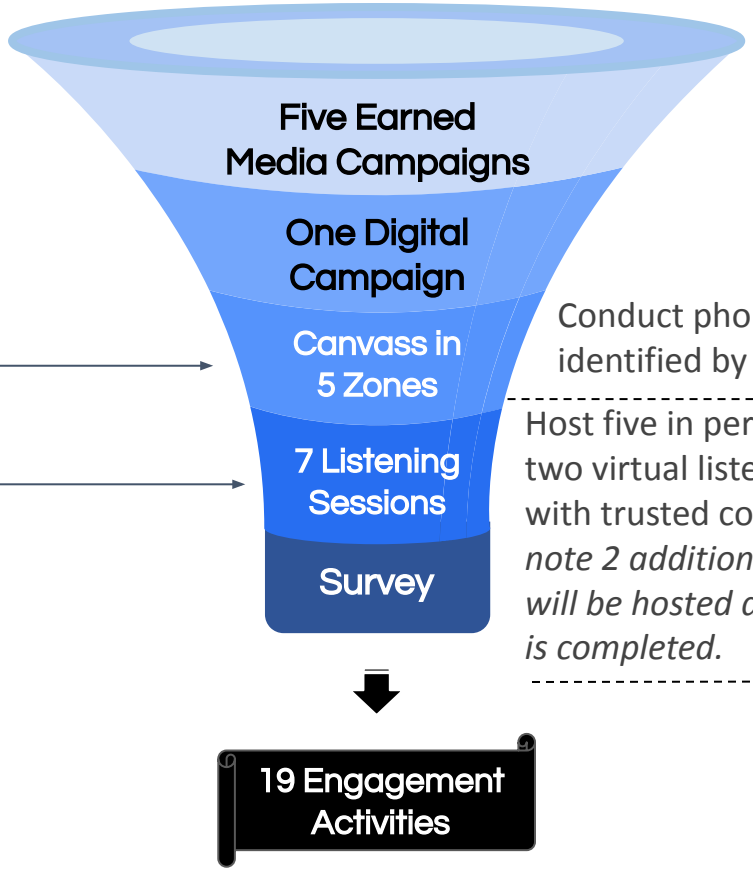
FAQ on Project Recommendation Form

About CFCI & Timeline

Partners List - Organizations, Groups, Community leaders, & other stakeholders

Comprehensive Community Engagement





Conduct phone canvassing in priority zones identified by JENI, ARDI, & JESI

Host five in person listening sessions, and two virtual listening sessions in conjunction with trusted community partners. *Please note 2 additional virtual listening sessions will be hosted after the draft spending plan is completed.*

Work Plan on Survey

ITEM	DESCRIPTION/ CONCEPT		DRAFT COMPLETE	AD HOC REVIEW	FINAL	DUE DATE	STATUS
SURVEY DESIGN							
Survey Drafting	Initial draft of survey and feedback from CFCI	SLS	3/21	3/22	-	-	
Survey Drafting	Re-draft and finaling survey	SLS	3/24	3/29	3/30	3/31	
Survey Drafting	Translate Survey	SLS	-	-	4/6	4/7	
PLATFORM							
Platform	Establish Survey platform	SLS & ATI	3/22/2022	-	3/24	3/25/2022	
Platform	Load Survey into platform		-	-	3/31	4/1	
Platform	Test Survey Platform	SLS	4/1		4/4	4/5	
LAUNCH SURVEY		**SLS**	**-**	**-**	**-**	**4/11**	
EMAIL COMMUNICATION							
Email IS / PRF	Distribution list for email communications	SLS	3/28	3/29	3/30	3/31	
Email IS / PRF	Draft email	SLS	4/4	4/5	4/6	4/11	
Email IS / PRF	Send announcement email	SLS	4/4	4/5	4/6	4/11	
Email IS / PRF	Follow up email 1	SLS	4/4	4/5	4/6	4/18	
Email IS / PRF	Follow up email 2	SLS	4/4	4/5	4/6	4/25	
DIGITAL							
Digital Media - Survey	Establish branding / digital assets / logo	SLS	3/21	3/22	3/22	3/22	
Digital Media - Survey	Digital Toolkit - FAQ, Fact Sheet, Sample IG, FB, Twitter Pc	SLS	3/28	3/29	3/30	3/31	
Digital Media - Survey	Develop social media creative	SLS	4/4	4/5	4/6	4/11	
Digital Media - Survey	Posts for sessions translated	SLS	4/6	-	-	4/11	
Digital Media - Survey	Instagram, Twitter, FB posts launched per editorial calenda	SLS		4/11 to 5/1 Close of Survey			
EARNED MEDIA							
Earned Media	Establish Media Lists	SLS	3/28	3/29	3/30	3/31	
Earned Media	Draft Press Advisory/Press Release	SLS	4/4	4/5	4/6	4/11	
Earned Media	Pitch Media for PRF and Informational Sessions	SLS		4/11 to 5/1 Close of Survey			
CLOSE OF SURVEY 5/1							
ANALYSIS							
	Data processing and coding	SLS	-	-	-	5/9	
	Preliminary Analysis	SLS				5/13	
	Final report	SLS				5/19	

Highlights

Survey: two reviews by the ad hoc committee, and one on one conversations

Survey Timeline: 4/15 - 5/2

Launch Survey in EN & SP
* translate in multiple languages
* Phone assistance for visually impaired
* ADA compliant Software

Prepare Fact Sheet
Prepare Toolkit
Press Kit (Advisory & Press List) on Survey & *Listening Sessions
Email Blasts
Outreach on Survey

Materials for Review & Approval

Survey

Work Plan on Listening Sessions

ITEM	DESCRIPTION/ CONCEPT		DRAFT COMPLETE	AD HOC REVIEW	FINAL	DUE DATE	STATUS
LOGISTICS / FORMAT							
Listening Session	Finalize dates - 4/8	SLS	04/05	04/5	04/08	04/08	
Listening Session	Listening Session added to website	SLS	04/09	04/10	04/11	04/11	
Listening Session	Secure interpretation services	ATI / SLS	04/09	-	04/11	04/11	
Listening Session	Establish contact channels for follow up / questions	SLS	04/08	-	-	-	
Listening Session	Field follow up / questions	SLS		Ongoing			
MATERIALS - FORMAT							
	Preliminary Format & Framework	SLS/CFCI	03/28	03/29	04/11	04/11	
	Finalize Format & Framework	SLS/CFCI	04/11	04/12	04/15	04/15	
	Identify speakers - introduction & context setting	SLS/CFCI/ATI	04/11	04/12	04/15	04/15	
	Identify community facilitators, if any	SLS/CFCI	04/11	04/12	04/15	04/15	
	Facilitator Meetings	SLS	-	04/19	-	-	
AUDIENCE / DISTRIBUTION LISTS							
Lists	CBO & Trusted Partner Contact Database	CFCI / SLS	3/21	3/22	3/30	3/31	
EMAIL COMMUNICATION							
Email LS	Distribution list for email communications	SLS	04/08	04/12	04/12	04/12	
Email LS	Send announcement email	SLS	04/11	04/12	04/12	04/12	
Email LS	Follow up email 1 - LS #1	SLS	-	-	04/15	04/15	
Email LS	Follow up email 2 - LS #2	SLS	-	-	04/18	4/18	
Email LS	Follow up email 3 - LS #3	SLS	3/28	3/29	4/7	4/8	
Email LS	Follow up email 2 - LS #4	SLS	3/28	3/29	4/11	4/12	
Email LS	Announce Toolkit #1	SLS	04/11	04/12	04/13	04/14	
Email LS	Follow up Toolkit #2	SLS	04/18	04/19	04/20	04/20	
DIGITAL							
Digital Media LS	Establish branding / digital assets / logo	SLS	04/06	04/08	04/08	04/08	
Digital Media LS	Digital Toolkit - Fact Sheet, Sample IG, FB, Twitter Posts Copy	SLS	04/11	04/12	04/13	04/13	
Digital Media LS	Digital Toolkit - Images for IG, FB, Twitter	SLS	04/11	04/12	04/13	04/13	
EARNED MEDIA							
Earned Media LS	Establish Media Lists	SLS	04/04	04/05	04/11	04/11	
Earned Media LS	Draft Press Advisory/Press Release	SLS	04/11	04/12	04/14	04/15	
Earned Media LS	Pitch Media for PRF and Informational Sessions	SLS	-	-	4/18 - 4/30		
OUTREACH							
Outreach	Phone calls to Partners	SLS		Ongoing 3/31/2022 - 4/30/2022			
Outreach	Phone calls to Partners	SLS		Ongoing 3/31/2022 - 4/30/2022			
Outreach	Outreach to SD Office	SLS		Ongoing 3/31/2022 - 4/30/2022			
LISTENING SESSION FOLLOW UP							
Information Session	Follow up for listening sessions (one on one)	SLS / ATI		Ongoing 04/6 - 4/30			

Highlights

Listening Session: two discussions w/Ad Hoc Committee on framework and format

Listening Sessions Timeline: 4/21 - 5/1
Secured Three venues for in-person
Virtual Session confirmed date
Pending 2 in-person listening sessions
Pending one virtual sessions

Prepare Toolkit (7 kits for each listening session)
Press Kit (Advisory & Press List) on *Listening Sessions
Email Blasts on Listening Sessions (x7)
Outreach to Partners on Listening(x7) Sessions

Dates, Times & Venues for Listening Session

Priority Areas	Information
Boyle Heights Area	Tuesday, April 26, 2022 from 5:30 -7:30 PM Resurrection Church - 3324 Opal St, Los Angeles, CA 90023, USA
South LA	Wednesday, April 27, 2022 from 5:00 - 7:00 PM Progressive Community Missionary Baptist Church - 12416 S. Wilmington Av, Compton, CA 90222
Antelope Valley	Saturday, April 30, 2022 from 11:00 - 1:00 PM Paving the Way Foundation - 44818 Fern Ave, Lancaster, CA 93534, USA

Locations: ADA Compliant. Will feature interpretation in multiple languages, including American Sign Language.
Virtual Sessions: Closed Caption, will feature interpretation in multiple languages, including American Sign Language.

Dates, Times & Venues for Listening Session

Priority Areas	Information
Virtual	Thursday, April 21, 2022 from 5:30 -7:30 PM Zoom

Additional Sessions

Virtual	Saturday, April 23, 2022 on Zoom Wednesday, April 27, 2022 on Zoom Thursday, April 28, 2022 on Zoom
West Adams/ Crenshaw	Saturday, April 23, 2022 - location pending Wednesday, April 27, 2022 - location pending Thursday, APril 28, 2022 - location pending
Long Beach	Saturday, April 23, 2022 - location pending Wednesday, April 27, 2022 - location pending Thursday, APril 28, 2022 - location pending

Items for Review & Approval

Changes to Canvassing Approach

Additional Listening Session - Two in person and one virtual

Locations/Priority Areas and Dates for Listening Sessions

Preliminary Framework and Format for Listening Sessions

Feedback, Questions, Comments