Care First Community Investment

Listening Sessions

Communications Toolkit

LOS ANGELES COUNTY
ATI OFFICE
ATI YJR ACR CFCI
Alternatives to Incarceration
"Care First, Jails Last"

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About CFCI

On November 3, 2020, the voters of Los Angeles County approved Measure J, which dedicated no less than 10% of the County's locally generated unrestricted funding to address the disproportionate impact of racial injustice through community investments such as youth development, job training, small business development, supportive housing services and alternatives to incarceration. The Measure was met with legal objections challenging its constitutionality.

On November 10, 2020, recognizing the historical significance of Measure J, the LA County Board of Supervisors decided to continue a county-led effort that would move forward with an annual budget allocation of $100 million to transform how criminal justice and community investment coexist in LA County.

On August 10, 2021, the Board transformed the Measure J Reimagine LA Advisory Committee into the Care First and Community Investment Advisory Committee (CFCI Advisory Committee).

That same day, the Board adopted the Care First Community Investment spending plan, an unprecedented $187.7 million spending package to advance its care first, jails last vision with a series of direct community investments and funding for alternatives to incarceration—accelerating the transformative process of creating a more just and equitable Los Angeles County for all residents. The year one spending plan takes the innovative step of leveraging one-time funding from the American Rescue Plan($87.7 million) to ensure a strong foundation as programs ramp up and complete funding levels are reached by 2024.

As the CFCI Advisory Committee embarks on its year two spending plan, they are committed to leading through community-driven efforts. The committee will engage in a series of community activities and approaches from April to June 2022 to incorporate as much community involvement as possible in the year two spending plan.

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FAQ on CFCI Listening Sessions

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What is a Listening Session?

The Listening Session is an opportunity for the community to provide recommendations for the Los Angeles County Care First and Community Investment (CFCI) Advisory Committee's Year 2 Spending Plan. The listening session will focus on gathering alternatives to incarceration while focusing on community-led recommendations on priority areas and general thoughts to guide the Committee's creation of its year two spending plan.

Why is attending a Listening Session important?

The Listening Session is a necessary approach and mechanism by which the CFCI Advisory Committee will engage community-driven perspectives toward building a framework to prioritize putting care first, not jails. The ideas, thoughts, and experiences will aid in providing programs aimed at benefiting chronically under-resourced communities to address the adverse effects of a racially driven criminal justice system. This effort will redefine the role our criminal justice system plays in the lives of disadvantaged communities.

Who is organizing the Listening Session?

The Listening Sessions are being organized by the Los Angeles County CFCI Advisory Committee to engage stakeholders, community, residents, and community-based partners.

FAQ on Listening Session

Where can I find out more information about the Listening Session?

More information on Listening Sessions may be found here.

What is the outcome of the Listening Session?

Thoughts, ideas, and experiences gathered through the community engagement will be reviewed and evaluated by the Advisory Committee. After which, the Committee will put together a spending plan incorporating valuable input from the community and other outreach activities, including a community survey that will open from April through June. For more information on all the community activities, please visit the CFCI Community Engagement webpage.

Is the Listening Session the only way I can submit my input to the CFCI Advisory Committee?

No. The committee will roll out several community engagement activities from April to June, including a community project recommendation form and information sessions. Stay tuned. These activities will allow the CFCI Advisory Committee to receive input on CFCI's priorities, including alternatives to incarceration and direct community investments.

- 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

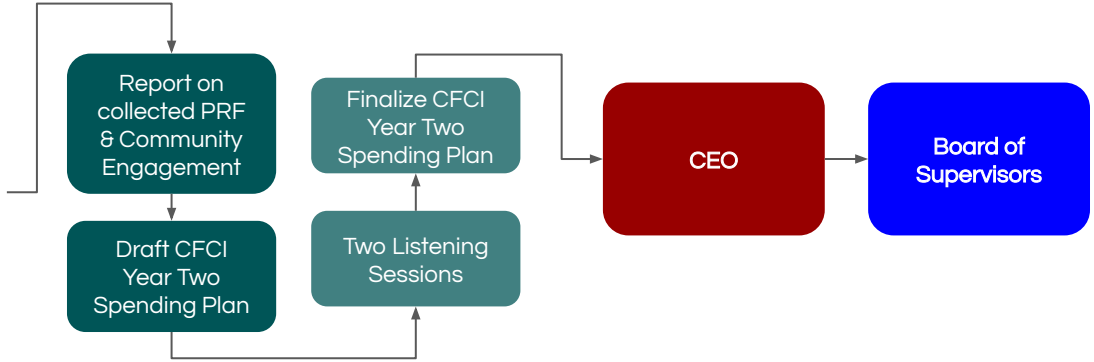
- Launch Project Recommendation Form (PRF)
- Host Information Sessions on PRF

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



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Timeline & Key Events

LOS ANGELES COUNTY ATI OFFICE

November 2020	March - June 2022	June - July 2022

How to use this Toolkit

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INTRODUCTION

Engaging a broad coalition of stakeholders and community members is critical to ensuring Care First Community Investment (CFCI) funds are allocated to the right programs.

Social media is a valuable tool that can assist in engaging a broad coalition of stakeholders and community members. Your participation in promoting CFCI is critical to reaching as many residents in LA County as possible.

IN THIS TOOLKIT

Included in this toolkit is sample messaging partners may utilize on their social media platforms (i.e. Facebook, Twitter, Instagram) to raise awareness around the listening sessions to bring diverse perspectives, ideas, and experiences to the table.

Copy and paste the posts here onto your own social media channels and download all images here. Also included is a flyer to use for in-person distribution.

The campaign hashtag is #CareFirstJailsLast
Registration Link: https://cfcilslongbeach.rsvpify.com

A link to *all* the Listening Sessions can be found here.

Social & Digital Media | Post #1

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INSTAGRAM

Post Copy

Our country's criminal justice system has negatively impacted under resourced communities at disproportionate rates. Now is the time to take part in the CFCI's community engagement process to have a say in how county $ $ $ is spent by completing a project recommendation form, taking part in a survey, and joining in on a listening session. More info at the link in bio. ✊🏾✊🏾✊🏾

***Please Note: Link all forms and registrations in your bio or linktr.ee account. Here is the link to add: https://rb.gy/gnymbf

TWITTER (No Image)

Post Copy

Take part in CFCI's listening session and help LA County put #CareFirstJailsLast! Register for a session in your community take the survey, and submit your ideas by **May 1!**

Social & Digital Media | Post #1

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FACEBOOK

Post Copy

LA County is making strides towards restorative justice and equity with #MeasureJ funding through #CFCI. Now is the time to reimagine the criminal justice system and reinvest $100 million in public funds throughout LA County. Become a partner in this process by completing a project recommendation form, taking part in a survey, or joining in on a listening session, and tell us how to promote alternatives to incarceration in your community.

➡️ RECOMMEND PROGRAMS for funding by **May 1.**
➡️ TAKE PART in a survey.
➡️ REGISTER here for a listening session.
➡️ VISIT CFCI's website for more information

PROGRAM HIGHLIGHTS

- Restorative Justice
- Community-Based Health Services
- Non-Carceral Diversion and Reentry
- Youth Development
- Job Training and Employment
- Harm Reduction

Social & Digital Media | Post #2

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INSTAGRAM

Post Copy

Join communities across Los Angeles County in an effort to improve carceral outcomes in chronically under resources communities and lend your voice to reimagining our racially-driven criminal justice system. Thanks to #MeasureJ, we have a chance to change the course of how $100 million in public funds are allocated. Join a listening session, complete a project recommendation form, or complete a survey and help us put #CareFirstJailsLast! 🤎🤎🤎

📝 Capacity is limited, be sure to register
💰 Registrants will be awarded gift cards upon attendance
🌮 Complimentary Food & Beverages will be provided!

➡️ REGISTER here for a listening session on May 3 at 6:00 PM.
➡️ LOCATION: We the People Public High School - 1635 Long Beach Blvd, Long Beach, CA 90813

***Please Note: Link all forms and registrations in your bio or linktr.ee account. Here is the link: https://cfcilslongbeach.rsvpify.com

TWITTER (No Image)

Post Copy

#PutCareFirstJailsLast by attending a listening session in Long Beach on May 3 at 6:00 PM with CFCI. Be sure to register, capacity is limited. If you can't join us in person but want to be a part of the process, you can submit your project recommendation on ways to spend $100M on creating a more equitable LA County or fill out this survey!

Social & Digital Media | Post #2

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FACEBOOK

Post Copy

Under resourced communities experience Incarceration at disproportionate rates due to a racially-driven criminal justice system in this country. As a response, LA County leveraged #MeasureJ support to create the #CareFIrstJailsLast initiative that allocated $100 million to economically disinvested areas. CFCI Year Two Spending Process needs your help creating a more just and equitable LA County for all residents. Please take part in this historic process by joining us at a listening session near you to learn how you can submit your ideas to the CFCI Committee or participate in a community survey.

📝 Capacity is limited, be sure to register
💰 Registrants will be awarded gift cards upon attendance
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REGISTER, FILL OUT THE FORM, AND TAKE THE SURVEY below to help promote alternatives to incarceration in your community!

➡️ RECOMMEND PROJECTS for funding
➡️ REGISTER here for a listening session on May 3 at 6:00 PM.
➡️ LOCATION: We the People Public High School - 1635 Long Beach Blvd, Long Beach, CA 90813
➡️ VISIT CFCI's website for more information

PROGRAM HIGHLIGHTS

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Social & Digital Media | Post #3

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Post Copy

Racially-driven criminal justice inequities have derailed the lives of far too many people of color. Thanks to #MeasureJ, we now have a say in how $100 million will be spent in the county's efforts to put #CareFirstJailsLast! You can join us by attending a listening session!! ✊🏿✊🏽✊🏾

📝 Capacity is limited, be sure to register
💰 Registrants will be awarded gift cards upon attendance
🌮 Complimentary Food & Beverages will be provided!

➡️ REGISTER for a listening session on May 3 at 6:00 PM
➡️ LOCATION: We the People Public High School - 1635 Long Beach Blvd, Long Beach, CA 90813
➡️ **Don't miss out, register today!**

***Please Note: Link all forms and registrations in your bio or linktr.ee account. Here is the link: https://cfcilslongbeach.rsvpify.com

TWITTER (No Image)

Post Copy

#PutCareFirstJailsLast by registering for a listening session on May 3 in Long Beach at 6:00 PM with CFCI. Register here to talk about ways to spend $100M on creating a more equitable LA County! Capacity is Limited. Complimentary Food & Beverages will be provided!

Social & Digital Media | Post #3

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FACEBOOK

Post Copy

Long term community economic disinvestment has disproportionately impacted communities of color in LA County for far too long. The CFCI Committee wants to reinvest and transform LA County and achieve equity for all residents. Become a partner in this effort and attend a listening session on how $100 million in funds are spent.

📝 Capacity is limited, be sure to register
💰 Registrants will be awarded gift cards upon attendance
🌮 Complimentary Food & Beverages will be provided!

REGISTER TODAY for this important listening sessions promote alternatives to incarceration in your community.

➡️ REGISTER here for a listening session on May 3 at 6:00 PM
➡️ LOCATION: We the People Public High School - 1635 Long Beach Blvd, Long Beach, CA 90813
➡️ VISIT CFCI's website for more information

PROGRAM HIGHLIGHTS

- Restorative Justice
- Community-Based Health Services
- Non-Carceral Diversion and Reentry
- Youth Development
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Social & Digital Media | Post #4

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INSTAGRAM

Post Copy

Long term community economic disinvestment continues to disproportionately affect communities of color in LA County. Everyone with ideas on how to spend the county's $100 million is a key partner in this effort to uplift chronically underserved communities in LA County. Put #CareFirstJailsLast and take part in this process by attending a listening session! Let's center community voices in government with CFCI! 🤎🤎🤎

📝 Capacity is limited, be sure to register
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➡️ **Register for a listening session in Long Beach on May 3 at 6:00 PM**
➡️ LOCATION: We the People Public High School - 1635 Long Beach Blvd, Long Beach, CA 90813

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TWITTER (No Image)

Post Copy

Raise community voices in this effort to put #CareFirstJailsLast in LA County with CFCI. We want to hear from you about how we can disinvest from jails and invest in communities in one of our listening sessions. Please register as capacity is limited. Complimentary Food & Beverages will be available.

Social & Digital Media | Post #4

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Post Copy

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REGISTER FOR A LISTENING SESSION below to help promote alternatives to incarceration in your community.

➡️ REGISTER today!
➡️ **LOCATION:** We the People Public High School - 1635 Long Beach Blvd, Long Beach, CA 90813
➡️ VISIT CFCI's website for more information

PROGRAM HIGHLIGHTS

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- Community-Based Health Services
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Social & Digital Media | Post #5

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INSTAGRAM

Post Copy

Racial disparities have long been perpetuated by our criminal justice systems. We have a chance to be agents of change with the help of #MeasureJ! The #CareFirstJailsLast initiative empowers all communities to have a say in how county $ $ $ is spent. We want to hear from you in an upcoming listening session as we talk about how to achieve equity for all.✊🏿✊🏽✊🏾

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➡️ LOCATION: We the People Public High School - 1635 Long Beach Blvd, Long Beach, CA 90813

**Please Note: Link all forms and registrations in your bio or linktr.ee account. Here is the link: https://cfcilslongbeach.rsvpify.com

TWITTER (No Image)

Post Copy

Taking part in CFCI's process can be as easy as attending a listening session. Be a partner in putting #CareFirstJailsLast in LA County! Register today, capacity is limited. Complimentary Food & Beverages will be available.

Social & Digital Media | Post #5

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FACEBOOK

Post Copy

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📝 Capacity is limited, be sure to register
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SAVE THE DATE and **REGISTER** below to help promote alternatives to incarceration in your community.

➡️ REGISTER here for a listening session
➡️ LOCATION: We the People Public High School - 1635 Long Beach Blvd, Long Beach, CA 90813
➡️ VISIT CFCI's website for more information

PROGRAM HIGHLIGHTS

- Restorative Justice
- Community-Based Health Services
- Non-Carceral Diversion and Reentry
- Youth Development
- Job Training and Employment
- Harm Reduction

Contacts

Get Involved

If you have any questions about the Project Recommendation Form, please reach out to the following:

Alternatives To Incarceration
CFCI Partner
ati@lacounty.gov

LEAD ORG

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Have Questions?

If you have any questions about the Toolkit, the social media posts, listening sessions, getting involved, or the program generally, please reach out to:

Administrator
CFCI Outreach
cfci_info@slstrategy.com

Website
ceo.lacounty.gov/ati/community-engagement/