

Care First Community Investment

Project Recommendation Phase

Communications Toolkit

Table of Contents

03 About CFCI

04 FAQ

06 Timeline & Key Events for CFCI Project
Recommendation

07 How to Use this Toolkit

08 Social & Digital Media

18 Contacts

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 historic 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 full 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 be engaging in a series of community activities and approaches from April - June 2022 in an effort to incorporate as much community involvement in the year two spending plan.

FAQ on CFCI Project Recommendation Form

What is a Project Recommendation Form?

The Project Recommendation Form (PRF) is designed to collect detailed concept and project recommendations for the Los Angeles County Care First and Community Investment (CFCI) Advisory Committee's Year 2 Spending Plan. The PRF focuses on gathering alternatives to incarceration while focusing on community-led recommendations on priority areas and general project type to guide the Committee's creation of its year two spending plan. Submitting a PRF does not guarantee your recommendation will be included in the spending plan.

Why is a Project Recommendation Form important?

The PRF is an important tool by which the CFCI Advisory Committee will engage community-driven perspectives towards building a framework for the prioritization of putting care first, not jails. The projects proposed within the PRF process will aid in providing projects aimed at benefiting chronically under-resourced communities in an effort 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 providing the Project Recommendation Form?

The Project Recommendation Form will be provided by the Los Angeles County CFCI Advisory Committee to engage stakeholder and community based partners' expertise on CFCI priority areas.

FAQ on CFCI Project Recommendation Form

Where can I find a list of projects and programs previously funded by CFCI?

The year one Care First Community Investment Spending Plan Summary divided into two segments: Alternative to Incarceration and Direct Community Investment can be found [here](#). A more detailed funding plan can be accessed [here](#).

What is the outcome of this project recommendation form?

Recommendations gathered through the input phase will be reviewed and evaluated by the Committee. After which, the Committee will put together a spending plan incorporating valuable input from the community via the project recommendation and other outreach activities that will be rolled out from April through June.

Is the Project Recommendation Form the only way I can submit my input to the CFCI Advisory Committee?

No. The committee will be rolling out outreach activities from April to June, which include a survey and listening sessions in the community. Please stay tuned as those materials become available. These activities will allow the CFCI Advisory Committee to receive input from the community on CFCI's priorities which include 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

Measure J Funding Areas

Direct Community Investment

Alternatives to Incarceration



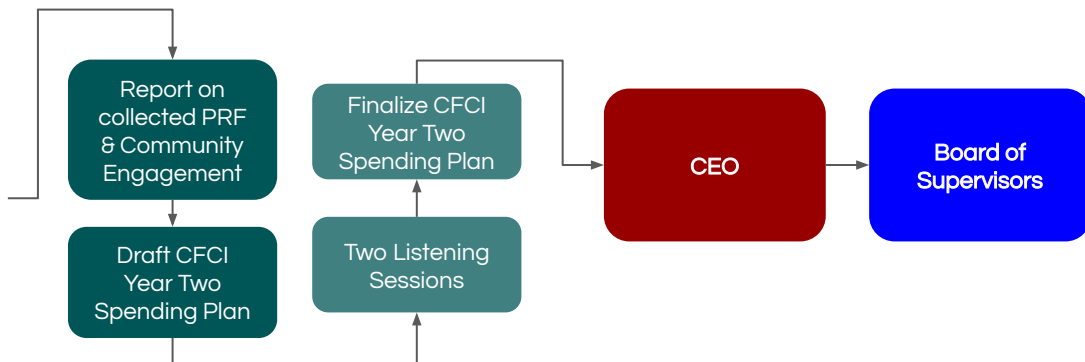
Outreach Initiatives



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

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



CEO - ATI

Timeline & Key Events



November 2020

March - June 2022

June - July 2022

How to use this Toolkit

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 with engaging a broad coalition of stakeholders and community members. Your participation in promoting CFCI is critical in order to reach as many residents in LA County.

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 project recommendation form and the accompanying informational sessions to bring diverse project ideas to the table.

Copy and paste the posts here onto your own social media channels and [download all images here](#).

The campaign hashtag is #CareFirstJailsLast

A link to the Program Recommendation Form [can be found here](#)

We will be promoting the Project Recommendation form now through May 1st.

Social & Digital Media | Post #1



INSTAGRAM

Post Copy

Racially-driven criminal justice inequities has long affected communities of color. Now's our chance to have a say on how county \$ \$ \$ is spent by uplifting chronically underserved communities in LA County. By submitting a project recommendation form. Put #CareFirstJailsLast and join us for a information session to assist you in filling out a project recommendation form! 🤝🤝🤝

➡ ATTEND an information session on April 13th at 5:00 PM. Be sure to register!

***Please Note: Link all forms and registrations in your bio or linktr.ee account. Here is the link:
<https://bit.ly/3DrhSwb>

TWITTER (No Image)

Post Copy

#PutCareFirstJailsLast by attending a information session April 7 at 12:00 PM or April 13th at 5:00 PM with CFCI. [Register here](#). Submit your project recommendation on ways to spend \$100M on creating a more equitable LA County by [filling out this form](#)!

Social & Digital Media | Post #1



FACEBOOK

Post Copy

Incarceration disproportionately impacts communities of color in this country. As we embark on the CFCI Year Two Spending Process to invest \$100 million in transforming and creating a more just and equitable LA County for all residents, please join us at a Information Session to learn how you can submit your project recommendation to the CFCI Committee.

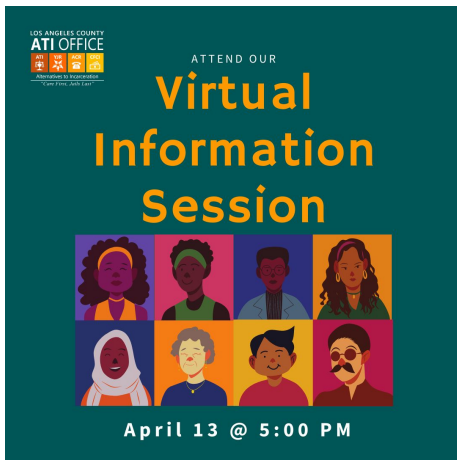
REGISTER and **FILL OUT THE FORM** below to help promote alternatives to incarceration in your community

- [RECOMMEND PROJECTS](#) for funding
- ATTEND an information session on April 13th at 5:00 [Register Here](#)
- 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



INSTAGRAM

Post Copy

Racially-driven criminal justice inequities has long affected communities of color. Now's our chance to have a say in how county \$ \$ \$ is spent by uplifting chronically under-resourced communities in LA County. Put #CareFirstJailsLast and join us for information sessions to learn more about submitting your project recommendation to the Care First Community Investment (CFCI) Committee! 🙌🙌🙌

- ATTEND an information session on April 13th at 5:00 PM
- **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://bit.ly/3DrhSwb>

TWITTER (No Image)

Post Copy

#PutCareFirstJailsLast by attending a information session April 7 at 12:00 PM or April 13th at 5:00 PM with CFCI. [Register here](#). Submit your project recommendation on ways to spend \$100M on creating a more equitable LA County by [filling out this form](#)!

Social & Digital Media | Post #2



FACEBOOK

Post Copy

Long term community economic disinvestment has disproportionately impacted communities of color in LA County. The CFCI Committee looks to transform and create a new equitable LA County for all residents and is seeking project recommendations, form below. Join us at an information session to learn how you can submit your idea, program, project, concept for how funds are spent.

REGISTER and **FILL OUT THE FORM** below to help promote alternatives to incarceration in your community.

- [RECOMMEND PROJECTS](#) for funding
- ATTEND a information session on April 13th at 5:00 PM [Register here](#)
- 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 #3

Submit your Project Recommendations to the CFCI Committee



FILL OUT THE
PROJECT
RECOMMENDATION
FORM IN THE
DESCRIPTION

BY MAY 1



INSTAGRAM

Post Copy

Long term community economic disinvestment has disproportionately impacted communities of color in LA County. Now's our chance to have a say in how county \$ \$ \$ is spent by uplifting chronically underserved communities in LA County. Put #CareFirstJailsLast and submit your project recommendation to the Care First Community Investment (CFCI) Committee! 🤝🤝🤝



Submit your project recommendations for funding by May 1.

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

<https://bit.ly/3DrhSwb>

TWITTER (No Image)

Post Copy

We are committed to putting #CareFirstJailsLast in LA County with CFCI. We want to hear from you about how we can disinvest from jails and invest in communities. [Send us your project ideas](#) by May 1!

Social & Digital Media | Post #3

Submit your Recommendations



FILL OUT THE
PROJECT
RECOMMENDATION
FORM IN THE
DESCRIPTION

BY MAY 1



FACEBOOK

Post Copy

Racially-driven criminal justice inequities has impacted chronically under resourced communities. As the CFCI Committee looks to transform and create a more equitable LA County, they are seeking projects, programs, ideas, and concept recommendations for its draft spending plan. Submit your project recommendation form by May 1 to be considered by the CFCI Committee.

FILL OUT THE FORM below to help promote alternatives to incarceration in your community.

- [RECOMMEND PROJECTS](#) for funding
- 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 #4



INSTAGRAM

Post Copy

Racially-driven criminal justice inequities has long impacted communities of color. Now's our chance to have a say in how county \$ \$ \$ is spent by uplifting chronically under resourced communities in LA County. Put #CareFirstJailsLast and submit your project recommendations by May 1! 🤝🤝🤝

***Please Note: Link all forms and registrations in your bio or linktr.ee account. Here is the link:
<https://bit.ly/3DrhSwb>

*Please note to use after the information session

TWITTER (No Image)

Post Copy

Taking part in CFCI's information session was a great first step in putting #CareFirstJailsLast! If you missed the sessions, you can watch the [recording here](#) and [submit your ideas](#) by May 1!

Social & Digital Media | Post #4



FACEBOOK

Post Copy

Incarceration disproportionately impacts communities of color and we are making strides towards equity with #CFCL. We want to hear from YOU on how we can allocate \$100 million in public funds throughout LA County. Remember to [submit your program recommendation form](#) by May 1!

SAVE THE DATE and **FILL OUT THE FORM** below to help promote alternatives to incarceration in your community.

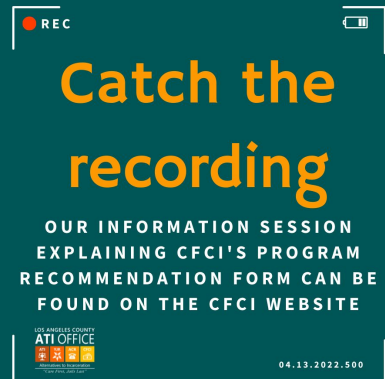
- [RECOMMEND PROGRAMS](#) for funding
- VISIT CFCI's [website](#) for more information

PROGRAM HIGHLIGHTS

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

***Please note to use after the information session**

Social & Digital Media | Post #5



INSTAGRAM

Post Copy

Racially-driven criminal justice has long affected communities of color. Let's continue to uplift chronically under resourced communities and have a say in how county \$ \$ \$ is spent. If you missed the Care First and Community Investment information session, you can catch the recording at the link in bio. 🙌🙌🙌

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

<https://bit.ly/3DrhSwb>

TWITTER (No Image)

Post Copy

Taking part in CFCI's information session was a great first step in putting #CareFirstJailsLast! If you missed the sessions, you can watch the [recording here](#) and [submit your ideas](#) by May 1

Social & Digital Media | Post #5



FACEBOOK

Post Copy

Incarceration disproportionately impacts communities of color and we are making strides towards equity with #CFCI. Thanks to #MeasureJ, we were able to discuss how we can allocate \$100 million in public funds throughout LA County. If you missed the information session but would like to be a part of this process, you can view the [recordings here](#) on how to promote alternatives to incarceration in your community.

- [RECOMMEND PROGRAMS](#) for funding by May 1.
- 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 #6

GET INVOLVED IN THE CFCI COMMUNITY ENGAGEMENT ACTIVITIES



SUBMIT YOUR PROGRAM
OR PROJECT IDEAS



TAKE A COMMUNITY SURVEY



ATTEND A COMMUNITY LISTENING
SESSION



INSTAGRAM

Post Copy

Racially-driven criminal justice has long affected communities of color. Let's continue to uplift chronically under resourced communities and have a say in how county \$ \$ \$ is spent. If you missed the Care First and Community Investment information session, you can catch the recording at the link in bio. 🙌🙌🙌

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

<https://bit.ly/3DrhSwb>

TWITTER (No Image)

Post Copy

Taking part in CFCI's information session was a great first step in putting #CareFirstJailsLast! If you missed the sessions, you can watch the [recording here](#) and [submit your ideas](#) by May 1

Social & Digital Media | Post #5

GET INVOLVED IN THE CFCI COMMUNITY ENGAGEMENT ACTIVITIES



SUBMIT YOUR PROGRAM OR
PROJECT IDEAS



TAKE A COMMUNITY SURVEY



ATTEND A COMMUNITY
LISTENING SESSION



FACEBOOK

Post Copy

Incarceration disproportionately impacts communities of color and we are making strides towards equity with #CFCI. Thanks to #MeasureJ, we were able to discuss how we can allocate \$100 million in public funds throughout LA County. If you missed the information session but would like to be a part of this process, you can view the [recordings here](#) on how to promote alternatives to incarceration in your community.



[RECOMMEND PROGRAMS](#) for funding by May 1.



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

LOS ANGELES COUNTY
ATI OFFICE



Alternatives to Incarceration

"Care First, Jails Last"

Have Questions?

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

Administrator

CFCI Outreach

cfcinfo@slstrategy.com