

Care First Community Investment

Spending Plan Listening Session Promotion

Communications Toolkit

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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 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 engaged in a series of community activities and approaches from April - May 2022 in an effort to incorporate as much community involvement in the year two spending plan. In June 2022 they will be engaging community on its draft spending plan.

FAQ on CFCI Listening Sessions

What is a Listening Session?

The Listening Session is an opportunity for the community to provide feedback to the Los Angeles County Care First and Community Investment (CFCI) Advisory Committee. This next round of listening sessions will focus on the programs being considered for in the CFCI Advisory Committee's draft year 2 spending plan. As well gathering feedback on proposed programs being funded by CFCI.

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 a final spending plan for CFCI that aims 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 the Spending Plan Listening Session

Where will the next round of Listening Sessions be held?

The next round of listening sessions will be held via zoom. To register for one of the upcoming listening sessions, [click here](#)

What are the dates of the next listening sessions?

The next listening sessions will be held on Tuesday, June 28 at 6:00 pm and on Wednesday, June 29 at 5:30 pm.

When can I obtain a copy of the CFCI Advisory Committee's draft spending plan for year 2

The CFCI Advisory Committee will finalize their draft year two spending plan on June 24. You may obtain a copy by visiting the CFCI website, by clicking [here](#).

Where can I find out more information about previous listening session and survey?

You can read the full report on the listening sessions outcomes and the survey, by [clicking here](#).

- 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



Outreach Initiatives



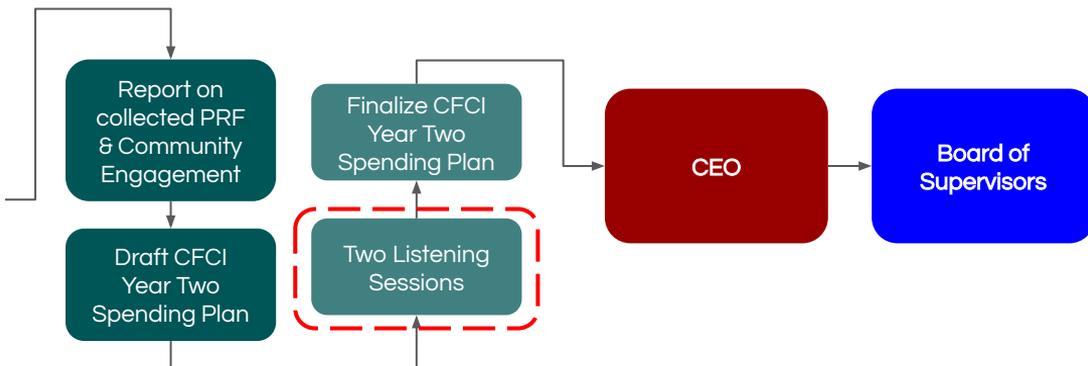
Approach: targeted canvassing, digital campaign and press outreach



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 Listening Sessions and the CFCI Draft Spending Plan.

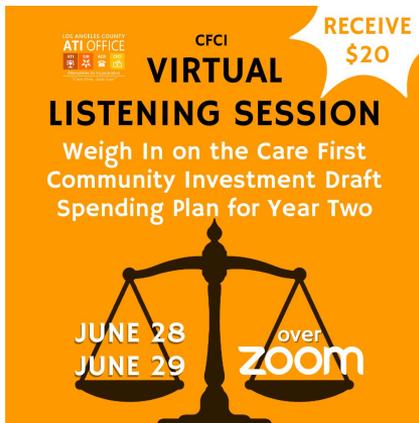
Copy and paste the posts here onto your own social media channels and [download all images here](#).

The campaign hashtag is #CareFirstJailsLast

The Zoom link to register for June 28th can be found [here](#)
The Zoom link to register for June 29th can be found [here](#)

We will be promoting the Listening Sessions from now through June 29th.

Social & Digital Media | Post #1



INSTAGRAM

Post Copy

You talked, we listened. The Care First Community Investment Initiative has put together a draft spending plan for allocating millions in county funds in your community! Join us for a virtual listening session to weigh in on the top spending priorities. #CareFirstJailsLast 🤝🤝🤝

➔ Register to attend a virtual listening session happening Tuesday, June 28 at 6:00 pm and on Wednesday, June 29 at 5:30 pm

***Please Note: Provide hyperlinks in your bio or linktr.ee account. Here is the link: <https://bit.ly/3t6THPL>

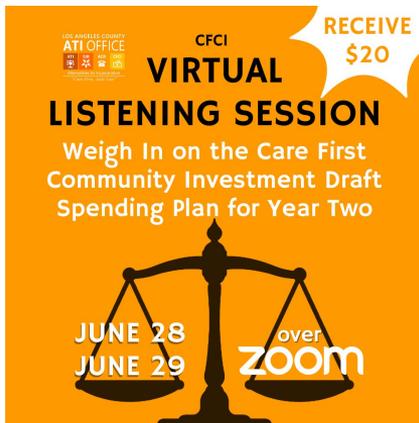
TWITTER (No Image)

Post Copy

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[Register here.](#)

Social & Digital Media | Post #1



FACEBOOK

Post Copy

You talked, we listened. The Care First Community Investment Advisory Committee drafted a Year 2 spending plan based in part on priority areas determined by your community. Now come see which community services will be provided a share of the \$100M going toward alternatives to incarceration by attending a listening session.

REGISTER to attend one of the listening sessions below:

- To register for the listening session on Tuesday, June 28 at 6:00 pm, [click here](#)
- To register for the listening session on Wednesday, June 29 at 5:30 pm, [click 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

A graphic for a virtual listening session. It features the CFCI logo and the Los Angeles County ATI Office logo. The text reads: 'VIRTUAL LISTENING SESSION'. Below this, there are four bullet points with icons: a brain for 'Learn about the Care First Community draft spending plan', a stack of coins for 'Provide input on the kinds of programs being funded in your community', a speech bubble for 'Register for the virtual listening session taking place over Zoom', and a clock for 'TUESDAY, JUNE 28 at 6:00 PM' and 'WEDNESDAY, JUNE 29 at 5:30 PM'.

CFCI

LOS ANGELES COUNTY
ATI OFFICE

VIRTUAL LISTENING SESSION

- Learn about the Care First Community draft spending plan
- Provide input on the kinds of programs being funded in your community
- Register for the virtual listening session taking place over Zoom
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Social & Digital Media | Post #2

CFCI
**VIRTUAL
LISTENING SESSION**



Learn about the Care First Community draft spending plan



Provide input on the kinds of programs being funded in your community



Register for the virtual listening session taking place over Zoom



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Social & Digital Media | Post #3



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Contacts

Get Involved

If you have any questions about the CFCI Advisory Committee, or Alternatives to Incarceration, please reach out to the following:

Alternatives To Incarceration

CFCI Partner

ati@lacounty.gov

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

cfc_info@slstrategy.com

LEAD ORG

LOS ANGELES COUNTY
ATI OFFICE



Alternatives to Incarceration

"Care First, Jails Last"