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EDPC Presentation: May 7, 2026

Poverty Alleviation Initiative's

Anti Poverty Pledge

An update on the pledge, technical assistance, and how Cities can participate in the County's first anti poverty pledge

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Chief Executive Office.



County of Los Angeles
Poverty Alleviation Initiative

PATHWAYS TO THRIVE

Anti Poverty Pledge Presentation

Agenda

- **An Overview of Board Motion**
- **Engagement and Pledge Development**
- **Unveiling the Pledge**
- **Resources for Cities**
- **How to participate and stay engaged**

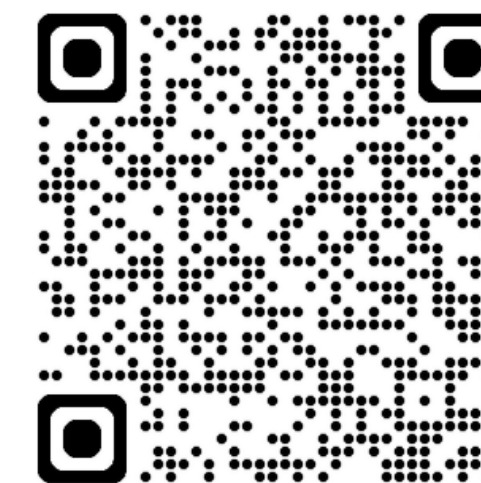


PLEDGE MOTION & COUNTYWIDE GOALS



COUNTYWIDE GOALS:

1. Increasing CalWORKs Enrollment by 10,000 Families
2. Increasing cashback through Tax Credits by 10% for VITA recipients
3. Promoting the Keep Your Benefits Campaign to residents enrolled in CalFresh and Medi-Cal





Engagement with Community

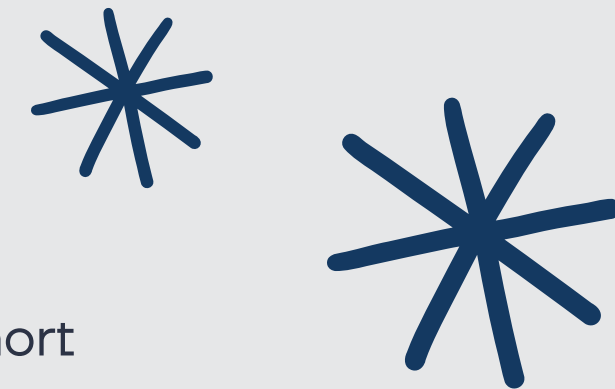
Hosted 1 In Person and 3 Virtual Engagement Sessions

Joined by community partners to review the Board Motion, pledge goals, and preliminary pledge language to ensure PAI:

- Created an implementation plan that was both ambitious and achievable while allowing us to achieve the three goals detailed in the Motion
- Developed pledge language that was bold while also allowing City partners to sign on without feeling the commitment outweighed capacity
- Build technical assistance that is responsive to the needs of Cities as well as partners invested in the pledge and our shared goals
- Reflected community input from pledge name to language and how implementation plan

What we aimed to do:

1. Name the Pledge
2. Finalize Pledge Language
3. Build Implementation Plan
4. Update State of Poverty Dashboard and Technical Assistance Resources



Key Themes

- Pledge language should be simple and short
- Pledge language should still be bold while allowing Cities the ability to commit
- Name should be framed more positively, theme around lifting Prosperity but calling out our charge to tackle poverty
- Goals should be included but leave actions in implementation plan

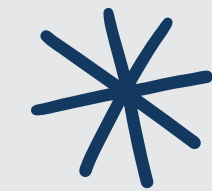


Pledge Development

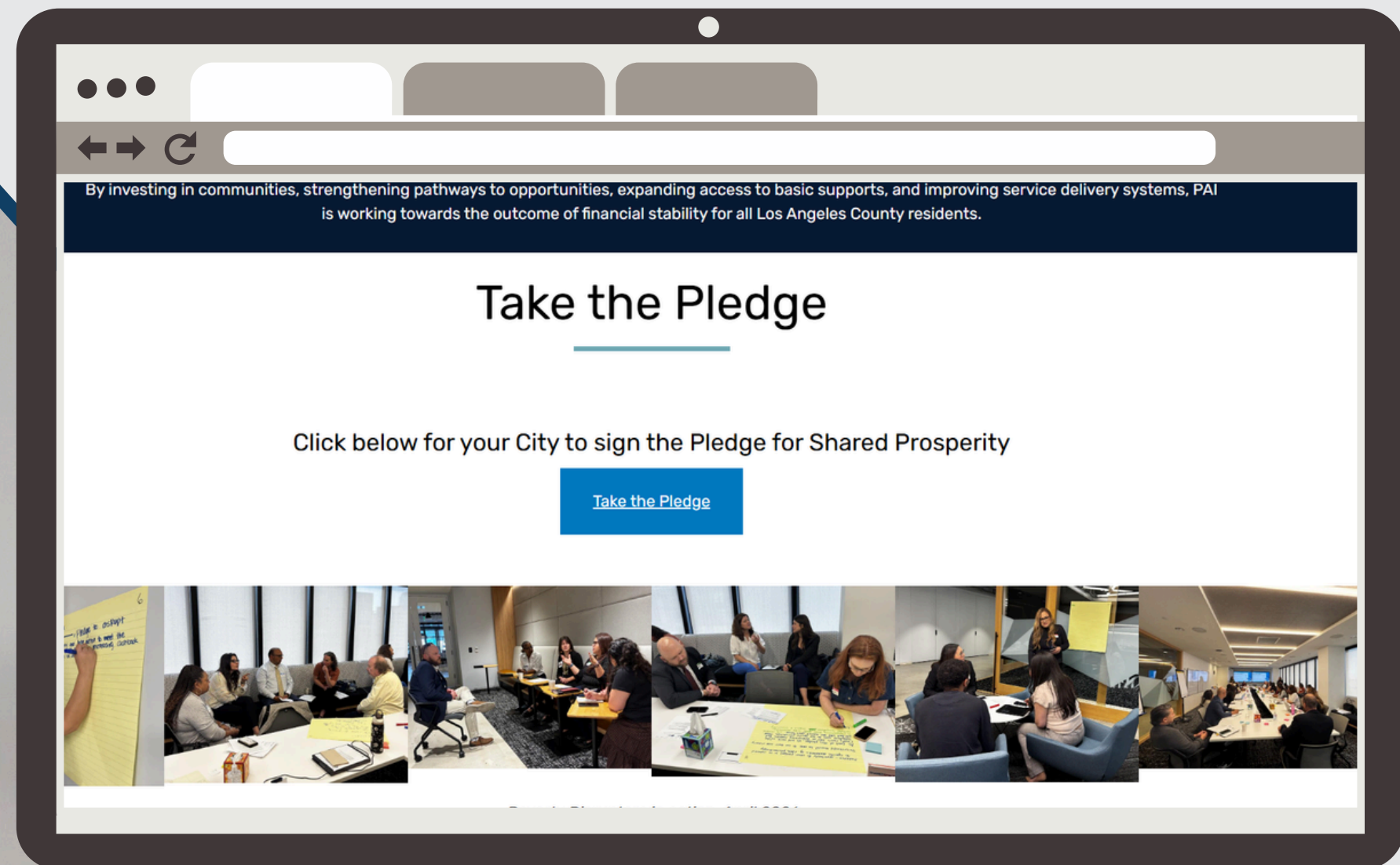
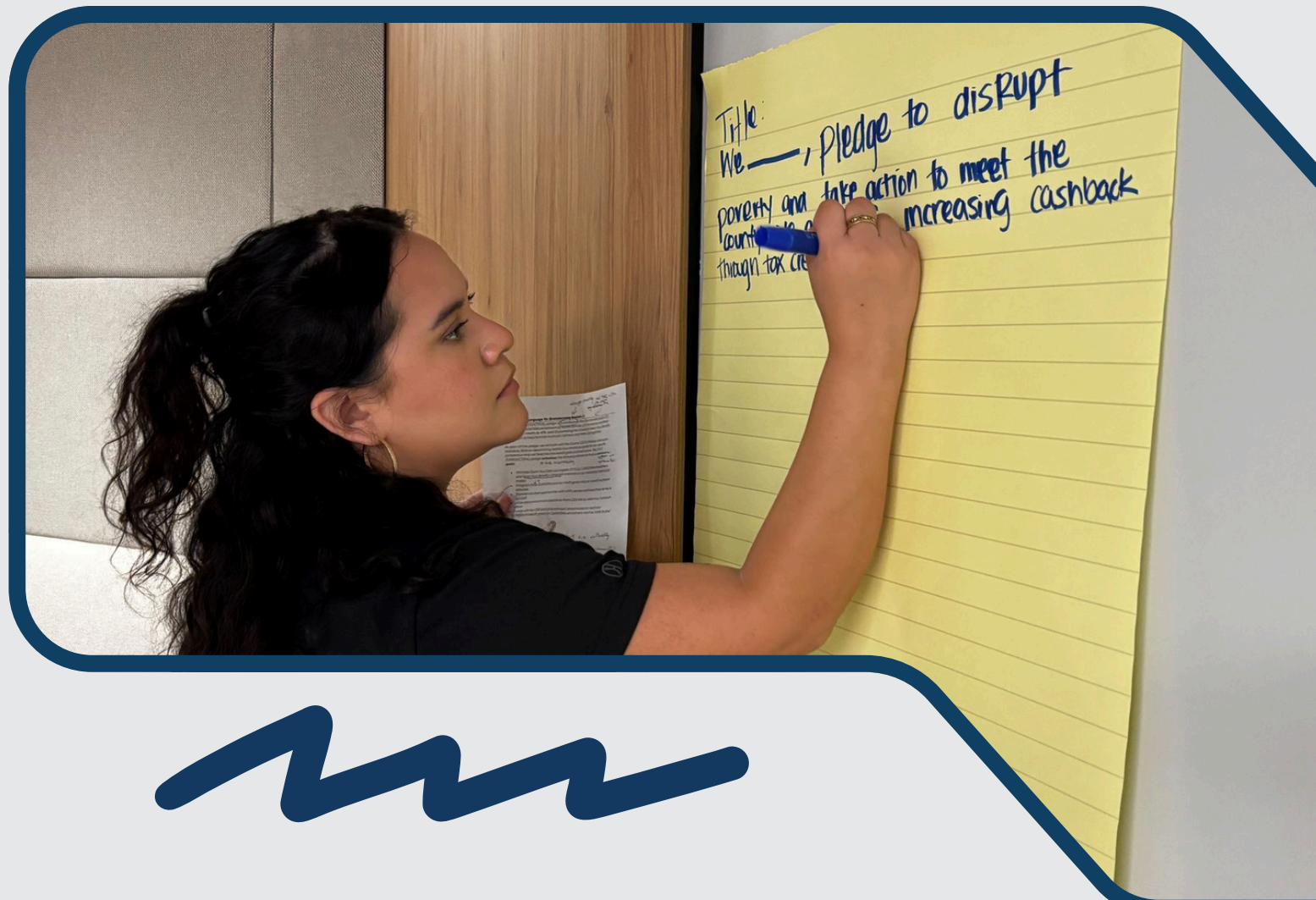


A Pledge for Shared Prosperity:

Building Stronger Families, Stronger Communities by Uniting Los Angeles County Cities Against Poverty



“Our City joins Los Angeles County in our shared responsibility to reduce poverty and expand opportunity for all residents. We will work alongside the County’s Poverty Alleviation Initiative to connect more families to CalWORKs, increase access to tax credits, and help families keep their health and food benefits. We commit to our role as a poverty disruptor and partner in supporting the County with achieving the goals detailed in the Pledge implementation plan.”





Resources for Cities:

1

Our Pledge Website

The Los Angeles County Poverty Alleviation Initiative (PAI) is a Board-directed priority leading the County's proactive direction toward disrupting poverty. By investing in communities, strengthening pathways to opportunities, expanding access to basic supports, and improving service delivery systems, PAI is working towards the outcome of financial stability for all Los Angeles County residents.

Take the Pledge

Click below for your City to sign the Pledge for Shared Prosperity

[Take the Pledge](#)



Poverty Disruptors in action, April 2026



On our pledge website, cities will:

- Be able to sign on to the pledge! Signing will “register” the City with PAI so we can help provide additional assistance and track our Cities who are part of our effort.
- Access marketing and outreach toolkits! One of the most important resources Cities will need to leverage will be the materials to help support our marketing and outreach efforts for each of the three goals. Each goal will have it’s own toolkit for Cities to download and implement based on local capacity.
- Link to our State of Poverty Dashboard and Implementation Plan Guide!

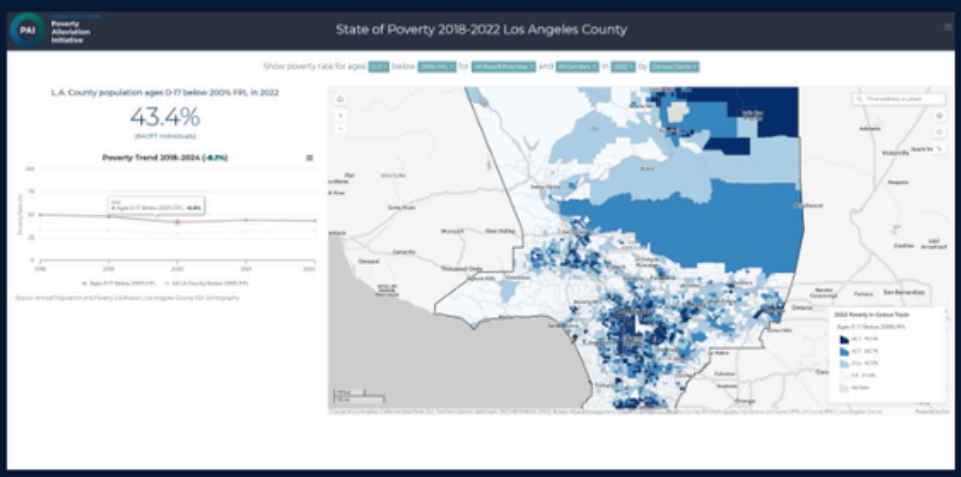


* Resources for Cities:

2

Home About Take the Pledge Resources Data Catalog

Data Resources for Cities and Partners



State of Poverty 2018-2024 Los Angeles County

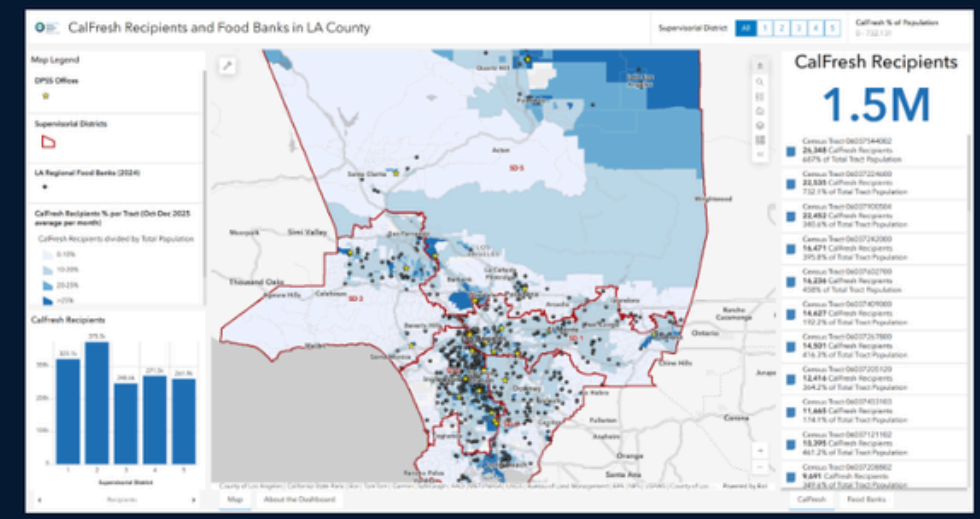
Dashboard showing detailed breakdowns of poverty level by location and demographic characteristics in Los Angeles County. This multi-year dashboard shows trends over time and may be used to both inform program design or evaluate program effectiveness at a local level.

[Learn More](#)

CalFresh Recipients and Food Banks in LA County

Dashboard showing locations of households receiving CalFresh benefits in LA County, aggregated to Census Tract geography. This dashboard can help understand where there may be need for food and nutrition benefits.

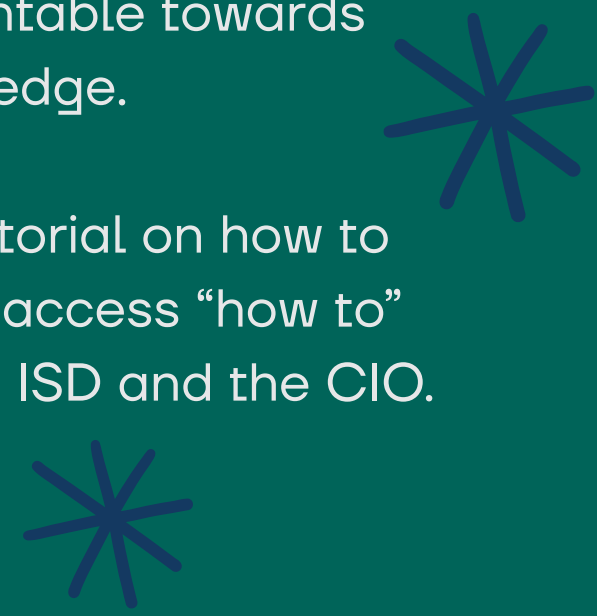
[Learn More](#)



Leveraging the PAI's State of Poverty Dashboard, key enhancements have been made to allow Cities to navigate poverty and pledge related data specific to their jurisdiction.

This is a resource to help us target where to invest our outreach and to help keep us accountable towards meeting the intended goals of the pledge.

Cities will have access to a video tutorial on how to navigate the dashboard and easy to access "how to" guides developed in partnership with ISD and the CIO.





3

Implementation Plan

A one page guide on how cities can take specific actions, build local goals, and develop a plan to tackle poverty locally. The implementation plan provides information on where to find PAI developed resources and link to our Countywide goals.



Resources for Cities:



COUNTYWIDE GOALS — ADOPTED APRIL 7, 2025 · BOARD OF SUPERVISORS

01

CalWORKs Enrollment

Increase CalWORKs enrollment countywide by **10,000 families**. PAI will work with your jurisdiction to identify a realistic local enrollment target that contributes to this shared goal.

02

Tax Credits & Cashback

Increase cashback through tax credits by **10% countywide** through the Claim Your Cash Los Angeles (CYCLA) campaign. Local targets will be set in partnership with PAI.

03

Keep Your Benefits

Promote the County's **Keep Your Benefits Campaign** to help families maintain CalFresh and Medi-Cal eligibility and avoid unnecessary benefit loss.

HOW YOUR JURISDICTION CAN CONTRIBUTE



Promote on Websites & Social Media

Share CYCLA, CalWORKs, and Keep Your Benefits materials through your jurisdiction's official digital channels.



Integrate into Outreach Activities

Weave CalWORKs enrollment and tax credit messaging into existing community events, newsletters, and programs.



Engage Staff as Ambassadors

Promote VITA center volunteering and local food bank opportunities to city staff to build community connection.



Use Data to Drive Strategy

Leverage the State of Poverty Dashboard and PAI technical assistance to identify high-need areas and track local progress.



Build CBO & Philanthropic Partnerships

Engage community-based organizations and local philanthropic partners to extend reach within your jurisdiction.



Set Local Targets with PAI

Collaborate with PAI to establish jurisdiction-specific goals that are ambitious yet achievable and feed into countywide totals.

Fundraising Plan



To help with pledge implementation, we are coordinating with the Center for Strategic Partnership and are seeking funds to support marketing and outreach work. Funds and resources developed will be available for Cities who sign on to the pledge. Funders can support:

- Grassroot outreach (CHW/Promotora Model) - leveraging data to target communities most impacted
- Education and technical assistance for outreach staff and organizers (linked to grassroot outreach, a train the trainer model)
- Development and disbursement of outreach and marketing material rooted in safety and dignity
- Social media toolkits for Cities, and partners, to adopt and mobilize



➔ Website Launch

Activates the virtual pledge for Cities to sign on and technical assistance

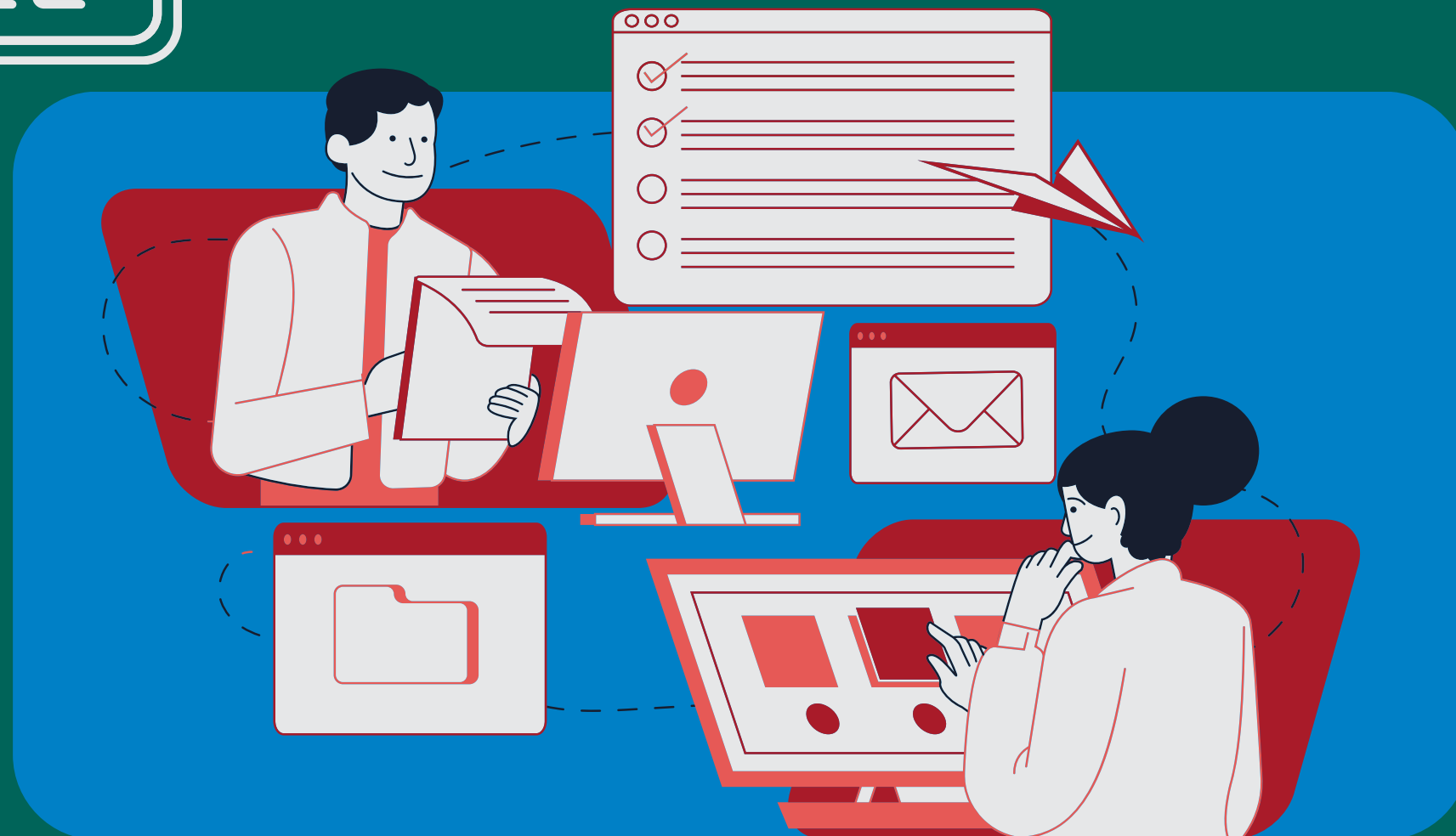


➔ Fundraising

Continued coordination with the Center for Strategic Partnerships to engage funders

➔ Continued Engagement

City Summits, Mayoral Events, and other activities to encourage Cities to participate



Key Activities & How to Engage

Stay Engaged! Visit our website:

 www.ceo.lacounty.gov/pai

Email us to join our mailing list:

pai@ceo.lacounty.gov