

COUNTY OF MILWAUKEE
Inter-Office Communication

DATE: June 2, 2022

TO: Shawn Rolland, Co-Chair, Ricardo Diaz, Co-Chair,
Milwaukee County American Rescue Plan Act (ARPA) Task Force

FROM: Community Support Area Subgroup –Other Social Determinants of Health

SUBJECT: ARPA Community Support Strategy Recommendation

REQUEST

Requesting recommendation of the Beach Ambassador project within the Community Support Expenditure Category for American Rescue Plan Act (ARPA) funding consideration.

POLICY

Milwaukee County Board file 21-555: “A resolution to create a Task Force to review and recommend funding allocations to the Milwaukee County Board of Supervisors for monies received by the County in the Federal American Rescue Plan Act of 2021”

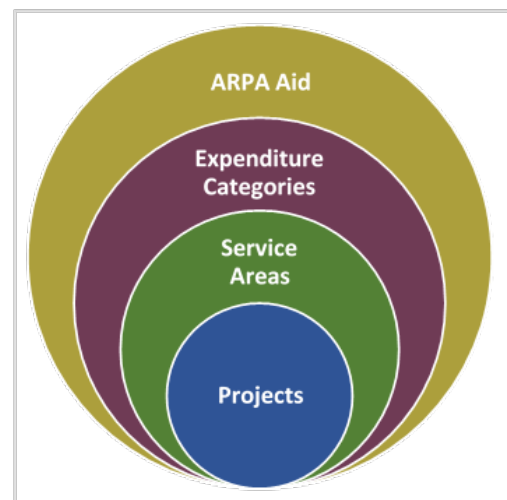
BACKGROUND

Milwaukee County will directly receive \$183 million between 2021-24 in federal ARPA aid. Approximately \$37 million has been allotted for Community Support projects.

The Community Support Service Area subgroup was established to generate project-level allocation recommendations to respond to economic harms to workers, families, small businesses, impacted industries, and the public sector in Milwaukee County.

The Other Social Determinants of Health subgroup was formed with subject matter experts following the Community Support Service Area Subgroup Charter. Membership includes the following individuals:

Diagram A: Illustration of Terms



Name	Role & Title	Organization
Sumaiyah Clark	Lead Facilitator, Enterprise Project Administrator	Milwaukee County, DHHS
Alena DeGrado	Lead Facilitator, Transportation Coordinator	Milwaukee County, Aging & Disabilities Services
Chytania Brown	Partner, Executive Director	Employ Milwaukee
TeAngelo Cargile	Partner, Director	The Brand Lab
Janice Wilberg	Community Member	Commission on Aging
Demetria Smith	Partner, Executive Director	The Kellogg PEAK Initiative

In May 2022 the subgroup met to review the Beach Ambassador project received from an external source to support Milwaukee County’s recovery in this service area. The subgroup followed the criteria set by the ARPA Task Force on September 2, 2021 to recommend the Beach Ambassador project as a high priority project.

PRIORITIZED PROJECTS

The high-ranking project in this service area is listed below for recommendation. Please also note the attached project proposal (Attachment A), the criteria scoring rubric (Attachment B), and the Service Area subgroup review summary (Attachment C) provides further detail.

Project Name	Description	Budget
Beach Ambassador Program	The Beach Ambassador program was developed in 2021 by Milwaukee partners (Milwaukee Water Commons, Wisconsin Sea Grant, Milwaukee Community Sailing Center, Milwaukee Riverkeeper, and Coastline Services) as a response to water safety concerns at Lake Michigan beaches such as increased beach use during the COVID-19 pandemic, inadequate signage, a lifeguard shortage, and racial inequities related to swimming, water safety and increased drownings.	\$128,500

RECOMMENDATION

Approve the recommendation for the Beach Ambassador project to receive \$128,500 within the Community Support Expenditure Category.

PREPARED BY:

Bess Earl, Senior Grant Analyst

ALIGNMENT TO STRATEGIC PLAN

Describe how the item aligns to the objectives in the strategic plan:

- 2A: Determine what, where, and how we deliver services to advance health equity
- 2C: Apply a racial equity lens to all decisions
- 3A: Invest “upstream” to address root causes of health disparities
- 3C: Dismantle barriers to diverse and inclusive communities

ATTACHMENTS:

- Attachment A: Beach Ambassador Project Proposal
- Attachment B: ARPA Proposal Review Criteria – Community Support Programs
- Attachment C: Service Area Subgroup Review Summary for Beach Ambassador Project