

COUNTY OF MILWAUKEE
Inter-Office Communication

DATE: April 5, 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 Recommendations

REQUEST

Requesting recommendation of the Milwaukee Market Match (MMM) 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”

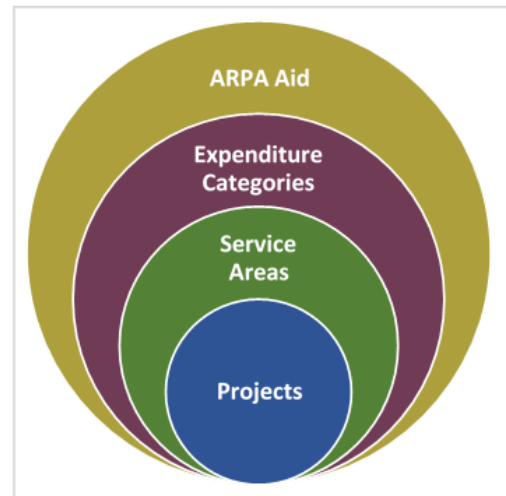
BACKGROUND

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

In March 2022 the subgroup met to review the MMM project received from an external source to support Milwaukee County’s recovery in this service area. The subgroup followed the criteria set by the task force on September 2, 2021 to recommend a MMM 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
Milwaukee Market Match (MMM)	The MMM program will increase the purchase and consumption of locally grown fruits and vegetables by accepting SNAP/EBT (FoodShare) benefits at Milwaukee County farmers markets. By providing incentives at the point of purchase, Wisconsin grown produce is made more affordable by doubling the value of the customer’s transaction. This promotes equitable economic investment by increasing the income of small family produce farmers, many of whom are Milwaukee County residents. Funding would allow the MMM to run throughout the growing season (May to November) for calendar years 2022, 2023 and 2024 at 11 area markets. The MMM project will be managed by the Fondy Food Center.	\$1,000,000.00

RECOMMENDATION

Approve the recommendation of the Milwaukee Market Match project within the Community Support Expenditure Category.

PREPARED BY:

Service Area Lead subgroup member Sumaiyah Clark & Alena DeGrado

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: Milwaukee Market Match Project Proposal

Attachment B: ARPA Proposal Review Criteria – Community Support Programs

Attachment C: Service Area Subgroup Review Summary Milwaukee Market Match