## **ARPA Task Force**

April 14, 2022



## **Community Support Project Review Process**

ARPA Community Support project idea is submitted

Funding recommendations will be reviewed with DHHS leadership to finalize the included proposals

Proposals advanced by DHHS Leadership will be presented to Strategy & Budget Team

The Project Management Office reviews project ideas for alignment with allowable ARPA uses Subgroup members use criteria to review and score Project Proposals to form a funding recommendation for the service area

ARPA Community Support funding recommendations will be presented to the ARPA Task Force for adoption

Allowable projects are dispatched to the appropriate service area subgroup for review and consideration

Subgroups request that high priority project ideas be developed into a full ARPA Project Proposal for funding consideration Upon ARPA Task Force recommendation, departments request fund authorization through the County Board process



## Milwaukee Market Match (MMM)

Project Description	ARPA Funding Request	Reviewers Total Score Average	*Project Level Based on Total Score Average	Reviewers Identified as High Priority Project
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.	\$1,000,000	95	High Priority Project	100%

<sup>\*</sup>High Priority Project (85-100 average), Moderate Priority Project (60-84 average) and Low Priority (0-50 average).