

COUNTY OF MILWAUKEE
Inter-Office Communication

DATE: June 2, 2022

TO: Shawn Rolland, Co-Chair, Ricardo Diaz, Co-Chair, American Rescue Plan Act of 2021 (ARPA) Task Force

FROM: Fund Administration Subgroup

SUBJECT: Action Report

REQUEST

Requesting recommendation of the following expense within the Fund Administration Expenditure Category for American Rescue Plan Act (ARPA) funding consideration totaling \$2,087,500.

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 \$ 7,347,848 million has been allotted for Fund Administration expenses.

The Fund Administration Subgroup was established to manage and coordinate use of ARPA funds to ensure strong programmatic and fiscal accountability, timely reporting, and alignment with supplementary funding.

The ARPA Fund Administration Subgroup is composed of representatives from:

Name	Title	Department/Office
Ashley Adsit	Project & Performance Management Director	Strategy, Budget & Performance (SBP) office, Project Management Office
Isaac Rowlett	Strategy Director	SBP Office, Strategic Planning
Joe Lamers	Strategy, Budget & Performance Director	SBP Office
Amy Crawford	Senior Accountant	Office of the Comptroller
Jeff Roman	Chief Equity Officer	Office of Equity
Alec Knutson	Government Affairs Liaison	Office of the County Executive
Emily Petersen	Government Affairs Liaison	County Board of Supervisors

The subgroup is charged with making project-level funding recommendations that will enable Milwaukee County to successfully manage the following tasks:

- A. Manage Fiscal Tracking and Treasure Reporting
- B. Oversee Subgroup Recommendation Processes
- C. Conduct Community Engagement
- D. Coordinate Program and Fund Evaluation
- E. Identify Federal, State & Local Collaborative Opportunities

FUNDING RECOMMENDATION

The Fund Administration Subgroup recommends the following project receive ARPA funding.

Project Name: Community Engagement and Strategic Partnerships to Advance Health, Equity, and Community Resilience

Overview of the fund administration project: On September 2, 2021, the ARPA Task Force approved a community outreach and engagement framework to involve residents in determining ARPA funding allocations. The framework is grounded in the County's vision to achieve racial equity and health and centers the just and fair inclusion of residents of color and other vulnerable communities in defining what they need to mitigate pandemic impacts. The benefits of authentic community engagement are abundant: it fosters connectedness and trust; increases awareness and accessibility to decision makers, services, and opportunities; improves assessment efforts; builds capacity for residents to positively contribute to the community; and increases sustainability of change.

Local governments that have a robust community engagement strategy in place for economic stimulus spending will be able to allocate funding more equitably and with the biggest impact by better understanding expressed community needs and priorities; garner support for medium and long-term growth funding strategies; and better measure the impact of their spending decisions. The ARPA Task Force approved the Fund Administration expenditure category to include support and sponsorship of community engagement contracts, and data collection and evaluation processes that will require public input and participation.

This project provides a unique opportunity for Milwaukee County to build a sustainable model for equitable community engagement that centers community health and resilience, and that builds the leadership, organizational, and advocacy capacity of County residents and vulnerable communities to be full and equal partners in determining and implementing strategies for COVID response and recovery. The project will engage internal and external strategic partners whose activities will:

- **Inform.** Keep residents informed on spending decisions made to ensure the County can continue to provide quality public services well into the future.
- **Listen to/Consult.** Seek resident and community partner input on spending and investment priorities.
- **Involve.** Work directly with impacted residents and communities to ensure that their aspirations, concerns, and innovations are understood and incorporated into decision-making.

- **Empower.** Shift resources and power to impacted residents and communities to act on what they need.

Budget Request: Funds will be used to hire one FTE Information and Community Outreach Coordinate who will be dedicated to coordinating ARPA community engagement and public information sharing activities across Community Support expenditures; and senior level fellow to support public input and community data analytics infrastructure development; contracted strategic community outreach partners to bridge County ARPA funded projects with high risk populations; professionals services contracting for strategic communications and public awareness campaigns development, training and capacity building; and administering of community surveying to better understand resident needs and barriers to services.

Expense Item	Description	Total Cost
Personnel Expenses (including fringe benefits)	One (1) FTE Information and Outreach Coordinator in the Office of Equity to coordinate community information sharing, public outreach activities, and engagement of impacted residents in ARPA funded projects. Strategic partnership with FUSE Corps to place one (1) Executive FUSE Fellow in the Office of Equity to conduct an analysis of the County's public input mechanisms to strengthening the County's equity and community engagement infrastructure and support community capacity building activities related to ARPA Community Support expenditures	\$287,500
Professional Services	Contracted professional services for public awareness campaign development, contracted community outreach partners with reach and credibility in vulnerable communities, and racial equity, cultural competence, and community resilience training and resource supports to internal and external community engagement partners, including ARPA funded project recipients	\$550,000
Strategic Communications	Radio, TV, and print media outreach, advertising, and public awareness campaigns targeting vulnerable population group. Targeted outreach, messaging, and resource connection to Black and Brown communities and other vulnerable communities.	\$500,000
Surveying and Data Collection	Administering of countywide survey to baseline resident needs and perspectives regarding COVID response and recovery Development of public input portal and database to collect and analyze community data for the purpose of informing public policy development and services delivery.	\$300,000
Total Expenses		\$2,087,500

Budget by Fiscal Year:

FY 2022	FY 2023	FY2024	FY 2025	FY 2026	Total
\$337,500	\$875,000	\$875,000	\$--	\$--	\$2,087,500

RECOMMENDATION

Approve the recommendation of prioritized project within the Fund Administration Category totaling \$2,087,500.

PREPARED BY:

Jeff Roman, Chief Equity Officer and Director, Office of Equity

ALIGNMENT TO STRATEGIC PLAN

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

3A: Invest “upstream” to address root causes of health disparities

3B: Enhance the County’s fiscal health and sustainability

3C: Dismantle barriers to diverse and inclusive communities

Funding for this project supports building the capacity of residents and community-based partners directly serving underserved populations with significant barriers to services, with the goal of elevating their voices and lived experiences to identify root causes of those barriers and determining where and how ARAP funded Community Support projects are targeted to meet the needs of residents most impacted by health disparities. Ultimately, the project will facilitate community engagement strategies that will increase civic participation, provide input to inform equitable decision making, and strengthen County-community service delivery infrastructure that is proactive into the future. These intentional investments in expanding community outreach capacity, strategic communications, and public input data collection and analysis serves to enhance the County’s fiscal health and sustainability, uncover barriers to access and inclusion, and ensure culturally relevant and responsive service delivery across Milwaukee County’s most vulnerable communities.