



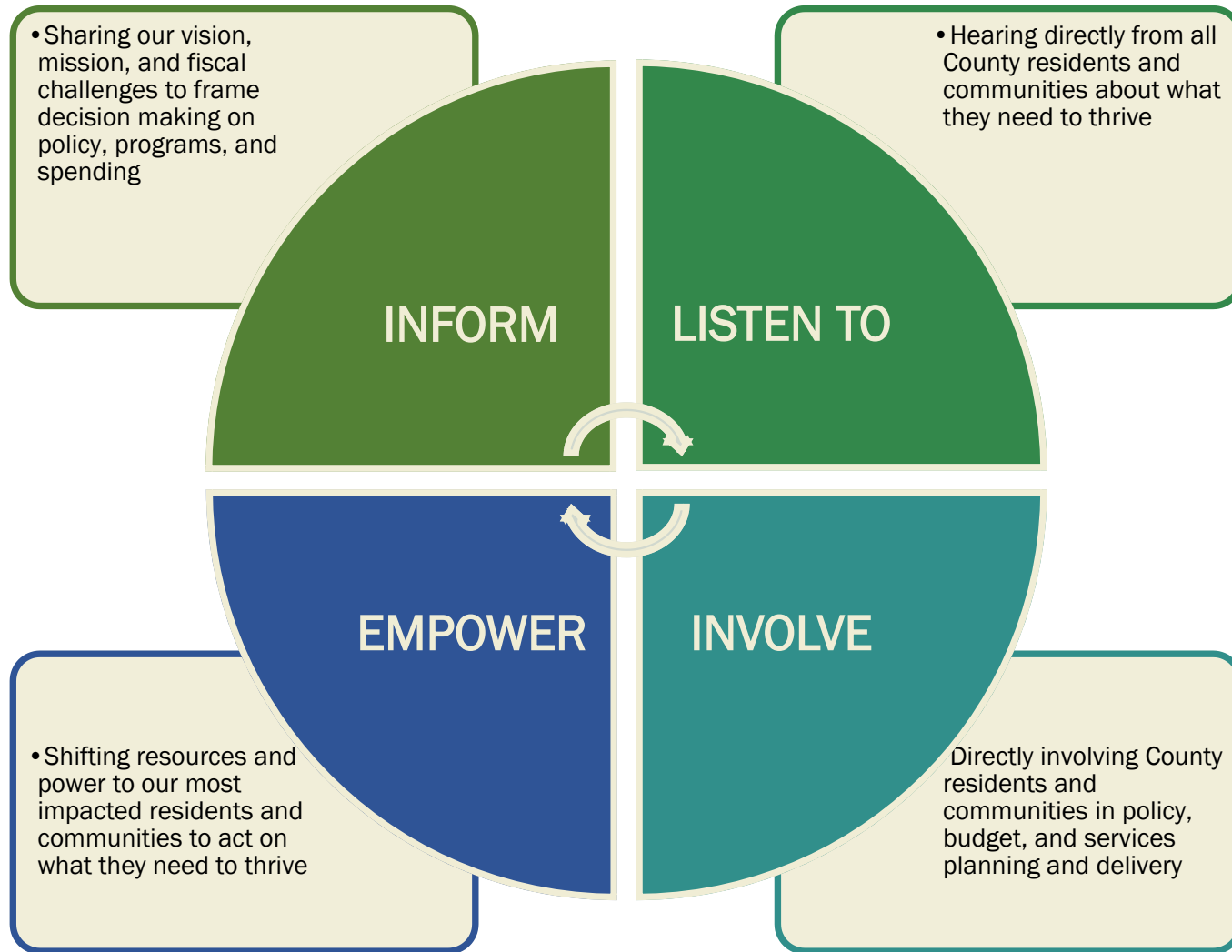
# COMMUNITY ENGAGEMENT AND STRATEGIC PARTNERSHIPS TO ADVANCE HEALTH, EQUITY, AND COMMUNITY RESILIENCE PROJECT

Milwaukee County ARPA Task Force

June 9, 2022



# Milwaukee County ARPA Community Engagement Framework



The ARPA Task Force approved a robust community outreach and engagement framework to involve county 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.



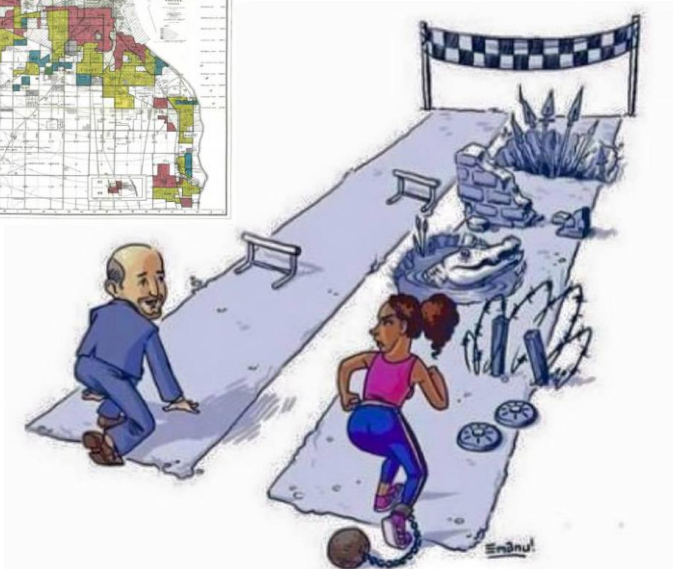
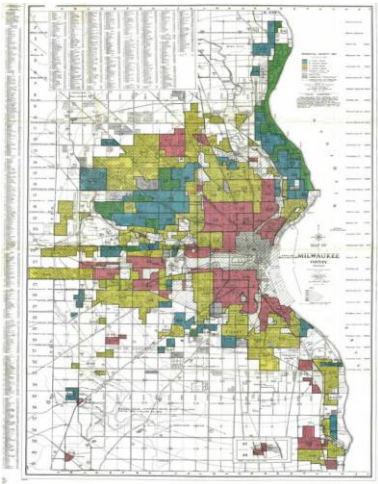
MILWAUKEE COUNTY  
**OFFICE OF  
EQUITY**



Milwaukee County's Office of Equity (OE) has been leading ARPA community engagement efforts, including sponsorship of media and community partner outreach since September/October 2021.

OE will lead the Community Engagement and Strategic Partnerships to Advance Health, Equity, and Community Resilience Project in support of the ARPA Task Force's commitment to actively involve residents in ARPA planning and services delivery.

The project intentionally aligns with OE's mission and work to support the County and empower the broader community to make the County's health and racial equity vision a reality.



# Defining Racial Equity

Racial Equity is defined as the *just* and *fair inclusion* of people of color in a society where *all* people can participate, prosper, and reach their full potential.

Racial Equity is both a *process* and an *outcome*: the process of prioritizing justice, fairness, and inclusion of people of color in decision making, and the outcomes that results from their engagement.

Equity is *not the same* as Equality. Equity is the *prerequisite* for achieving equality. Equity is *leveling the playing field* so everyone can equally access opportunity.



# Defining Community Engagement

Community Engagement is defined as the iterative, interactive process of informing, listening to, involving, and empowering community members in decision making, with the goals of sharing power and generating public benefit.

Applying a racial equity lens to community engagement ensures the just and fair inclusion of community members most impacted by racial disparities in defining what they need to thrive and shifts power and resources to those communities to act on them.

# Community Engagement and Strategic Partnerships to Advance Health, Equity, and Community Resilience

The project will engage strategic partners whose activities will:

- Sharing our vision, mission, and fiscal challenges to frame decision making on policy, programs, and spending

INFORM

- Hearing directly from all County residents and communities about what they need to thrive

LISTEN TO

EMPOWER

- Shifting resources and power to our most impacted residents and communities to act on what they need to thrive

INVOLVE

Directly involving County residents and communities in policy, budget, and services planning and delivery

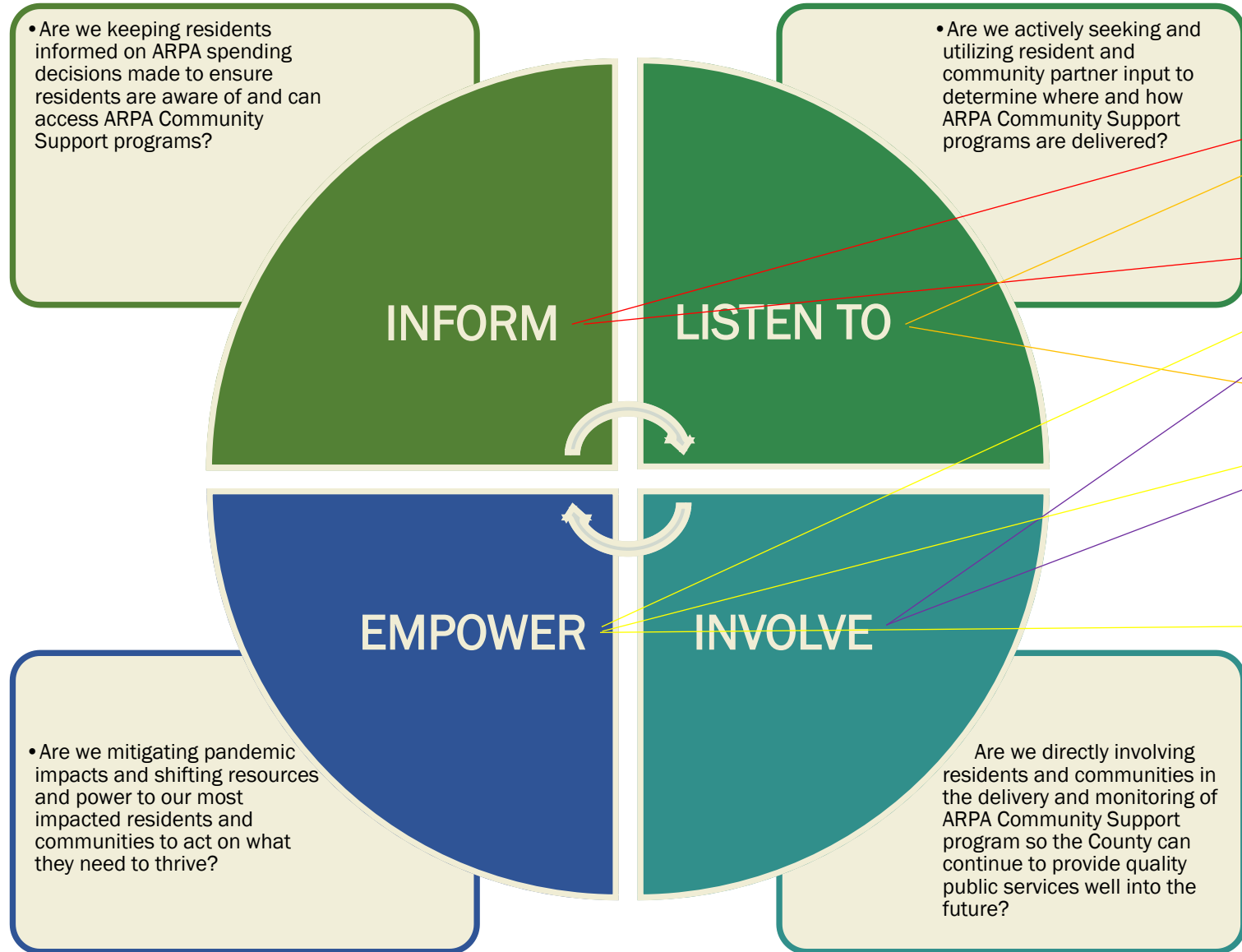
- **Inform.** Keep residents informed on spending decisions made to ensure the County can continue to provide quality public services well into the future.
- **Listen to/Consult.** Seek resident and community partner input on spending and investment priorities.
- **Involve.** Work directly with impacted 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.



## Project Budget – ARPA Fund Administration Expenditure Category

Expenditures	Summary Overview	Total Amount
Personnel Expenses	One (1) FTE Information and Outreach Coordinator and (1) FTE Executive FUSE Fellow in the Office of Equity	\$287,500
Contracted Services	Professional services for public awareness campaign development, strategic community outreach partners, training and capacity building supports for ARPA implementation partners	\$550,000
Strategic Communications	Targeted radio, TV, and print media outreach, advertising, and public awareness campaigns to promote ARPA Community Support projects	\$500,000
Data Collection and Surveying	Public engagement portal development to collect and analyze public input to inform pandemic recovery and inform public policy development	\$300,000
TOTAL		\$2,087,500

# Measuring Community Engagement



## Equity-based Community Engagement Impact Indicators

- **Awareness:** County residents are aware of the County's ARPA Community Support programs.
- **Access:** County residents and impacted communities can directly access ARPA Community Support programs.
- **Participation:** County residents and impacted communities are actively engaged in ARPA Community Support program planning and services delivery.
- **Investment:** Tangible investments in building the leadership, organizational, and advocacy capacity of County residents and communities most impacted by the pandemic to act on what's best for themselves, their families, and their communities.