

ARPA COMMUNITY ENGAGEMENT STRATEGY

Milwaukee County ARPA Task Force

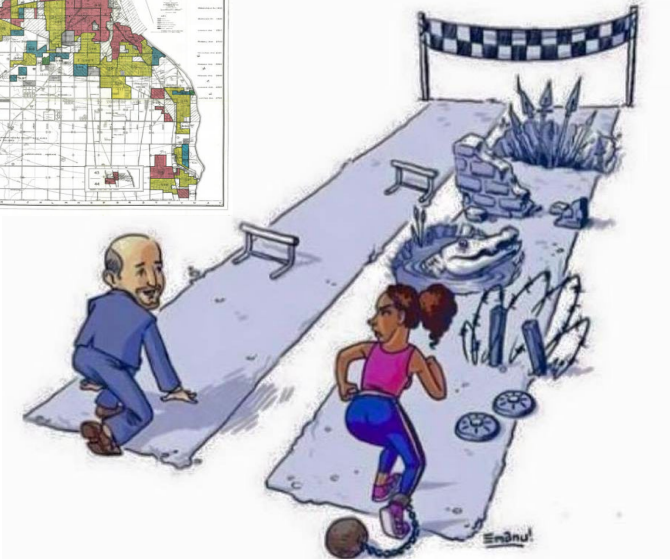
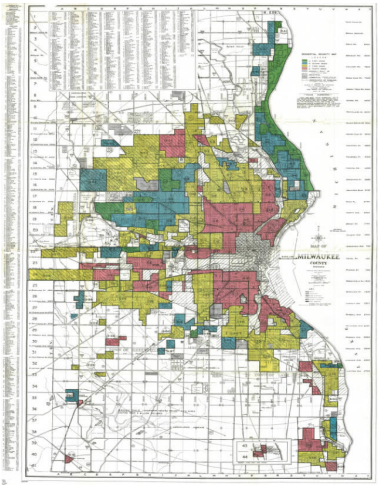


ONE COUNTY ONE VISION

By achieving racial equity, Milwaukee
is the **healthiest county in Wisconsin.**

In Milwaukee County, we are taking an all-hands approach to realizing our vision that by achieving racial equity, Milwaukee is the healthiest county in Wisconsin.

Together we will dismantle institutional racism in our organization and build up policies, practices and a culture that ensures race no longer predicts health outcomes, and outcomes for everyone improve.

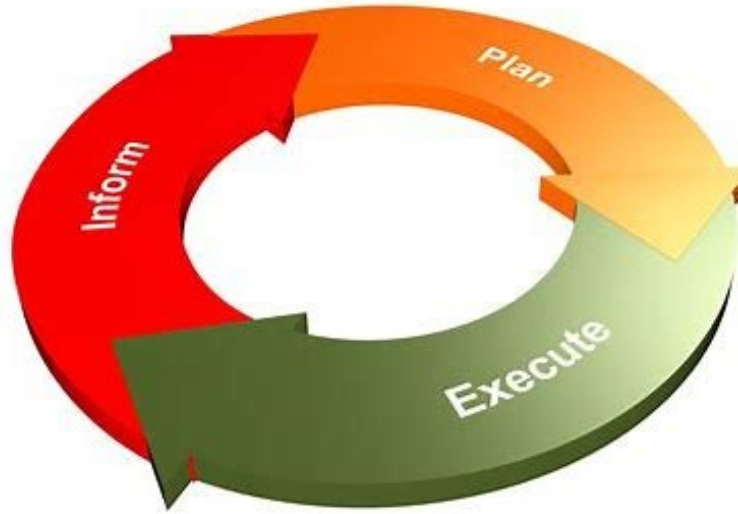


Defining Racial Equity

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

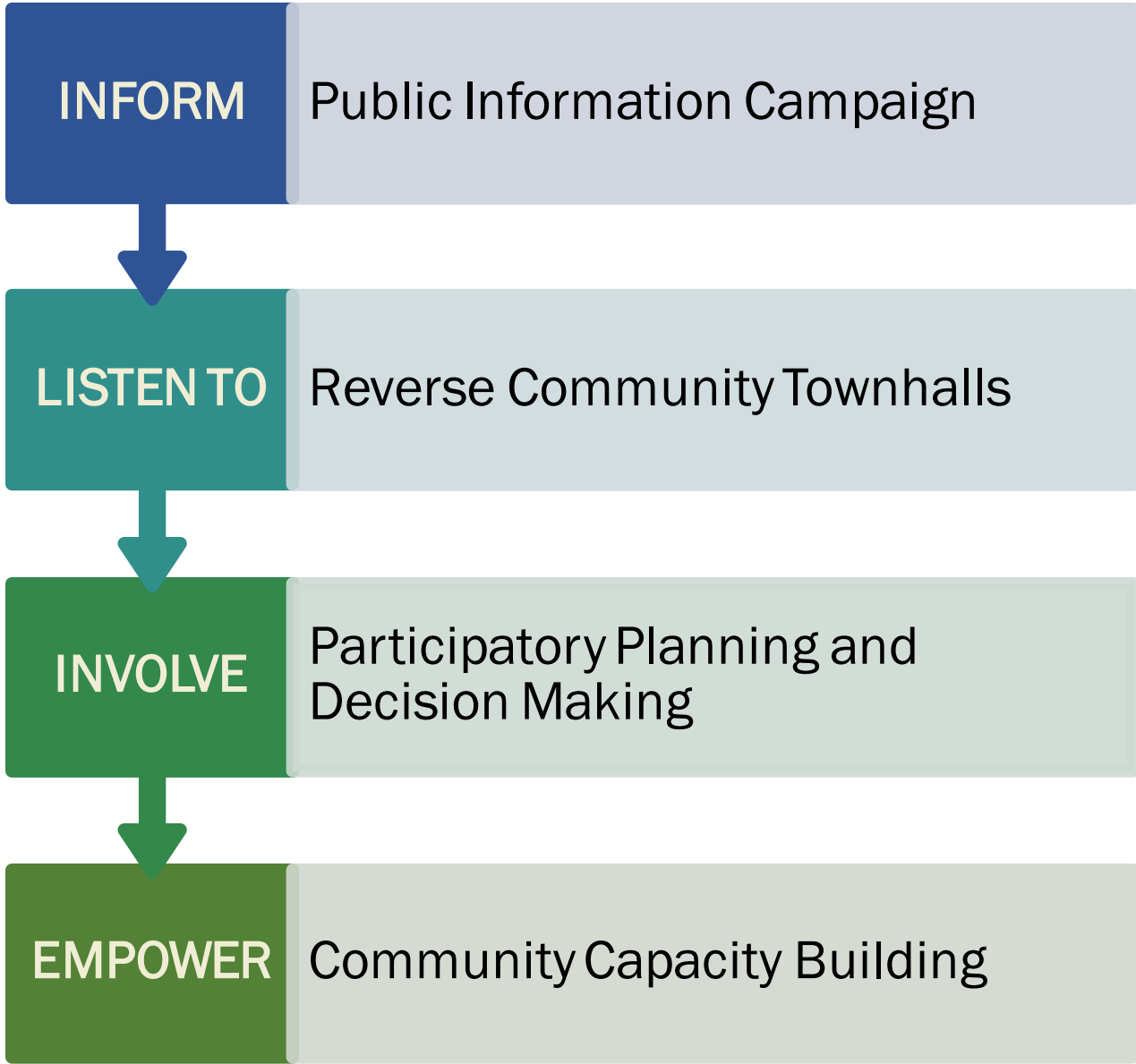
Racial Equity is both a *process* and an *outcome*: the process of understanding and prioritizing justice, fairness, and inclusion of people of color in decision making, and the outcomes that results from their engagement.



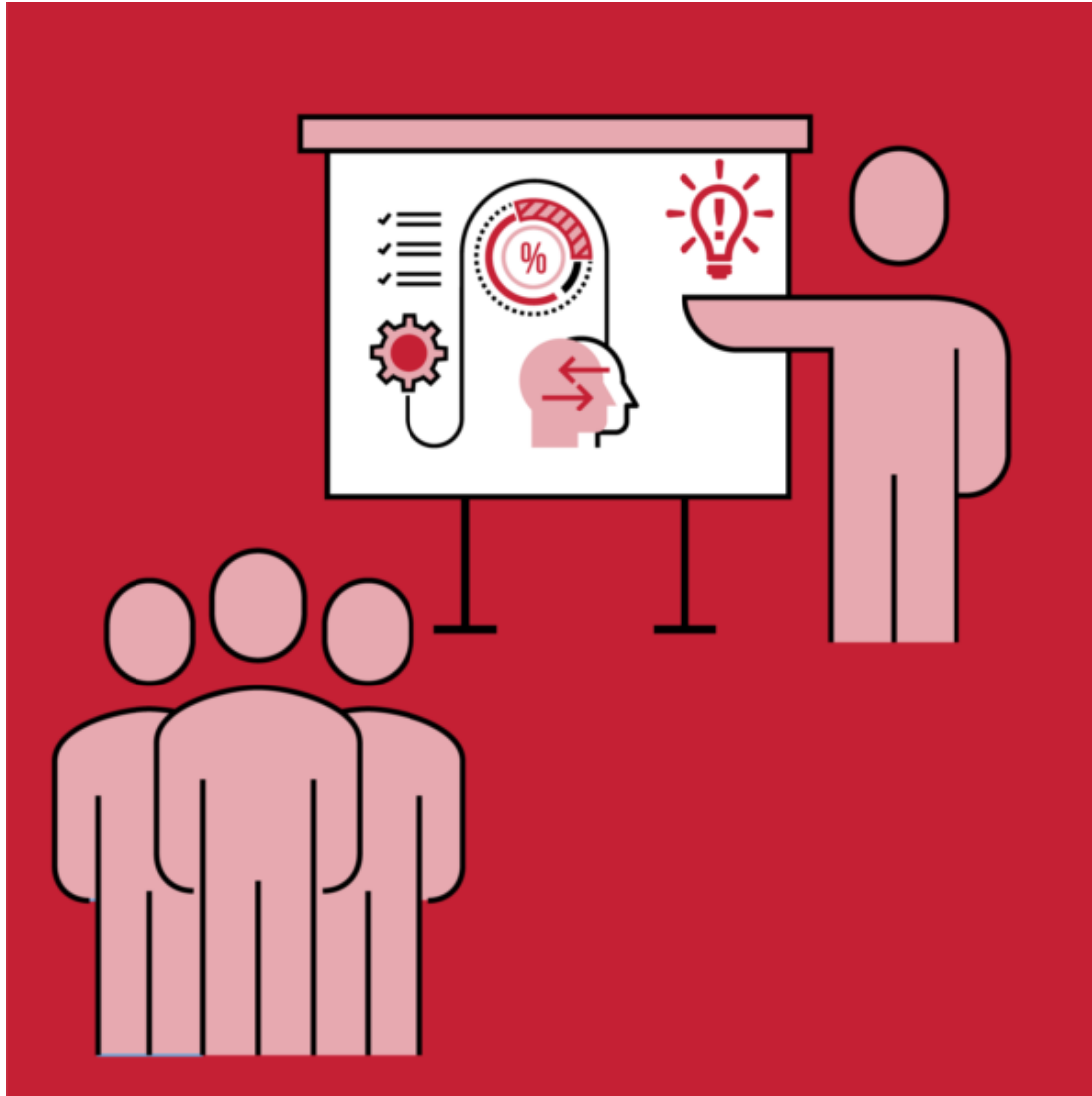
Defining Community Engagement

Community Engagement is 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.



ARPA Community Engagement Process



INFORM Milwaukee County residents about the County's vision, services, fiscal challenges, and ARPA funding priorities.

- District Townhalls
- ARPA Landing Page
- Social Media
- Free & Paid Media
 - TV
 - Radio
 - Print/Digital
- Messaging/Social Marketing at Courthouse, Cogg's Center, and Senior Centers
- Community Outreach
- MCTS



LISTEN TO the diverse perspectives and ideas of Milwaukee County residents most impacted by COVID-19 to help define what, where, and how ARPA dollars are used.

- ARPA Community-specific Reverse Townhalls
 - *African American Community*
 - *Latinx Communities*
 - *Hmong/AAPI Communities*
 - *First Nations*
 - *LGBTQ+*
 - *Seniors*
 - *Veterans*
 - *Persons with Disabilities*



INVOLVE Milwaukee County residents and impacted community partners directly in ARPA planning and decision making.

- ARPA Taskforce Meetings
- Community Support Service Area Subject Matter Teams
- COVID-19 Mitigation and Strategic Communications Planning and Outreach
- Milwaukee County Public Health Infrastructure Planning and Development



EMPOWER Milwaukee County residents and impacted community partner organizations by investing in and building their leadership and organizational capacity to implement ARPA funding decisions and support mitigation efforts, including policy and systems change.

- Training and Capacity Building Grants
- Community Support Implementation Grants
- Community Barrier Reduction Infrastructure Development
- Community Advocacy



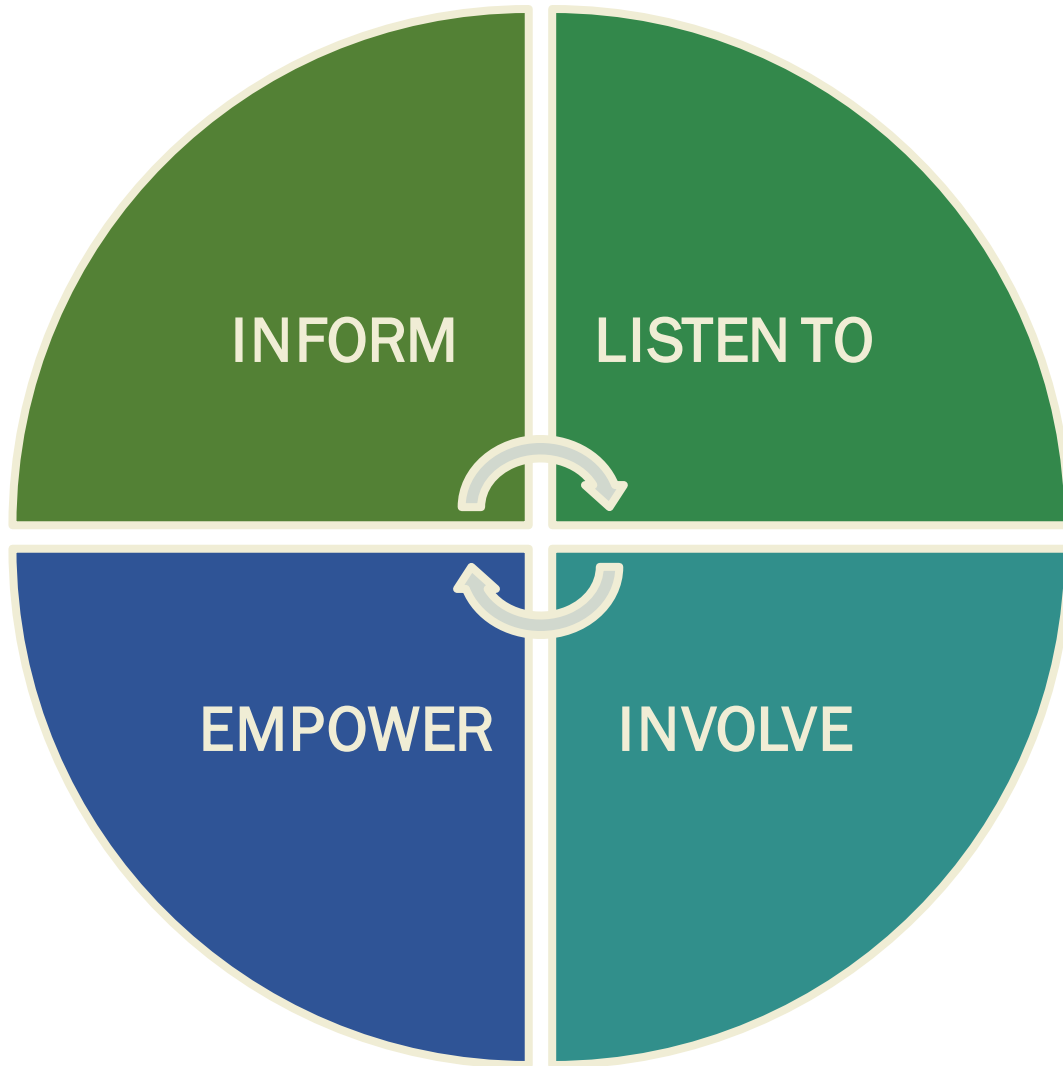
COMMUNITY ENGAGEMENT PARTNERS

- Community Resilience Imperative
- MKE Civic Action Leadership Team
- Impacted Community Partner Organizations
- Milwaukee County Public Health Collaborative
- Office of Milwaukee County Executive
- Milwaukee County Board Supervisors
- OAAA and DHHS
- Milwaukee County Intergovernmental Cooperation Council Members
- Social Development Commission
- Milwaukee County CARES Grantees
- Milwaukee County Boards and Commissions



COUNTY BOARDS AND COMMISSSIONS

- Milwaukee County Mental Health Board
- Milwaukee County Combined Community Services Board
- Milwaukee County Commission on Aging
- Milwaukee County Commission for Persons with Disabilities
- Milwaukee County Veterans Services Commission



Next Steps:

- Development Public Information Campaign
- Schedule ARPA Taskforce Community Townhalls
- Engage Stakeholder Groups, Impacted Community Partner Organizations, and County Boards and Commissions
- Establish Community Support Service Area Subject Matter Teams
- Develop ARPA Funds Disbursement, Progress Tracking and Community Reporting Processes



QUESTIONS/FEEDBACK