

Care First Community Investment

*Community Listening Sessions and Community Survey for
Virtual Meeting*

Communications Toolkit

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About CFCI

On November 3, 2020, the voters of Los Angeles County approved Measure J, which dedicated no less than 10% of the County's locally generated unrestricted funding to address the disproportionate impact of racial injustice through community investments such as youth development, job training, small business development, supportive housing services and alternatives to incarceration. The Measure was met with legal objections challenging its constitutionality.

On November 10, 2020, recognizing the historic significance of Measure J, the LA County Board of Supervisors decided to continue a county-led effort that would move forward with an annual budget allocation to transform how criminal justice and community investment coexist in LA County.

On August 10, 2021, the Board transformed the Measure J Reimagine LA Advisory Committee into the Care First and Community Investment Advisory Committee (CFCI Advisory Committee).

That same day, the Board adopted the Care First Community Investment spending plan, an unprecedented \$187.7 million spending package to advance its care first, jails last vision with a series of direct community investments and funding for alternatives to incarceration.

In July 2022, the CFCI Advisory Committee concluded its second annual spending recommendation package. In total the final year two plan recommended over \$100 million in funding for 22 community driven programs

As the CFCI Advisory Committee embarks on its year three spending plan, they are committed to leading through community-driven efforts. The committee will be engaging in a series of community outreach and engagement activities December - April 2022 in an effort to ensure the spending plan reflects the needs and priorities of our communities.

- Passed by LA County voters November 3, 2020
- Board Motion November 10, 2020 establishes “inclusive and transparent process on allocation of funds,” supported by Advisory Committee and subcommittees

Measure J Funding Areas



Community Engagement Initiative



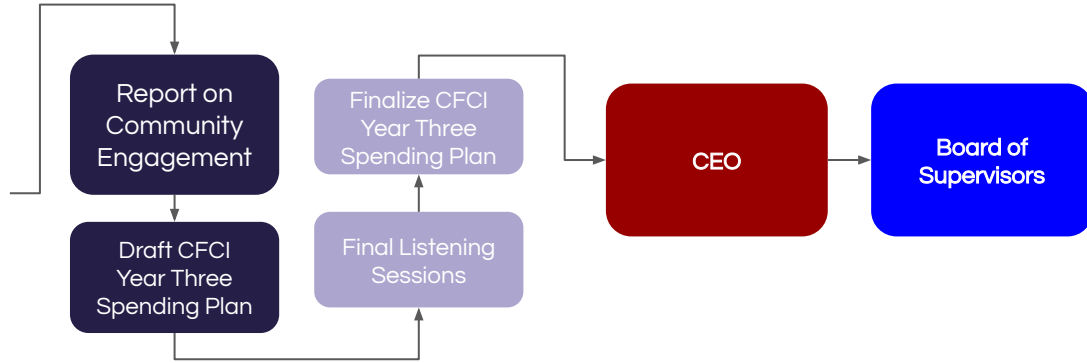
Approaches: targeted canvassing, organizational outreach, digital campaign and press outreach



In parallel, County departments also preparing concept recommendations to submit to the CFCI Advisory Committee

2022-2023 CFCI Spending Plan

Care First Community Investment Spending Plan directs funding annually to innovative community driven programs that serve our chronically under-resourced communities to address negative outcomes caused by racially driven criminal justice inequities and long term community economic disinvestment



JCOD

Timeline & Key Events



December 2022

January - March 2023

April 2023

How to use this Toolkit

INTRODUCTION

Engaging a broad coalition of stakeholders and community members is critical to ensuring Care First Community Investment (CFCI) funds are allocated to the right programs.

Social media is a valuable tool that can assist with engaging a broad coalition of stakeholders and community members. Your participation in promoting CFCI is critical in order to reach as many residents in LA County.

Listening Sessions will be held in February 2023 in multiple locations throughout LA County and one session will be held virtually over Zoom.

The Community Survey will be available to complete online February through March.

IN THIS TOOLKIT

This toolkit includes sample messaging and images:

Listening Sessions:

To download **Listening Session social media** images [click here](#)

To download the **Listening Session flyer** [click here](#)

To access the toolkit online **in other languages** [click here](#)

Hashtag to use is #CareFirstJailsLast

Social & Digital Media | Listening Session

Join us for a Virtual CFCI Listening Session



PARTICIPANTS WILL RECEIVE A \$20 GIFT CARD!



LA County wants to hear from you! Join us at a listening session to share your ideas and uplift priority areas while ranking programs that should receive CFCI funds. These funds provide alternatives to incarceration & direct community investment in LA County.

Where:	Zoom
 February 8 (Wednesday)	 6:00 pm – 7:30 pm

Register here: bit.ly/3D0IdIK

For more information, please visit www.jcod.lacounty.gov, email cfc_info@strategy.com or call our hotline: 909-296-1563

put your phone's camera up to this image to register



INSTAGRAM

Post Copy

Join LA County for a Care First Community Investment (CFCI) Listening Session. CFCI funds provide alternatives to incarceration and direct community investments in LA County. You will have an opportunity to share which programs and concepts you think should receiving funding talk about your ideas on community programing. As a thank you for your time and ideas, you will be given a \$20 gift card! Bring your friends, family, and neighbors and join us on February 8, 2023 at 6:00pm for a virtual meeting. All you have to do is register to attend. Have your voice heard and let us know what direct programs, concepts, and community investments you want in your community. More info at the link in bio. #CareFirstJailsLast #InvestInCommunitiesOfColor #PutEquityFirst

Virtual Session: February 8, 2023 @ 6:00PM - 7:30PM. Be sure to register!

*****Please Note: Link all forms and registrations in your bio or linktr.ee account. Here is the link: hyperlink bit.ly/3D0IdIK**

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FACEBOOK

Post Copy

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TWITTER

Post Copy

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bit.ly/3D0IdIK

Contacts

Get Involved

If you have any questions about the Concept Recommendation Form, please reach out to the following:

JUSTICE CARE AND OPPORTUNITIES DEPT
CFCI Partner
cfcil@lacounty.gov

LEAD ORG

LOS ANGELES COUNTY

**JUSTICE
CARE AND
OPPORTUNITIES**

DEPARTMENT

Have Questions?

If you have any questions about the Toolkit, the social media posts, getting involved, or the program generally, please reach out to:

Administrator
CFCI Outreach
cfcinfo@slstrategy.com
Hotline: (909) 296-1563