



# County of Los Angeles CHIEF EXECUTIVE OFFICE

Kenneth Hahn Hall of Administration  
500 West Temple Street, Room 713, Los Angeles, California 90012  
(213) 974-1101  
<http://ceo.lacounty.gov>

FESIA A. DAVENPORT  
Chief Executive Officer

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Second District

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Third District

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Fifth District

November 18, 2022

To: Supervisor Holly J. Mitchell, Chair  
Supervisor Hilda L. Solis  
Supervisor Sheila Kuehl  
Supervisor Janice Hahn  
Supervisor Kathryn Barger

From: Fesia A. Davenport  
Chief Executive Officer

## **REPORT BACK ON MOVING FORWARD ON THE EQUITABLE IMPLEMENTATION OF THE AMERICAN RESCUE PLAN AND THE AMERICAN RESCUE PLAN ACT EXPEDITED CONTRACTING (ITEM NO. 25, AGENDA OF SEPTEMBER 15, 2021, AND ITEM NO. 12, AGENDA OF NOVEMBER 30, 2021)**

On September 15, 2021, the Board of Supervisors (Board) adopted a motion directing the Chief Executive Officer, in collaboration with County Counsel, to provide bimonthly reports on the implementation of the equity formula and principles in the American Rescue Plan (ARP) contracting process and to include updates on the public dashboard and website that ensure implementation information is available to the public. A follow-up motion adopted by the Board on November 30, 2021, directed the Chief Executive Office (CEO) to submit quarterly reports on the status of contracts executed for programs approved in the ARP Spending Plan, as well as any subsequent new or amended ARP Spending Plans.

Attachment I provides an update on the above-noted directives since the previously submitted Board memo dated October 5, 2022, and includes a summary of progress made on the implementation of ARP projects and ongoing efforts to ensure that equity-based investments reach the communities most impacted by the COVID-19 pandemic. The report covers:

- An update on the Request for Statement of Qualification (RFSQ) for contracted services using ARP funding;
- Ongoing efforts to promote ARP-funded grants, contracts, and services; and
- Phase One and Two ARP project status updates.

*"To Enrich Lives Through Effective and Caring Service"*

The RFSQ for the ARP Support Services Master Agreement was released on April 29, 2022 and remains open and continuous to ensure vendors have the opportunity to qualify as a contractor under the Master Agreement. To date, 55 applications were received and reviewed, and 26 vendors were deemed qualified to provide services in one or more categories.

To support the promotion of ARP funding opportunities and services, CEO Countywide Communications developed a unified branding strategy for all ARP-funded departments. The strategy includes a new ARP logo in the form of a badge and a style guide to ensure a consistent look and feel for ARP-related communications. The ARP Branding Guide with the badge logo and an example of branded material are referenced in Attachment II. This strategy is designed to enhance ongoing outreach efforts to raise awareness of and ensure access to ARP-funded contracts, grants, and services through multiple communication channels. These communication channels include outreach to small businesses, community-based organizations, and community members regarding ARP-related opportunities through weekly newsletters, departments' social media accounts and websites, direct email communications, and Bidmatch, an automated software program that connects subscribers to local, state, and federal contracting opportunities. To further promote ARP-funded contracts and grants, several departments have also hosted community events within the past several months. The County's CEO Anti-racism, Diversity and Inclusion (ARDI) Initiative, Internal Services Department (ISD), Department of Economic Opportunity (DEO), Office of Small Business' Procurement Technical Assistance Center have collectively hosted or participated in more than 100 sessions focused on ARP funding opportunities, business and contracting information, and/or technical assistance for businesses and individuals.

Current efforts are underway to expand outreach activities to engage more diverse and non-geographic communities. Countywide Communications, DEO, and ARDI are planning to host an ethnic media briefing to promote ARP-funded grants, contracts, and services among limited English proficient communities, while ARDI is designing a community navigator program to ensure eligible communities receive the information and support they need to access available grants, contracts, and services. Both activities are meant to improve the County's outreach to geographically, socially, and technologically isolated communities to raise awareness of ARP funding opportunities and services.

As previously reported, all 83 projects from the Phase One Spending Plan have been approved for launch and implementation. Of the 53 projects recently approved for funding in the ARP Phase Two Spending Plan, the nine newly funded projects are in the design and development phase. The remaining 44 projects were previously funded and approved for launch and implementation. During their second year of funding, these projects will not be required to undergo a second project design approval process beyond brief updates to their design given the additional allocation, e.g., an increase in the number of expected clients served. A list of Phase Two funded projects by status is included in Attachment III.

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The CEO will continue to provide bimonthly Board updates on these two motions, *Moving Forward on the Equitable Implementation of the American Rescue Plan* and *The American Rescue Plan Act Expedited Contracting* with the next report due in December of 2022.

Should you have any questions concerning this matter, please contact me or D'Artagnan Scorza, Ph.D., Executive Director of Racial Equity, at (213) 974-1761 or [dscorza@ceo.lacounty.gov](mailto:dscorza@ceo.lacounty.gov).

FAD:JMN:JFO  
DS:HJN:es

#### Attachments

c: Executive Office, Board of Supervisors  
County Counsel  
Economic Opportunity  
Internal Services

## **Report on the Equitable Implementation of the American Rescue Plan and Expedited Contracting**

### Background

On September 15, 2021, the Board of Supervisors (Board) adopted a motion directing the Chief Executive Officer, in collaboration with County Counsel, to provide bimonthly reports on the implementation of the equity formula and principles in the American Rescue Plan (ARP) contracting process and to include updates on the public dashboard and website that ensure implementation information is available to the public. A follow-up motion adopted by the Board on November 30, 2021, directed the Chief Executive Office (CEO) to submit quarterly reports on the status of contracts executed for programs approved in the ARP Spending Plan, as well as any subsequent new or amended ARP Spending Plans.

This report provides an update on the above-noted directives since the last Board memo submitted on October 5, 2022 and includes a summary of progress made on the implementation of ARP projects and ongoing efforts to ensure that equity-based investments reach the communities most impacted by the COVID-19 pandemic. The report covers:

- An update on the Request for Statement of Qualification for contracted services using ARP funding;
- Ongoing efforts to promote ARP-funded grants, contracts, and services; and
- Phase One and Two ARP project status updates.

### Request for Statement of Qualification (RFSQ) for Contracted Services

The RFSQ for the ARP Support Services Master Agreement was released on April 29, 2022 and remains open and continuous to ensure vendors have the opportunity to qualify as a contractor under the Master Agreement. To date, 55 applications were received and reviewed, and 26 vendors were deemed qualified to provide services in one or more categories.

### ARP Outreach and Engagement Activities

As part of a unified branding strategy for all ARP-funded departments, a new ARP logo in the form of a badge and a style guide were created to ensure a consistent look and feel for ARP-related communications. The badge will be used on ARP-funded graphics, social media, and websites. ARP-branded materials have also been ordered for departments to use as outreach incentives. These include car magnets, stickers, EZ-ups, podium signs, step-and-repeats, and business window clings. The ARP Branding Guide with the badge logo and an example of branded material are in Attachment II.

This unified branding strategy is designed to enhance the multiple outreach communication efforts to raise awareness of and ensure access to ARP-funded contracts, grants, and services. Examples of communication channels currently being leveraged to inform qualified small businesses, community-based organizations, and community members of ARP-related opportunities include, but are not limited to:

- A Countywide Communications Recovery Newsletter with ARP updates. The weekly newsletter is distributed to more than 15,700 internal and external subscribers;

- Departments' social media accounts, such as the Department of Economic Opportunity's (DEO) social media base of more than 155,000 followers;
- Office of Small Business (OSB) direct email communications to 10,800 businesses within local economically distressed communities; and
- OSB Bidmatch automated software program that connects subscribers to local, state, and federal contracting opportunities. More than 700 businesses are currently enrolled.

The DEO is also launching a website grants portal for their OSB and DEO ARP-funded projects.

To further promote ARP-funded contracts and grants, several departments have actively hosted community events to directly engage stakeholders. Several departments were collectively involved over the past several months in more than 100 sessions focused on ARP funding opportunities, business and contracting information, and/or technical assistance for businesses and individuals. In addition to the recent sessions on navigating ARP funding opportunities co-sponsored by the Center for Non-Profit Management, BDO FMA, and the County's CEO, DEO, and Internal Services Department (ISD), hosted or participated in 44 events focused on government contracting. They additionally partnered with over 20 development and educational institutions to provide business and contracting information and technical assistance to increase awareness of and access to funding opportunities. OSB's Procurement Technical Assistance Center also conducted 34 online training events and nine in-person contracting-related events for businesses and individuals.

Moving forward, efforts are underway to expand outreach activities to engage more diverse and non-geographic communities. Countywide Communications, DEO, and ARDI plan to host an ethnic media briefing to promote ARP-funded grants, contracts, and services among limited English proficient communities. This briefing is expected to occur by December 2022. Additionally, ARDI is designing a community navigator program to ensure eligible communities receive the information and support they need to access available grants, contracts, and services. This program will work with community-based organizations to conduct tailored strategies that improve the County's outreach to geographically, socially, and technologically isolated communities. Preliminary conversations have also taken place with the Department of Public Health (DPH) to: 1) coordinate with their existing system navigation programs to complement and amplify efforts; and 2) explore opportunities to expedite ARP outreach activities before the community navigator program is officially launched by immediately leveraging DPH's current program resources and language capacity. Last, an online internal platform was created to collect departmental ARP communication assets to allow for easy access and distribution of materials to support cross program promotion and other outreach efforts.

### Phase One ARP Project Status Update

As previously reported, all 83 projects from the Phase One Spending Plan have been approved for launch and implementation; their progress can be viewed on the ARP Act website at: <https://ceo.lacounty.gov/arp-approved-projects>. However, ARDI continues to track project launch dates and budget encumbrances and expenditures. As of October 13, 2022, 43 project have launched and 22 projects are expected to launch by the end of the calendar year, while the remaining projects are expected to launch in early 2023. Funding

amounts encumbered and/or expended across these projects continue to vary depending on their level of implementation. As of October 13, 2022, nearly 22 percent of funds were encumbered with nearly 15 percent of approved projects expended.

### Phase Two ARP Project Status Update

Of the 53 projects funded by the ARP Phase Two Spending Plan, there are nine newly funded projects. They include:

- Accelerate Efforts to Crush the Digital Divide
- Community Navigators
- Community Testing
- County Land Bank
- Food Distribution Program
- Guaranteed Income for At-Risk Expectant and Parenting Mothers
- Recreation Programming at County Parks
- Services for People Experiencing Homelessness in Very High Fire Hazard Severity Zones
- Sustained Public Health Response and Supports for COVID-19

As of October 14, 2022, all nine projects are in the design and development phase. The remaining 44 projects were previously funded and approved for launch and implementation. During this second year of funding, these projects will not be required to undergo a second project design approval process beyond brief updates to their design given the additional allocation, e.g., an increase in the number of expected clients served. A list of Phase Two funded projects by status is included in Attachment III.

To assure more timely and transparent project reporting during Phase Two, ARDI launched an updated online ARP Tracking and Reporting portal in close partnership with ISD. The new tool streamlines both the project design process, as well as project tracking and reporting for Tranche I and II programs. The platform allows County departments to input and update their project designs and features a new, simplified interface for efficient data entry. The new portal also includes updated backend tracking and reporting. These new features will improve internal tracking, increase public transparency for ARP program implementation and expenses, and support compliance reporting to the Federal government.

The CEO will continue to provide bimonthly Board updates on these two motions, *Moving Forward on the Equitable Implementation of the American Rescue Plan* and *The American Rescue Plan Act Expedited Contracting* with the next report due in December of 2022.

# AMERICAN RESCUE PLAN

## BRANDING & STYLE GUIDE

### FONT

**RUBIK BLACK**

**RUBIK BOLD**

**RUBIK MEDIUM**

[DOWNLOAD FONT](#)

### COLORS



### BADGES



[DOWNLOAD BADGES](#)





**AMERICAN RESCUE PLAN**

# HEY LOS ANGELES COUNTY!

**We're building an LA County that is better than before the pandemic. Find out more about how the American Rescue Plan is helping our communities.**

**Learn more at [ceo.lacounty.gov/recovery](https://ceo.lacounty.gov/recovery)**



<b>AMERICAN RESCUE PLAN PHASE TWO SPENDING PLAN</b>		
<b>PROJECTS BY STATUS</b>		
<i>Last updated October 14, 2022</i>		
<b>Status</b>	<b>Project</b>	<b>Project Amount</b>
<b>In Design and Development</b>	Accelerate Efforts to Crush the Digital Divide	\$56,000,000
	Community Navigators	\$2,750,000
	Community Testing	\$95,000,000
	County Land Bank	\$40,000,000
	Food Distribution Program	\$3,500,000
	Guaranteed Income for At-Risk Expectant and Parenting Mothers	\$5,000,000
	Recreation Programming at County Parks	\$1,700,000
	Services for People Experiencing Homelessness in Very High Fire Hazard Severity Zones	\$500,000
	Sustained Public Health Response and Supports for COVID-19	\$135,000,000
<b>Approved for Launch/Implementation</b>	Administrative Costs	\$7,600,000
	Arts for Justice-Involved Youth	\$1,500,000
	Arts Relief and Recovery Grants to Nonprofits and Individuals	\$3,000,000
	Building a Better Connection for Older Adults	\$300,000
	Capacity Building for Immigrant-Focused Community-based Organizations	\$3,000,000
	Capacity-Building Grants for Justice-Focused Community-Based Organizations	\$2,500,000
	Capital Programs	\$215,000,000
	Community Food Resource Grants	\$6,000,000
	Community-Based Outreach	\$7,500,000
	Conversion of Interim Housing Units to Permanent Housing	\$30,800,000
	COVID-19 Emergency Funding	\$20,000,000

Status	Project	Project Amount
<b>Approved for Launch/ Implementation</b>	Creative Career Pathways for Youth	\$1,600,000
	Delete the Divide Initiative	\$9,150,000
	Disaster Services Workers and Pandemic-Related Costs	\$10,000,000
	Domestic Violence Experts for DCFS Hotline	\$300,000
	Domestic Violence Shelter-Based Program	\$3,100,000
	Economic Mobility Initiative	\$10,000,000
	Grocery Voucher Program	\$5,000,000
	Guaranteed Basic Income	\$25,500,000
	High Road Training Partnerships	\$9,000,000
	Homelessness Prevention	\$11,250,000
	Increase Capacity to Address Pandemic-Related Hate	\$1,000,000
	Intensive Case Management (ICMS) and Tenancy Support Services for Federal Voucher Holders	\$48,300,000
	Job Programs for Reentry Populations	\$13,100,000
	LA County Library Early Literacy and Education	\$500,000
	LA Regional COVID-19 Fund: Nonprofit Grants	\$2,000,000
	LA Regional COVID-19 Fund: Small and Microbusiness Grants	\$3,000,000
	Legal Aid for Small Business Owners	\$1,500,000
	Legal Representation for Immigrants at Risk of Removal	\$3,500,000
	Market Match	\$1,000,000
	Office of Diversion and Reentry's (ODR) Interim Housing Beds	\$5,000,000
	Project Homekey	\$58,600,000
	Public Wi-Fi at LA County Parks	\$200,000
	Recreation and Aquatics at LA County Parks	\$10,000,000
Rental Subsidies for Permanent Supportive Housing	\$70,500,000	
Safe Parking	\$4,400,000	

Status	Project	Project Amount
<b>Approved for Launch/ Implementation</b>	Sanitation Services for People Experiencing Homelessness	\$750,000
	Small Dollar Grants for Domestic Violence Survivors	\$1,600,000
	Stay Housed LA County	\$18,000,000
	Street Vending Collaborative for Health, Safety, and Economic Mobility	\$1,500,000
	Tenant Protections Hotline and Small Claims Advisor Program	\$500,000
	Trauma Prevention Partnership	\$5,000,000
	Wraparound Services for Critical Employment Initiatives	\$1,000,000
	<u>Youth@Work</u>	\$4,000,000
<b>TOTAL:</b>		<b>\$976,500,000</b>