

A Pledge for Shared Prosperity

Implementation Planning Guide

“Our City joins Los Angeles County in our shared responsibility to reduce poverty and expand opportunity for all residents. We will work alongside the County’s Poverty Alleviation Initiative to connect more families to CalWORKs, increase access to tax credits, and help families keep their health and food benefits. We commit to our role as a poverty disruptor and partner in supporting the County in achieving the goals detailed in the Pledge implementation plan.”

COUNTYWIDE GOALS — ADOPTED APRIL 7, 2026 · BOARD OF SUPERVISORS

01

CalWORKS Enrollment

Decrease child poverty by increasing CalWORKs enrollment countywide by 10,000 families. Poverty Alleviation Initiative will work with your jurisdiction to set a realistic local target.

02

Tax Credits & Cashback

Increase CTC and EITC filings by 10% over two years through Claim Your Cash Los Angeles (CYCLA). Local targets set in partnership with Poverty Alleviation Initiative.

03

Keep Your Benefits

Promote the Keep Your Benefits Campaign to help families maintain CalFresh and Medi-Cal eligibility. Poverty Alleviation Initiative will track access data at the city level.

HOW YOUR JURISDICTION CAN CONTRIBUTE



Promote on Websites & Social Media

Share CYCLA, CalWORKs, and Keep Your Benefits materials through your jurisdiction's official digital channels.



Engage Staff as Ambassadors

Promote VITA center volunteering and local food bank opportunities to city staff to build community connection.



Build CBO & Philanthropic Partnerships

Engage community-based organizations and local philanthropic partners to extend reach within your jurisdiction.



Integrate into Outreach Activities

Weave CalWORKs enrollment and tax credit messaging into existing community events, newsletters, and programs.



Use Data to Drive Strategy

Leverage the State of Poverty Dashboard and PAI technical assistance to identify high-need areas and track progress.



Set Local Targets with PAI

Collaborate with PAI to establish jurisdiction-specific goals that are ambitious yet achievable and feed into countywide totals.

WHAT POVERTY ALLEVIATION INITIATIVE PROVIDES TO YOU



Technical Assistance

PAI staff will partner with your team to develop a local implementation plan, identify target populations, and connect you with County resources.



Data & Dashboard Access

Your jurisdiction receives a customized view of the State of Poverty Dashboard to monitor progress on all three pledge goals in real time.



Outreach Materials & Micro-Grants

Ready-to-use CYCLA, CalWORKs, and Keep Your Benefits social media and outreach materials at no cost. Pledge cities also unlock access to micro-grant opportunities for local CBOs.

ADMINISTERED BY

LA County CEO · Poverty Alleviation Initiative (PAI)

For more information, contact the PAI team: pai@ceo.lacounty.gov

STATE OF POVERTY DASHBOARD

<https://apps.gis.lacounty.gov/static/CEO/PAI/>

