

**Welcome!** Please update your zoom name to include your organization and introduce yourself in the chat!

# **EQUITABLE FUNDING STRATEGIES for LOCAL GOV'T**

**CENTERING EQUITY & ENGAGEMENT IN PUBLIC AGENCY  
BUDGETING & FUNDING ALLOCATIONS**

**WED, NOV 10 | 11:00 AM**

HOSTED BY:



IN PARTNERSHIP WITH:



[WWW.CA-ILG.ORG](http://WWW.CA-ILG.ORG)

**WELCOME - THANK YOU FOR JOINING US!**

**Webinar Co-Host & Moderator**

**Julia Salinas**

Senior Manager of Equity and  
Public Engagement

**Institute for Local Government**





# About the Institute for Local Government

- Non-profit, non-partisan and here to help local government leaders in California
- ILG is the non-profit training and education affiliate of three statewide local government associations
- Together with our affiliates, we serve over 2,500 local agencies – cities, counties and special districts
- We provide practical and easy-to-use resources so local agencies can effectively implement policies on the ground



**California Special  
Districts Association**  
*Districts Stronger Together*

# ILG's Programs & Services

## Program Areas

Leadership & Governance

Civics Education & Workforce

Public Engagement

Sustainable & Resilient Communities



## Services

Education & Training

Technical Assistance

Capacity Building

Convening

Our mission is to help local government leaders **navigate complexity**, **increase capacity & build trust** in their communities

**NEW TRAINING!**

**PUBLIC ENGAGEMENT TRAINING for LOCAL GOV'T**

**POPULAR PUBLIC ENGAGEMENT WORKSHOP NOW VIRTUAL & UPDATED FOR A POST-COVID WORLD!**

**THURS, NOVEMBER 18 & FRI, NOVEMBER 19, 2021 via ZOOM**

*SPACE IS LIMITED. REGISTER TODAY!*

**SPECIAL INTERACTIVE DISCUSSION FOR LOCAL GOV'T LEADERS**

**LEADING LOCAL: OPERATIONALIZING EQUITY**

**INSIGHTS & STRATEGIES FOR ADVANCING EQUITY IN YOUR LOCAL AGENCY & YOUR COMMUNITY**

**TUES, NOV 16 | 10:00 AM - 12:00 PM**  
*ALL LOCAL GOV'T EQUITY PRACTITIONERS WELCOME!*

HOSTED BY: 

REGISTER ONLINE AT: [WWW.CA-ILG.ORG](http://WWW.CA-ILG.ORG)

**FREE WEBINAR FOR LOCAL GOV'T!**

**MASTERING HYBRID PUBLIC ENGAGEMENT**

**ACHIEVING MEANINGFUL & EQUITABLE COMMUNITY ENGAGEMENT OUTCOMES IN A HYBRID ENVIRONMENT**

**THURSDAY, DECEMBER 9 11:00 AM- 12:30 PM**

WEBINAR 

HOSTED BY: 

IN PARTNERSHIP WITH:   
now part of GRANICUS

REGISTER ONLINE: [WWW.CA-ILG.ORG](http://WWW.CA-ILG.ORG)

# TODAY'S SPEAKERS

## Experiences from the Field: County of Sonoma

- Alegria de la Cruz, Director, Office of Equity
- Oscar Chavez, Assistant Director, Human Services Department

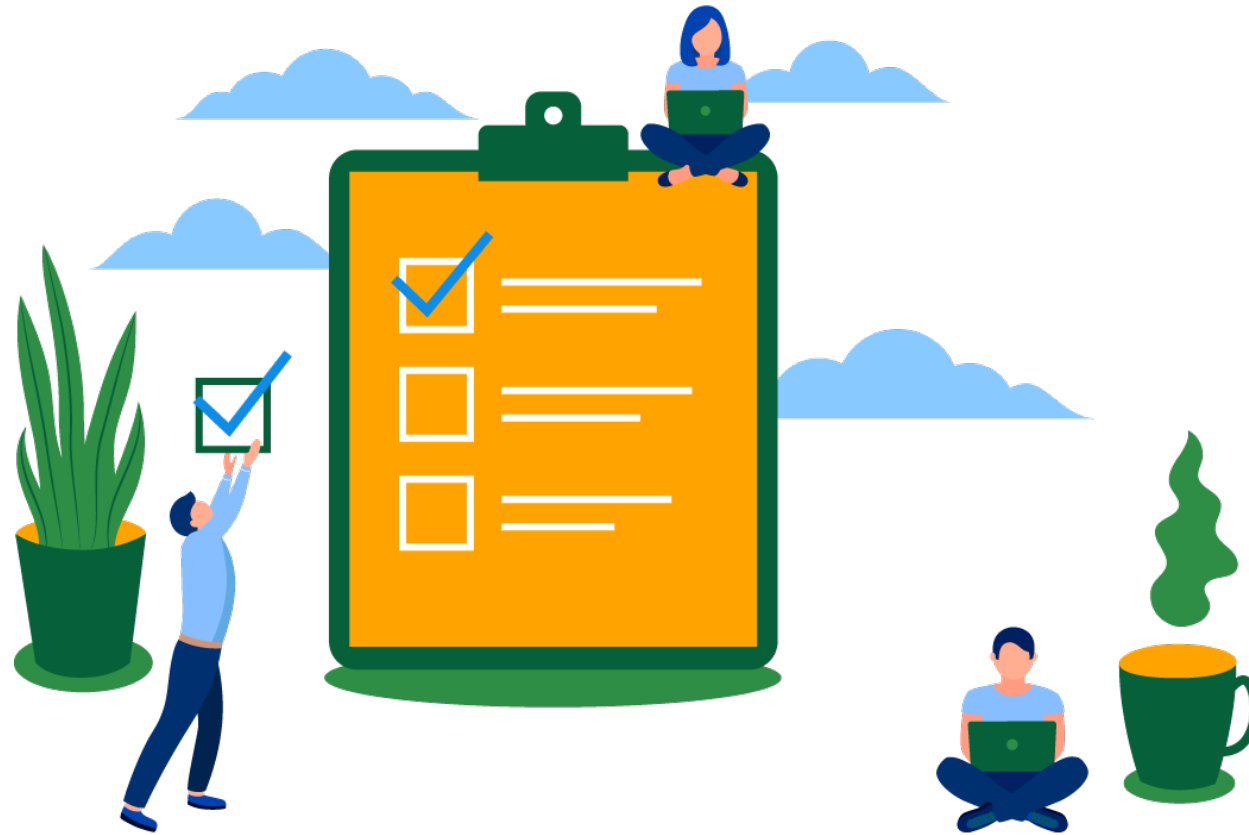


## Public Trust and Inclusive Engagement

- Cory Poris Plasch, Vice President, Strategic Development, Polco | National Research Center



# TELL US MORE ABOUT YOU – AUDIENCE POLL





Invest Early. Invest Wisely. Invest Together.



OFFICE OF EQUITY  
COUNTY OF SONOMA



*"Empower, Support, Protect"*

Human Services Department  
COUNTY OF SONOMA



# Equitable Funding Strategies for Local Government:

Centering equity and engagement in public agency budgeting and funding allocations  
Wednesday, November 10, 2021



# ¿Por qué enfocarse en la raza? | Why Race?



OFFICE OF EQUITY  
COUNTY OF SONOMA





# ¿Qué significa la equidad? | What Does “Equity” Mean?

La equidad es un **RESULTADO** por el cual no se puede diferenciar los marcadores críticos de salud, bienestar y riqueza por raza o etnia, y un **PROCESO** por el cual valoramos explícitamente las voces de las personas de color, de bajos ingresos y otras personas subrepresentadas y comunidades desatendidas que identifican soluciones para lograr ese resultado

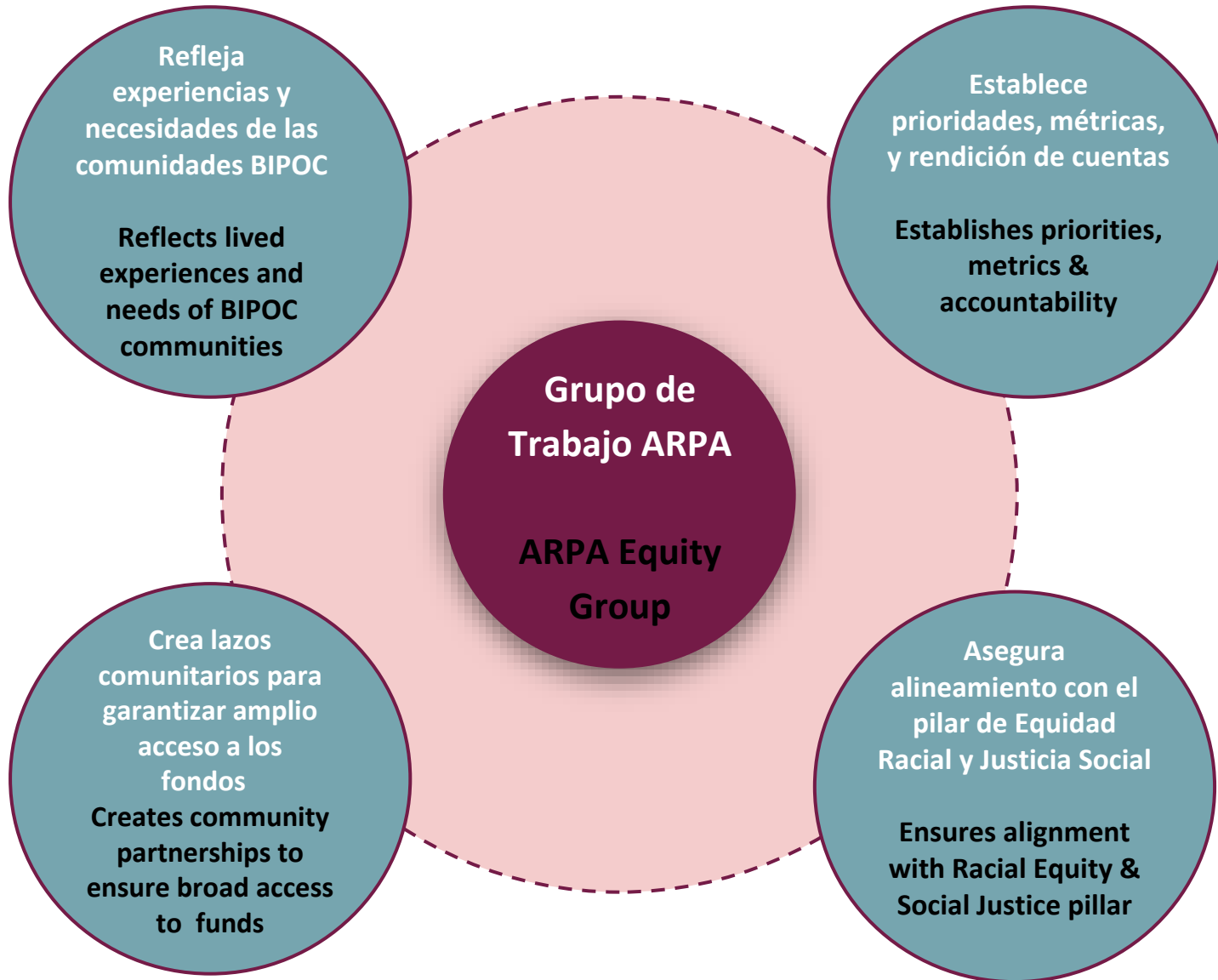
Equity is an **OUTCOME** whereby you can't tell the difference in critical markers of health, well-being, & wealth by race or ethnicity, & a **PROCESS** whereby we explicitly value the voices & contributions of people of color, low income, & other underrepresented and underserved communities who identify solutions to achieve that outcome



# ARPA Equity Group - Grupo de Trabajo ARPA



OFFICE OF EQUITY  
COUNTY OF SONOMA



<b>Members</b> <b>Integrantes</b>	<b>District</b> <b>Distrito</b>
Daniela Bravo	1
Grace Cheung-Schulman	1
Mary Sandberg	1
Faith Ross	2
Patrick McDonell	2
Jon Wheeldin	2
Regina Brennan	2
Chelsea Rose	3
Sandra Uribe	3
Gregory Fearon	3
Hector Velazquez	3
Rebekah Sammet	4
Herman J Hernandez	5
Evette Minor	5

# Results-Based Accountability Training

## Entrenamiento de rendición de cuentas basado en resultados



OFFICE OF EQUITY  
COUNTY OF SONOMA

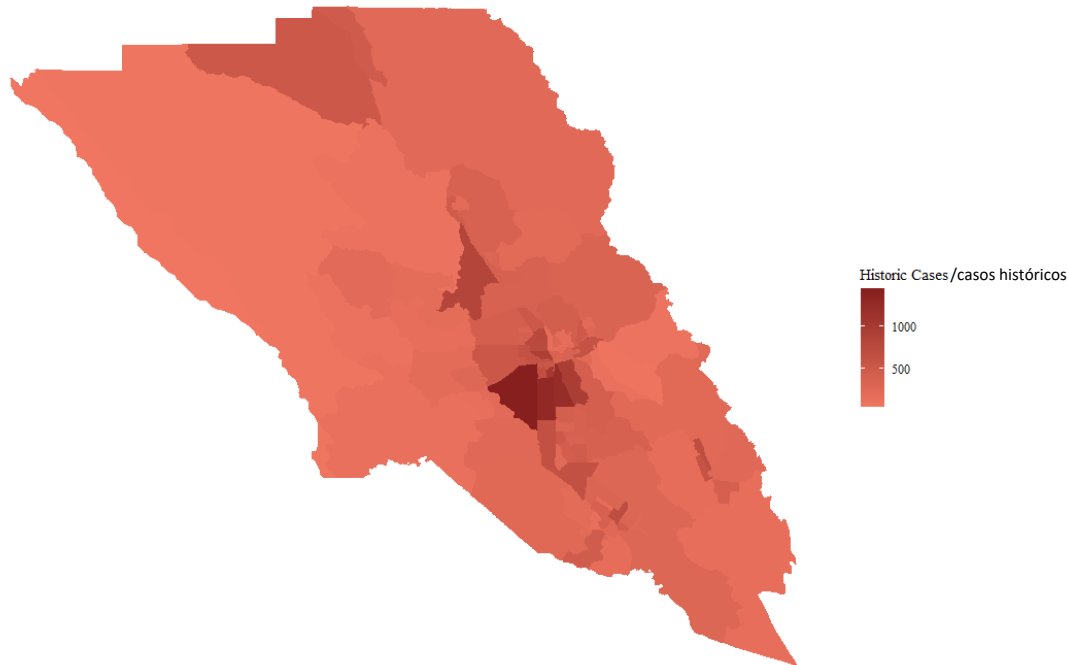
Sept. 24, 2021	<b>1</b> <b>Introduction and Data Review</b> Introducción y revisión de datos
Oct. 08, 2021	<b>2</b> <b>Root Cause Analysis</b> Análisis de causas/ raíces de problemas
Oct. 15, 2021	<b>3</b> <b>Root Cause Analysis and Preliminary Priority Areas</b> Análisis de causas/ raíces de problemas y áreas de prioridad preliminares
Oct. 25, 2021	<b>4</b> <b>Set Funding and Investment Priority Areas</b> Establecer áreas de prioridad para financiamiento

# Sonoma County Cases, HDI, and HPI

## Casos del condado de Sonoma, HDI\* e HPI

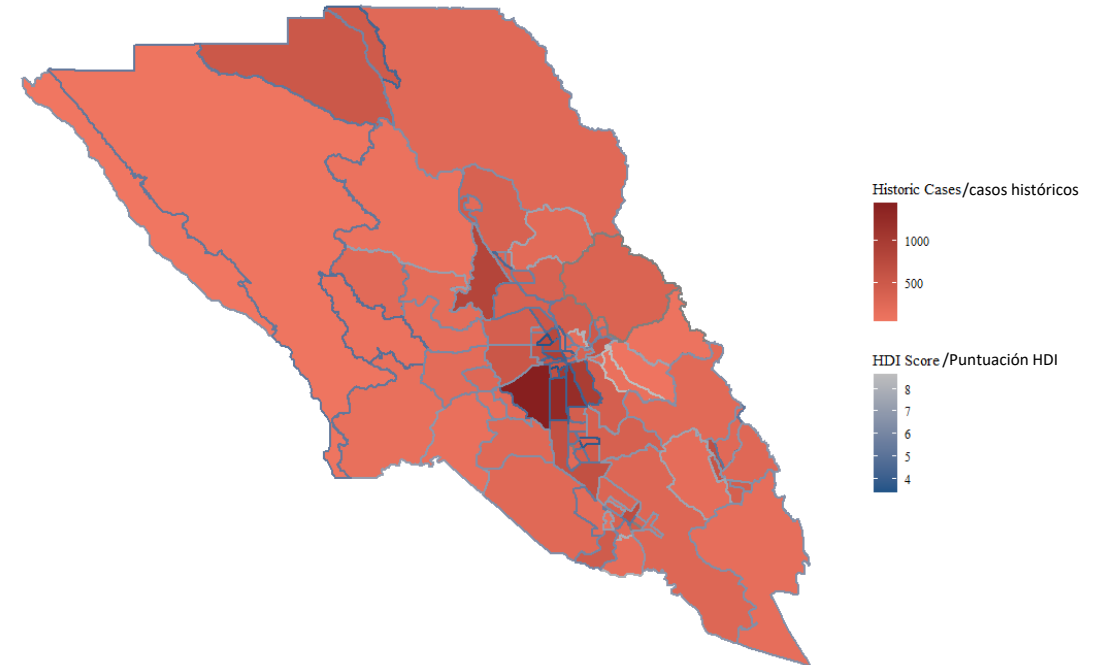
Sonoma County Case Distribution and HDI Scores  
Points Indicating Lowest Quartile California Healthy Places Index Quartiles

Distribución de casos del condado de Sonoma y puntuaciones del HDI  
Puntos que indican el cuartil más bajo de los cuartiles del índice de lugares de California



Sonoma County Case Distribution and HDI Scores  
Points Indicating Lowest Quartile California Healthy Places Index Quartiles

Distribución de casos del condado de Sonoma y puntuaciones del HDI  
Puntos que indican el cuartil más bajo de los cuartiles del índice de lugares de California

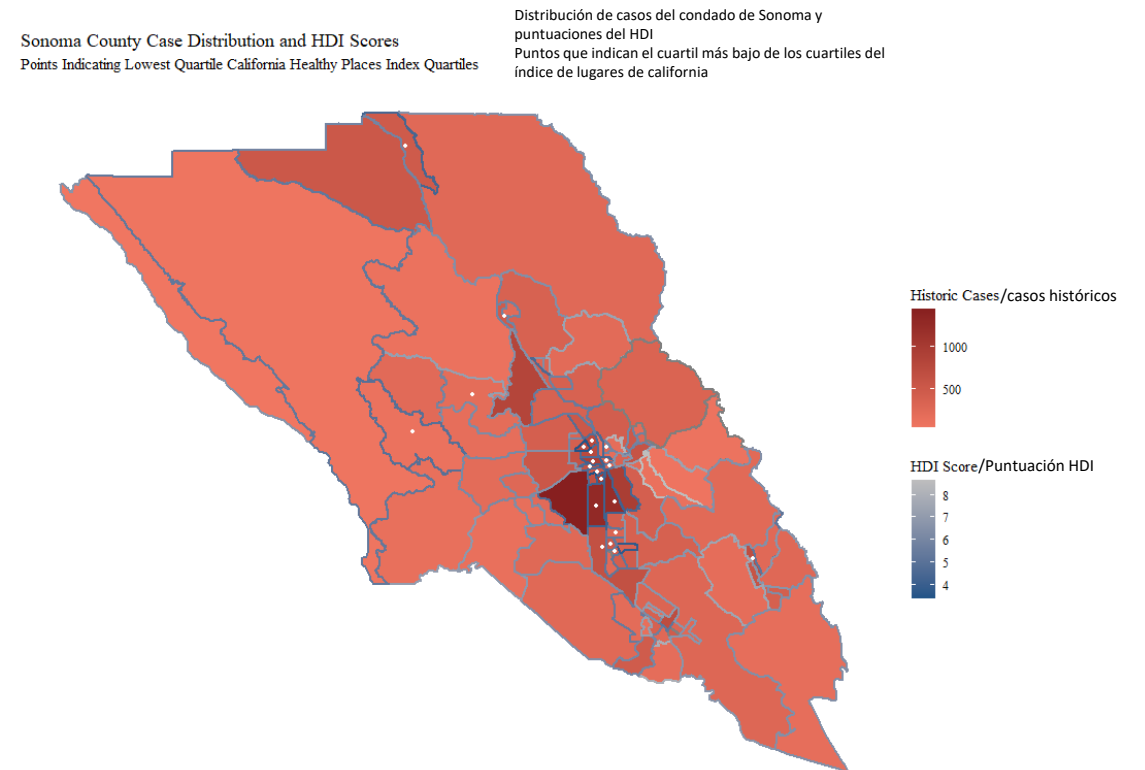


\*Índice de Desarrollo Humano, HDI por sus siglas en inglés

# Sonoma County Cases, HDI, and HPI

## Casos del condado de Sonoma, HDI e HPI

- Census tract shading indicates areas of county that have experienced the greatest cumulative number of COVID-19 cases
- El sombreado del tramo censal indica las áreas del condado que han experimentado el mayor número acumulado de casos de COVID-19
- Darker tract outline indicates areas of lower HDI score
- El contorno del tracto más oscuro indica áreas de menor puntuación de HDI
- White pins indicate census tracts that fall into the lowest quartile of the California Healthy Places Index
- Los puntos blancos indican las secciones censales que se encuentran en el cuartil más bajo del Índice de Lugares Saludables de California
- **95407 area of Santa Rosa stands out at the intersection of these perspectives**
- **95407 área de Santa Rosa se destaca en la intersección de estas perspectivas**



# COVID-19: Effects on Industries and Occupations Analysis

## Efectos para industrias y un análisis de ocupación



01

Contract with Dr. Robert Eyler to update 2020 **COVID-19 economic impact study**. Contract with Dr. Marlene Orozco to share **disparate impacts of COVID-19 on black, indigenous, people of color (BIPOC)**.



02

Identify **industries and communities** facing remaining challenges & occupations in jeopardy as general economic recovery continues.



01

Contrato con el Dr. Robert Eyler para actualizar **el estudio de impacto económico de COVID-19 en 2020**. Contrato con la Dra. Marlene Orozco para compartir **los impactos dispares de COVID-19 en las personas negras, indígenas y de color (BIPOC)**.



02

Identificar las **industrias y comunidades** que enfrentan desafíos y ocupaciones restantes en peligro a medida que continúa la recuperación económica general.



# COVID-19: Effects on Industries and Occupations Analysis

## Efectos para industrias y un análisis de ocupación

03

Make recommendations for strategic investments to catalyze recovery.



### POTENTIAL & PREVIOUSLY ANALYZED DATA

Employment data  
Taxable sales  
Building permits/housing market  
Economic stimulus  
Race/ethnicity & demographics



03

Hacer recomendaciones para inversiones estratégicas que catalicen la recuperación



### DATOS POTENCIALES Y PREVIAMENTE ANALIZADOS

- Datos de empleo
- Ventas imponibles
- Permisos de construcción/mercado de la vivienda
- Estimulo económico
- Demografía de raza/etnia







# EDB ARPA Town Hall and Survey Outreach | Alcance para la asamblea de ARPA y encuestas por EDB

**4 EMAIL BLAST COMMUNICATIONS**  
To EDB general mailing list to participate in Town Halls and take the survey

**4 SOCIAL MEDIA REMINDERS**  
To EDB page followers to participate in Town Halls and take the survey

**TARGETED OUTREACH**  
To EDB partners including NGO's, chambers of commerce, and trade orgs.



**4 COMUNICACIONES E-BLAST**  
A la lista general de correo de EDB para participar en los Ayuntamientos y realizar la encuesta

**4 RECORDATORIOS EN REDES SOCIALES**  
A los seguidores de la página de EDB para participar en los Ayuntamientos y realizar la encuesta

**ALCANCE DIRIGIDO**  
A los colaboradores de EDB incluidas a ONGs, la cámara de comercio, y organizaciones de comercio

# 5

## Sonoma County ARPA Town Halls/ Asambleas virtuales de ARPA en el condado de Sonoma

- District 3 – Sept 23
- District 1 – Oct 4
- District 5 – Oct 7
- District 2 – Oct 13
- District 4 – Oct 20
- Distrito 3 – 23 de sept
- Distrito 1 – 4 de oct
- Distrito 5 – 7 de oct
- Distrito 2 – 13 de oct
- Distrito 4 – 20 de oct



**ARPA:**

**Strengthening Sonoma County | Fortaleciendo al condado de Sonoma**

- Social Media – Facebook & Instagram
- Newsletters
- Promotional Materials given to District Directors, County PIOs, Department Heads
- Promoted by Upstream Investments, Health Action, EDB, & Office of Equity
- ARPA website
- Direct Outreach to Organizations
- Posting to online calendars (Press Democrat, etc.)



- Redes sociales – Facebook e Instagram
- Boletines
- Materiales promocionales entregados a directores de distrito, OPI del condado, jefes de departamento
- Promovido por Upstream Investments, Acción de Salud, Junta de Desarrollo Económico, y Oficina de Equidad
- Sitio web de ARPA
- Alcance directo a las organizaciones
- Publicación en calendarios en línea (Press Democrat, etc.)

# Las sesiones informativas | Breakout Session

- ¿Qué fue algo que le impactó o le llamó la atención durante la presentación relacionado al impacto desproporcionado para las comunidades de color?
    - ¿Esto se alineó con su experiencia personal / profesional?  
¿Por qué o por qué no?
  - ¿Qué necesita nuestra comunidad para apoyar mejor a las comunidades de color en nuestra respuesta a COVID 19?
  - ¿Qué son los retos que usted y sus amigos/familiares han enfrentado durante el COVID?
    - ¿Qué son los retos que todavía enfrentan?
  - Desde marzo de 2020, ¿usted y sus amigos/familiares han recibido algún tipo de apoyo que les haya resultado útil?
    - Del apoyo que usted recibió, ¿faltaba algo que le hubiera ayudado? ¿Cómo se podría haber mejorado?
  - ¿Cuáles son otras soluciones que el condado de Sonoma debe considerar para la recuperación de la comunidad?
- What was one thing that impacted you or stood out to you from the presentation in relation to the disproportionate impact on communities of color?
    - Did this align with your personal/professional experience? Why or why not?
  - What does our community need to better to support communities of color in our response to COVID 19?
  - What challenges have you and your friends/family faced during COVID?
    - What challenges are you still experiencing?
  - Since March 2020, have you and your friends/family/clients received support that was helpful?
    - What was missing in that support? How could it have been improved?
  - What other solutions/support should the County as a whole consider to help recovery?



# ARPA Identified Needs | Necesidades identificados por ARPA

## Negative Economic Impacts on Households and Individuals

Community Input Survey	Town Hall Discussion Themes
Assistance to Households, such as food, rental, or cash assistance	Basic Needs / Direct Cash Aid
Activities that Promote Healthy Childhood Environments	Childcare & Childcare Facilities
Activities that Address Educational Disparities	Learning Loss
Investments in Affordable Housing and Services for Homeless Residents	Housing & Shelter
	Mental Health
Assistance to Small Business and Non-Profits	

### Premium Pay

Premium Pay	Living Wage
-------------	-------------

## Impactos económicos negativos en hogares e individuos

Encuesta de aportes de la comunidad	Temas de los grupos pequeños de las asambleas virtuales
Asistencia a los hogares, como alimentos, alquiler o asistencia en efectivo	Necesidades básicas / Ayuda directa en efectivo
Actividades que promueven ambientes infantiles saludables	Cuidado de niños e instalaciones de cuidado de niños
Actividades que abordan las disparidades educativas	Pérdida de aprendizaje
Inversiones en viviendas asequibles y servicios para residentes sin hogar	Vivienda y refugio
	Salud mental
Asistencia a pequeñas empresas y organizaciones sin fines de lucro	

### Pago de primas

Pago de primas	Salario digno
----------------	---------------

# Elevated Voices | Voces elevadas

the stress is heavier with each day... I don't have documents, I have to pay for the medication for my anxiety out of pocket. I also have to pay for my therapy appointments... my daughter's anxiety, depression, and stress were too serious for the clinic... access to mental health care is one of the things that we, as immigrants need...

When I hear all these facts, I start to feel anxious again and it makes me fear for our children who are our future—that they see our instability—small ailments get big because we don't have access to medical care—what does this do for our kids?

Se estresa cada día mas... No tengo documentos, tengo que pagar por la medicación para mi ansiedad de mi bolsillo. Igual tengo que pagar mis citas de terapia...la ansiedad, la depresión, y el estrés de mi hija fueron demasiado grave para los médicos de la clínica...el acceso a la salud mental es una de las cosas que nosotros como inmigrantes necesitamos...

Cuando escucho todos estos hechos, empiezo a sentirme ansiosa de nuevo y me da miedo por nuestros hijos que son nuestro futuro-- que ven nuestra inestabilidad--las pequeñas dolencias se hacen más grandes al no tener acceso a la atención médica: ¿qué hace esto para nuestros hijos?

# Identified Solutions | Soluciones identificados



Town Hall participants repeatedly cited the success of *Promotores* to engage families and individuals and connect them with community resources.

## **Promotores**

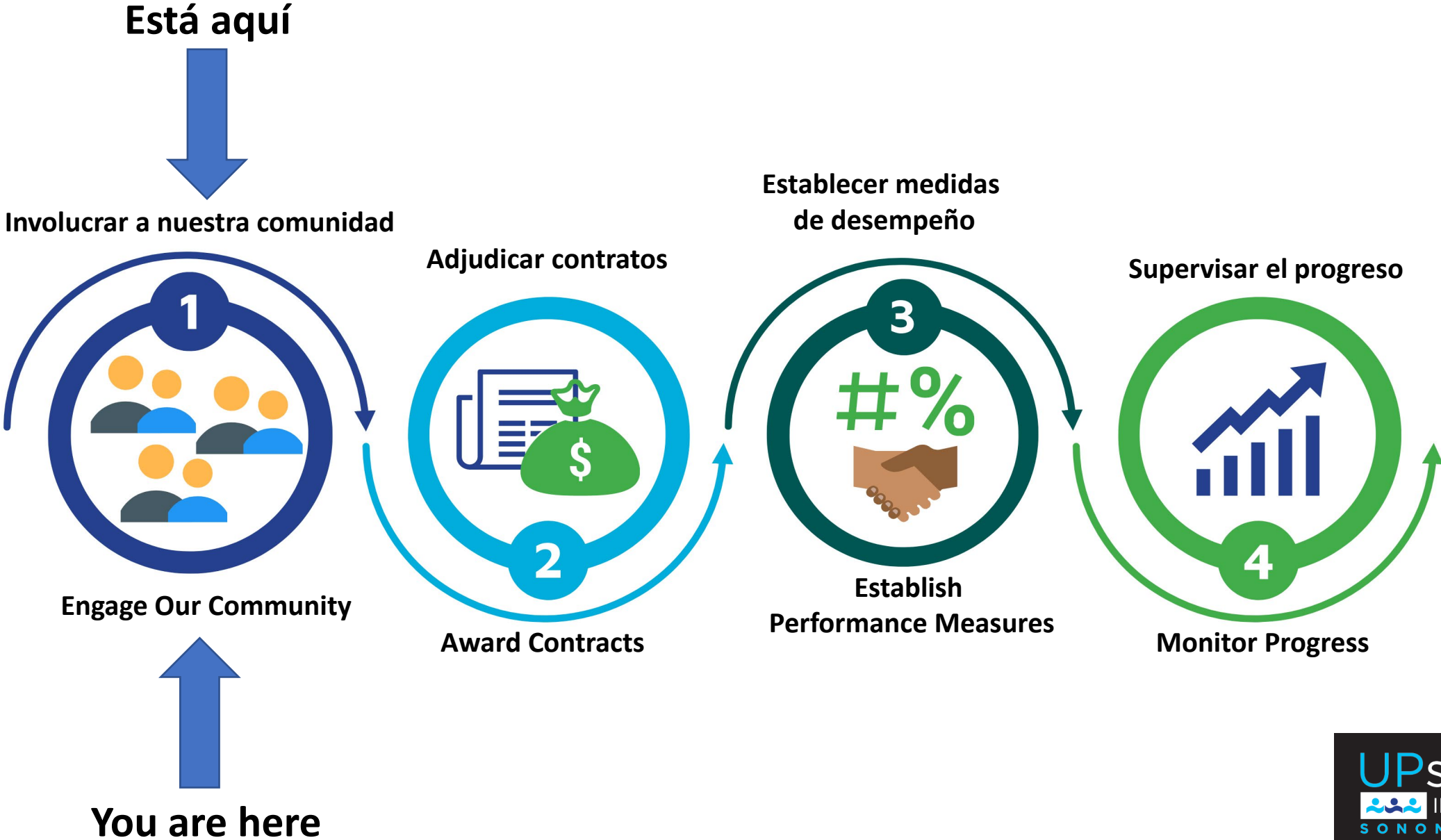
Los participantes de las asambleas virtuales de ARPA citaron repetidamente el éxito de los promotores para involucrar a familias e individuos y conectarlos con recursos comunitarios.

**“Those closest to the problem are closest to the solution, but furthest from resources and power”**

**“Los más cercanos al problema están más cerca a la solución, pero más alejados de los recursos y el poder ”**

Foster Black, Indigenous, Latinx, and AAPI Networks of Mutual Learning and Support in the Business and Social Service Sectors through Focused Investments and Technical Assistance	Fomentar las redes de aprendizaje y apoyo mutuo a las negras, indígenas, latinx y AAPI en los sectores empresarial y de servicios sociales a través de inversiones enfocadas y asistencia técnica
Provide Cash and Other Direct Resources to Disproportionately Impacted Community Members	Proporcionar dinero en efectivo y otros recursos directos a los miembros de la comunidad afectados de manera desproporcionada
Invest in County Infrastructure to Support Relationships with Underserved Communities and Culturally Responsive Program Design and Service Provision	Invertir en la infraestructura del condado para apoyar las relaciones con las comunidades desatendidas y el diseño de programas culturalmente receptivos y la prestación de servicios
Support Resilient Community Spaces	Apoya los espacios comunitarios resilientes

# ARPA: Fortaleciendo al condado de Sonoma | Strengthening Sonoma County





# La cronología | Timeline



¡GRACIAS!

Aprenda más: <https://sonomacounty.ca.gov/CAO/ARPA/>

Mándenos un email: [ARPA@sonoma-county.org](mailto:ARPA@sonoma-county.org)

(Las fuentes de los datos de la presentación de esta noche están disponibles por solicitud)

THANK YOU!

Learn More: <https://sonomacounty.ca.gov/CAO/ARPA/>

Email us: [ARPA@sonoma-county.org](mailto:ARPA@sonoma-county.org)

(data sources from this evening's presentation gladly provided upon request)



# Leading with Equity: When Inclusive Engagement Is Needed Most



**Cory Poris Plasch,**  
VP Strategic Development  
Polco

# Trends in Public Trust





- 2018 Survey
- 2,000 completed responses
- Weighted by tenure (rent vs. own), housing unit type (attached vs detached), race, ethnicity, gender and age within each region
- August 2018

- 2020 Survey
- 2,973 completed responses
- Weighted by tenure (rent vs. own), housing unit type (attached vs detached), race, ethnicity, gender and age within each region
- Summer 2020

# Public Trust

## Trust in police

Please rate your community's police department on the following.

2018 vs 2020



Excellent or Good

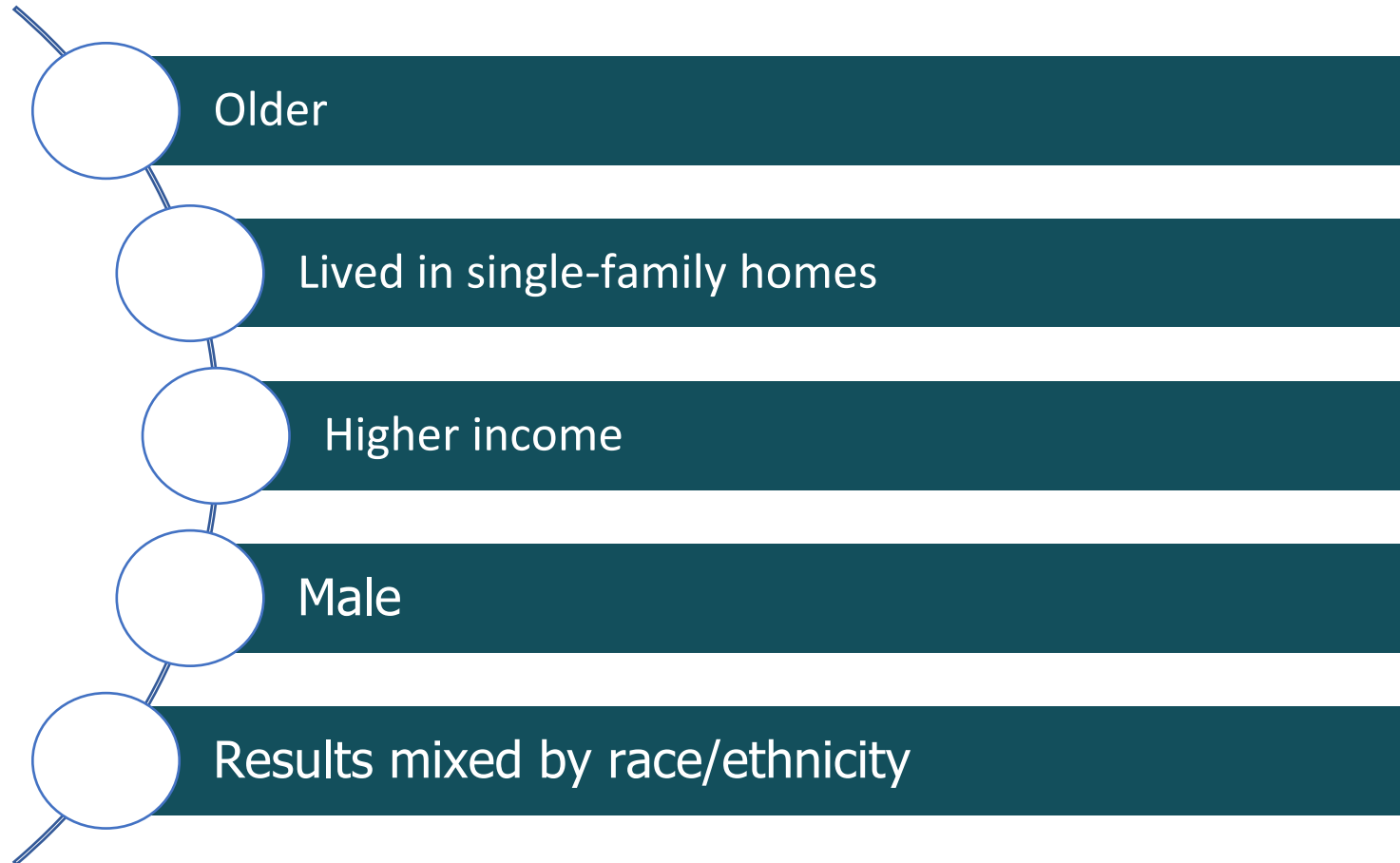
0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%





# Disparities Indicated in Ratings

Residents more positive towards the police tended to be...

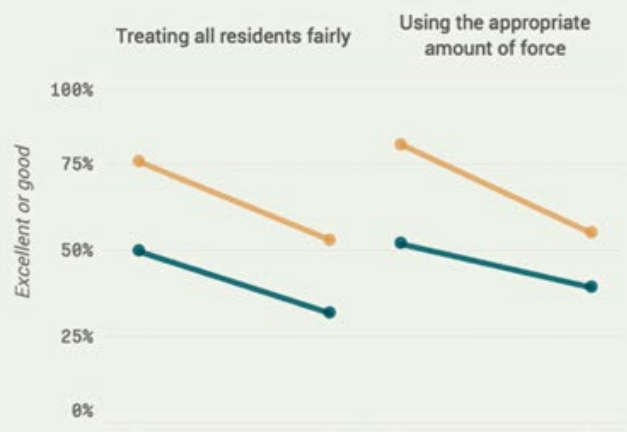




## Trust in police

Please rate your community's police department on the following.

black residents ●  
white residents ●





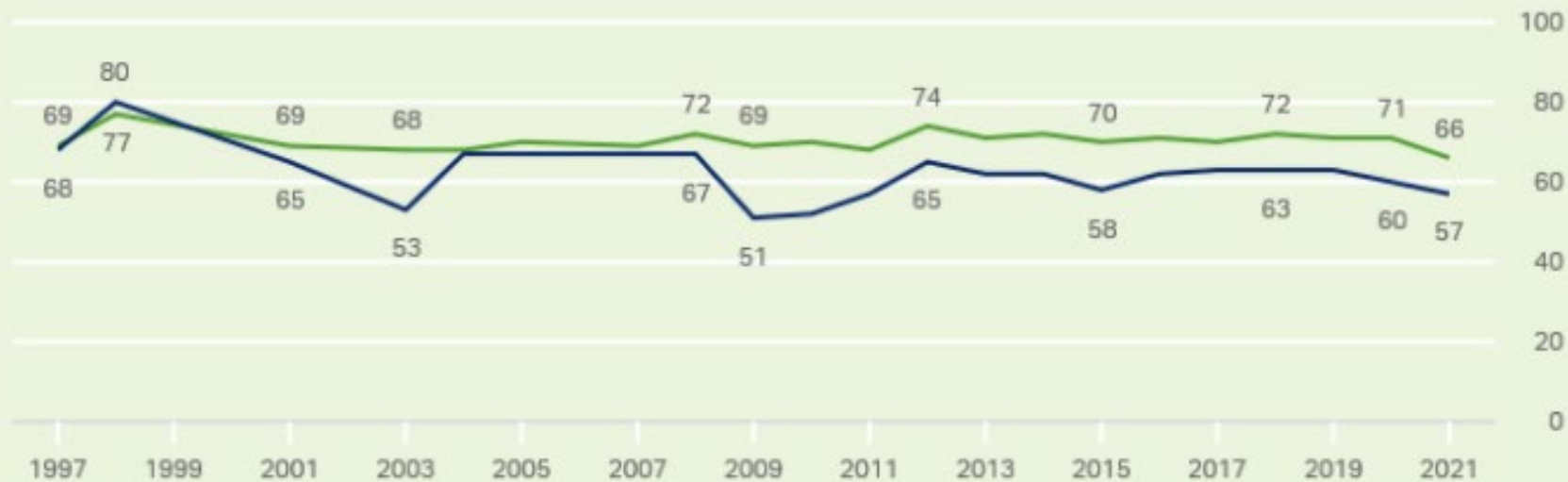
# Trust in State and Local Government

## Trust in Local and State Governments' Handling of Problems

How much trust and confidence do you have in the [local/state] government where you live when it comes to handling [local/state] problems -- a great deal, a fair amount, not very much or none at all?

% A great deal/fair amount

— Local government — State government



Data from 1972-1976 not shown

GALLUP

Through 2020 Americans' trust in local government has remained stable over the past decade while their trust in state government and other institutions associated with the federal government declined and has yet to fully recover. There was a dip in 2021 of 5%, which was greater than the dip for state government. This is also the first time trust has been that low in this poll.

🌀 Where do we go from here?





# Strategies to Better Engage Our Residents for Budgeting



# Who Is Less Likely To Engage With Government?

- Low income
- Youth
- Undocumented residents
- People of color
- People with limited English proficiency



# Barriers to Civic Engagement From a Resident's Perspective

- ▶ Lack of time
- ▶ Limited accessibility or understanding of local government
- ▶ Privacy/anonymity
- ▶ Political Climate
- ▶ Meetings can be intimidating
- ▶ Effort



# Value of Resident Input

- Helps to define desired “Return on Investment”
- Increases transparency and accountability
- Guidance on tax tolerance
- Perspectives can enhance projects

# Why Engage for ARPA?

“Treasury urges State, territorial, Tribal, and local governments to **engage their constituents and communities in developing plans to use these payments**, given the scale of funding and its potential to catalyze broader economic recovery and rebuilding.”

*<https://www.federalregister.gov/documents/2021/05/17/2021-10283/coronavirus-state-and-local-fiscal-recovery-funds>*



# Engaging All Our Residents

**The Treasury Department notes in several places the disparate impact on some communities:**

“Finally, although the pandemic's impacts have been widespread, both the public health and economic **impacts of the pandemic have fallen most severely on communities and populations disadvantaged before it began.** Low-income communities, people of color, and Tribal communities have faced higher rates of infection, hospitalization, and death,[10] as well as higher rates of unemployment and lack of basic necessities like food and housing.[11]”

*<https://www.federalregister.gov/documents/2021/05/17/2021-10283/coronavirus-state-and-local-fiscal-recovery-funds>*





# Best Practices

- Engage the community
- Be accessible
- Build relationships with community partners
- Continually ask for feedback
- Close the loop



# Engage the Community

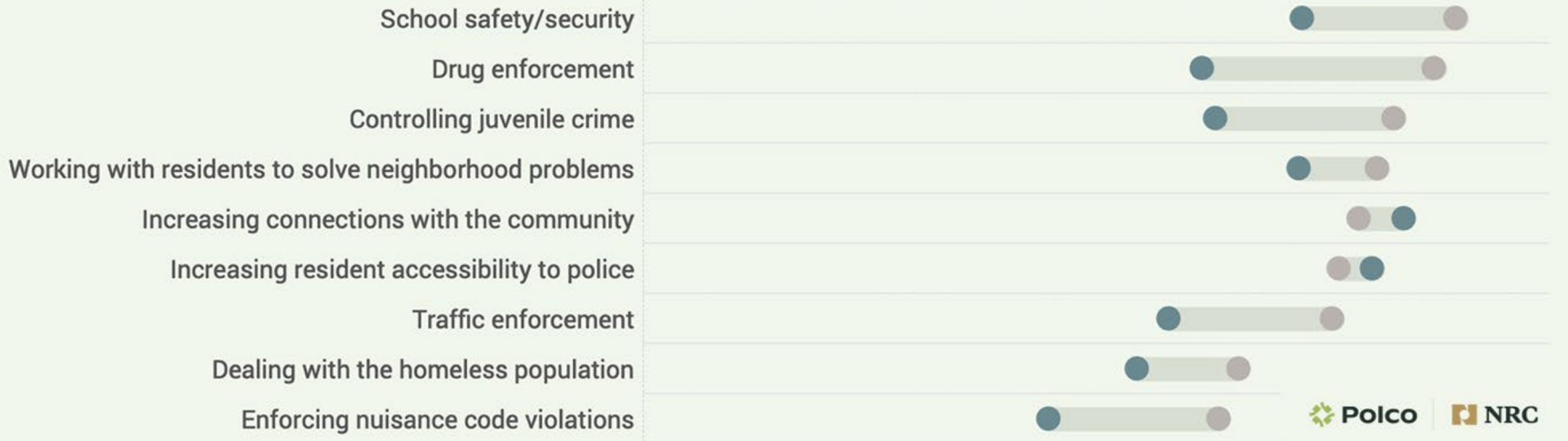
## Resident priorities

*How much of a priority, if at all, should the police department in your community place on each of the following in the next two years?*

2018 vs 2020

*High or medium priority*

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%





# Be Accessible





# Build Relationships

When should you build relationships with community leaders?

**Before you need them!**

# Continually Ask for Feedback

- Higher reliance on technology
- Shorter and more frequent
- Part of routine
- Inclusion
- Larger samples
- Relationships - Use of panels
- Closing the feedback loop

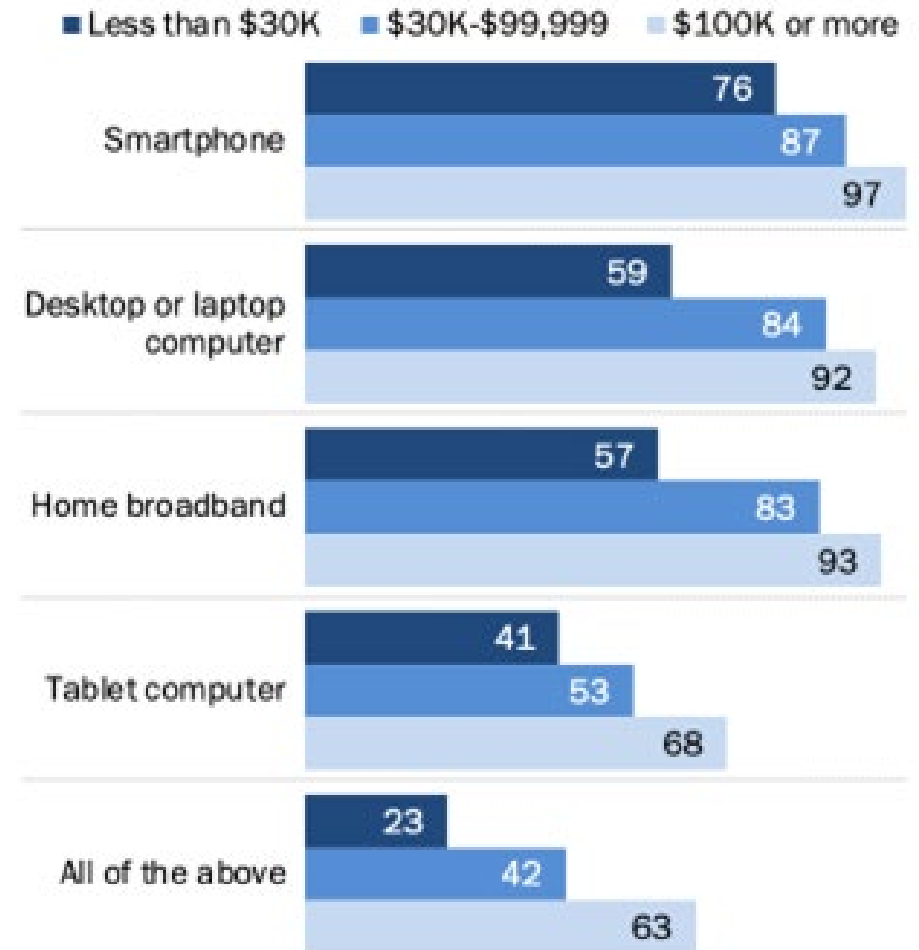


# Continually Ask For Feedback

Mobile responsiveness needs to be viewed as a requirement for all outbound communications

## Americans with lower incomes have lower levels of technology adoption

*% of U.S. adults who say they have each of the following, by household income*



Note: Respondents who did not give an answer are not shown.  
Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.



# Continually Ask For Feedback

## **Learn from COVID Response!**

- Online interactions allow more of your community to participate
- Add a virtual component to your plans- have both an in-person and virtual focus groups and meetings



# Close the Loop

- Do outreach on outbound channels to share results
- Share at least partial data
- Graphs and charts are easy to read
- Shows residents their time is valued
- Encourages others to participate
- Allows more information to be given if needed





# When Budgeting Decisions Incorporate Resident Input

Economic Transformation in Livermore, CA

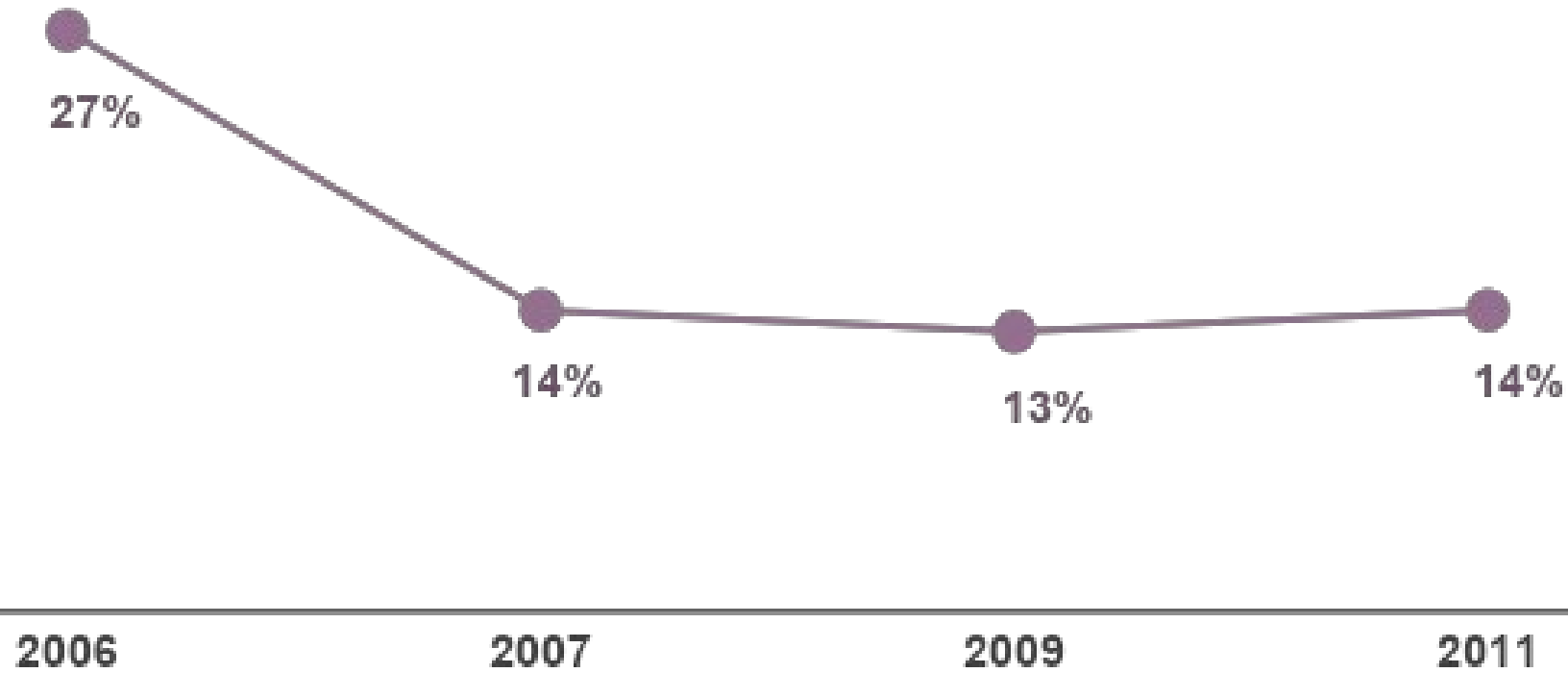
**“The citizen survey ultimately showed what the residents were concerned about, and [that] translated into City goals for us to actually work on.”**

Marc Roberts, City Manager  
City of Livermore, CA

# Moving Past the Great Recession

## Resident Ratings of Their Personal Economic Future

Percent of residents expecting the near economic future to have a “somewhat” or “very” **positive impact** on their household income





Downtown

Shopping

Play

Work

New  
Business



# Educate and Engage

**Informing and  
involving the  
community in:**

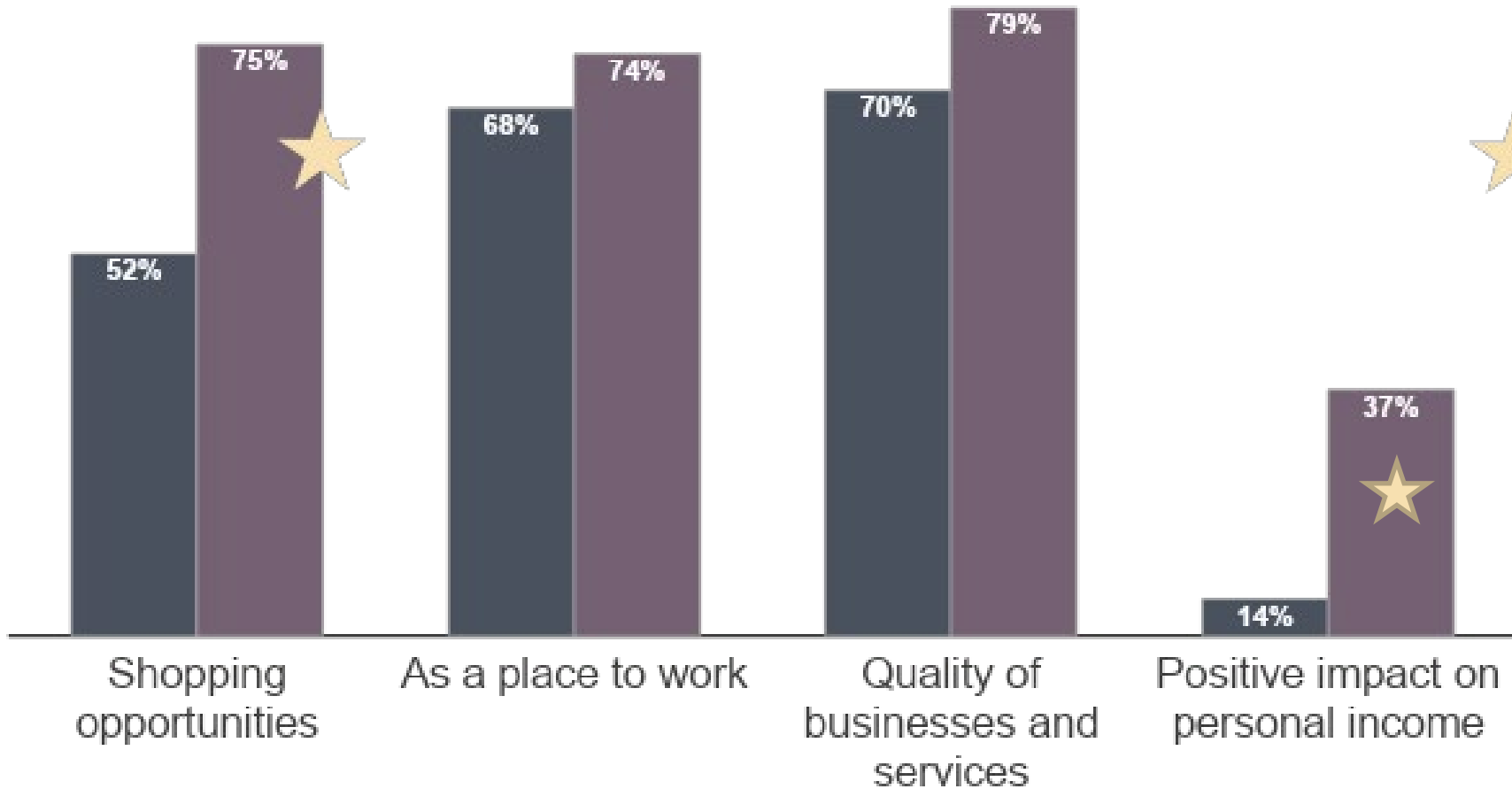
- What should be  
downtown
- Bringing in new job  
opportunities
- Strategic plans

# Enact and Evaluate Resident Ratings of Livermore Economy

Downtown Livermore  
rated among the top in  
the nation! 87%



■ 2011 ■ 2014





# Conclusions

- Public trust in local government has decreased in the last two years, and trust in police has declined significantly from 2018 to 2020
- Public trust can be built through equitable engagement, but special efforts need to be made to connect with hard-to-reach populations.
- It is essential that you engage ALL of the residents in your community, especially when determining the use of ARPA funds



# Thank You



**Polco** POLCO.US

Email [CORY@POLCO.US](mailto:CORY@POLCO.US) for slides PDF





# Stay Connected & Stay Informed



**@InstituteForLocalGovt**



**@instlocgov**



**Sign up for our e-Newsletter**  
[www.ca-ilg.org/stayinformed](http://www.ca-ilg.org/stayinformed)

# THANK YOU TO OUR CO-HOST AND SPEAKERS



COUNTY OF  
**SONOMA**

# EQUITY QUESTIONS TO ASK IN POLICY & PROGRAM DESIGN



- Community Input: What, if any, **input from communities of color and/or other vulnerable populations**, especially those most affected, has already been considered?
- Who should be consulted in design and implementation to ensure success and **equitable program outcomes**?
- Barriers: What are anticipated **barriers for communities of color and/or other vulnerable populations** and ways to design the program and structure its implementation to reduce those barriers?
- Burdens: What are potential disproportionate **impacts on communities of color and/or other vulnerable populations**. How could these be eliminated/mitigated?
- Assets: **What assets** in the community **can we build** on to achieve successful outcomes through our program/policy?