



**Los Angeles County
Productivity Investment Board
NOTICE OF REGULAR MEETING**

**County of Los Angeles
Quality and Productivity
Commission**

565 Kenneth Hahn
Hall of Administration
500 West Temple Street
Los Angeles, CA 90012

Telephone: (213) 974-1361
(213) 974-1390
(213) 893-0322

Website: <http://qpc.lacounty.gov>

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EXECUTIVE OFFICE



**BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES**

*"To enrich lives through
Effective and caring service"*

Monday, May 20, 2024, 10:00 a.m.
**Kenneth Hahn Hall of Administration, Room 374A
500 West Temple Street, Los Angeles, CA 90012**

**Members of the public may participate or listen to the meeting
via telephone at:**

Join Zoom Meeting
<https://bos-lacounty-gov.zoom.us/j/83609074807?pwd=MzRkZWJQOGIFdU54N2lucThac1Zhdz09>

Meeting ID: 836 0907 4807
Passcode: 561159
Call in number: (669) 900-9128

**Written Public Comment may also be submitted to Jackie Guevarra
by Sunday, May 19, 2024 (received by 4:00 p.m.):**
iqguevarra@bos.lacounty.gov

****Any information received from the public by Sunday, May 19, 2024, at
4:00 p.m. will become part of the official meeting record.***

MEETING AGENDA

1. Call to Order.....Commissioner Henderson
2. Land Acknowledgment*Commissioner Henderson
3. Assembly Bill 2449.....Commissioner Henderson
4. Approval of the February 26, 2024, Meeting Minutes
5. Presentation of Productivity Investment Fund (PIF) proposals (for discussion and possible action) and Fund Balance Report, as of Fiscal Year 2023-24, 4th Quarter.....Commissioner Henderson
 - **24.15 – Public Health**, Community Public Health Teams (CPHT): Marketing Solutions to Improve Quality and Productivity, \$750,000 Grant. PIB Advisory Committee recommends funding a \$300,000 Grant.
 - **24.16 – Military and Veterans Affairs**, A Text Can Save a Life – Veteran Mental Health Support through Wellness Messaging, \$110,000 Grant. PIB Advisory Committee recommends funding a \$35,000 Grant.

- **24.17 – Los Angeles County Museum of Art, West Campus Climate Control System Upgrade, \$475,000 Grant.** PIB Advisory Committee does not recommend.

6. Review PIF Application and Guidelines (for discussion and possible action) (5 minutes)
.....Commissioner Henderson
7. Review (for discussion and possible action) of the PIF Annual and Final Reports (10 minutes).....Commissioner Henderson
8. Discussion and matters not on the Posted Agenda – to be presented and placed on a future agenda.
9. Public Comment (3 minutes for each speaker)
10. Adjournment

LOBBYIST REGISTRATION

Any person who seeks support or endorsement from the Commission on any official action may be subject to the provisions of Los Angeles County Code, Chapter 2.160 relating to lobbyists. Violation of the lobbyist ordinance may result in a fine and other penalties. For more information, call (213) 974-1093.

ACCOMMODATIONS

Accommodations, American Sign Language (ASL) interpreters, or assisted listening devices are available with at least 3-business days' notice before the meeting date. Agendas in Braille and/or alternate formats are available upon request. Please telephone (213) 974-1431 (voice) or (213) 974-1707 (TDD), from 8:00 a.m.-5:00 p.m., Monday through Friday.

SUPPORTING DOCUMENTATION

Supporting documentation can be obtained at the Quality and Productivity Commission Office, 565 Kenneth Hahn Hall of Administration, 500 West Temple Street, Los Angeles, CA 90012 or jguevarra@bos.lacounty.gov.

PUBLIC COMMENT

Commission meetings are open to the public. A member of the public may address the Commission on any Agenda item. In addition, during the General Public Comment item on the agenda, a member of the public has the right to address the Commission on items of interest that are not on the agenda but are within the subject matter jurisdiction of the Commission. A request to address the Commission must be submitted to Commission Staff prior to the item being called. Comments are limited to a total of six (6) minutes per speaker per meeting, at up to two (2) minutes per item. The Commission may further limit public input on any item, based on the number of people requesting to speak and the business of the Commission.

***LAND ACKNOWLEDGEMENT**

ON NOVEMBER 1, 2022, THE BOARD OF SUPERVISORS ADOPTED A FORMAL LAND ACKNOWLEDGMENT FOR THE COUNTY. ([STATEMENT OF PROCEEDINGS](#))

"The County of Los Angeles recognizes that we occupy land originally and still inhabited and cared for by the Tongva, Tataviam, Serrano, Kizh, and Chumash Peoples. We honor and pay respect to their elders and descendants -- past, present, and emerging -- as they continue their stewardship of these lands and waters. We acknowledge that settler colonization resulted in land seizure, disease, subjugation, slavery, relocation, broken promises, genocide, and multigenerational trauma. This acknowledgment demonstrates our responsibility and commitment to truth, healing, and reconciliation and to elevating the stories, culture, and community of the original inhabitants of Los Angeles County. We are grateful to have the opportunity to live and work on these ancestral lands. We are dedicated to growing and sustaining relationships with Native peoples and local tribal governments, including (in no particular order) the: Fernandefio Tataviam Band of Mission Indians, Gabrielino Tongva Indians of California Tribal Council, Gabrieleno/Tongva San Gabriel Band of Mission Indians, Gabrieleño Band of Mission Indians - Kizh Nation, San Manuel Band of Mission Indians, San Fernando Band of Mission Indians. To learn more about the First Peoples of Los Angeles County, please visit the Los Angeles City/County Native American Indian Commission website <https://lanaic.lacounty.gov/>."



LOS ANGELES COUNTY
PRODUCTIVITY INVESTMENT BOARD

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BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES

*“To enrich lives through
effective and caring service.”*

MINUTES OF THE MEETING OF
Monday, February 26, 2024, at 10:00 a.m.
Kenneth Hahn Hall of Administration, Room 374A
500 West Temple Street, Los Angeles, CA 90012

Members of the public may also join remotely at:

Call in number: (669) 900-9128

Meeting ID: 873 7633 993

Passcode: 056188

<https://bos-lacounty-gov.zoom.us/j/87376339923?pwd=L1crN0hNUS90ZEZWcGswSi9aWVgxZz09>

**THE FOLLOWING COMMISSIONERS WERE PRESENT
(TAKEN BY ROLL CALL):**

PRESENT:

Nichelle Henderson, Chair

Rod Gibson, Vice Chair

Jacki Bacharach

Viggo Butler

J. Shawn Landres

Ed McIntyre

ABSENT

Teresa Dreyfuss

Nancy Harris

**PRODUCTIVITY INVESTMENT BOARD ADVISORY
COMMITTEE**

Arman Depanian, Chair, PIB Advisory Committee

CALL TO ORDER

The Chair called the meeting of the Productivity Investment Board (PIB) to order at 10:01 a.m.

ATTENDANCE (ROLL CALL)

Commissioner Henderson welcomed everyone to the Productivity Investment Board (PIB) meeting. She asked Jackie Guevarra, Executive Director, to take roll call of Commissioners in attendance:

In Attendance: Nichelle Henderson (Chair), Rod Gibson (Vice-Chair), Jacki Bacharach, Viggo Butler, J. Shawn Landres and Ed McIntyre

ANNOUNCEMENTS

Commissioner Henderson welcomed everyone to the meeting. She announced that members of the public could send their questions or comments to Jackie Guevarra during the meeting via email at Jguevarra@bos.lacounty.gov or via the chat feature. Please inform Jackie Guevarra via email or the chat feature which item(s) you have a comment on. Any information received will become part of the official meeting record. Members of the public were also given the opportunity to send their comments and questions to Jackie Guevarra, by February 25, 2024, 4:00 p.m. No written comments were received.

She also announced that each Commissioner will have the opportunity to speak on any agenda items and will be taken by roll call.

LAND ACKNOWLEDGEMENT (AGENDA#2)

On November 1, 2022, the Board of Supervisors adopted a formal Land Acknowledgement for the County. The Commission will open its public meetings with a Land Acknowledgement, as follows below:

“The County of Los Angeles recognizes that we occupy land originally and still inhabited and cared for by the Tongva, Tataviam, Serrano, Kizh, and Chumash Peoples. We honor and pay respect to their elders and descendants -- past, present, and emerging -- as they continue their stewardship of these lands and waters. We acknowledge that settler colonization resulted in land seizure, disease, subjugation, slavery, relocation, broken promises, genocide, and multigenerational trauma. This acknowledgment demonstrates our responsibility and commitment to truth, healing, and reconciliation and to elevating the stories, culture, and community of the original inhabitants of Los Angeles County. We are grateful to have the opportunity to live and work on these ancestral lands. We are dedicated to growing and sustaining relationships with Native peoples and local tribal governments, including (in no particular order) the: Fernandño Tataviam Band of Mission Indians, Gabrielino Tongva Indians of California Tribal Council, Gabrieleno/Tongva San Gabriel Band of Mission Indians, Gabrieleño Band of Mission Indians - Kizh Nation, San Manuel Band of Mission Indians, San Fernando Band of Mission Indians. To learn more about the First Peoples of Los Angeles County, please visit the Los Angeles City/County Native American Indian Commission website lanaic.lacounty.gov.”

ASSEMBLY BILL 2449

Commissioner Henderson announced that no Commissioners will be attending under AB 2449.

APPROVAL OF NOVEMBER 13, 2023, MINUTES (AGENDA #3)

Commissioner Bacharach moved to approve the November 13, 2023, meeting minutes seconded by Commissioner Gibson. The minutes were unanimously approved (taken by roll call):

Nos: None
Yes: Commissioners Bacharach, Butler, Gibson, and Henderson

Abstain: Commissioners Landres and McIntyre

PRESENTATION OF PRODUCTIVITY INVESTMENT FUND (PIF) PROPOSALS (FOR DISCUSSION AND POSSIBLE ACTION) AND FUND BALANCE REPORT, AS OF FISCAL YEAR 2023-2024, 3RD QUARTER (AGENDA #4)

Fund Balance Report

Commissioner Henderson reported there is one proposal before the PIB for the 3rd Quarter of Fiscal Year 2023-2024. She reported the Productivity Investment Fund (PIF) balance as of February 20, 2024, is \$5,749,942.

Commissioner Henderson stated that if the project before the PIB (\$598,500) is approved, the revised fund balance will be \$5,151,442.

24.12 – Public Health, for *Park Rx Los Angeles County Initiative (Park Rx LAC)*, \$975,000 Grant. PIB Advisory Committee Recommends a \$325,000 Grant.

Priya Batra, Eloisa Gonzalez, Karla Gonzalez, Tony Kuo, Maribel Perez, Rebecca Reeves, and Productivity Managers Rachel Baker Devine and Jane Lam were in attendance to support the proposal. Priya Batra, Tony Kuo, and Rebecca Reeves spoke on the project.

The grant would be used to pilot Park Rx LAC at Olive View-UCLA Medical Center clinics, support 3 WINS Fitness at El Cariso Community Regional Park and establish a field experience where kinesiology students from community colleges/universities can train as physical activity specialists. A PowerPoint presentation accompanied the Department's remarks.

Arman Depanian, Chair of the PIB Advisory Committee (Committee), reported that the Committee recommended the following: 1) do not mention any vendor in the application or letters of recommendation; 2) mention the need for a coordinator to set the program in motion and that is why the amount for this position is high; 3) be ready to explain why the Department needs a three year pilot; 4) on slide 16, cost savings, give an example and be ready to explain if this can be a loan instead of a grant; 5) mention that the Department will pull BMI data for participants and explain why; 6) there are free online apps and the Department of Parks and Recreation (Parks) has outdoor equipment in place, so why not leverage Parks programs like Parks after Dark; 7) explain how the Department will obtain/measure data from participants; 8) explain how nutrition will compliment exercise program; 10) are Department of Health Services physicians/doctors already referring participants to these types of programs. The Committee recommended a \$325,000 grant for one year of funding.

After discussion and questions, Commissioner Gibson make a motion to award a \$598,500 grant, seconded by Commissioner Butler. Commissioner Landres amended the motion to request, as a condition of the grant, for the Department to submit letters of support from the Parks and any city or public agency collaborating with this project. The collaborators may also attend the full Commission meeting in support of the project.

The motion was unanimously approved by the following votes (taken by roll call):

No: None

Yes: Commissioners Bacharach, Butler, Gibson, Henderson, Landres, and
McIntyre

Abstain: None

Commissioner Landres will present the project at the Quality and Productivity Commission (QPC) meeting on Monday, March 18, 2024.

DISCUSSION AND MATTERS NOT ON THE POSTED AGENDA (TO BE PRESENTED AND PLACED ON A FUTURE AGENDA)

Commissioner Landres requested that an agenda item be placed on the May 20, 2024, Productivity Investment Board and June 24, 2024 Quality and Productivity Commission meetings to discuss possible changes to the Productivity Investment Fund (PIF) application, Question 6 – *Is the proposal a pilot project? If so, what are the conditions for further expansion or development?* The revision should address the programmatic and fiscal sustainability of along with measures of success of PIF projects submitted.

PUBLIC COMMENT

None

ADJOURNMENT

Commissioner Landres moved to adjourn the meeting seconded by Commissioner Gibson. The meeting adjourned at 11:42 a.m. The next PIB meeting will be on Monday, May 20, 2024, at 10:00 a.m.



BARBARA FERRER, Ph.D., M.P.H., M.Ed.
Director

MUNTU DAVIS, M.D., M.P.H.
County Health Officer

ANISH P. MAHAJAN, M.D., M.S., M.P.H.
Chief Deputy Director

313 North Figueroa Street, Suite 806
Los Angeles, CA 90012
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March 27, 2024

Commissioner Nichelle Henderson
Commissioner Nichelle Henderson, Chair
Quality and Productivity Commission
Hall of Administration, 500 Temple Street, Room 585
Los Angeles, CA 90012

Dear Commissioner Henderson:

I am pleased to submit a Productivity Investment Fund (PIF) grant proposal for Community Public Health Teams (CPHT) Community Engagement through Effective Use of Media for \$750,000 from the Los Angeles (LA) County Department of Public Health (Public Health) Office of Planning, Integration, and Engagement, Community Engagement Unit. This proposal requests funding to hire a media/communications firm to increase awareness and participation across the ten (10) CPHT project service areas while strengthening the overall communication capacity of project partners.

CPHT is a model of public health service delivery being piloted in 10 high-priority, micro-service areas throughout LA County. Each of the 10 CPHTs includes a community-based organization, a healthcare partner, and a dedicated Public Health staff, forming a coordinated, place-based, and community-driven team that will provide outreach, engagement, and services to 8,000-13,000 households.

This innovative model of public health service delivery takes a proactive role in improving community health. By conducting household outreach, this project aims to improve access to primary care and early detection of communicable diseases. However, because this will be novel approach to intended audiences (e.g., health workers visiting households to conduct household assessments and offer health services), Public Health anticipates challenges related to trust and awareness. In service areas, apprehensions about the project's legitimacy or misconceptions about its benefits may lead to reluctance or refusal among households to participate. Securing the necessary funding would enable strategic communication efforts to raise awareness about CPHTs and encourage greater community engagement.

Our grant request is endorsed by our many partners in the accompanying letters of support. We are always appreciative of the Commission's consistent support of public health initiatives to innovate and enhance services and to improve the effectiveness and quality of those services to the residents of LA County.

Please reach out to Tiffany Romo at tromo@ph.lacounty.gov, Director of the Office of Planning, Integration, and Engagement, Community Engagement Unit, if you have any questions.

Sincerely,

A handwritten signature in blue ink that reads "Barbara Ferrer".

Barbara Ferrer, Ph.D., M.P.H., M.Ed.
Director Los Angeles County Department of Public Health

BF:tr:nbb

<p>County of Los Angeles Quality and Productivity Commission PRODUCTIVITY INVESTMENT FUND PROPOSAL (Please submit the proposal with a cover letter signed by the department head)</p> <p>Last Updated: 1/25/2024</p>	
Department: Department of Public Health	Date: May 7, 2024
Project Name: Community Public Health Teams (CPHT): Marketing Solutions to Improve Quality and Productivity	
<u>PURPOSE OF FUNDING (50 words). Describe how the PIF funding will be used.</u> <p>This project seeks \$750,000 (\$75,000 per CPHT) in funding to hire a marketing agency to increase awareness and participation in the 10 CPHT project service areas and strengthen overall communication capacity for the project partners.</p>	
<u>SUMMARY OF PROJECT, INCLUDING BENEFITS (300 words). Describe benefits and potential multi-departmental or countywide adaptation.</u> <p>The Community Public Health Teams (CPHTs) project comprises 10 teams, each consisting of a community-based organization, a healthcare partner, and dedicated Department of Public Health (DPH) staff. This collaborative effort creates cohesive, community-driven teams tasked with outreach, engagement, and service provision within specific micro-service areas (SAs), accommodating 8,000-13,000 households per CPHT. Operating under a shared leadership model, CPHTs collaborate closely with their communities to discern local health priorities, bridge gaps in health outcomes, and improve conditions essential for overall health and well-being.</p> <p>To achieve these objectives, each CPHT adopts five core strategies:</p> <ul style="list-style-type: none">• Conducting annual household needs assessments• Facilitating connections to essential healthcare and social services• Gathering and analyzing health-related data from residents and secondary sources• Hosting regular meetings with community members to disseminate data, identify health concerns collaboratively, and formulate action plans• Mobilize partnerships to advance health equity and enhance community conditions <p>This innovative model of public health service delivery has the potential to significantly reduce long-term public health and healthcare costs. By conducting household outreach, this project aims to bolster access to primary care and early detection of communicable diseases. Furthermore, it could serve as a blueprint for coordinated efforts among public health entities, healthcare providers, and community stakeholders in advancing health promotion, disease prevention, and treatment.</p> <p>However, the novelty of deploying health workers to conduct household assessments and offer services presents foreseeable challenges pertaining to trust and awareness. In SAs, apprehensions about the project's legitimacy or misconceptions about its benefits may lead to reluctance or refusal among households to participate. Securing the necessary funding would enable strategic culturally-responsive and equity-driven marketing efforts to raise awareness about CPHTs and encourage greater community engagement. Establishing trust and awareness through this project has the potential to establish long-term relationships among community members, partner agencies, and DPH, fostering sustained collaboration and impact.</p>	

County of Los Angeles Quality and Productivity Commission
PRODUCTIVITY INVESTMENT FUND PROPOSAL
(Please submit the proposal with a cover letter signed by the department head)

Last Updated: 1/25/2024

EVALUATION/PERFORMANCE MEASURES. (300 words) Describe what specific outcomes are to be achieved and how the project will enhance quality and/or productivity.

DPH's funding investment for this project is allocated directly to community partners for implementing the five core strategies. There is no funding for developing tailored marketing strategies. Engaging a marketing agency to contribute their expertise to developing strategic, thoughtful, and targeted communications will enhance the quality and reach of messages in SAs, achieving the following objectives and outcomes:

Objective 1: Co-develop culturally responsive marketing plans tailored for each community

- Develop and implement a CPHT marketing strategy, informed by market research, to notify households about their selection for the project, benefits of participation, and what to expect.
- Co-develop and distribute assets and collateral materials with messages aimed at increasing household participation. Develop processes for prompt review and approval.
- Identify and develop documentation and storytelling opportunities in partnership with CPHTs (e.g., video stories and presentations).

Objective 2: Build CPHT capacity

- Provide training and support through quarterly office hours to assist each CPHT in developing and implementing marketing plans tailored to local attitudes and beliefs.

Objective 3: Launch marketing plans

- Utilize media buys (e.g., radio interviews) and geo-targeted social media ads (posts and videos) to heighten awareness of CPHTs.

Outcome 1 – Increased household participation: Strategic marketing efforts, including the co-development and distribution of assets and collateral materials, is anticipated to raise project awareness and boost participation.

Outcome 2 – Increased service delivery: Increased household participation is expected to result in more households responding to assessments, potentially identifying issues where a referral to services is requested.

Outcome 3 – Development of customized community-based campaigns: The marketing agency will partner with CPHTs to develop customized community-based communications and engagement campaigns tailored to each SA.

Outcome 4 – Enhanced communication capacity: Technical assistance provided by the marketing agency will empower CPHTs to develop messages aligned with local attitudes and beliefs, bolstering their ability for on-going communications.

County of Los Angeles Quality and Productivity Commission
PRODUCTIVITY INVESTMENT FUND PROPOSAL
 (Please submit the proposal with a cover letter signed by the department head)

Last Updated: 1/25/2024

Is this an Information Technology (IT) project?

Yes No N/A

If you answered yes, please obtain endorsement and sign off from your department's CIO/IT manager and answer question 5 on page 3 below. In addition, you must apply for Information Technology Funds (ITF) with the Chief Executive Office (CEO), Chief Information Office (CIO) first before applying for Productivity Investment Funding (PIF). If your IT project was not approved by the CEO-CIO, please indicate the reason it was not approved and/or the status of your project below:

Amount Requested: Loan \$0 Grant \$750,000 Total \$750,000

Cost Analysis Summary. Attach detail for A and B, including staff, equipment, supplies, etc.

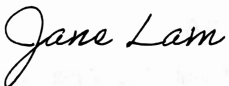


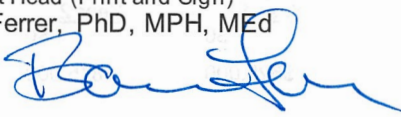
	<u>Implementation Period</u>	<u>Project Year 1</u>	<u>Project Year 2</u>	<u>Project Year 3</u>
A. Annual Cost of Current Process:		\$0	\$0	\$0
B. Estimated Annual Cost of Proposal:		\$750,000	\$0	\$0
C. Savings (B minus A)				

Funds Flow Summary: Indicate the amount of funds needed during implementation by period (fiscal year and quarter)

Funding will start to flow in Q1 in Year 1 (FY 24-25). It is anticipated that contracting with a professional marketing agency will take a few months, and this will reflect a lower amount of funding than the subsequent quarters. Initial expenditures will reflect start-up administrative tasks of managing the project such as planning and meetings. During Q3 and Q4, payments for holding meetings with CPHTs, providing technical assistance, developing and disseminating assets and materials, and training will begin and be ongoing throughout the remainder of the grant period.

Total funding over 1 year: \$750,000 (\$75,000/CPHT)

- Year 1 (FY 24-25): \$750,000
- Quarter 1: \$121,875
 - Quarter 2: \$209,375
 - Quarter 3: \$209,375
 - Quarter 4: \$209,375

County of Los Angeles Quality and Productivity Commission PRODUCTIVITY INVESTMENT FUND PROPOSAL (Please submit the proposal with a cover letter signed by the department head)	
Last Updated: 1/25/2024	
Quality and Productivity Manager (Print and Sign) Jane Lam, MPH Telephone Number (213) 628-5127  E-mail jlam3@ph.lacounty.gov	Project Manager (Print and Sign) Tiffany Romo, MPH Telephone Number (213) 587-3894  E-mail tromo@ph.lacounty.gov
Department CIO/IT Manager (Print and Sign) Telephone Number E-mail	Budget/Finance Manager (Print and Sign) Tiffany Romo, MPH  Telephone Number (213) 587-3894 E-mail tromo@ph.lacounty.gov
Department Head (Print and Sign) Barbara Ferrer, PhD, MPH, MEd  E-mail bferrer@ph.lacounty.gov	Telephone Number (213) 288-8117

**** Electronic, Original, or Scanned Signatures Are Accepted ****

County of Los Angeles Quality and Productivity Commission
PRODUCTIVITY INVESTMENT FUND PROPOSAL

QUESTIONS

1. Has this proposal been submitted before for a Productivity Investment Fund loan or grant? Yes _____ No X _____
If so, when (date)?

2. Was this proposal included in the department's current budget request?
Yes _____ No X _____ If no, why not?

DPH continues to prioritize and realign budget requests to address critical funding shortfalls related to prolonged COVID-19 response activities. In alignment with County and Departmental priorities, DPH has invested a significant amount of federal funding (\$75M over 5 years) for this project to strengthen public health community-based infrastructure. The aims are to: (1) expand the public health workforce through partnerships with community-based organizations and local clinical providers; (2) build and retain the internal capacity to develop and apply equitable policies and practices to improve health outcomes of disproportionately impacted populations; (3) expand the coordination and provision of field-based public health services to improve individual and community level health outcomes; (4) mobilize partners to advance health equity and address social determinants of health; and (5) utilize a community-based participatory approach to build regional resource networks that address the needs of priority communities. That said, we have allocated the maximum possible through the Centers for Disease Control and Prevention (CDC) grant, and additional funds were not available for this media effort. The funding received for this project was a result of the COVID-19 pandemic. There was national recognition that the public health workforce eroded over the years and there were not enough public health professionals to do the work needed during emergency responses. These dollars came specifically to increase personnel providing direct services to the population. During the pandemic, community partners were frontline outreach workers, and their partnership was significant to Public Health. The main indicator of success for this CDC funding is the number of public health professionals hired for the project. Media/marketing is not part of this funding source. DPH does not have sufficient flexible General County cost dollars to support this work.

DPH has also assessed in-kind internal support for this project and will coordinate with other DPH programs to offer supplies and other resources to support program delivery. However, none of these other sources have funding available for this marketing campaign request, which is needed to enhance participation and maximize community benefit.

County of Los Angeles Quality and Productivity Commission
PRODUCTIVITY INVESTMENT FUND PROPOSAL

3. How many years will it take for the loan to be paid back (3 years maximum without special approval)? Where will the funds come from to repay the loan?

Not applicable. DPH is requesting grant funding only.

- | | |
|---------------------|------------------------|
| Hard Dollar Savings | Cost Avoidance |
| Revenue Generation | Other (please explain) |

4. Discuss potential for revenue increase, service enhancement, future cost avoidance and/or cost savings. Does it reduce net County cost?

This proposal supports the outcomes of the CPHT project, which are centered on the following objectives:

- **Alignment of community, healthcare, and public health resources:** The CPHT project aims to establish a community-centered system of care, bolstering infrastructure for coordinated, community-based services delivery to individuals and high-need communities. By leveraging existing community resources and partnerships with local organizations and social services agencies, CPHTs can address public health issues, community concerns, and emerging threats more efficiently, potentially leading to future cost savings.
- **Enhancement of services and trust-building:** Conducting annual door-to-door household visits allows health workers to establish rapport and relationships with individuals, addressing their health and social needs and connecting them to resources and support. This personalized approach to healthcare and public health fosters trust, particularly in overburdened communities, potentially enabling broader reach and more effective service delivery. DPH aims to ensure that CPHTs have the best marketing strategy. This strategy ensures that people are willing to answer their doors, understand the project, and engage with community members to provide the services they need.
- **Expansion of public health reach:** CPHTs enhance the public health workforce through collaboration with community-based organizations and local healthcare partners. By improving coordination and provision of field-based public health services, CPHTs contribute to better individual and community-level health outcomes. By assembling teams consisting of community-based organizations, healthcare providers, and public health staff for targeted outreach and services, CPHTs establish a community-centered system of care. This strengthens the delivery of coordinated services, potentially leading to future cost savings. With community-based organizations acting as an extension of the public health workforce, DPH is investing in the infrastructure necessary to fulfill our department's mission: advancing conditions that promote optimal health and well-being for all.

County of Los Angeles Quality and Productivity Commission
PRODUCTIVITY INVESTMENT FUND PROPOSAL

- 5. (300 words) How does this proposal extend, amplify, or complement existing cross-County best and shared practices (including, if applicable, technology or sustainability practices, and equity impact – whom does this benefit and/or burden); describe the proposed solution in terms of its innovative use of technologies to achieve desired business outcomes, and/or Department strategic goals and objectives?**

This proposal amplifies DPH’s best practice in conducting effective community engagement to develop messages in partnership with the community and tailored to meet their needs. DPH has a history of collaborating with community organizations to advise, promote, support, coordinate, and expand communications reach and to engage diverse countywide audiences, particularly communities highly impacted by negative health outcomes. This proposal will amplify this practice by engaging a professional marketing agency to work with CPHTs to develop strategic, thoughtful, and targeted communications to enhance the quality and reach of messages in service areas. The community-based organization and healthcare partners within CPHTs are trusted partners that maintain strong relationships with community stakeholders. They have a long-standing history in service areas and possess a deep understanding of the culture, social dynamics, disinvestments, and community assets that contribute to the health status of community members. These organizations are uniquely qualified to work with the professional marketing agency to develop effective and tailored communication strategies that will ultimately benefit community members in the service area.

- 6. (150 words) Is the proposal a pilot project? If so, what are the conditions for further expansion or development?**

Yes, this is a pilot project. While DPH has a history of working with marketing agencies to create broad or topic-focused communication strategies, this is a new opportunity to engage a professional marketing agency to enhance service delivery and improve outcomes. This agency will work directly with community partners to develop culturally responsive, equity-driven campaigns that utilize technical platforms. Since the pandemic, communication methods have evolved to reach more people, faster. A marketing agency will ensure DPH continues to invest in communications and evolve our methods to meet community members where they currently receive the most relevant information. These campaigns will include innovative and tailored messaging designed to meet the needs of 10 unique populations and service areas. As health workers conduct door-to-door household assessments, we anticipate challenges related to trust and

County of Los Angeles Quality and Productivity Commission
PRODUCTIVITY INVESTMENT FUND PROPOSAL

awareness. Through strategic messaging and engagement, we aim to bridge communication gaps and foster meaningful connections within communities.

- 7. (300 words) What current County processes or functions will be eliminated or streamlined via this productivity enhancement(s) and/or quality improvement(s)?**

Bringing on a marketing agency will expedite the development, approval, and release of tailored messages for CPHT service areas. DPH has a Communications team that works very efficiently to provide support for the 45 programs within the department. The purpose of the DPH Communications team is to provide information to the public and manage public affairs. This team has little capacity to provide creative marketing solutions. Additionally, the CPHT project is large and includes 10 community organization partners and 10 healthcare partners working in 10 distinct micro-service areas. The County-level communications team doesn't have the bandwidth or expertise and frequently works with external media partners for development and dissemination of information that is subject or population specific to assure that materials are culturally appropriate and tailored to optimally reach unique target audiences. The marketing agency will work with DPH to develop processes that allow for development of materials that are most relevant to unique populations and meet the needs of the 10 distinct service areas.

- 8. (300 words) Does this proposal relate to a specific Countywide Strategic Plan goals and Board priorities? (To view the County's strategic plan, click here: <https://ceo.lacounty.gov/strategic-plan-and-goals/>. To view the Board's priorities, click here: [\(Chief Executive Office | County of Los Angeles \(lacounty.gov\)\)](#).**

<C:\Users\le685230\AppData\Local\Microsoft\Windows\NetCache\Content.Outlook\6ZURCT8B\Board Priorities>. If yes, please explain.

This proposal aligns with the County Strategic Plan, Goal II to Foster Vibrant and Resilient Communities through sustainable investments grounded in strong communities. The use of a professional marketing agency to develop strategic communications will enhance the quality and reach of messages to increase household participation in the CPHT project. This proposal is helping to ensure that the funding allocated directly to community partners is maximized and serves as a sustainable investment in communities. CPHTs support communities through workforce development efforts and by empowering communities to define their health priorities. CPHT partners are dedicated to the continued support of community commitments, investments, and assets to achieve long-term program outcomes.

County of Los Angeles Quality and Productivity Commission
PRODUCTIVITY INVESTMENT FUND PROPOSAL

The set of values below represent the guiding principles of the CPHTs and are aligned with the Board of Supervisor’s priority for Anti-Racism, Diversity, and Inclusion (ARDI) Initiative, dedicated to ending the divisions, biases, and inequitable policies and practices inhibiting opportunity and denying our communities the right to determine their futures. The professional marketing agency brought onboard will align the targeted communications with these values:

- System equity: Ensure that all community members in the service area have access to the goods, services, resources, and power needed for optimal health and well-being.
- Anti-racism, anti-discrimination, and anti-stigma: Approach work through an equity lens to help repair community trust; recognize and work to dismantle implicit biases in social systems; and be inclusive of all community members without judgment.
- Trust: Focus on relationship-building to operate in a safe space of mutual respect, reliability, and collaboration.
- Accessible & Inclusive: Value, honor, and respect the rights, differences, dignity, and worth of all people to create welcoming environments that invite and sustain meaningful engagement.
- Community Engagement: Ensure that community members have an important and active role in program implementation, and that activities are reflective of community needs.

9. (150 words) Does this proposal enhance the County image and/or improve relationships with the County’s constituents? Please explain.

In some communities, perceptions of County agencies are characterized by mistrust and dissatisfaction due to uncoordinated services, barriers to access, and a one-way transactional relationship where the County primarily receives information. CPHT introduces an innovative approach, with health workers conducting household assessments and providing services door-to-door. Challenges related to trust and awareness are expected, presenting an opportunity to change this perception, one household at a time in communities most impacted with negative health outcomes.

CPHTs will build trust by serving as a reliable presence that listens and responds to individual and community needs. Through a collaborative partnership between a community-based organization, healthcare partner, and DPH, CPHTs will engage community members in co-creating community action plans. With support from a professional marketing agency, CPHT will tailor and amplify their messaging, aiming to establish long-term relationships, empower communities to define health priorities, and demonstrate improved health outcomes through this new engagement approach.

County of Los Angeles Quality and Productivity Commission
PRODUCTIVITY INVESTMENT FUND PROPOSAL

10. (150 words) How might this proposal promote interdepartmental cooperation including, if applicable, data sharing and program design?

This proposal may promote interdepartmental cooperation by making other departments aware of the service areas participating in the CPHT project and helping to raise awareness with their clients. DPH is actively engaging with other County programs to explore resources that can be extended to CPHTs; however, this proposal can assist with raising further awareness in County departments that have yet to be engaged. Additionally, DPH can share CPHT community profiles of service areas based on household assessment data, community convenings, and community action plans to assist other County departments learn more about the communities in the service area. CPHT progress and data will be monitored to guide engagement and collaboration with relevant County resources to meet identified community needs.

11. (150 words) Where did the original idea for this project come from?

The COVID-19 pandemic underscored the importance of coordinated efforts among public health entities, healthcare providers, and community partners to address community needs. Drawing from this lesson, and insights from models of care in other countries spurred the development of CPHT. Countries like Costa Rica have made strategic investments in building public healthcare systems that actively reach every household. As a result, these countries have achieved health outcomes that surpass those in the US, from nutrition to vaccination coverage to infant and maternal health. These systems enable teams to identify local health issues, provide resources to households, collaborate with other service partners to respond to needs identified in households, and provide ongoing monitoring of the health status of household members. CPHT represents a new model of public health service delivery, where public health takes a proactive role in improving community health rather than waiting for individuals to seek help or care.

County of Los Angeles Quality and Productivity Commission
PRODUCTIVITY INVESTMENT FUND PROPOSAL

12. When will the funds be needed? Please indicate the amount needed by fiscal year and quarter:

2023-24

1st Quarter \$ _____

2nd Quarter \$ _____

3rd Quarter \$ _____

4th Quarter \$ _____

2024-25

1st Quarter \$ 121,875

2nd Quarter \$ 209,375

3rd Quarter \$ 209,375

4th Quarter \$ 209,375

2025-26

1st Quarter \$ _____

2nd Quarter \$ _____

3rd Quarter \$ _____

4th Quarter \$ _____

2026-27

1st Quarter \$ _____

2nd Quarter \$ _____

3rd Quarter \$ _____

4th Quarter \$ _____

IMPLEMENTATION PLAN

Please see next page.

County of Los Angeles Quality and Productivity Commission
PRODUCTIVITY INVESTMENT FUND PROPOSAL

<u>KEY MILESTONES</u>	<u>START DATE</u>	<u>FUNDS NEEDED</u>	<u>FUNDS REPAID</u>
(Major steps in the project development)	(Estimated date for each project step)	(Amount and quarter funds will be needed)	(Amount and quarter funds will be repaid)
<p>Development of marketing materials:</p> <p>Identify, contract with, and onboard a marketing agency</p> <p>Hold monthly check-in meetings with DPH staff to develop an implementation plan for marketing activities and provide updates on progress</p> <p>Work with DPH to develop processes that allow for prompt review and approval of marketing materials developed</p> <p>Conduct initial market research and assess and recommend marketing opportunities with CPHT partners and DPH staff (determine prioritized messaging, anticipate messaging and material needs for CPHTs, etc.)</p> <p>Develop a CPHT marketing plan for each CPHT</p>	7/2024	\$84,375 Q1 24-25	

County of Los Angeles Quality and Productivity Commission
PRODUCTIVITY INVESTMENT FUND PROPOSAL

<p>Conduct capacity building activities:</p> <p>Hold monthly individual meetings with each CPHT to discuss progress on marketing plans, messaging priorities, and questions from partners</p> <p>Hold monthly office hours with CPHT partners to provide training and support</p> <p>Partner with CPHTs to identify documentation and storytelling opportunities such as video stories, reports, and presentations.</p> <p>Participate in and share opportunities for feedback, training, and capacity building with CPHT partners</p>	<p>8/2024</p>	<p>\$37,500 Q1 24-25</p>	
<p>Development of marketing materials:</p> <p>Report progress on marketing plan, current strategies, or campaigns</p> <p>Co-develop assets and collateral materials</p> <p>Develop documentation and storytelling opportunities with CPHTs</p> <p>Co-create and revise culturally, linguistically, and literacy inclusive content and materials</p> <p>Co-create and update messaging by continuing to develop a Talking Points document</p>	<p>10/2024</p>	<p>\$84,375 Q2 24-25</p>	

County of Los Angeles Quality and Productivity Commission
PRODUCTIVITY INVESTMENT FUND PROPOSAL

<p>Conduct capacity building activities:</p> <p>Hold monthly individual meetings with each CPHT to discuss progress on marketing plans, messaging priorities, and questions from partners</p> <p>Hold monthly office hours with CPHT partners to provide training and support</p> <p>Partner with CPHTs to identify documentation and storytelling opportunities such as video stories, reports, and presentations.</p> <p>Participate in and share opportunities for feedback, training, and capacity building with CPHT partners</p>	<p>10/2024</p>	<p>\$37,500 Q2 24-25</p>	
<p>Disseminate marketing materials:</p> <p>Implement CPHT marketing strategies</p> <p>Distribute assets and collateral materials to increase household participation</p> <p>Share CPHT stories, video stories, reports, and presentations</p> <p>Place media buys and geo-targeted social ads to raise awareness of CPHT through various media outlets</p>	<p>11/2024</p>	<p>\$87,500 Q2 24-25</p>	

County of Los Angeles Quality and Productivity Commission
PRODUCTIVITY INVESTMENT FUND PROPOSAL

<p>Development of marketing materials:</p> <p>Report progress on marketing plan, current strategies or campaigns</p> <p>Co-develop assets and collateral materials</p> <p>Develop documentation and storytelling opportunities with CPHTs</p> <p>Co-create and revise culturally, linguistically, and literacy inclusive content and materials</p> <p>Co-create and update messaging by continuing to develop a Talking Points document</p>	<p>1/2025</p>	<p>\$84,375 Q3 24-25</p>	
<p>Conduct capacity building activities:</p> <p>Hold monthly individual meetings with each CPHT to discuss progress on marketing plans, messaging priorities, and questions from partners</p> <p>Hold monthly office hours with CPHT partners to provide training and support</p> <p>Partner with CPHTs to identify documentation and storytelling opportunities such as video stories, reports, and presentations.</p> <p>Participate in and share opportunities for feedback, training, and capacity building with CPHT partners</p>	<p>1/2025</p>	<p>\$37,500 Q3 24-25</p>	

County of Los Angeles Quality and Productivity Commission
PRODUCTIVITY INVESTMENT FUND PROPOSAL

<p>Disseminate marketing materials:</p> <p>Implement CPHT marketing strategies</p> <p>Distribute assets and collateral materials to increase household participation</p> <p>Share CPHT stories, video stories, reports, and presentations</p> <p>Place media buys and geo-targeted social ads to raise awareness of CPHT through various media outlets</p>	<p>1/2025</p>	<p>\$87,500 Q3 24-25</p>	
<p>Development of marketing materials:</p> <p>Report progress on marketing plan, current strategies or campaigns</p> <p>Co-develop assets and collateral materials</p> <p>Develop documentation and storytelling opportunities with CPHTs</p> <p>Co-create and revise culturally, linguistically, and literacy inclusive content and materials</p> <p>Co-create and update messaging by continuing to develop a Talking Points document</p>	<p>4/2025</p>	<p>\$84,375 Q4 24-25</p>	

County of Los Angeles Quality and Productivity Commission
PRODUCTIVITY INVESTMENT FUND PROPOSAL

<p>Conduct capacity building activities:</p> <p>Hold monthly individual meetings with each CPHT to discuss progress on marketing plans, messaging priorities, and questions from partners</p> <p>Hold monthly office hours with CPHT partners to provide training and support</p> <p>Partner with CPHTs to identify documentation and storytelling opportunities such as video stories, reports, and presentations.</p> <p>Participate in and share opportunities for feedback, training, and capacity building with CPHT partners</p>	<p>4/2025</p>	<p>\$37,500 Q4 24-25</p>	
<p>Disseminate marketing materials:</p> <p>Implement CPHT marketing strategies</p> <p>Distribute assets and collateral materials to increase household participation</p> <p>Share CPHT stories, video stories, reports, and presentations</p> <p>Place media buys and geo-targeted social ads to raise awareness of CPHT through various media outlets</p> <p>Submit a final report to DPH outlining strategies deployed and future recommendations.</p>	<p>4/2025</p>	<p>\$87,500 Q4 24-25</p>	

County of Los Angeles Quality and Productivity Commission
PRODUCTIVITY INVESTMENT FUND PROPOSAL

LINE ITEM BUDGET DETAIL

(Work with your Budget Analyst)

Services and Supplies

List all services and supplies here

(a) Total services and supplies	\$750,000
• Development of marketing materials	\$337,500
• Conduct capacity building activities	\$150,000
• Disseminate media communications	\$262,500

Other Charges

List all other charges here

(b) Total other charges	\$0
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Fixed Assets

List all equipments and other fixed assets here

(c) Total fixed assets	\$0
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TOTAL COSTS (a+b+c)	\$750,000
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March 22, 2024

Members of the Productivity Investment Board and the Quality and Productivity Commission
Quality and Productivity Commission
Hall of Administration
500 Temple Street, Room 585
Los Angeles, CA 90012

RE: AltaMed Letter of Support for Productivity Investment Fund (PIF)

Dear Commissioners:

AltaMed Healthcare Services enthusiastically supports the Productivity Investment Fund request from the Los Angeles (LA) County Department of Public Health (Public Health) to hire a media/communications firm to increase awareness and participation in the Community Public Health Teams (CPHT) pilot project. As a healthcare partner in the CPHT pilot project, we know firsthand the benefits a communication firm can have in strengthening the capacity for the project.

For over 50 years, AltaMed has remained committed to its mission “to eliminate disparities in health care access and outcomes by providing superior quality health and human services through an integrated world-class delivery system for Latinx, multi-ethnic, and underserved communities in Southern California”. As the largest Federally Qualified Health Center (FQHC) in California, AltaMed operates 31 primary care clinics in urban Latinx immigrant communities in Los Angeles and Orange Counties, serving 276,326 patients each year, regardless of their ability to pay. In 2021, AltaMed launched the Community Organizing & Research Engagement (CORE) team with the goal of advancing health equity by community residents as partners in addressing social determinants of health and the structural inequities at the root of health disparities. The team uniquely combines community-engaged and community-based participatory (CBPR) approaches through a community power-building framework. Through various structured community programs and a multi-disciplinary coalition of 50+ partners, CORE mobilizes stakeholders across all program design, implementation, and evaluation levels.

We are thrilled to be part of a project that centers around empowering communities and is driven by their needs. The federal funds allocated for this project are intended to bolster the existing public health community-based infrastructure, and we are excited to be part of this effort. Our partnership with community-based organizations and local healthcare partners will help us expand the public health workforce and enhance the coordination and delivery of field-based public health services. This collaboration will lead to better individual and community-level health outcomes. While we are making progress in this area, we recognize that there is a gap in communication. We need to invest in developing tailored and targeted communication strategies that will help us better engage specific communities and promote better health for all. AltaMed will prioritize engagement in the San Antonio area of South Gate, Bell, Cudahy, and Huntington Park. Three AltaMed clinics serve this community, and our teams have built rapport

AltaMed

in the area. However, community members are unable to engage with institutions due to navigating social determinants of health, such as transportation barriers, lack of health insurance and working conditions that prevent access to services beyond the traditional day time hours. A majority of the populations we serve reside in mixed immigration status, multi-generational working class households with mixed literacy, including low literacy, health literacy, and limited linguistic skills (monolingual Spanish). Many rely on their children, extended families, and/or trusted community members and grassroots networks to help ease barriers (e.g., linguistic, digital, misinformation/ disinformation) and navigate services. In our project, we intentionally co-plan and co-implement activities with community members – via Promotora roles, community organizing groups, and community scientist roles – because they personally share and understand these social determinants of health through their lived experience; however, these approaches rely on one-to-one engagement. Over the course of 2 years, AltaMed aims to reach 13,000 households through bidirectional engagement. Although this method is effective, our impact is greatly limited by staffing.

With the assistance of a communication firm, AltaMed’s community resident partners can co-craft strategic messages and communications methods that address the communities’ cultural linguistic and geographic needs, that highlight successes in navigating barriers to accessing social services, and that respond to their specific concerns. The community-specific messages will be developed through co-planning with community resident partners and disseminated through a mass media campaign to later be reiterated by AltaMed’s community resident partners and organizational partners via in-person and digital channels. Initiating a multi-media awareness campaign and blanketing our targeted area with community centered storytelling ads will serve as a primer, introducing the campaign to our targeted households. By the time community resident partners approach households, they will have had exposure to the campaign. This cursory exposure will provide households with familiarity with its objectives so that community resident partners can focus their limited time on building trust and directly addressing the household’s social service needs. Coupling AltaMed’s reputation with media visibility will increase the likelihood of developing community trust and a willingness to participate.

We are pleased that our public health partners are working towards creating a communication strategy to promote CPHT and encourage more people to participate in LA County. At AltaMed, we fully support this media initiative project, as it closely aligns with the Commission's objectives of improved service delivery, leading to better health outcomes for community members through increased participation.

Respectfully,



Castulo de la Rocha
President & CEO



March 13, 2024

Members of the Productivity Investment Board and the Quality and Productivity Commission
Quality and Productivity Commission
Hall of Administration
500 Temple Street, Room 585
Los Angeles, CA 90012

Dear Commissioners,

Re: Productivity Investment Fund (PIF) Letter of Support

As an Antelope Valley community-based organization (CBO) partner in the Community Public Health Teams (CPHT) pilot project, we enthusiastically support the Productivity Investment Fund request from the Los Angeles (LA) County Department of Public Health (Public Health) to hire a media/communications firm to increase awareness and participation in the CPHT pilot project in implementation areas and strengthen communication capacity for the project.

Antelope Valley Partners for Health (AVPH) is a non-profit 501(c)3 organization focused and dedicated over the past 25 years to serving the Antelope Valley community with the vision that all children and families in the Antelope Valley will have optimal psychosocial, physical, and environmental health. The mission of AVPH is to educate, strengthen, and advocate for the community through services and partnerships, achieving optimal health and quality of life for all people living in the Antelope Valley.

As this is a community-centered and community-driven effort, the federal funding allocated for this project is intended to strengthen existing public health community-based infrastructure. This investment seeks to expand the public health workforce through partnerships with community-based organizations and local healthcare partner organizations, such as ours. Through these collaborations, we aim to enhance the coordination and delivery of field-based public health services to improve individual and community-level health outcomes.

There is currently no coordinated investment in the development of tailored and targeted communication strategies. This deficiency highlights the need for a comprehensive approach to effectively reach and engage our Antelope Valley community members. A media/communications firm can play a pivotal role in addressing this gap by devising strategies that resonate with the unique features of our community. For instance, our Antelope Valley- CPHT (AV-CPHT) serves a diverse population with distinct cultural backgrounds, making a one-size-fits-all communication campaign ineffective. Through targeted messaging, we like to reach specific hard-to-reach populations within our Antelope Valley community, ensuring inclusivity and accessibility to vital health information.



Additionally, we envision capturing the unique qualities of our neighborhood through compelling stories that resonate with our community members. Furthermore, we hope to develop a strategic communication campaign to address specific concerns and issues facing our AV-CPHT, utilizing assets and collateral materials that appeal directly to our community members. Our strategy also entails disseminating media ads tailored to our geographic region, incorporating key messages in languages spoken by community members, thus ensuring widespread reach and impact. Having a media/communication firm will undoubtedly support our AV-CPHT in bridging the existing communication gap and fostering meaningful engagement within our community.

Engaging a professional media/communications firm to lend their expertise to developing strategic, thoughtful, and targeted communications will greatly assist our team to enhance the quality and reach of messages in communities. We are pleased that our public health partners are pursuing the opportunity to provide a coordinated communication strategy to promote CPHT and increase participation across LA County.

Thank you for the opportunity to support this media initiative project, which we believe closely aligns with the Commission's goals of enhanced service delivery, improved operational efficiency and effectiveness, and improve health outcomes for community members through increased participation.

Sincerely,

A blue ink handwritten signature that appears to read 'Michelle Fluke'. The signature is fluid and cursive, with a prominent initial 'M'.

Michelle Fluke
Executive Director
Antelope Valley Partners for Health



Productivity Investment Fund (PIF) Letter of Support

March 18, 2023

Members of the Productivity Investment Board and the Quality and Productivity Commission
Quality and Productivity Commission
Hall of Administration
500 Temple Street, Room 585
Los Angeles, CA 90012

Dear Commissioners:

As a Community-Based Organization partner in the Community Public Health Teams (CPHT) pilot project, we enthusiastically support the Productivity Investment Fund request from the Los Angeles (LA) County Department of Public Health (Public Health) to hire a media/communications firm to increase awareness and participation in the CPHT pilot project in implementation areas and strengthen communication capacity for the project.

CORE is a disaster relief and public health non-profit organization headquartered in Los Angeles, CA. CORE received efforts of recognition from the City of Los Angeles and Los Angeles County Fire Department for the testing and vaccination efforts during the COVID-19 pandemic at the Dodgers Stadium. CORE has also managed many grants internationally in Ukraine, India, Pakistan, Haiti, Venezuela, Turkey, and Sudan with over 100 subawards and grants issued over the last two years. CORE's approach of working through local organizations has extended our reach and impact globally.

As this is a community-centered and community-driven effort, the federal funding allocated for this project is intended to strengthen existing public health community-based infrastructure. This investment seeks to expand the public health workforce through partnerships with community-based organizations and local healthcare partner organizations, such as ours. Through these collaborations, we aim to enhance the coordination and delivery of field-based public health services to improve individual and community-level health outcomes. There is currently very limited coordinated investment in the development of tailored and targeted communication strategies.

We have a very diverse and talented team of Program Coordinators and Data Analyst who are currently extending themselves beyond their intended role to implement the strategic communication plan our team has created. The plan includes target communication to our service area of El Monte, South El Monte, and Rosemead. Our focus is producing bi-monthly postings on Instagram and WeChat, a Chinese social media platform that directly engages with the Mandarin and Cantonese-speaking community. Our internal research has demonstrated that this demographic prefers to engage with the Chinese social media platform versus U.S.-based platforms. We have crafted an intentional communication plan, however, we are working with such limited resources, our team is having great difficulty meeting our roles and our community in a way that is impactful and meaningful.



910 N Hill St.
Los Angeles, CA 90012



323.934.4400
information@coreresponse.org



@COREresponse
www.COREresponse.org



Engaging a professional media/communications firm to lend their expertise to developing strategic, thoughtful, and targeted communications will greatly assist our team to enhance the quality and reach of messages in communities. We are pleased that our public health partners are pursuing the opportunity to provide a coordinated communication strategy to promote CPHT and increase participation across LA County. Thank you for the opportunity to support this media initiative project, which we believe closely aligns with the Commission’s goals of enhanced service delivery, improved operational efficiency and effectiveness, and improve health outcomes for community members through increased participation.

Sincerely,

Yosef Jalil, Area Manager



910 N Hill St.
Los Angeles, CA 90012



323.934.4400
information@coreresponse.org



@COREresponse
www.COREresponse.org



March 15, 2024

Members of the Productivity Investment Board and the Quality and Productivity Commission
Quality and Productivity Commission
Hall of Administration
500 Temple Street, Room 585
Los Angeles, CA 90012

Re: Productivity Investment Fund (PIF) Letter of Support

Dear Commissioners:

As a community-based organization partner in the Community Public Health Teams (CPHT) pilot project, we enthusiastically support the Productivity Investment Fund request from the Los Angeles (LA) County Department of Public Health (Public Health) to hire a media/communications firm to increase awareness and participation in the CPHT pilot project in implementation areas and strengthen communication capacity for the project.

Esperanza Community Housing Corporation is a 35 year-old social justice non-profit in South Central Los Angeles that achieves long-term, comprehensive community development. We recognize that Indigenous, Black, and Latino immigrant communities are disproportionately impacted by historical oppression, health disparities, disinvestment and displacement. Therefore, we develop and preserve affordable housing; elevate health equity and access to care; mobilize for environmental justice; create and protect local economic opportunities; expand engagement in arts and culture; and advocate for policies protecting human rights. Esperanza works collaboratively to strengthen South Los Angeles. In all of our actions, Esperanza builds hope with the community.

As this is a community-centered and community-driven effort, the federal funding allocated for this project is intended to strengthen existing public health community-based infrastructure. This investment seeks to expand the public health workforce through partnerships with community-based organizations and local healthcare partner organizations, such as ours. Through these collaborations, we aim to enhance the coordination and delivery of field-based public health services to improve individual and community-level health outcomes.

Building hope with community

There is currently no coordinated investment in the development of tailored and targeted communication strategies. Through our initial assessment, community members have identified lack of knowledge of services as a main barrier to accessing medical and social services in our region. Many community members also identified distrust of medical and governmental agencies as a barrier to connecting with resources they have knowledge of. This situation calls for a targeted communications strategy that would develop targeted messaging to our cultural and linguistically diverse community. The aim of this engagement would be to build visibility and trust within the community to further facilitate the linkage to care. This visibility and trust are more difficult to achieve in our community than in most others, because of people's individual and shared lived experiences and histories.

Engaging a professional media/communications firm to lend their expertise to developing strategic, thoughtful, and targeted communications will greatly assist our team to enhance the quality and reach of messages in communities. We are pleased that our public health partners are pursuing the opportunity to provide a coordinated communication strategy to promote CPHT and increase participation across LA County.

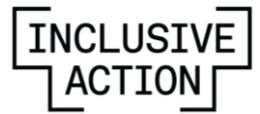
Thank you for the opportunity to support this media initiative project, which we believe closely aligns with the Commission's goals of enhanced service delivery, improved operational efficiency and effectiveness, and improved health outcomes for community members through increased participation.

Sincerely,



Nancy Halpern Ibrahim MPH
Executive Director
Esperanza Community Housing Corporation
3665 S. Grand Ave #280 Los Angeles, CA 90007
www.esperanzacommunityhousing.org

Building hope with community



•24.15 – Public Health, Community Public Health Teams (CPHT): Marketing Solutions to Improve Quality and Productivity

March 11, 2024

Members of the Productivity Investment Board and the Quality and Productivity Commission
Quality and Productivity Commission
Hall of Administration
500 Temple Street, Room 585
Los Angeles, CA 90012

Dear Commissioners:

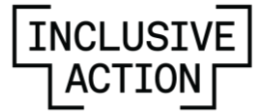
As a community-based organization partner in the Community Public Health Teams (CPHT) pilot project, we enthusiastically support the Productivity Investment Fund request from the Los Angeles (LA) County Department of Public Health (Public Health) to hire a media/communications firm to increase awareness and participation in the CPHT pilot project in implementation areas and strengthen communication capacity for the project.

Inclusive Action for the City (IAC) is a non-profit community development financial institution (CDFI) focused on economic justice and serving LA County and beyond. Our mission is to serve underinvested communities and build thriving local economies by improving access to transformative capital, and advancing policy through collaborative research and community-driven advocacy. We envision diverse communities that have equitable and sustained access to resources, and exercise agency over their futures.

As this is a community-centered and community-driven effort, the federal funding allocated for this project is intended to strengthen existing public health community-based infrastructure. This investment seeks to expand the public health workforce through partnerships with community-based organizations and local healthcare partner organizations, such as ours. Through these collaborations, we aim to enhance the coordination and delivery of field-based public health services to improve individual and community-level health outcomes.

There is currently no coordinated investment in the development of tailored and targeted communication strategies.

This grant will meaningfully support the creation of a first-of-its-kind community care infrastructure - healthcare combined with supportive services for economic and social well-being - in South East LA (SELA) in a number of ways. First, working with a coordinated communications team will enable the creation of much-needed, accessible and engaging campaigns, including media assets and outreach collateral in the dominant native language (Spanish) of SELA communities. Additionally, working with a coordinated communications team would help to elevate community voices through testimonials and storytelling. The well-being of our most vulnerable communities have been overlooked for far too long and we want to change that!



Engaging a professional media/communications firm to lend their expertise to developing strategic, thoughtful, and targeted communications will greatly assist our team to enhance the quality and reach of messages in communities. We are pleased that our public health partners are pursuing the opportunity to provide a coordinated communication strategy to promote CPHT and increase participation across LA County.

Thank you for the opportunity to support this media initiative project, which we believe closely aligns with the Commission's goals of enhanced service delivery, improved operational efficiency and effectiveness, and improved health outcomes for community members through increased participation.

Sincerely,

DocuSigned by:

DBD2E21E76B14CC...

Nicole Anand

Deputy Director, Inclusive Action for the City



Community Health
2601 Airport Drive
Suite 220
Torrance, CA 90505
310-303-5081

providence.org/cacommunityhealth

March 20, 2024

Members of the Productivity Investment Board and the Quality and Productivity Commission
Quality and Productivity Commission
Hall of Administration
500 Temple Street, Room 585
Los Angeles, CA 90012

Dear Commissioners:

As a community-based organization partner in the Community Public Health Teams (CPHT) pilot project, we enthusiastically support the Productivity Investment Fund request from the Los Angeles (LA) County Department of Public Health (Public Health) to hire a media/communications firm to increase awareness and participation in the CPHT pilot project in implementation areas and strengthen communication capacity for the project.

Providence Little Company of Mary (PLCM) Community Health believes that health care happens both inside and outside the hospital walls. Every day we care for and teach people how to be healthy so that children, adults, and families throughout Los Angeles – especially in low-income neighborhoods – are inspired to live the healthiest lives possible. We do this, alongside our community partners, because everyone should have the opportunity to live a healthy life, regardless of their income or where they live.

Our commitment to lower-income communities dates to 1994, when we recognized that children and adults in several areas served by our medical centers were not as healthy as compared to others in surrounding communities. We use data collected in Providence's triennial community health needs assessments to identify and prioritize the health needs of individuals in these areas. We then work with our community partners to design and deliver health services, wellness and health education programs, job training, and linkages to community resources that support the economic, physical, and emotional health of more than 50,000 children, adults, and families in low-income communities each year.

Most recently we were selected by Public Health to lead the Wilmington CPHT, in partnership with the Wilmington Community Clinic which is functioning as the health care partner. As the CPHT is a community-centered and community-driven effort, the federal funding allocated for this project is intended to strengthen existing public health community-based infrastructure. This investment seeks to expand the public health workforce through partnerships with community-based organizations and local healthcare partner organizations, such as ours. Through these collaborations, we aim to enhance the coordination and delivery of field-based public health services to improve individual and community-level health outcomes.

While all CPHT stakeholders, including PLCM, Wilmington Community Clinic, and Public Health all have their own marketing/communications staff, there is currently no coordinated investment in the development of tailored and targeted communication strategies across the CPHT programs. Los Angeles



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County is extremely diverse, with multiple ethnicities, languages, abilities, and interest groups represented across the broad geography. A one-sized fits all communication approach does not work, because marketing and communication messages need to be tailored to the specific needs and populations served by each CPHT.

In Wilmington, Latinos make up the majority of those we serve. Within this demographic we serve recent immigrants who are monolingual, we have many individuals who have resided in Wilmington for years but who have limited English proficiency, and have families who have resided in the community for generations and are now bilingual or mono-lingual English speakers. Within these groups we have found that there are pockets of residents who are socially isolated and who also have barriers to transportation in reaching the services we offer. Many of those we serve are apprehensive to share their health information with community and health organizations due to the undocumented immigration status of family members. For the CPHT that translates into hesitancy in answering their doors if they haven't heard about our program's goals and resources. We have a responsibility, through the CPHT to create messages that reach our community across this spectrum. We need to create easy-to understand messages with images and text that brand our program so that it is easily identified and encourage people to participate in the services we offer.

We need to craft messages using various platforms (flyers, door hangers, postcard, website, social media, radio, text messages, newsletters, etc) and be strategic in the messaging that will activate and engage the vulnerable populations with which we work. These assets will increase awareness and recognition of the CPHT and facilitate relationships between PLCM, WCC, and the community. Through coordinated media and strategic communication work we can increase visibility and support the efforts to make resources available to everyone in the census tracts and get the information about the program out.

Engaging a professional media/communications firm to lend their expertise to developing strategic, thoughtful, and targeted communications will greatly assist our team to enhance the quality and reach of messages in communities. We are pleased that our public health partners are pursuing the opportunity to provide a coordinated communication strategy to promote CPHT and increase participation across LA County.

Thank you for the opportunity to support this media initiative project, which we believe closely aligns with the Commission's goals of enhanced service delivery, improved operational efficiency and effectiveness, and improve health outcomes for community members through increased participation.

Sincerely,

A handwritten signature in blue ink, appearing to read "Justin Joe".

Justin Joe
Director, Community Health, Coastal Service Area



March 26th, 2024

Members of the Productivity Investment Board and the Quality and Productivity Commission
Quality and Productivity Commission
Hall of Administration
500 Temple Street, Room 585
Los Angeles, CA 90012

Dear Commissioners:

As the community-based organization (CBO) fiscal intermediary partner in the Community Public Health Teams (CPHT) pilot project, we enthusiastically support the Productivity Investment Fund request from the Los Angeles (LA) County Department of Public Health (Public Health) to hire a media/communications firm to increase awareness and participation in the CPHT pilot project in implementation areas and strengthen communication capacity for the project.

Established as a result of the Civil Unrest, Rising Communities, a non-profit 501(c)3 organization formerly known as Community Health Councils, Inc., has been at the forefront of systems change work to eliminate disparities in health and well-being in LA County since 1992. Today, our work falls primarily under the following three categories: healthcare systems, economic resilience, and community resilience. Committed to co-developing transformational social equity models and systems to BIPOC communities, our vision guides us towards a world in which all communities are empowered with collective determination to build the infrastructure and systems that ensure fulfilling, healthy lives for everyone.

As this is a community-centered and community-driven effort, the federal funding allocated for this project is intended to strengthen existing public health community-based infrastructure. This investment seeks to expand the public health workforce through partnerships with community-based organizations and local healthcare partner organizations, such as ours. Through these collaborations, we aim to enhance the coordination and delivery of field-based public health services to improve individual and community-level health outcomes.

There is currently no coordinated investment in the development of tailored and targeted communication strategies. A media/communications firm will build the capacity of each of our CPHTs to reach their communities appropriately and effectively. Through this funding, our CPHTs will be able to tailor communication outreach to specific language needs within the communities, highlighting our goals of equitable public health access across all the communities. As our CPHTs work across 8-census tracts, the Productivity Investment Fund will ensure that the unique qualities of each neighborhood are highlighted and key messages relevant to specific needs are distributed. For example, CPHTs based in extreme heat areas will be able to tailor public health information and outreach specific to these experiences.



Engaging a professional media/communications firm to lend their expertise to developing strategic, thoughtful, and targeted communications will greatly assist our team to enhance the quality and reach of messages in communities. We are pleased that our public health partners are pursuing the opportunity to provide a coordinated communication strategy to promote CPHT and increase participation across LA County.

Thank you for the opportunity to support this media initiative project, which we believe closely aligns with the Commission's goals of enhanced service delivery, improved operational efficiency and effectiveness, and improve health outcomes for community members through increased participation.

Sincerely,

Sejal Patel

Sejal Patel

Executive Director, Rising Communities Foundation



March 20, 2024

Members of the Productivity Investment Board and the Quality and Productivity Commission
Quality and Productivity Commission
Hall of Administration
500 Temple Street, Room 585
Los Angeles, CA 90012

Dear Commissioners:

As The University Corporation dba StrengthUnited (SU) partner in the Community Public Health Teams (CPHT) pilot project, we enthusiastically support the Productivity Investment Fund request from the Los Angeles (LA) County Department of Public Health (Public Health) to hire a media/communications firm to increase awareness and participation in the CPHT pilot project in implementation areas and strengthen communication capacity for the project.

StrengthUnited founded in 1986 is a community based organization (CBO) and a chartered center of the Department of Educational Psychology and Counseling within the Michael D. Eisner College of Education at California State University, Northridge (CSUN). StrengthUnited (SU) began as a rape crisis center in Los Angeles County and is a recognized social service, education, and prevention organization staffed with licensed mental health professionals, counselors, mentor, advocates, community organizers, educators and researchers. SU is dedicated to its mission of ending abuse, empowering families, and developing leaders with a primary emphasis on culturally sensitive, linguistically relevant, trauma-informed, and evidenced based programming. Each year, StrengthUnited provided intervention services to 3,000 individuals in 2023 and 16,000 attendees at prevention events in 2023. Serving the San Fernando and Santa Clarita Valleys, 90% of StrengthUnited’s clients are from low-income households. With its mission of ending abuse and violence, StrengthUnited has been identified by the U.S. Department of Justice as a best practice for intervention and the prevention of domestic violence because it houses multiple public and private agencies under the same roof. This ensures victims do not have to navigate multiple jurisdictions and departments — providing easier access to those assigned to help them break free of abuse. This co-located model is known as a Family Justice Center. SU is also a designated Child Advocacy Center and Trauma Recovery Center.

Through our work with Northeast Valley Health Center (NEVHC) as one of two CPHT teams in the San Fernando Valley, we are working to decrease barriers to accessing mental, physical, and social wellbeing. To achieve this, our CPHT, Healthy Connections, will be visiting over 8,400 households across 7 census tracks identified by LA County as some with the highest need. The goal of our team will be to administer an extensive household assessment (HHA) that will provide information on gaps in resources and needs of the household. We will then connect the family with a team of case managers and patient navigators that will help the household navigate and connect to various resources. As this is a community-centered and community-driven effort, the federal funding allocated for this project is intended to strengthen existing public health community-based infrastructure. This investment seeks to expand the public health workforce through partnerships with community-based organizations and local healthcare partner organizations, such as ours.

**24-Hour Support and
Crisis Lines**
(818) 886-0453
(661) 253-0258
www.strengthunited.org

Northridge
8700 Reseda Blvd., Suite 209
Northridge, CA 91324-5374
(818) 772-9981
Fax (818) 772-9982

Van Nuys
14651 Oxnard Street
Van Nuys, CA 91411
(818) 787-9700
Fax (818) 787-9750

Newhall
22620 Market Street, Suite
200 Newhall, CA 91321
(661) 414-0000
Fax (661) 702-1343

**Mitchell Family
Counselling Clinic (MFCC)**
18111 Nordhoff St,
Northridge, CA 91330
(818) 677-2568



Through these collaborations, we aim to enhance the coordination and delivery of field-based public health services to improve individual and community-level health outcomes.

There is currently no coordinated investment in the development of tailored and targeted communication strategies. This grant will support the work of our CPHT in the following ways:

- Our community is comprised of multigenerational latine households, with various language, cultural, and barriers to accessing services. This grant will maximize our ability to reach hard to reach populations like the elderly, Spanish-speaking monolingual speakers, and young people.
- It would be helpful to be able to capture unique qualities of our neighborhoods through quotes, videos, and illustrations.
- It would be helpful to learn about most effective ways to develop a social media campaign based on the top priorities identified by community members.
- With the efforts of a media/communications firm backing that can help develop assets and collateral materials we would be able to focus our energy in getting these materials out to the community through in-person and digital outreach. This would help our team focus on the in-person relationship building that is the bedrock to the success of a program like this.
- Through targeted social media ads we will be able to have a larger reach to our specific census tracts with help and training from communication experts.

Engaging a professional media/communications firm to lend their expertise to developing strategic, thoughtful, and targeted communications will greatly assist our team to enhance the quality and reach of messages in communities. We are pleased that our public health partners are pursuing the opportunity to provide a coordinated communication strategy to promote CPHT and increase participation across LA County.

Thank you for the opportunity to support this media initiative project, which we believe closely aligns with the Commission’s goals of enhanced service delivery, improved operational efficiency and effectiveness, and improved health outcomes for community members through increased participation.

Sincerely,

Merilla McCurry Scott
Merilla McCurry Scott (Mar 21, 2024 12:10 PDT)

Merilla McCurry Scott, PhD
Executive Director
StrengthUnited

**24-Hour Support and
Crisis Lines**
(818) 886-0453
(661) 253-0258
www.strengthunited.org

Northridge
8700 Reseda Blvd., Suite 209
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Van Nuys
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18111 Nordhoff St,
Northridge, CA 91330
(818) 677-2568



SU PIF Letter of Support

Final Audit Report

2024-03-21

Created:	2024-03-21
By:	AdobelD 05 (adobe-id-05@strengthunited.org)
Status:	Signed
Transaction ID:	CBJCHBCAABAAof-LyKL6OtMT1Hb7iM0S2LL8DbZpIEEu

"SU PIF Letter of Support" History

-  Document created by AdobelD 05 (adobe-id-05@strengthunited.org)
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-  Document emailed to merilla.scott@strengthunited.org for signature
2024-03-21 - 7:07:54 PM GMT
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2024-03-21 - 7:10:37 PM GMT- IP address: 64.31.98.146
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-  Agreement completed.
2024-03-21 - 7:10:56 PM GMT

•24.15 – Public Health, Community Public Health Teams (CPHT): Marketing Solutions to Improve Quality and Productivity

Visión y Compromiso™



March 22, 2024

Members of the Productivity Investment Board and the Quality and Productivity Commission
Quality and Productivity Commission
Hall of Administration
500 Temple Street, Room 585
Los Angeles, CA 90012

Dear Commissioners:

As a community-based organization partner in the Community Public Health Teams (CPHT) pilot project, we support the Productivity Investment Fund request from the Los Angeles (LA) County Department of Public Health (Public Health) to hire a media/communications firm to increase awareness and participation in the CPHT pilot project in implementation areas and strengthen communication capacity for the project. We are looking for a communication/media firm that respects and understands the culture of the community of Boyle Heights. To truly understand the community's nuances, the firm must approach with cultural sensitivity. This involves interviewing community leaders and residents, ensuring their approach is respectful and culturally appropriate. We are looking for a firm who understands the purpose, is enthusiastic about this project and eager to work with the community. Ideally, we would want to work with a firm based in Boyle Heights. Their local connection will allow them to genuinely tell the community's stories, providing residents with a platform and empowering them to raise their voices.

Established in 2000, Visión y Compromiso (VyC) is dedicated to improving the health and well-being of under-resourced and underrepresented communities by providing support, training, and leadership development to promotoras and CHWs throughout California. At the center of VyC's programs is the promotora model, a model for community transformation accepted among Latino communities. Our vision is *Hacia una Vida Digna y Sana*, Towards a Healthy and Dignified Life.

As this is a community-centered and community-driven effort, the federal funding allocated for this project is intended to strengthen existing public health community-based infrastructure. This investment seeks to expand the public health workforce through partnerships with community-based organizations and local healthcare partner organizations, such as ours. Through these collaborations, we aim to enhance the coordination and delivery of field-based public health services to improve individual and community-level health outcomes.

There is currently no coordinated investment in the development of tailored and targeted communication strategies.

Like many of the communities that make up Los Angeles County, Boyle Heights possesses its own mix of cultures, social dynamics, and environmental factors. A one-size-fits-all approach will not work in Boyle Heights because it will miss out on truly portraying our community and miss out on the intentionality of the message we are trying to get across. When putting together a communication campaign for Community

•24.15 – Public Health, Community Public Health Teams (CPHT): Marketing Solutions to Improve Quality and Productivity

Public Health Teams (CPHT) it's important that it captures the health and overall well-being of a community. Boyle Heights is composed of a large minority group and it's important to understand and respect its unique traits when developing media campaigns. The intent of the campaigns should be to showcase the importance of prioritizing the health of its residents, which has often been overlooked and neglected. Although Boyle Heights is slowly welcoming other cultures, ethnicities, and languages; Spanish remains the dominant language. A campaign relaying information only in English could easily miss out on reaching the non-English speakers, limiting its impact. To ensure everyone is reached, communication efforts must be multilingual and inclusive.

Boyle Heights pride runs deep and there is no one prouder of being from Boyle Heights than the community leaders and stakeholders that are within the community. It's important that there is a connection made with these leaders, as they play a vital role in advocacy and public health of its residents, not acknowledging their services and what they have done in the community can make the campaign feel disconnected. It's important to engage with them, building trust and creating strategies with the intent to meet the community's unique needs.

Lastly, it's important to address the health concerns in the community, cultural backgrounds, and accessibility to healthcare to understand why a one-size-fits-all approach will not work in Boyle Heights. To make an impact in the community the communications campaign needs to capture what the community is facing, in this case high rates of chronic diseases like diabetes and obesity. A one-size-fits-all campaign will not be focused on the health disparities the community we are working with is facing, instead it will assume all CPHT are facing the same health concerns making this campaign unintentional. We would need to dive deeper and consider specific health needs such as limited access to healthcare, environmental factors, and cultural barriers when it comes to seeking medical care. We also need to keep in mind the socioeconomic challenges the community faces, such as poverty and housing insecurity and how that can have a significant impact on someone's health. A lot of these factors might be overlooked in a one-size-fits-all campaign. If we want to really make an impact in the community, we must really take in consideration all these factors and create a communication campaign that captures the essence of the community instead of assuming all communities that are part of this project are the same.

Reaching out to the youth in Boyle Heights can be challenging as often their parents are not as involved in their life due to their work commitments. The youth in this community tend to be independent at a very young age. Many of the youth in the community witness the challenges faced at home, the long work hours their parents endure and often leads them to make decisions where they would much rather prioritize employment over their education due to feeling the need to assist their families with bills/rent. Due to many of them being left "alone" for long periods of time, they may seek a sense of belonging in the neighborhood gangs. There are several organizations for youth in Boyle Heights and many of these offer educational support and professional development that are not being taken advantage of by the youth. Crafting a message that showcases the importance of making it a priority to promote these organizations within schools to ensure the youth are well-informed can have a positive impact in the community.

When putting together a media campaign for Boyle Heights, we would like to start off by exploring the community's culture. We would like to begin by interviewing our medical partner agency, White Memorial Community Health Clinic (WMCHC). WMCHC can provide us with a background on the pre-existing medical concerns commonly faced by the residents of Boyle Heights. We would also highlight Vision y Compromiso, the organization that decided to apply for this grant. We would want them to share their reasoning behind applying for the grant and how they foresee this program benefiting the community. Connecting with residents and partner agencies through interviews while conducting household assessments or community events to capture the essence of the work community-based organizations do

•24.15 – Public Health, Community Public Health Teams (CPHT): Marketing Solutions to Improve Quality and Productivity

on their day-to-day. During the interviews, we would like to focus on health challenges, including the lingering effects of COVID-19, health disparities and environmental factors between Boyle Heights and affluent communities in Los Angeles County. Capturing all these into a media campaign will relate to many community members, create awareness, and drive positive change.

Engaging a professional media/communications firm to lend their expertise to developing strategic, thoughtful, and targeted communications will greatly assist our team to enhance the quality and reach of messages in communities. When partnering with a media/communication firm in Boyle Heights, simplicity and effectiveness are key. We want to work with a team that understands the community's cultural diversity, especially when working with a large Hispanic population. It's important that they understand and respect cultural nuances and sensitivity here, guaranteeing communication materials target and resonate with the residents. We are looking for a firm that puts community first, actively engaging with residents to understand their needs, concerns, and preferences. A perfect opportunity for this approach is to be present during our community convenings and action planning sessions with members of the community, empowering the community by elevating their voice and providing a platform. We want to work with a communication/media firm that can tell stories that resonate with Boyle Heights residents. We want to showcase success stories of people who have benefitted from the household assessments, focusing on how this approach is positively changing the community. We want the messaging to be inclusive and accessible. We would want everyone to feel included and involved in tracking the impact of our project.

We are pleased that our public health partners are pursuing the opportunity to provide a coordinated communication strategy to promote CPHT and increase participation across LA County.

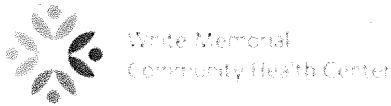
Thank you for the opportunity to support this media initiative project, which we believe closely aligns with the Commission's goals of enhanced service delivery, improved operational efficiency and effectiveness, and improved health outcomes for community members through increased participation.

Sincerely,

DocuSigned by:
Maria Lemus
00991968F59145B...
Maria Lemus

3/27/2024

Executive Director, Vision y Compromiso



March 22, 2024

Members of the Productivity Investment Board and the Quality and Productivity Commission
Quality and Productivity Commission
Hall of Administration
500 Temple Street, Room 585
Los Angeles, CA 90012

Dear Commissioners:

As a health care partner in the Community Public Health Teams (CPHT) pilot project, we enthusiastically support the Productivity Investment Fund request from the Los Angeles (LA) County Department of Public Health (Public Health) to hire a media/communications firm to increase awareness and participation in the CPHT pilot project in implementation areas and strengthen communication capacity for the project.

The White Memorial Community Health Center (WMCHC) is a non-profit organization dedicated to providing primary healthcare services to all members of our community, regardless of their ability to pay. We began providing services to our community in May 2017. Our compassionate physicians are committed to ensuring that the children and adults we serve receive high-quality healthcare services that are personalized to their individual needs and preferences. Our culturally competent and multilingual staff is familiar with the lifestyle challenges of our community and is invested in the ongoing health of our patients. We are patient-centered and community-based, and we aim to meet the immediate health needs of our patients and their families, as well as to supply them with the skills and knowledge necessary to continue living a healthy lifestyle. By doing so, we not only improve their individual and present health, but we also begin to improve the future health of the entire community. We have a strong partnership with White Memorial Medical Center, which was instrumental in the formation of our organization. Because we are located on White Memorial's campus, our patients are provided a full range of services in one convenient location. Our mission is to inspire, provide, and coordinate access to high-quality, comprehensive healthcare services to individuals and families, regardless of ability to pay.

As this is a community-centered and community-driven effort, the federal funding allocated for this project is intended to strengthen existing public health community-based infrastructure. This investment seeks to expand the public health workforce through partnerships with community-based organizations and local healthcare partner organizations, such as ours. Through these collaborations, we aim to enhance the coordination and delivery of field-based public health services to improve individual and community-level health outcomes.

There is currently no coordinated investment in the development of tailored and targeted communication strategies.

As a healthcare facility located in the community of Boyle Heights, we have witnessed the challenges the community faces. We recognize that a one-size-fits-all approach won't address the diverse needs of our residents.

The residents of Boyle Heights encounter various health issues, such as obesity and diabetes, that derive from limited access to healthy foods, financial discrepancies, and ingrained dietary habits. Sadly, Boyle Heights, like other communities in the City of Los Angeles, struggles with being a food desert, making it difficult for residents to find good quality food at an affordable price, affecting their food intake which can potentially lead to developing a chronic disease.

Many residents have limited access to healthcare services which means many of the residents skip regular check-ups until a health issue arises. This approach can lead to missed opportunities for early detection, intervention, and prevention. Environmental factors, like air pollution from nearby freeways and factories, further impact residents' health, contributing to respiratory problems such as asthma and pulmonary disease.

Community organizations have taken matters into their own hands and have taken the lead in advocating for Boyle Heights residents' health. They aim to empower the community to make informed decisions and improve their overall well-being, through educational workshops and health initiatives.

It's important that the communication campaign is tailored to Boyle Heights residents, focusing on key areas of concern to successfully raise awareness and drive meaningful change within the community.

Engaging a professional media/communications firm to lend their expertise to developing strategic, thoughtful, and targeted communications will greatly assist our team to enhance the quality and reach of messages in communities. We are pleased that our public health partners are pursuing the opportunity to provide a coordinated communication strategy to promote CPHT and increase participation across LA County.

Thank you for the opportunity to support this media initiative project, which we believe closely aligns with the Commission's goals of enhanced service delivery, improved operational efficiency and effectiveness, and improve health outcomes for community members through increased participation.

Sincerely,



Grace Floutsis, M.D.
CEO/CMO
1828 E. Cesar E. Chavez Ave.
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1009 North Avalon Boulevard, Wilmington, CA 90744
Phone (310) 549-5760 Fax (310) 549-5760
Website www.wilmingtoncc.org

21 March 2024

Members of the Productivity Investment Board and the Quality and Productivity Commission
Quality and Productivity Commission
Hall of Administration
500 Temple Street, Room 585
Los Angeles, CA 90012

Dear Commissioners:

As a Federally Qualified Health Center (FQHC) partner in the Community Public Health Teams (CPHT) pilot project, we enthusiastically support the Productivity Investment Fund request from the Los Angeles (LA) County Department of Public Health (Public Health) to hire a media/communications firm to increase awareness and participation in the CPHT pilot project in implementation areas and strengthen communication capacity for the project.

Wilmington Community Clinic (WCC) is a dedicated federally qualified health center that serves the community of Wilmington, California, and the surrounding areas. Within Wilmington alone, over 33,000 individuals are uninsured and in need of quality primary care services. Services by Wilmington Community Clinic include primary medical care, dental services, mental and behavioral health support, women’s health, and linkages to community resources that address social determinants of health. WCC cares for nearly 8,000 individuals, with 84% of them being of Latino and Hispanic descent, spanning 40,000 visits a year. WCC is passionate about meeting the medical and social needs of our patients and continues to work in stride to build relationships with other FQHC’s and community-based organizations to show strength in leadership and integrity in our programming.

As this is a community-centered and community-driven effort, the federal funding allocated for this project is intended to strengthen existing public health community-based infrastructure. This investment seeks to expand the public health workforce through partnerships with community-based organizations and local healthcare partner organizations, such as ours. Through these collaborations, we aim to enhance the coordination and delivery of field-based public health services to improve individual and community-level health outcomes.

There is currently no coordinated investment in the development of tailored and targeted communication strategies.

The Wilmington community is comprised of hard-working, multigenerational families. Many of these are migrant and undocumented families that prioritize health last due to barriers like language, health literacy, access, time limitations and work restrictions.

Amidst it all, however, residents in the Wilmington area are resilient and community leaders have advocated for Wilmington at the grassroots level throughout different organizations. CPHT program partners for Wilmington give priority to high-need, low-income residents that suffer from poor health outcomes. Our clinic staff is comprised of Wilmington residents themselves, giving our community members a sense of trust and alleviating any stress or frustrations associated with visiting our community clinic. A media/communications firm can help our Heart of the Harbor community public health team disseminate specific information targeted within the geographic region with the common language of the community. It will further help us in developing assets and collateral materials that will appeal to our community members, more specifically hard-to-reach populations like the homeless and elderly. Additionally, social media expansion will be used to educate our community members on the importance of prioritizing their health. One of the goals for this project is to recognize community leaders and form an Advisory Board. Receiving guidance and expertise of a media/communications firm will help the Advisory Board in mobilizing and sharing the information available to them. Most importantly, it will help us gain the trust needed for our community to thrive for a better future.

Engaging a professional media/communications firm to lend their expertise to developing strategic, thoughtful, and targeted communications will greatly assist our team to enhance the quality and reach of messages in communities. We are pleased that our public health partners are pursuing the opportunity to provide a coordinated communication strategy to promote CPHT and increase participation across LA County.

Thank you for the opportunity to support this media initiative project, which we believe closely aligns with the Commission’s goals of enhanced service delivery, improved operational efficiency and effectiveness, and improved health outcomes for community members through increased participation.

Sincerely,



Dolores Bonilla
Chief Executive Officer



COUNTY OF LOS ANGELES
MILITARY AND VETERANS AFFAIRS
1816 S. Figueroa Street
Los Angeles, California 90015
mva.lacounty.gov



Jim Zenner
Director

May 15, 2024

TO: NICHELLE HENDERSON, CHAIR
PRODUCTIVITY INVESTMENT BOARD
QUALITY AND PRODUCTIVITY COMMISSION

FROM: JIM ZENNER, DIRECTOR
MILITARY AND VETERANS AFFAIRS

A handwritten signature in black ink, appearing to be "J. Zenner", written over the printed name of the sender.

PRODUCTIVITY INVESTMENT FUNDS REQUEST - A TEXT CAN SAVE A LIFE - VETERAN MENTAL HEALTH SUPPORT THROUGH WELLNESS MESSAGING

This memo is to request consideration to fund the provision of daily mental health support, prevention, and intervention via text message to veterans in need of services. Initially, this request, submitted on April 5, 2024, was for a total of \$95,000; however, we recently learned that the program can be customized for an additional \$15,000 to include information on County services for a total of \$110,000. As such, we believe this project is a new and forward-thinking approach to reach veterans where they are through SMS-based text message service as opposed to what are often considered intrusive and invasive services.

Mental health and wellness are important priorities to the holistic support to our veteran community. Unfortunately, many veterans don't seek help due to the perceived stigma surrounding mental health issues. This often leads to veterans suffering in silence. As such, innovative methods are often a preferred approach encouraging new initiatives to health care and extending support far beyond the confines of diagnosed service-connected veterans. Moreover, by transcending boundaries through innovations offered by systems like this project, it tears down the fear and stigma associated with securing services greatly needed and fosters inclusivity, recognizing that mental health support is a fundamental right for every veteran and their family.

Using this passive mental health and wellness approach, the County could achieve several strategic objectives within the veteran community by holistically treating the veterans through passive outreach, empowering the shift in mindset and/or perspective for the veteran to be more receptive to additional forms of assistance and resources.

Additionally, by placing mental health and wellness at the forefront, this initiative doesn't just address immediate needs—it lays the groundwork for a more compassionate and inclusive approach that resonates across various segments of the county's population. It signifies a transformative step toward creating a more cohesive and supportive environment that prioritizes the well-being of veterans and their families.

We believe the results of this project will offer an innovative approach to assisting veterans with mental health resources.

Thank you for your consideration. Should you have any questions or need additional information, please contact me, or your staff may contact our Department's Quality and Productivity Manager, JeNai Davis at jdavis@mva.lacounty.gov.

JZ:ZS:jd

c: Guevarra
Khosdikian



DEPARTMENT OF MENTAL HEALTH

hope. recovery. wellbeing.

LISA H. WONG, Psy.D.
Director

Curley L. Bonds, M.D.
Chief Medical Officer

Connie D. Draxler, M.P.A.
Acting Chief Deputy Director

February 15, 2024

TO: Jim Zenner
Director - Military and Veterans Affairs

FROM: Lisa H. Wong, Psy.D.
Director

SUBJECT: **LETTER OF SUPPORT – A TEXT CAN SAVE A LIFE - VETERAN
MENTAL HEALTH SUPPORT THROUGH WELLNESS MESSAGING**

This letter is written in support of the Department of Military and Veterans Affairs' (MVA) Productivity Investment Fund application to implement *A Text Can Save a Life – Veterans Mental Health Support Through Wellness Messaging* pilot. *A Text Can Save a Life* employs an innovative wellness application that provides emotional support for Veterans via SMS text messaging to decrease stigma associated with mental health treatment, improve social connections, and increase help seeking with the goal of reducing veteran suicide.

Given the high rate of suicide among Veterans and the unique needs of this population, Los Angeles County Department of Mental Health recognizes the necessity for novel approaches to engage and support our veteran community. We applaud MVA's application for the Productivity Investment Fund to support the launch of this pilot and look forward to our ongoing partnership to prevent Veteran suicide.

LHW:LTJ:rh

c: La Tina Jackson, Deputy Director
Rhonda Higgins, Division Chief



BARBARA FERRER, Ph.D., M.P.H., M.Ed.
Director

MUNTU DAVIS, M.D., M.P.H.
County Health Officer

ANISH P. MAHAJAN, M.D., M.S., M.P.H.
Chief Deputy Director

313 North Figueroa Street, Suite 806
Los Angeles, CA 90012
TEL (213) 268-8117 • FAX (213) 975-1273

www.publichealth.lacounty.gov

BOARD OF SUPERVISORS

Hilda L. Solis
First District

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Third District

Janice Hahn
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Kathryn Barger
Fifth District

March 26, 2023

Jim Zenner, Director
County of Los Angeles Military and Veterans Affairs
1816 S. Figueroa Street
Los Angeles, CA 90015

SUBJECT: A TEXT CAN SAVE A LIFE PILOT PROGRAM OF THE COUNTY OF LOS ANGELES MILITARY AND VETERANS AFFAIRS

Dear Mr. Zenner:

The Los Angeles Department of Public Health (Public Health) enthusiastically supports the Productivity Investment Fund application for the "A Text Can Save a Life – Veteran Mental Health Support Through Wellness Messaging" pilot program from the County of Los Angeles Military and Veterans Affairs.

The "A Text Can Save a Life" Program is a forward-thinking approach to reach veterans in a respectful and efficient manner. It will provide veterans daily mental health support, prevention, and intervention via text message as opposed to traditional mental health interventions, which are often considered as intrusive or invasive. Public Health recognizes that many veterans do not seek help due to the perceived stigma surrounding mental health issues and as a result, suffer in silence. This innovative program extends support to veterans beyond the confines of diagnosed-related services and is designed to reduce the fear and stigma associated with securing services.

Public Health feels this program is well-aligned with our goals to increase opportunities for optimal health and appreciates Military and Veterans Affairs' innovative and inclusive approach to reaching the most disconnected veterans. We recognize that mental health and emotional wellbeing support is a fundamental right for every veteran and their families. Public Health is committed to supporting the program by providing staff who can serve as subject matter experts and advise on content and resources related to the program.

Please reach out to Melissa Bond at mbond@ph.lacounty.gov with LA County DPH's Office of Planning, Integration and Engagement (PIE) if you have any questions.

Sincerely,

Barbara Ferrer, Ph.D., M.P.H., M.Ed.
Director
Los Angeles County Department of Public Health

County of Los Angeles Quality and Productivity Commission PRODUCTIVITY INVESTMENT FUND PROPOSAL (Please submit the proposal with a cover letter signed by the department head)	
<small>Last Updated: 1/25/2024</small>	
Department: Military and Veterans Affairs	Date: May 15 th , 2024
Project Name: A Text Can Save a Life - Veteran Mental Health Support through Wellness Messaging	
<u>PURPOSE OF FUNDING (50 words). Describe how the PIF funding will be used.</u> The funding will be used to provide daily mental health support, prevention, and intervention via text message to those in need of services. This will cover message delivery and receipt, marketing and communication efforts required to drive adoption of the services, customer service, IT troubleshooting, and all other associated costs.	
<u>SUMMARY OF PROJECT, INCLUDING BENEFITS (300 words). Describe benefits and potential multi-departmental or countywide adaptation.</u> Promoting mental health and wellness among veterans in Los Angeles County is a top priority for Military and Veteran Affairs (MVA). To encourage this service, MVA is implementing a unique project: Short Message Service (SMS) technology to deliver daily text messages to veterans that promote hope, reduce stigma, encourage coping and the use of positive psychology strategies, and improve overall well-being. Accessing mental health care can be challenging due to provider shortages, geography, and costs. Mobile health (mHealth) strategies help bridge these gaps, offering convenient and cost-effective care since despite efforts to improve accessibility, many still don't receive the care they need. This project is intended to mitigate that gap and promote the care through the method of text messaging. This project aligns with the California Veteran Healthcare Initiative, catering to diagnosed service-connected veterans as well as undiagnosed and non-service-connected veterans and their families. Its success could pave the way for supporting other vulnerable populations like low-income households and individuals facing homelessness. By integrating seamlessly with existing initiatives, this project signifies a paradigm shift in veteran healthcare. It extends support beyond diagnosed veterans, ensuring inclusivity, and recognizing mental health support as a fundamental right. The project's success lays the foundation for scalability, offering a model for countywide expansion. This expansion could benefit diverse demographics, including low-income households and individuals struggling with limited resources, fostering a more resilient community. This initiative not only addresses immediate needs but also promotes a more compassionate and inclusive approach to mental health. It represents a transformative step toward prioritizing the well-being of veterans and their families, creating a more supportive environment for all.	

County of Los Angeles Quality and Productivity Commission
PRODUCTIVITY INVESTMENT FUND PROPOSAL
(Please submit the proposal with a cover letter signed by the department head)

Last Updated: 1/25/2024

EVALUATION/PERFORMANCE MEASURES. (300 words) Describe what specific outcomes are to be achieved and how the project will enhance quality and/or productivity.

The project aims to:

- Provide 250 participants annually for three years with a wellness text messaging license, totaling 750 participants for the three year term;
- Increase adherence to healthy behaviors;
- Decrease feelings of isolation;
- Foster a sense of community and belonging among veterans;
- Improve mental health outcomes and enhance overall mental health and well-being for a better quality of life.

Criteria for selecting veterans to receive this service include:

- Resident of Los Angeles County;
- Verified U.S. armed forces military service;
- Selections from MVA Veteran Service Representatives (VSR) based on client case notes of current mental health status to determine who would benefit the most;
- Diverse demographics of veterans (age and gender) to ensure relevance and inclusivity;
- Rural and low-income areas where mental health services are limited.

This initiative strengthens LA County's mental health efforts by addressing gaps in care for veterans and families, focusing on increasing engagement, resilience, coping skills, and emotional intelligence.

It normalizes help-seeking behaviors, reducing stigma around mental health challenges, and engagement with care by providing discreet, proactive, and accessible daily support through wellness text messaging. Empowering diagnosed and undiagnosed veterans and their families to prioritize mental well-being, this project aligns with the county's goals by reducing stress, anxiety, depression, and promoting healthy behaviors.

By reducing stress, anxiety, and depression and promoting healthy behaviors, the project aligns with the county's strategic goals. It aims to improve recipients' quality of life, reduce long-term care costs and increase support and programs by boosting engagement and bridging gaps in care, especially for those unlikely to engage with providers, waiting on waitlists, or resistant to care.

Participant data will be collected to assess the intervention's impact on mental and emotional health, as well as other aspects of life, with continuous monitored of metrics for ongoing improvements.

County of Los Angeles Quality and Productivity Commission
PRODUCTIVITY INVESTMENT FUND PROPOSAL
 (Please submit the proposal with a cover letter signed by the department head)

Last Updated: 1/25/2024

Is this an Information Technology (IT) project?

Yes No N/A

If you answered yes, please obtain endorsement and sign off from your department's CIO/IT manager and answer question 5 on page 3 below. In addition, you must apply for Information Technology Funds (ITF) with the Chief Executive Office (CEO), Chief Information Office (CIO) first before applying for Productivity Investment Funding (PIF). If your IT project was not approved by the CEO-CIO, please indicate the reason it was not approved and/or the status of your project below:

N/A

Amount Requested:	Loan _____	Grant <u>\$110,000</u>	Total <u>\$110,000</u>
--------------------------	------------	-------------------------------	-------------------------------

Cost Analysis Summary. Attach detail for A and B, including staff, equipment, supplies, etc.

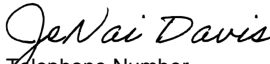

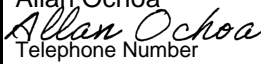
	<u>Implementation Period</u>	<u>Project Year 1</u>	<u>Project Year 2</u>	<u>Project Year 3</u>
A. Annual Cost of Current Process:				
B. Estimated Annual Cost of Proposal:	\$5,000	\$35,000	\$35,000	\$35,000
C. Savings (B minus A)	\$5,000	\$35,000	\$35,000	\$35,000

Funds Flow Summary: Indicate the amount of funds needed during implementation by period (fiscal year and quarter)

FY 2024-25 Q2
 \$40,000 (\$5,000 implementation cost and \$35,000 (\$140/license x 250 licenses))

FY 2025-26 Q1
 \$35,000 (\$140/license x 250 licenses)

FY 2026-27 Q1
 \$35,000 (\$140/license x 250 licenses)

Quality and Productivity Manager (Print and Sign) JeNai Davis  Telephone Number (213) 858-1551 E-mail jdavis@mva.lacounty.gov	Project Manager (Print and Sign) Zuleyda Santana  Telephone Number 213-574-8008 E-mail zsantana@mva.lacounty.gov
Department CIO/IT Manager (Print and Sign) Telephone Number E-mail	Budget/Finance Manager (Print and Sign) Allan Ochoa  Telephone Number (213) 587-2423 E-mail aocchoa@mva.lacounty.gov

<p>County of Los Angeles Quality and Productivity Commission PRODUCTIVITY INVESTMENT FUND PROPOSAL (Please submit the proposal with a cover letter signed by the department head)</p>	
<p>Last Updated: 1/25/2024</p>	
Department Head (Print and Sign) Jim Zenner 	Telephone Number (213)765-9678
E-mail jzenner@mva.lacounty.gov	

**** Electronic, Original, or Scanned Signatures Are Accepted ****

County of Los Angeles Quality and Productivity Commission
PRODUCTIVITY INVESTMENT FUND PROPOSAL

QUESTIONS

1. Has this proposal been submitted before for a Productivity Investment Fund loan or grant? Yes No

If so, when (date)? April 5th, 2024

2. Was this proposal included in the department's current budget request?

Yes No If no, why not?

The Department's FY 2023-24 budget included other critical needs focused on staffing.

3. How many years will it take for the loan to be paid back (3 years maximum without special approval)? Where will the funds come from to repay the loan?

Not applicable

Hard Dollar Savings

Cost Avoidance

Revenue Generation

Other (please explain)

4. Discuss potential for revenue increase, service enhancement, future cost avoidance and/or cost savings. Does it reduce net County cost?

This project has the potential to bring several benefits that can lead to revenue increase, service enhancement, future cost avoidance, and cost savings, ultimately reducing new County cost.

By successfully implementing this project and showcasing its effectiveness in supporting veterans' mental health, the County may attract funding from various sources such as grants, donations, and partnerships. These additional funds can contribute to a revenue increase for the County, helping support and expand the project's reach.

Prioritizing mental health and wellness for veterans not only benefits diagnosed service-connected individuals but also extends support to undiagnosed veterans and their families. This broadens the scope of mental health services offered, ensuring inclusivity and comprehensive support for the veteran community. Enhanced services can lead to increased satisfaction among veterans and their families, improving the County's reputation for providing quality care.

The proactive approach to mental health support can help avoid future costs by addressing issues early on before they escalate into more severe conditions.

PRODUCTIVITY INVESTMENT FUND PROPOSAL

By providing timely intervention and support, the project can prevent the development of more serious mental health issues that would require intensive and costly treatments later. Additionally, the cost of one license for the project is less than the cost of a single therapy session, indicating potential cost savings in the long run.

Considering the revenue increase, service enhancement, and cost avoidance/savings discussed above, the overall impact of the project can lead to a reduction in net County cost. While there is an initial investment required for implementation, the long-term benefits in terms of improved mental health outcomes, reduced healthcare expenses, and increased external funding can outweigh these costs, resulting in a net reduction in County expenses related to veteran mental health support.

This proactive approach to mental health support can potentially avoid future costs by addressing issues before they escalate and providing cost savings on therapy costs. Early intervention and support for veterans could prevent more severe mental health issues that might incur higher costs down the line. Successful implementation of this project within the veteran community will attract funding from other sources, potentially leading to revenue streams or partnerships, reducing the burden on County resources.

5. (300 words) How does this proposal extend, amplify, or complement existing cross-County best and shared practices (including, if applicable, technology or sustainability practices, and equity impact – whom does this benefit and/or burden); describe the proposed solution in terms of its innovative use of technologies to achieve desired business outcomes, and/or Department strategic goals and objectives?

The proposed initiative aligns with and extends existing cross-County best practices in several ways, particularly in terms of technology, sustainability practices, and equity impact.

The initiative leverages mental health and wellness initiatives, indicating a unique use of technology to reach and support veterans. By utilizing digital platforms or tools for passive outreach, the County can extend its reach and provide continuous support to veterans, even beyond traditional service hours. Moreover, the innovation in this program will refer the veteran to the Department of Military and Veterans Affairs' 877-4LA-VETS number to link them to other resources; thus, making this system customizable to include information specifically on County services.

By focusing on preventative initiatives and holistic treatment, this proposal aims to address mental health issues among veterans before they escalate into crises. This proactive approach not only improves outcomes for veterans but also contributes to long-term sustainability by reducing the need for costly crisis interventions and institutionalization.

County of Los Angeles Quality and Productivity Commission
PRODUCTIVITY INVESTMENT FUND PROPOSAL

The initiative benefits veterans who may have limited access to resources or face barriers in seeking help. By offering anonymous and non-identifying support, the program eliminates implicit biases that can affect care settings. This ensures equitable access to mental health services regardless of demographic factors such as gender, race, sexual orientation, or age. It reduces the burden on vulnerable populations within the veteran community and promotes inclusivity and fairness in healthcare delivery.

The proposal directly aligns with North Star I, Focus Area Goal A of the County Strategic Plan, which emphasizes Healthy Individuals and Families. By expanding resources and support for veterans, the County can achieve strategic objectives related to enhancing comprehensive interventions and improving overall well-being within the veteran community.

Overall, this proposal is a valuable addition to existing cross-County best practices, enhancing the County's ability to support and empower its veteran population effectively.

6. (150 words) Is the proposal a pilot project? If so, what are the conditions for further expansion or development?

The intent of this proposal is to roll out a pilot project to veterans who meet the criteria for selection of this service and monitor the use and effectiveness of the mental health and well-being of this passive intervention strategy. In doing so, we will build our case to expand this service to other vulnerable and underserved populations within Los Angeles County where this service, amongst others could be employed to make investments that transform lives in accordance with the Countywide Strategic Plan. It is envisioned that this service could be utilized with many different county departments and agencies that are affected by mental health and wellness impacts and this pilot could prove a worthwhile resource in the intervention toolbox for populations that are non-receptive to more intrusive and intensive services.

7. (300 words) What current County processes or functions will be eliminated or streamlined via this productivity enhancement(s) and/or quality improvement(s)?

The goal of this pilot would be to employ a less costly alternative to treating mental health emergencies and crisis through County Hospitals and decrease interactions with law enforcement and first responder personnel by use of this passive intervention strategy. Because this pilot doesn't require a smartphone, or data plan to use, it opens up digital support to people who are less tech-savvy or have less access to modern technological tools. In addition to effectively reducing the impacts on county resources due to mental health emergencies, it would expand the opportunities for engagement and intervention with veterans as they await potential

County of Los Angeles Quality and Productivity Commission

PRODUCTIVITY INVESTMENT FUND PROPOSAL

services through the VA (i.e., limited mental health appointments and access to alternative service locations).

In addition, this would provide MVA an additional tool to offer to veterans in the county, as a preventative intervention option to promote mental health and well-being amongst the veteran community. This resource could also be referred to partner agencies and contractors that work with and for MVA to maximize the reach and intervention capabilities of the service. The stigmatization of post-traumatic stress (PTS) prevents many veterans from seeking the necessary mental health resources and services that they may need to process and heal from their invisible wounds; however, employing a passive solution such as this in a controlled pilot environment, we can address the stigma by offering services that are less invasive and therefore may be more acceptable to the target population.

8. (300 words) Does this proposal relate to a specific Countywide Strategic Plan goals and Board priorities? (To view the County’s strategic plan, click here: <https://ceo.lacounty.gov/strategic-plan-and-goals/>. To view the Board’s priorities, click here: ([Chief Executive Office | County of Los Angeles \(lacounty.gov\)](#)). <C:\Users\le288754\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\O6YK0II9\Board Priorities> If yes, please explain.

In accordance with the Countywide Strategic Plan, this pilot initiative seeks to address North Star 1 Focus Area Goal A: Healthy Individuals and Families, and North Star 2 Focus Area Goal A: Public Health. By focusing on prevention initiatives and enhancing our delivery of comprehensive intervention strategies, we can engage with our veteran community and meet them where they are, with less intrusive and invasive services, chipping away at the stigmatization of veterans and PTS, while passively providing mental health and wellness treatment to one of our most vulnerable populations – our veterans.

In addition to treating the mental health and well-being of the veteran, this project will treat them holistically, which starts with their state of mind and expands to their basic needs – safety, housing, and sustenance. Once those are met, we can expand our opportunities to connect with veterans through other wellness initiatives within our communities and drive economic and workforce development, which can truly save our veterans lives by redefining their sense of purpose that many veterans lose once they take off their military uniform.

9. (150 words) Does this proposal enhance the County image and/or improve relationships with the County’s constituents? Please explain.

Yes, by implementing a wellness text messaging program specifically for veterans, it demonstrates its care for the community and proactive support for mental health. This accessible communication method shows commitment to providing services to

County of Los Angeles Quality and Productivity Commission
PRODUCTIVITY INVESTMENT FUND PROPOSAL

all residents, including veterans, fostering trust and engagement. By tailoring wellness initiatives, the County builds connections and a sense of community, contributing to a positive public perception of a caring government entity. This proposal not only supports veterans’ wellness but also enhances the County’s image as a compassionate and supportive community for all residents.

10. (150 words) How might this proposal promote interdepartmental cooperation including, if applicable, data sharing and program design?

Once MVA launches this pilot and captures data on the impacts within our veteran community, these findings can not only be shared with other county departments that also service vulnerable and underrepresented communities and their constituents, but also with other counties and statewide organizations that are assisting veterans and other vulnerable populations. Through sharing the data from our pilot, we are hopeful to gain support and funding for ongoing program adoption and expand the services to a much larger population of constituents within Los Angeles County.

11. (150 words) Where did the original idea for this project come from?

A County veteran, who works for Los Angeles County Treasurer and Tax Collector, subscribes personally to the service that we intend to pilot through his exposure with the International City/County Management Association (ICMA). He has directly benefitted from the services provided and reached out to the founder of the service and arranged a meeting with the Director of MVA to discuss the idea of piloting this service to help our veteran community in Los Angeles County. Through this county veteran’s testimony and lived experience, we feel that this is a worthwhile venture to service our veteran population and beyond within Los Angeles County.

12. When will the funds be needed? Please indicate the amount needed by fiscal year and quarter:

2023-24

1st Quarter \$ _____
2nd Quarter \$ _____
3rd Quarter \$ _____
4th Quarter \$ _____

2024-25

1st Quarter \$ _____
2nd Quarter \$ 40,000
3rd Quarter \$ _____
4th Quarter \$ _____

County of Los Angeles Quality and Productivity Commission
PRODUCTIVITY INVESTMENT FUND PROPOSAL

2025-26

1st Quarter \$35,000

2nd Quarter \$ _____

3rd Quarter \$ _____

4th Quarter \$ _____

2026-27

1st Quarter \$35,000

2nd Quarter \$ _____

3rd Quarter \$ _____

4th Quarter \$ _____

IMPLEMENTATION PLAN

<u>KEY MILESTONES</u>	<u>START DATE</u>	<u>FUNDS NEEDED</u>	<u>FUNDS REPAID</u>
(Major steps in the project development)	(Estimated date for each project step)	(Amount and quarter funds will be needed)	(Amount and quarter funds will be repaid)
<u>FY2024-25 Q2</u> Kick-off Meeting, Marketing Tools and materials	07/01/2024	\$5,000	\$
<u>FY 2024-25 Q2</u> License Registration for 250 licenses for 1 st year	08/01/2024	\$35,000	
<u>FY 2025-26 Q1</u> License Registration for 2nd year	07/01/2025	\$35,000	
<u>FY 2026-27 Q1</u> License Registration for 3rd year	07/01/2026	\$35,000	

County of Los Angeles Quality and Productivity Commission
PRODUCTIVITY INVESTMENT FUND PROPOSAL

LINE ITEM BUDGET DETAIL
(Work with your Budget Analyst)

Services and Supplies

List all services and supplies here

(a) Total services and supplies **\$110,000**

Other Charges

List all other charges here

(b) Total other charges **\$**

Fixed Assets

List all equipments and other fixed assets here

(c) Total fixed assets **\$**

TOTAL COSTS (a+b+c) **\$110,000**

April 4, 2024

**•24.17 – Los Angeles County Museum of Art, (LACMA)
West Campus Climate Control System Upgrade**

Commissioner Nichelle Henderson
Chair, Productivity Investment Board
Kenneth Hahn Hall of Administration
500 West Temple Street, Suite 565
Los Angeles, CA 90012

Dear Ms. Henderson,

I am writing on behalf of the staff and Board of Trustees of the Los Angeles County Museum of Art (LACMA) to respectfully request a \$475,000 grant from the Productivity Investment Fund to support the upgrade of the Building Management System (BMS) for the museum's entire west campus. LACMA's BMS controls the climate in the galleries, ensuring that temperature and humidity are maintained at levels that will preserve the artwork installed. While climate control is fundamental to museum collection management, and stipulated in our loan agreements, LACMA aims to balance the needs of the artwork, comfort of visitors, and impact on the environment. As the museum field makes efforts to respond to the current climate crisis, it is clear that the climate control required in our facilities is one of the most challenging barriers to environmental sustainability. Now, we have the opportunity to use innovative technology to mitigate a problem that has for years seemed intractable.

With support from the QPC, LACMA would purchase and implement artificial intelligence software that would improve the museum's west campus BMS by autonomously operating the buildings' HVAC system in real-time. While LACMA would be the first U.S. museum to adopt this technology, it has been used successfully by more than a dozen museums in Europe since 2019. By adjusting climate control setpoints in real-time, anticipating changes in the outdoor climate, and creating zones within buildings based on the needs of artwork installed, this software would substantially limit energy consumption in our west campus galleries. If successful, LACMA would consider using this technology for its forthcoming David Geffen Galleries and share its findings with museums in L.A. County and beyond.

We remain grateful for the Commission's past support of some of LACMA's most important endeavors, and would welcome the opportunity to work with the QPC again to make a much-needed upgrade to our campus. I look forward to discussing this project further, but please do not hesitate to reach out if you have any questions.






Sincerely,



Michael Govan

•24.17 – Los Angeles County Museum of Art, (LACMA) West Campus Climate Control System Upgrade

County of Los Angeles Quality and Productivity Commission PRODUCTIVITY INVESTMENT FUND PROPOSAL (Please submit the proposal with a cover letter signed by the department head)	
Last Updated: 1/25/2024	
Department: Los Angeles County Museum of Art (LACMA)	Date: April 5, 2024
Project Name: West Campus Climate Control System Upgrade	
<u>PURPOSE OF FUNDING (50 words). Describe how the PIF funding will be used.</u> LACMA requests a \$475,000 grant to improve the efficiency of the museum's west campus Building Management System (BMS). A PIF grant would enable LACMA to improve the BMS by integrating innovative artificial intelligence software that will reduce energy consumption by autonomously driving the buildings' HVAC system.	
<u>SUMMARY OF PROJECT, INCLUDING BENEFITS (300 words). Describe benefits and potential multi-departmental or countywide adaptation.</u> <p>LACMA requests the QPC's support to purchase and implement artificial intelligence software that will provide significant improvement to the museum's west campus Building Management System (BMS) by autonomously operating the buildings' HVAC system in real-time. This innovative upgrade to the BMS will optimize the mechanical systems' efficiency, minimize the galleries' energy demands, and ultimately reduce the building's carbon footprint.</p> <p>Climate control in museum galleries and art storage spaces is a fundamental aspect of collection management. Based on research showing the detrimental effects of fluctuations in temperature and humidity on artworks, museums have implemented strict climate control guidelines to ensure the preservation of their collections and loaned objects for present and future generations. However, this effort also yields elevated energy consumption. Over the past five years, LACMA has implemented projects to optimize the operations of its mechanical systems, including the recommissioning of its Building Management System (BMS) to improve its overall performance, upgrading the control system of its oldest building (Pavilion for Japanese Art), and performing an Energy Audit of the campus buildings to fine-tune their system's operation.</p> <p>To achieve the BMS's optimum energy usage, temperature and humidity would need to be adjusted in real time. Due to the specific climate setpoints required for the artwork and the complexity of the mechanical systems, our staff cannot adjust the equipment's setting at the frequency needed to achieve this goal. Artificial intelligence software is an innovative technological solution that can monitor and control temperature and relative humidity continuously, 24 hours per day, seven days per week. It would limit energy consumption by 1) adjusting setpoints in real-time while maintaining preservation guidelines for the collection and loaned objects; 2) anticipating the changes in outdoor climate, visitors, and internal loads to avoid running equipment to their maximum and least efficient capacity; and 3) creating zones within buildings based on the specific needs of the artworks in those zones.</p>	
<u>EVALUATION/PERFORMANCE MEASURES. (300 words) Describe what specific outcomes are to be achieved and how the project will enhance quality and/or productivity.</u> <p>With the current urgency to address the climate crisis, museums need to approach long-term collections care in a way that is environmentally sustainable while also allowing for greater public access.</p> <p>Based on feedback received from other institutions who have implemented this solution, LACMA expects that the proposed artificial intelligence software will help the museum achieve the following outcomes:</p> <ul style="list-style-type: none">• Improve overall performance and reliability of the BMS, with increased compliance to the required temperature and relative humidity in the galleries while maintaining comfort for visitors• Reduce climate control energy usage (electricity and gas) at an estimated 859,000 lbs CO₂ per year• Extend the mechanical equipment's lifespan by improving its efficiency through automation and remote control• Reduce staff time dedicated to making manual changes to the BMS through a menu of climate control scenarios• Improved communication between teams monitoring the galleries' climate setpoints by using a user-friendly interface with real-time data and easy reporting <p>LACMA will track the following performance measures to evaluate the project's impact on quality and productivity:</p> <ul style="list-style-type: none">• Climate control energy usage• The BMS equipment's oad profile and run time• Adherence to temperature and humidity setpoints <p>An investment from the Commission would have a long-lasting impact on the museum's efficiency, help us better serve L.A. County constituents, provide information on innovative technology that may be useful to other County museums and facilities, and aligns with the L.A. County's sustainability goals described in OurCounty Plan and the Climate Action Plan.</p>	

County of Los Angeles Quality and Productivity Commission PRODUCTIVITY INVESTMENT FUND PROPOSAL (Please submit the proposal with a cover letter signed by the department head)																								
Last Modified: 1/25/2024																								
Is this an Information Technology (IT) project? <div style="text-align: center;"> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> N/A </div> <p>If you answered yes, please obtain endorsement and sign off from your department's CIO/IT manager and answer question 5 on page 3 below. In addition, you must apply for Information Technology Funds (ITF) with the Chief Executive Office (CEO), Chief Information Office (CIO) first before applying for Productivity Investment Funding (PIF). If your IT project was not approved by the CEO-CIO, please indicate the reason it was not approved and/or the status of your project below:</p>																								
<table style="width: 100%; border: none;"> <tr> <td style="width: 25%;">Amount Requested:</td> <td style="width: 25%;">Loan _____</td> <td style="width: 25%;">Grant <u>\$475,000</u></td> <td style="width: 25%;">Total <u>\$475,000</u></td> </tr> </table>					Amount Requested:	Loan _____	Grant <u>\$475,000</u>	Total <u>\$475,000</u>																
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Cost Analysis Summary. Attach detail for A and B, including staff, equipment, supplies, etc.																								
<table style="width: 100%; border: none;"> <thead> <tr> <th style="width: 60%;"></th> <th style="width: 10%; text-align: center;">Implementation Period</th> <th style="width: 10%; text-align: center;">Project Year 1</th> <th style="width: 10%; text-align: center;">Project Year 2</th> <th style="width: 10%; text-align: center;">Project Year 3</th> </tr> </thead> <tbody> <tr> <td>A. Annual Cost of Current Process:</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>B. Estimated Annual Cost of Proposal:</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>C. Savings (B minus A)</td> <td></td> <td style="text-align: right;">0\$0.00</td> <td style="text-align: right;">0\$0.00</td> <td style="text-align: right;">0\$0.00</td> </tr> </tbody> </table>						Implementation Period	Project Year 1	Project Year 2	Project Year 3	A. Annual Cost of Current Process:					B. Estimated Annual Cost of Proposal:					C. Savings (B minus A)		0\$0.00	0\$0.00	0\$0.00
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Funds Flow Summary: Indicate the amount of funds needed during implementation by period (fiscal year and quarter) Fiscal Year 2024–2025, Q1: \$67,500 Fiscal Year 2024–2025, Q2: \$225,000 Fiscal Year 2024–2025, Q3: \$90,000 Fiscal Year 2024–2025, Q4: \$92,500																								
Quality and Productivity Manager (Print and Sign) Katie Kennedy, Associate Vice President, Corporate and Foundation Partnerships 		Project Manager (Print and Sign) Jean-Pascal (JP) Coutelen, Associate Vice President, Facilities & Sustainability 																						
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Department CIO/IT Manager (Print and Sign) LJ Hartman, SVP Site Operations 		Budget/Finance Manager (Print and Sign) Mark Mitchell, Chief Financial Officer 																						
Telephone Number: 323.857.6568 E-mail: ljhartman@lacma.org		Telephone Number: 323.857.6143 E-mail: markm@lacma.org																						
Department Head (Print and Sign) Michael Govan, CEO and Wallis A.enberg Director 																								
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**** Electronic, Original, or Scanned Signatures Are Accepted ****

County of Los Angeles Quality and Productivity Commission
PRODUCTIVITY INVESTMENT FUND PROPOSAL

QUESTIONS

1. Has this proposal been submitted before for a Productivity Investment Fund loan or grant? Yes _____ No x _____
If so, when (date)?

2. Was this proposal included in the department's current budget request?
Yes _____ No x _____ If no, why not?
The museum's County allocation is fixed by a contract between the County and Museum Associates; this project is not included in that contract.

3. How many years will it take for the loan to be paid back (3 years maximum without special approval)? Where will the funds come from to repay the loan?
Not Applicable

- | | |
|---------------------|------------------------|
| Hard Dollar Savings | Cost Avoidance |
| Revenue Generation | Other (please explain) |

4. Discuss potential for revenue increase, service enhancement, future cost avoidance and/or cost savings. Does it reduce net County cost?
While this project does not reduce net County costs or increase revenue directly, an investment in this project may result in long-term cost savings. However, the amount is difficult to determine as the energy savings will fluctuate based on weather, museum attendance, and the conditions needed in the galleries.

5. (300 words) How does this proposal extend, amplify, or complement existing cross-County best and shared practices (including, if applicable, technology or sustainability practices, and equity impact – whom does this benefit and/or burden); describe the proposed solution in terms of its innovative use of technologies to achieve desired business outcomes, and/or Department strategic goals and objectives?
LACMA engaged with several vendors specialized in artificial intelligence (AI)-type solutions that act as add-ons to a traditional BMS. Common AI software reduces

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energy consumption by tracking operational inefficiencies (e.g., shutting down systems while the building is not in use). However, museum galleries and art storage facilities require 24/7 climate control, which makes this technology less effective. Launched in 2019, this proposed software solution was developed by climate engineers specifically for museum environments. It has been implemented in over a dozen museums in Europe, including the Van Gogh Museum and the Rijksmuseum, both in Amsterdam. LACMA would be the first U.S. museum to adopt this technology.

The product runs a unique, patented algorithm that determines the energetically optimal setpoints for temperature and relative humidity in real time, prioritizing collection preservation, ensuring visitors' thermal comfort, and supporting building conservation at the lowest energy demand possible. This innovative use of technology makes it a perfect fit for LACMA's needs. It would allow dynamic and automated control of the museum's west campus climate systems, provide greater capacity for staff to monitor the galleries' setpoints through an easy-to-navigate dashboard, and substantially reduce the energy consumed by our climate controls.

Depending on their composition and media, certain artworks are more vulnerable to fluctuations in temperature and humidity, thus requiring stricter climate controls. The proposed solution is capable of dividing a building into zones and maintaining different setpoints as required by the artworks displayed in those zones or to comply with agreements with lending institutions. This project will offer staff monitoring climate controls increased flexibility to tailor the care of the different materials displayed in the galleries. It will also enable LACMA to fulfill its mission to share the rich art collections in our care with our audiences while adopting environmentally sustainable choices to reduce our institution's climate impact.

6. (150 words) Is the proposal a pilot project? If so, what are the conditions for further expansion or development?

No, a grant would support the purchase and implementation of an existing product to maximize climate control efficiency in LACMA's west campus galleries. Based on the product's performance, we will explore the feasibility of expanding its use to the forthcoming David Geffen Galleries, LACMA's new building for its permanent collection.

7. (300 words) What current County processes or functions will be eliminated or streamlined via this productivity enhancement(s) and/or quality improvement(s)?

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While this project does not eliminate or streamline specific County processes, it can be used as an example of technology driving environmental efficiency and has the potential to be adopted by similar institutions to support the County's sustainability goals and priorities.

8. (300 words) Does this proposal relate to a specific Countywide Strategic Plan goals and Board priorities? (To view the County's strategic plan, click here: <https://ceo.lacounty.gov/strategic-plan-and-goals/>. To view the Board's priorities, click here: ([Chief Executive Office | County of Los Angeles \(lacounty.gov\)](#)). If yes, please explain.

This proposal aligns with the Sustainability goals listed under the Los Angeles County Board's Directed Priorities. More specifically, the proposal relates to the goals found in:

- L.A. County's [2024-2030 Strategic Plan](#)
 - North Star 2: Vibrant and Resilient Communities
 - Sustainability goal
 - Community Connections goal
- L.A. County's [2045 Climate Action Plan](#)
 - Building, Energy, and Water
 - Strategy 6: Improve Efficiency of Existing Building Energy Use
- L.A. County's [OurCounty Plan](#)
 - Goal 6: Accessible public spaces that create opportunities for respite, recreation, ecological discovery, and cultural activities
 - Goal 9C: Reduce building energy consumption
 - Goal 12: Realizing the plan's sustainability goals through creative, equitable, and coordinated funding and partnerships.

LACMA serves as a vital cultural institution for the people of Los Angeles County and beyond by offering a robust array of exhibitions, public programming, and outreach initiatives that attract over 800,000 visitors annually. Approximately 70% of LACMA's visitors are L.A. County residents, and the museum is made more accessible to County residents through free admission Monday - Friday after 3pm, and through NexGenLA, which offers free admission and programming for County residents under age 18 and one accompanying adult. Thus, LACMA is working toward the County's goal of creating accessible public spaces for cultural activities. Recognizing the critical role of environmental sustainability in the relevance and longevity of museums and cultural organizations, LACMA is deeply committed to

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implementing solutions that will continue to expand our mission of sharing cultural resources with our audiences while reducing our carbon footprint. The proposed solution would help us achieve both goals, thereby underscoring its direct alignment with the County's strategic vision and priorities.

9. (150 words) Does this proposal enhance the County image and/or improve relationships with the County's constituents? Please explain.

Support for this project would demonstrate the County's ability to encourage and invest in the application of innovative technologies to reduce its environmental impact while also safeguarding L.A.'s cultural resources for future generations. Climate controls have long been established for the preservation of artworks in a museum but they also represent one of the field's most challenging barriers to environmental sustainability. By challenging the status quo and using cutting-edge technology to address a nearly intractable issue, investment in this project may encourage the adoption of this technology by other museums across the County and beyond.

10. (150 words) How might this proposal promote interdepartmental cooperation including, if applicable, data sharing and program design?

Internally, the proposed solution will enhance planning and communication among LACMA's departments. As described above, it will offer staff monitoring climate controls increased flexibility to tailor the care of the different materials displayed in the galleries, allowing for more strict climate controls only where needed. An online dashboard will also improve information sharing among staff who regularly monitor the galleries' climate setpoints, including the Facilities, Registration, Collections Management, Conservation, and Exhibitions departments.

This solution could also significantly benefit other County Museums, such as the Natural History Museum, the La Brea Tar Pits, and LA Plaza de Cultura y Artes, by promoting a cost-effective solution to reduce the energy usage from their climate control systems.

11. (150 words) Where did the original idea for this project come from?

Recognizing the climate crisis as one of the most critical issues of our time, museums have become increasingly engaged in finding solutions that balance the preservation of collection works with environmentally sustainable practices. First published in 2015 and updated in 2023, the Bizot Green Protocols, a set of

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environmentally sustainable climate control guidelines and science-based guiding principles developed by an international group of major exhibition organizers, have gained traction in the field. LACMA is working to implement these guidelines in its galleries but needs a technology solution to ensure appropriate implementation. LACMA’s AVP of Facilities, Jean-Pascal Coutelen, identified an AI software product that offers highly efficient climate control, monitoring, and analysis for museum environments. The product was developed through practical experience and scientific research and has been implemented in over a dozen museums in Europe. Implementing this add-on to LACMA’s BMS will maximize energy efficiency, help us adopt environmentally sustainable practices, and encourage peer museum institutions to do the same.

12. When will the funds be needed? Please indicate the amount needed by fiscal year and quarter:

2023-24

1st Quarter \$ _____
2nd Quarter \$ _____
3rd Quarter \$ _____
4th Quarter \$ _____

2024-25

1st Quarter \$ 67,500
2nd Quarter \$ 225,000
3rd Quarter \$ 90,000
4th Quarter \$ 92,500

2025-26

1st Quarter \$ _____
2nd Quarter \$ _____
3rd Quarter \$ _____
4th Quarter \$ _____

2026-27

1st Quarter \$ _____
2nd Quarter \$ _____
3rd Quarter \$ _____
4th Quarter \$ _____

•24.17 – Los Angeles County Museum of Art, (LACMA) West Campus Climate Control System Upgrade

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IMPLEMENTATION PLAN

<u>KEY MILESTONES</u>	<u>START DATE</u>	<u>FUNDS NEEDED</u>	<u>FUNDS REPAID</u>
(Major steps in the project development)	(Estimated date for each project step)	(Amount and quarter funds will be needed)	(Amount and quarter funds will be repaid)
Recommissioning	July 1, 2024 (2 months)	\$67,500	N/A
Implementation plan	October 1, 2024 (1 month)	\$45,000	N/A
Engineering	November 1, 2024 (4 months)	\$180,000	N/A
Implementation	March 1, 2025 (2 months)	\$90,000	N/A
Commissioning + project delivery	May 1, 2025 (1,5 months)	\$92,500	N/A
Evaluation	June 15, 2025	N/A	N/A

LINE ITEM BUDGET DETAIL

(Work with your Budget Analyst)

Services and Supplies

List all services and supplies here:

- Project management
- Work preparation
- Engineering
- Installation of control cabinets
- Testing and commissioning

(a) Total services and supplies

\$385,000

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Other Charges

List all other charges here:

- Travel and lodging
 - Shipping of fixed assets
- (b) Total other charges **\$45,000**

Fixed Assets

List all equipments and other fixed assets here:

12 control cabinets including the following items per cabinet:

- Controllers
 - VPN routers and switches
 - Internal cabling + power supply
- (c) Total fixed assets **\$45,000**

TOTAL COSTS (a+b+c) **\$475,000**