

Quality and Productivity Commission
34th Annual Productivity and Quality Awards Program
“Leading with Excellence”

2021 APPLICATION

Title of Project (Limited to 50 characters, including spaces, using Arial 12-point font):

NAME OF PROJECT: COMMUNITY IMPACT ARTS GRANT PROGRAM AND EVALUATION

DATE OF IMPLEMENTATION/ADOPTION: 2017

(Must have been fully implemented for a minimum of at least one year - on or before July 1, 2020)

CHECK HERE IF THIS PROJECT IS BEING SUBMITTED FOR THE COVID-19 IMPACT AWARD ONLY. (Projects must be implemented on or before December 31, 2020. **Note:** Projects implemented less than one year ago will not be eligible for any other PQA awards. In addition, once a project is submitted, you cannot submit the same project for awards consideration in subsequent years).

PROJECT STATUS: Ongoing One-time only

HAS YOUR DEPARTMENT PREVIOUSLY SUBMITTED THIS PROJECT? Yes No

EXECUTIVE SUMMARY: Describe the project in 15 lines or less using Arial 12 point font. State clearly and concisely what difference the project has made.

1 The County of Los Angeles (County), through the Los Angeles County Department of
 2 Arts and Culture, invests in diverse communities through the Community Impact Arts
 3 Grant (CIAG). The CIAG program innovates by turning traditional arts funding on its
 4 head, providing arts programming grants to advance the organizational missions and
 5 values of County social service and social justice nonprofits, municipalities and
 6 institutions of higher learning to utilize arts to deliver a wide variety of cultural services
 7 to County residents. Grants to organizations providing mental health, disability,
 8 environmental, homeless, immigrant rights, youth and veteran services broaden the
 9 contexts in which arts are accessed for County residents who may not receive arts
 10 programming through traditional outlets, offering the opportunity to experience a range
 11 of artistic disciplines including, but not limited to, visual and media arts, performance,
 12 dance and music. To date, following the 6th cycle of funding in 2021, the CIAG
 13 program has supported 315 grants to organizations that delivered programs and
 14 services totaling \$3.75 million that enriched communities and utilized arts and culture to
 15 further social service and social justice needs.

BENEFITS TO THE COUNTY

(1) ACTUAL/ESTIMATED ANNUAL COST AVOIDANCE	(2) ACTUAL/ESTIMATED ANNUAL COST SAVINGS	(3) ACTUAL/ESTIMATED ANNUAL REVENUE	(1) + (2) + (3) = TOTAL ANNUAL ACTUAL/ESTIMATED BENEFIT	SERVICE ENHANCEMENT PROJECT
\$	\$	\$	\$	<input checked="" type="checkbox"/>

ANNUAL = 12 MONTHS ONLY

SUBMITTING DEPARTMENT NAME AND COMPLETE ADDRESS Arts and Culture 1055 Wilshire Blvd. Suite 800, Los Angeles CA 90017		TELEPHONE NUMBER 213-202-5858
PROGRAM MANAGER'S NAME Angela Gaspar-Milanovic amilanovic@arts.lacounty.gov		TELEPHONE NUMBER 213-202-5858 EMAIL
PRODUCTIVITY MANAGER'S NAME AND SIGNATURE (PLEASE CALL (213) 893-0322 YOU DO NOT KNOW YOUR PRODUCTIVITY MANAGER'S NAME) Heather Rigby <i>Heather Rigby</i>		TELEPHONE NUMBER 213-202-5858 EMAIL hrigby@arts.lacounty.gov
DEPARTMENT HEAD'S NAME AND SIGNATURE Kristin Sakoda <i>Kristin Sakoda</i>		TELEPHONE NUMBER 213-202-5858 DATE 6/3/2021

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****ELECTRONIC, WET, OR SCANNED SIGNATURES ARE ACCEPTABLE****

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1st FACT SHEET – LIMITED UP TO 3 PAGES ONLY: Describe the **challenge(s), solution(s), and benefit(s)** of the project **to the County**. What quality and/or productivity-related outcome(s) has the project achieved? Provide measures of success **and specify assessment time frame**. Use Arial 12 point font.

The Community Impact Arts Grant (CIAG) program expands the County’s services to reach diverse constituents and recognizes the value of the arts as a vital tool for cross-sector and civic problem solving across a range of issue areas and supports arts programming taking place at nonprofit social service, social justice, health organizations and municipal departments as part of their larger missions to provide services to individuals and communities. This program ensures that a wide variety of cultural services continue to reach County residents and positively impact them through increased opportunities for arts activities in various contexts, such as mental health, homelessness, youth and social justice. Grantee organizations are located throughout LA County with programs and services provided in all five supervisorial districts. Since the Department of Arts and Culture introduced the CIAG in 2017, it has awarded approximately \$3.75 million to arts programs run by social service and social justice organizations. Most awarded organizations receive between \$10,000 and \$15,000.

In order to determine whether the CIAG grant program was achieving its goal of reaching LA County residents who do not typically receive exposure or have access to the arts, our Research and Evaluation division (R&E) created a key metric called “community reach” that utilized data from the US Census at the zip code level. To measure community reach, grantees of our long-standing Organizational Grants Program (OGP) that makes grants to arts nonprofits and of CIAG were required to include a simple list of all zip codes where they provided services during the grant period. R&E staff downloaded the most recent demographic data from the US Census Bureau’s American Community Survey for zip codes in LA County as the basis for comparison.

We found that during the three-year pilot period, 22 percent of zip codes reached by CIAG were not served by OGP, while 87 percent of zip codes reached by OGP were not reached by CIAG. Each program was, as designed, reaching different communities.

But were the communities reached by CIAG made up of residents who do not

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typically receive exposure or have access to the arts? Were they different from the communities reached by OGP? Prior research has shown that typical arts audiences tend to be more White, older, and more affluent than the population as a whole. We analyzed the zip codes reached by each grant program, compared them to each other, and compared them to the overall County population. We found that CIAG grants, compared to OGP grants, reach more zip codes where the majority are people of color and zip codes where the average age is younger. CIAG also reaches more communities where the median income is less than the countywide average.

In other words, our analysis found that CIAG grants are serving a wide variety of populations and communities that are historically underserved by the arts and advances cultural and racial equity. CIAG grantees serve diverse communities in terms of race and ethnicity as well as communities where more than a quarter of the population earns less than the federal poverty level. Foster youth, homeless individuals, currently or formerly incarcerated individuals, individuals with disabilities, and low-income individuals are all being served by CIAG grantees, and many CIAG organizations are located in areas identified by the “Portrait of LA County” as “struggling” or “precarious” based on their Human Development Index.

The Board’s investment in the CIAG program ensures that a wide variety of cultural services reach County residents in ways that are distinct and complementary to the services provided by OGP grantees. Additionally, the program supports the meaningful role of arts and culture in social service and social justice organizations in our most underserved areas. Overall, the findings show that CIAG is achieving a critical goal set out by the Board of Supervisors to expand the ways we serve and invest in our communities, particularly those that have been historically and systemically marginalized.

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Linkage to the County Strategic Plan – 1 page only. Which County Strategic Plan goal(s) does this project address? Explain how. Use Arial 12-point font.

The Community Impact Arts Grant supports Countywide Strategic Plan Goal II: Foster Vibrant and Resilient Communities, as the proposed organizations’ grants help to meet the needs of constituents by advancing their access to arts, culture, and creativity in Los Angeles County.

Additionally, the Community Impact Arts Grant supports Countywide Strategic Plan Goal 1: Make Investments That Transform Lives, as this funding supports crucial arts programming in support of mental health, homeless youth, environmental and veterans services.

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COST AVOIDANCE, COST SAVINGS, AND REVENUE GENERATED (ESTIMATED BENEFITS TO THE COUNTY): If you are claiming cost benefits, include a calculation on this page. Please indicate whether these benefits apply in total or on a per unit basis, e.g., per capita, per transaction, per case, etc. You must include an explanation of the County cost savings, cost avoidance or new revenue that matches the numbers in the box. Remember to keep your supporting documentation. Use Arial 12-point font

Cost Avoidance: Costs that are eliminated or not incurred as a result of program outcomes. Please indicate whether these are costs to the County or to other entities.

Cost Savings: A reduction or lessening of expenditures as a result of program outcomes. Please indicate whether these were expenditures by the County or by other entities.

Revenue: Increases in existing revenue streams or new revenue sources to the County as a result of program outcomes.

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