

American Rescue Plan Program Support Services

I. Marketing and/or Branding Services

Services providing market building awareness, promoting initiatives, and increasing accessibility and utilization by the target audience. Marketing and Branding may include:

- Targeted marketing strategy plan, strategic communication plans, message development and implementation of branding, media relations, digital and social media presence, engagement/activation events, and crisis communications; or
- Branding services may include the development of a brand identity to effectively connect with the target audience, communicate the purpose and value of the service, establish brand positioning and messaging, create a branding strategy and guidelines, design logos to ensure consistency in design, style, and tone, and create materials that accurately reflect the brand voice.

II. Technical Assistance Services

Technical assistance and/or capacity building for small businesses, community-based organizations, and/or nonprofits. Services may include administrative support, guidance, and resources directed at small businesses, community-based organizations, and/or nonprofits.

III. Third-Party Administrator (TPA) Services

TPA services allocate and administer funds as a fiscal intermediary on behalf of County to develop eligibility processes, publicize funding opportunities, and/or provide service to beneficiaries. Services may include selecting and overseeing subcontractors, providing reports on performance requirements and program goals or outcomes, and providing services to meet the goals of a grant.

IV. Training Support Services

Enhance workforce capacity to apply an equity focus and result, and evidence-based approaches to project design, implementation, and evaluation, to increase participants' awareness of and ability to apply training concepts and will focus on the topics of racial equity and Results-Based Accountability.

V. As-Needed Language Assistance Services

Promote accessibility for limited English proficient individuals, ensuring culturally and linguistically diverse communities can receive and participate in services in their

language of comfort. Spectrum of services may include but are not limited to the following: document translation, sign language services, in person oral interpretation, telephonic and/or video remote interpretation services, and simultaneous oral interpretation services.

VI. Evaluation Categories and Related Services

Evaluation services entails designing and implementing quantitative and qualitative program evaluations and impact assessments for small and large scale programs. Spectrum of services include general evaluation services, online assessment tools, evaluation of social media, survey methods, and outcome/impact assessment methods.