

Anniversary Toolkit: American Rescue Plan

For Organizational Leaders

Purpose

Join the White House and organizations from around the country to amplify the successful, historic, and lasting impact of the American Rescue Plan on social media and through local press! We need to make sure the American people know what a big success the ARP has been – success begets success! Help us lift it up!

Resources

- [The ARP People Difference](#)
- [The ARP Economic Difference](#)

State by state resources will be disseminated each day this week as announcements are made. Yesterday we released a [state by state](#) analysis of the ARP's impact on community colleges and [HBCUs](#). Today we [released a new state-by-state analysis](#) of the historic tax relief for working families in President Biden's American Rescue Plan (ARP), which is helping lower costs for families and workers.

Daily Themes

- **Monday:** ARP's Impact on Community Colleges, HBCUs, MSIs, TCUs
- **Tuesday:** American Rescue Plan Tax Cuts for Working Families
- **Wednesday: How State and Local Fiscal Recovery Funds Support States and Cities**
 - Share your local stories with us, with local press, and on social media. The White House will be lifting up stories of state and local investments that benefitted localities and provided relief to working families.
- **Thursday:** ARP's Impact on Making Healthcare More Affordable
- **Friday:** How ARP reopened schools and is supporting mental health for students
- **Friday:** One Year Anniversary recap of the American Rescue Plan

Ways to Amplify

- **Collect and share notable stories** of success with local press, especially those that show the human impact of the ARP in your community and how your organization helped to implement or support different pieces of the ARP with your constituencies
- **Plan virtual and in-person press events, announcements, and social media** to amplify the message that ARP was critical to responding to the pandemic and stabilizing families from March 7-10th
- **On Tuesday, March 8th, share with local press and on social media how tax credits** provided relief to families and **on Friday March 11th share with local press and on social media how ESSER funds** stabilized and opened schools across the country
- **Join us in a social media Day of Action on March 11th** by following and reposting:

Twitter: [@POTUS](#) [@WhiteHouse](#)

Instagram: [@WhiteHouse](#) [@POTUS](#) [@VP](#)

Op-Eds and Earned Media

Consider drafting an op-ed or partnering with a local or state elected official to organize a press event – here are some examples:

1. North Carolina Governor Roy Cooper held a press conference with the Secretary of the state Department of Health and Human Services to highlight ARP's impact on health coverage in North Carolina. [American Rescue Plan will allow more in NC to get health care for less, Gov. Cooper says | CBS 17](#)
2. Houston Mayor Sylvester Turner spoke with AARP Texas on a telephone town hall saying, "Without these funds, Houston would have experienced a \$200 million budget shortfall and would have had to lay off about 2,000 employees." [Link Here](#).

Event Planning

Please consider planning a press event and leveraging all of your communications and digital platforms to elevate the ARP. Event planning items for consideration:

Checklist

- Determine event concept based on daily theme

- Identify an event location
- Finalize relevant press list
- Identify speakers list and talking points
- Lock in event time, location, and speakers
- Schedule event and logistics prep time
- Schedule speaker prep time
- Draft and send press advisory
- Draft and send newsletter and/or post website blurb
- Develop a social media plan (livestream, draft Tweets and Facebook posts)
- Confirm local news and if relevant with coalitions or constituency media outlets
- Following the event, draft and send an event re-cap with media clips and social media amplification

When planning for any event engagement, **consider elected officials as well as state and local agencies** you can partner with in addition to constituents, businesses, schools, community-based organizations, or unions who have benefited from ARP-funded programs. For example:

Digital/Social Considerations

To highlight how ARP has impacted your community, consider posting on social media. The ARP one-year anniversary is a great moment to showcase community voices, either through video clips, op-eds or statements from local organizations or families.

Example Social Media Assets

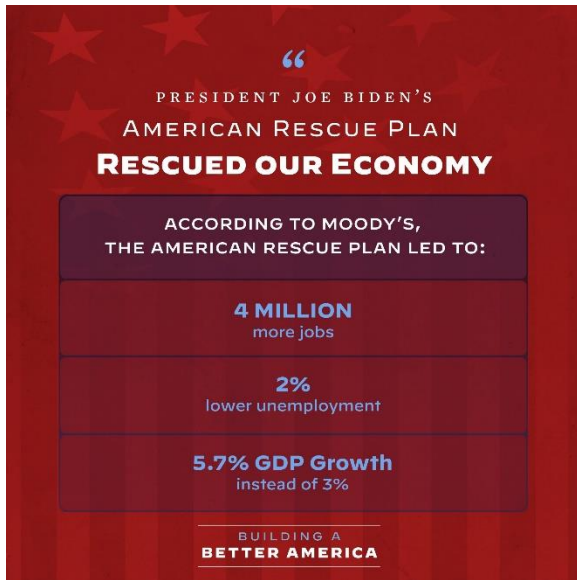
Retweet: <https://twitter.com/POTUS/status/1498845958754426883> or
<https://twitter.com/VP/status/1491117122226835464>

Quotes:

"That's why one of the first things I did as President was fight to pass the American Rescue Plan. Because people were hurting. We needed to act, and we did" -- @POTUS

"Few pieces of legislation have done more in a critical moment in our history to lift us out of crisis." -- @POTUS

Social Media Highlights:



President Biden ✓
@POTUS
United States government official

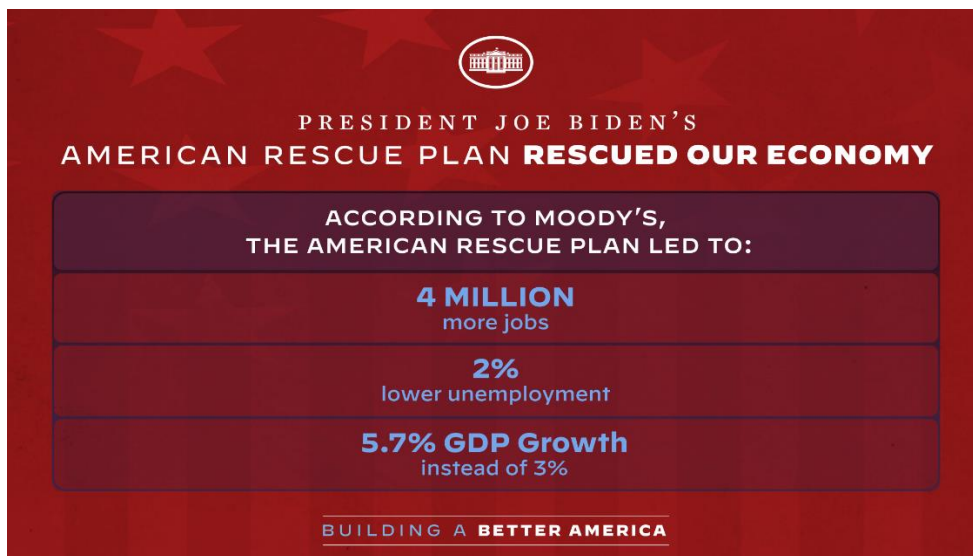
One of the first things I did as president was to fight to pass the American Rescue Plan.

Because people were hurting, we needed to act — and we did.



Vice President Kamala Harris ✓
@VP
United States government official

The American Rescue Plan tripled the Earned Income Tax Credit for workers without children at home to roughly \$1,500. Make sure to file your taxes to claim this tax benefit.



Suggested Talking Points

Key Highlights from the American Rescue Plan After Just One Year

Higher Education assistance to over 5,000 institutions

1. **\$39.6 billion to over 5,000 community colleges and universities**
 - More than \$10 billion for community colleges

- More than \$2.6 billion for Historically Black Colleges and Universities (HCBUs) – largest one-time investment in HCBUs in history
 - About \$11 billion to Hispanic-serving institutions (HSIs)
 - \$5 billion to Asian American and Native American Pacific Islander-serving institutions (AANAPISIs)
2. 81 percent of presidents used HEERF funds to keep student net prices similar to pre-pandemic levels.

Historic Expansion of the Child Tax Credit

1. **Expanded Child Tax Credit for nearly 40 million families with 65 million children**
2. **Vast majority of families got first ever monthly tax payments**, starting just four months after ARP passed – immediately reducing food insufficiency by 25% among low-income families with children.
3. **Previously 50% of Black and Latino children were denied the full child tax credit** because their families had too little in income.
4. **Full expanded credit to the lower income families of 26.5 million children** (disproportionately Black and Latino) who would have previously gotten partial or no credit.
5. **Experts estimate that Child Tax Credit and other critical Rescue Plan policies brought child poverty to record lows.**

Affordable Care Act Expansion:

1. **Rescue Plan cut health care premiums for 14.5 million Americans** purchasing coverage in the Marketplace
2. **Rescue Plan reduced premiums by 40% on average.**

Summer Meals – Pandemic EBT

1. **Summer meals for over 30 million kids due to Rescue Plan expansion -- 10 times more than the less than 3 million children who got summer meals in 2019.**

\$1,400 Economic Impact Payments

1. **Over 171 million Economic Impact Payments paid to 85% of all Americans.**

2. Immediate **27% drop in difficulty meeting basic expenses** for families with kids.
3. **Forty-five percent of people used payments to pay down debt** – back rent, credit card bills, and car payments.

Expanded EITC for Workers without dependent children

1. **ARP nearly tripled EITC for workers without dependent children from \$540 to \$1500.**
2. **First increase for workers without dependent children since 1993.**
3. **Workers without dependent children were previously the lone group taxed into poverty** – with 5.8 million taxed into or further into poverty before ARP.
4. **ARP expansion will help 17 million workers**
5. **Previously excluded young and older workers are eligible** – workers 65 and older and workers 19-24 who are less than half time students can claim the 2021 credit.

Most Ever Support for Childcare Providers

1. Stabilization payments already going to **150,000 childcare providers.**
2. Most support for childcare providers **ever.**
3. Helped more than 90% of childcare providers who got stabilization payments stay open, according to sector wide survey.
4. **Stabilization payments to childcare providers of 6.5 million children.**

Restaurant Revitalization Fund support for 100,000 restaurants

1. **\$28.6 billion fund for restaurants helped 100,000 restaurants stay open.**
2. **Over 72,000 assisted restaurants are owned by women and people of color.**

ARP ESSER – getting 99% of schools open

1. Before ARP, **only 46% of schools were open** in-person.
2. Today, **~99% of schools are open.**
3. **59% of schools are using ARP funds for hiring/retaining teachers and counselors**

4. **82% of school superintendents plan to use ARP for whole child health – including mental and behavioral health**
5. **53% are using ARP funds for HVAC and ventilation**

Emergency Rental Assistance

1. **3.8 million Emergency Rental Assistance payments in 2021** and well over 4 million renters estimated to have received assistance by end of January
2. **\$25-\$30 billion committed to tenants** to cover renters back and prospective rents and utilities in 2021
3. **Eviction filings at ~60% of non-recession historic averages across five full months since end of moratorium.**
4. **80% of assistance went to renters who make below 30% of area median income.**

Tax Relief for Puerto Rico

1. Previously, almost 90% of Puerto Rico families excluded from the CTC – families fewer than three children were ineligible
2. **Almost all Puerto Rico families are eligible for the expanded CTC in 2021.**
3. Rescue Plan permanently made Puerto Rico families eligible for same CTC they could get in the states.
4. **First time ever Federal Support for Puerto Rico EITC** – making it possible for families to get a similar EITC as in the states.

Most support ever for Tribal Communities

1. **\$32 billion** devoted specifically to Tribal communities and Native people, the largest in tribal governments in our history.

Transformative investments in our states, cities, and counties

1. The ARP's \$350 billion State and Local Fiscal Recovery Funds are helping states and local governments **add 374,000 jobs since ARP passed** – and make critical investments in workforce development, health care, public sector hiring, affordable housing, public safety and more.

Strong, equitable economic recovery

1. 2021 was the best year of job growth on record – **6.7 million jobs added.**

2. Long-term unemployment fell by 2.5 million since the Rescue Plan passed – the largest 10-month drop in long-term unemployment on record.
3. 448,000 state and local jobs added in 2021 – best year since 2001, with the strongest education jobs year on record (going back to 1939).
4. Hispanic unemployment fell by 4.5 points in 2021 to 4.9% – the largest calendar year drop in Hispanic Unemployment on record.
5. Fastest calendar year of decline in the number of unemployed Black workers on record and largest calendar year drop in UI rate since 1983 (a 2.9-point drop) – now down to 6.9%.
6. Experts estimate child poverty fell to its lowest level on record in 2021 – with record low Black, Hispanic, and white Child Poverty in 2021.
7. Over the five full months since the end of the eviction moratorium, eviction filings have remained at about 60% of historical averages.

Spotlight: American Rescue Plan in Action

Education & Workforce

- **Oakland County, MI:** \$3 million for Oakland80, a program to help 80 percent of county residents obtain a post-high school degree or credential by 2030. - **County Executive Dave Coulter**
- **Maine:** \$5.1 million for Family Caregiver Grant pilot program to increase economic security for family caregivers and recognize their role in the workforce - **State Representative Kristen Cloutier**
- **Boston, MA:** \$3 million investment in green jobs initiative & fare-free buses. - **Mayor Michelle Wu**
- **Colorado:** \$200 million to lift up Colorado workers, including transition away from coal and scholarships for residents to finish degrees. - **Governor Jared Polis**
- **Providence, RI:** \$4.6 million for youth mentoring and job training. - **Mayor Jorge Elorza**

Housing

- **New Castle County, DE:** \$30 million to build affordable housing. - **County Executive Matt Meyer**

- **St. Louis, MO:** \$33 million to address homelessness and \$2 million to build tiny homes. - **Mayor Tishaura Jones**
- **Burlington, VT:** \$5 million to double housing production and end homelessness. - **Mayor Miro Weinberger**
- **Austin, TX:** \$107 million to end homelessness in Texas' fourth-largest city. - **Mayor Steve Adler**
- **Kansas City, MO:** \$15 million to address homelessness and build 150 affordable units. - **Mayor Quinton Lucas**

Small Business

- **Birmingham, AL:** \$17 million to help businesses recover, including through the “Bham Strong” emergency loan program for businesses. - **Mayor Randall Woodfin**
- **Lincoln, NE:** \$7 million to provide small businesses with a \$60,000 grant. - **Mayor Leirion Gaylor Baird**
- **Pittsburgh, PA:** \$7 million for “Avenues of Hope” to bolster Black neighborhoods. - **City Councilmember Erika Strassburger**
- **New Bedford, MA:** \$8 million to support small businesses. - **Mayor Jon Mitchell**
- **Beaverton, OR:** \$1.8 million to help businesses of 25 people or less. - **Mayor Lacey Beaty**

Child Care

- **Vermont:** \$29 million for child care centers to cover rent, PPE, and other costs. - **Lieutenant Governor Molly Gray**
- **Salt Lake City, UT:** \$10 million for neighborhood centers, a combination of child care, job training, and assistance locations. - **Mayor Erin Mendenhall**
- **Columbus, OH:** \$3.5 million for bonuses to child care workers & scholarships for low-income families. - **City Council President Shannon Hardin/City Councilmember Liz Brown**
- **Boise, ID:** Cutting red tape to expedite child care worker hiring. - **Mayor Lauren McLean**
- **Long Beach, CA:** \$2.1 million for subsidies to families as well as increasing child care capacity. - **Mayor Robert Garcia**

Broadband

- **Brownsville, TX:** \$20 million for Middle Mile Broadband Initiative to build out 95 miles of high-speed internet infrastructure. - ***Mayor Trey Mendez***
- **Santa Ana, CA:** \$3.5 million to survey where digital divide exists and implement equitable solutions. - ***Mayor Vicente Sarmiento***
- **Maryland:** Established the Office of Statewide Broadband to help local jurisdictions expand broadband access. - ***State Delegate Brooke Lierman***
- **Santa Cruz, CA:** \$500,000 to help expand broadband access to 4,000 rural residents. - ***County Supervisor Ryan Coonerty***
- **Phoenix, AZ:** Initiative to connect 250,000 families to high-speed internet for education through an innovative wireless solution that enables schools to support underserved communities. - ***Mayor Kate Gallego***