

REPORT FROM

OFFICE OF THE CITY ADMINISTRATIVE OFFICER

Date: October 19, 2016

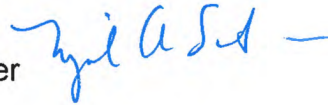
CAO File No. 0130-02069-0000

Council File No. 16-0875

Council District:

To: The Mayor
The Council

From: Miguel A. Santana, City Administrative Officer



Reference: Transmittal from the Mayor dated July 29, 2016; Received by the City Administrative Officer August 5, 2016; Additional information received through October 11, 2016

Subject: **ACCEPTANCE OF AN \$80,000 GRANT AWARD FROM CITI COMMUNITY DEVELOPMENT VIA PASS-THRU FISCAL AGENT SOUTHERN CALIFORNIA GRANTMAKERS (SCG) TO IMPLEMENT TWO IMMIGRANT INTEGRATION INITIATIVES**

RECOMMENDATIONS

That the Council:

1. Authorize the Mayor, or designee, to retroactively accept a grant award in the amount of \$80,000 from Citi Community Development via pass-thru fiscal agent Southern California Grantmakers (SGC) to coordinate and implement two immigrant integration programs in Los Angeles: Ventanilla de Asesoría Financiera (Financial Literacy Window) and the Cities for Citizenship, effective for a one-year period from May 5, 2016 through May 4, 2017, approve the award letter and submit any other necessary documentation relative to the implementation of the grant award, subject to the review and approval of the City Attorney as to form and legality;
2. Upon receipt of grant funds, authorize the Controller to transfer \$80,000 to Mayor Fund 100, Department 46, Account 001070 Salaries As-Needed to support a coordinator position to implement two immigrant integration initiatives; and
3. Authorize the Mayor, or designee, to prepare any Controller instructions and make any necessary technical adjustments consistent with the Mayor and Council actions on this matter, subject to the approval of the City Administrative Officer and authorize the Controller to implement the instructions.

SUMMARY

The Mayor's Office of Immigrant Affairs (MOIA) requests retroactive approval of an \$80,000 grant award from Citi Community Development to fund a position to coordinate promotion of two City initiatives, Cities for Citizenship and Ventanilla de Asesoría Financiera, to facilitate immigrant integration into the City through educational outreach, legislative advocacy and access to relevant City services. More specifically, the grant funds will be utilized to hire a coordinator to facilitate a county-wide community education and outreach campaign to distribute information and materials on the City's immigrant integration programs. Southern California Grantmakers will serve as the pass-thru fiscal agent to disburse the funds to the City. No matching funds are required. This Office, with a minor modification as needed, is in agreement with the recommended actions requested by the MOIA.

Background

In 2013, the MOIA was re-established to develop programs and initiatives to engage and connect immigrant communities to the City's social, economic and political resources. Recognizing that Los Angeles has the largest number of Legal Permanent Residents (LPRs) in the United States (350,000 in the City, 750,000 in Los Angeles County), MOIA launched a Cities for Citizenship (C4C) multi-city initiative with New York and Chicago to encourage and support LPRs in completing the citizenship process. Local partners in this effort include Asian Americans Advancing Justice (AAAJ-LA), Coalition for Human Immigrant Rights of Los Angeles (CHIRLA), International Rescue Committee (IRC), National Association of Latino Elected and Appointed Officials (NALEO) Education Fund and the Youth Policy Institute (YPI). Citi Community Development funds will allow the City to embed financial competency resources into C4C and other citizenship programs. Resources include financial literacy curriculum, coaching, tax preparation services, access to micro-loans and savings accounts.

MOIA also launched Ventanilla de Asesoría Financiera (Financial Empowerment Window) in May, 2016. Based on the New York City model, this program will provide centralized and customized financial empowerment resources at the Consulate General of Mexico in Los Angeles. MOIA elected to focus on the Mexican immigrant community since the City's population is more than 50 percent Latino, with Mexican nationals making up the largest group outside of Mexico. Ventanilla de Asesoría Financiera will be located within the Consulate and provide one stop access to information and financial counseling to an estimated 16,000 low and moderate income families and individuals. In addition to the Mexican Consulate, local partners in this program include the Youth Policy Institute and the City's Economic and Workforce Development Department network of FamilySource, WorkSource and Day Laborer centers. Citi Community Development funds will allow low income Mexican nationals and families to participate in the American financial system and achieve greater financial stability.

FISCAL IMPACT STATEMENT

There is no additional impact to the General Fund. Acceptance of the Citi Community Development grant in the amount of \$80,000 and approval of grant-related actions will result in

the financing of a position to coordinate an information outreach campaign of the City's immigrant integration programs C4C and Ventanilla de Asesoría Financiera. Accepting the grant and approving the recommendations would be in compliance with the City's Financial Policies in that sufficient grant revenues are available to support the cost of this program. Funding to continue the program beyond the performance period is dependent on receipt of additional grant funds or a General Fund appropriation.

MAS:ACA:CLF:02170049c

Attachments: 1 Grant Award Letter
2 Citi Community Development Concept Paper/Application
3 Cities for Citizenship Brochure
4 Project Description – Los Angeles Ventanilla de Asesoría Financiera



SOUTHERN CALIFORNIA GRANTMAKERS

Advancing Effective, Responsible Giving

Christine Essel
President & CEO

August 11, 2016

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Dr. Linda Lopez
Chief, Office of Immigrant Affairs
Office of the Mayor, City of Los Angeles

Dear Dr. Lopez:

This letter will serve as confirmation that Citi Community Development has disbursed funds to Southern California Grantmakers (SCG) (fiscal agent) for the purpose of hiring a coordinator. SCG has then been authorized to disburse these funds to Alma Guerrero, Deputy Director of Budget/Budget Innovation, Office of Los Angeles Mayor Eric Garcetti.

This coordinator will manage the two immigrant integration initiatives in the Mayor's Office of Immigrant Affairs. The funds disbursed include \$60,000 for Los Angeles Ventanilla De Asesoría Financiera, and \$20,000 for Cities for Citizenship (C4C) Initiative.

If you have any questions or require additional information, please do not hesitate to contact me at chris@socialgrantmakers.org or (213) 680-8866.

Sincerely,

Chris Essel
President & CEO



1. Describe the need:

Securing citizenship provides a powerful platform for asset building and economic and social cohesion. Naturalized citizens earn 45% more than non-citizen immigrants and even immigrants at the same educational and English proficiency levels earn close to 11% more soon after they become U.S. citizens. Los Angeles has the nation's largest population of Legal Permanent Residents (LPRs), with more than 750,000 in LA County and 350,000 in the City of Los Angeles. The Center for Popular Democracy and the Center for Immigrant Integration at the University of Southern California has found the increase in earnings of immigrants who otherwise would not have naturalized to add between \$1.6 and \$2.8 billion to LA's economy.

Yet despite the individual and community benefits of citizenship, over 8.8 million eligible LPRs, 52% of which are on low-incomes, have not taken that final step towards full participation in our society. With growing income inequality in our cities, Mayors are taking the lead in identifying ladders of opportunity for all their residents but especially those on low-incomes. As such, Los Angeles Mayor Eric Garcetti is joining forces with the Mayors of New York City and Chicago to launch and co-chair *Cities for Citizenship (C4C)*, a new high-profile national program to support municipal naturalization programs for LPRs and promote local innovation. Recognizing its leadership in supporting groundbreaking citizenship and financial capability programs, the three mayors have asked Citi Community Development to fund C4C and become the program's Founding Corporate Partner. Under the direction and supervision of the three Mayors, C4C will be staffed by two national organizations, the National Partnership for New Americans (NPNA) and the Center for Popular Democracy (CPD), to help "nationalize" the C4C effort through coordinated messaging and sharing of best practices.

To complement this exciting new national initiative and recognizing Citi Community Development's leadership in this space, Mayor Garcetti's Office of Immigrant Affairs is seeking additional financial support and expertise from Citi Community Development to ensure that financial capability is permanently integrated into LA's growing citizenship programs.

2. Describe the Innovative Solution:

A. Integrating Financial Capability into LA's Citizenship Programs

In 2013, Mayor Garcetti renewed an agreement with the U.S Citizenship and Immigration Services (USCIS) to promote citizenship awareness, education and outreach among LA's huge LPR population, primarily through the City's Citizenship Corner Program which has already provided assistance to over 10,000 immigrants. Chicago also has a similar partnership with USCIS and New York City will announce its collaboration with the agency in September. However, through the pioneering work of organizations like Casa de Maryland, the City of LA recognizes the significant value of embedding financial capability into its citizenship infrastructure. For the hundreds of thousands of low-income LPRs in the city, embarking on a new *national identity* also offers the opportunity to develop a new *financial identity*.

The City of Los Angeles proposes to leverage its existing Citizenship Corners program in its public libraries to offer financial coaching and, for those who are unbanked, low-income or have thin/no credit files, access to responsible products and services to begin building positive financial identities which are

essential to long-term asset building. Several local organizations including International Rescue Committee, Youth Policy Institute, and credit unions (Self Help and Pacoima) will serve as possible partners on the micro-loan and savings component.

Through this program, LA plans to create a cadre of librarians who can provide guidance to financial coaching resources and access to micro-loans and savings during the citizenship application process. This will ensure that financial capability is permanently integrated into LA's signature citizenship programs and provides a replicable blueprint for other cities around the country.

B. Engaging the Nation's Largest Immigrant Business Community to Expand Citizenship and Financial Capability

LA's vast immigrant business community will be a critical player in promoting the City's citizenship efforts. Approximately, 40% of the businesses started in LA are immigrant-owned and the City believes that this is an untapped channel. Working with LA's Chamber of Commerce, businesses that have large numbers of eligible citizens and immigrant populations will be directly targeted for citizenship and financial coaching support. Financial education to employees in businesses is critically important to keep them economically stable to move on the path to citizenship. Through citizenship and financial education in the business community, the City is confident of making a greater impact to deliver this service to their employee base. The City has identified 25 major businesses that have populations that are ready to naturalize.

For more information, you can contact your local Los Angeles Public Library or one of our partner organizations:

Asian Americans Advancing Justice (AAAJ)

AAAJ-LA offers citizenship classes to assist applicants to complete naturalization forms, and a basic ESL class and Civics class to educate applicants on the civic exam.

Nasim Khansari, Citizenship Project Director
Phone: (213) 241-8849
E-mail: nkhansari@advancingjustice-la.org

Coalition for Humane Immigrant Rights of Los Angeles (CHIRLA)

CHIRLA offers citizenship workshops and classes to legal permanent residents.

Xiomara Corpeno
Phone: (213) 201-4451
E-mail: xcorpeno@chirla.org

International Rescue Committee (IRC)

The IRC offers naturalization workshops, classes, and ESL/ civics classes.

Biljana Debogovic
Phone: (818) 937-2867
E-mail: biljana.debogovic@rescue.org

John Greisberger
Phone: (818) 937-2869
E-mail: john.greisberger@rescue.org

National Association of Latino Elected and Appointed Officials (NALEO) Education Fund

NALEO Education Fund provides citizenship information sessions, free application assistance, and financial literacy workshops.

Angelica Pena
Phone: (888) 839-8682
Website: <http://ciudadania.yaeshora.info>

Youth Policy Institute (YPI)

YPI collaborates with the NALEO to provide financial education to clients receiving Citizenship application assistance.

Martha Nemecek
Phone: (323) 940-4189
E-mail: mnajarro@yplusa.org



Cities for Citizenship Program

Cities for Citizenship is a major national initiative aimed at increasing citizenship among eligible U.S. permanent residents and encouraging cities across the country to invest in citizenship programs. It is chaired by New York City Mayor Bill de Blasio, Chicago Mayor Rahm Emanuel, and Los Angeles Mayor Eric Garcetti, with support from the Center for Popular Democracy and the National Partnership for New Americans. Citi is the founding corporate partner.



CITIES FOR CITIZENSHIP



Dear Friend,

As Mayor of the City of Los Angeles, I want you to become a citizen now. Los Angeles has more than 750,000 residents that are eligible to become citizens. Please don't wait. There are many benefits to becoming a citizen, including better paying jobs and the ability to vote.

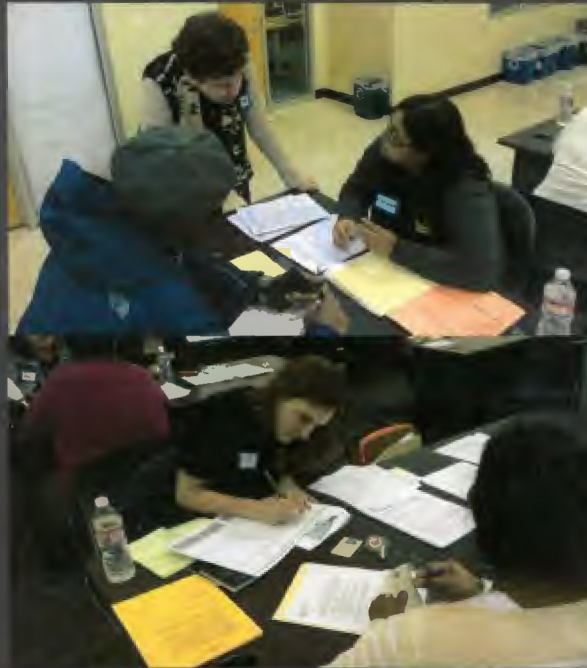
The City of Los Angeles is partnering with many local organizations and other cities throughout the country to launch **Cities for Citizenship**, a national initiative to expand citizenship education and financial literacy to our immigrant communities. We have resources in every public library in the city to help you become a citizen. At the library you'll find test booklets, online resources, DVDs and CDS in a variety of languages, and in addition there are free ESL courses and intense citizenship education to help you pass the citizenship exam. Likewise, our five community partners: Asian Americans Advancing Justice-LA, CHIRLA, the International Rescue Committee, NALEO, and the Youth Policy Institute, are offering many workshops and classes that will help you both apply for citizenship and learn how to be more financially stable.

The path to citizenship starts right here at home. So please contact one of our partner organizations or visit your local public library for more information about these free programs.

Sincerely,

Did you know that on average immigrants earn at least 8 to 11 percent more in household earnings AFTER they become U.S. citizens?

As part of our Cities for Citizenship Program, the City of Los Angeles, with various community partners, offer many classes and workshops that assist people on their path to gain U.S. citizenship and become more financially stable in their new lives in America.



Are you a Legal Permanent Resident? Become a U.S. Citizen!

If you become a citizen, you can:

- Have the right to receive a United States passport. Travel may be easier for U.S. citizens in certain countries where the other country does not require a visa for U.S. citizens
- Have the right to vote for elected officials at the federal, state and local levels who shape the policy of our country
- Have the right to receive full Social Security benefits
- Can often receive approval on loans and mortgages more easily at better rates



For more information about the national program, please visit: www.citiesforcitizenship.org

THE LOS ANGELES VENTANILLA DE ASESORÍA FINANCIERA

Participating Organizations

Under-served and immigrant communities are a service priority to each of the following organizations. All of these partners are joining forces, through the Los Angeles Ventanilla de Asesoría Financiera, to advance immigrant integration and financial literacy education.

The Los Angeles Mayor's Office of Immigrant Affairs (MOIA): Creates programs and initiatives to support immigrant integration into the city through coordination of city services, outreach, and legislative advocacy. The City of Los Angeles will serve as a convener for partners and stakeholders. MOIA will leverage its existing infrastructure to complement the service delivery and educational outreach for underserved populations in the financial system and will bring visibility to the program.

The City of Los Angeles Economic and Workforce Development Department: Works to deliver a strong and committed workforce, sustainable neighborhoods and profitable communities throughout Los Angeles. This city department will serve as a connector for clients at 17 FamilySource, 17 WorkSource, and 7 Day Laborer centers where they will learn about, and be referred to, the Ventanilla services.

The Consulate General of Mexico in Los Angeles: Protects and defends the dignity, rights, and interests of Mexican nationals in the United States. Will be the operational center for the Ventanilla Financiera (Financial Empowerment Window), and will serve as the main point of contact for low-to moderate-income (LMI) clients across the city. The consulate will leverage its ties to the community, and established trust, to reach and serve hard-to-reach populations.

The Youth Policy Institute: Uses a holistic approach to reduce poverty by ensuring families have access to high quality schools, wrap-around education and technology services. Hired by the Mexican Consulate, YPI will deliver financial services at the Ventanilla and will bring the services of Clearpoint and Self-Help to facilitate credit building and debt management activities.

Citi Community Development: Citi Community Development leads Citi's commitment to achieving financial inclusion and economic empowerment for underserved individuals, families and communities. Citi will work with Ventanilla partners to expand access to financial products and services.

Fiscal Agent: Southern California Grantmakers. For the past 40 years, the Southern California Grantmakers (SCG) continues to build a strong philanthropic community, and they seek to build private and public sectors' partnerships to achieve positive impact for the public good.

Project Overview

Modeled after the New York City's Ventanilla de Asesoría Financiera, this program will provide customized and centralized financial empowerment resources at the Mexican Consulate in Los Angeles. Los Angeles is unique in its population diversity, with more than 50% Latinos and the largest population of Mexicans outside of Mexico. One-stop access to information and one-on-one financial consultation at the Consulate, will help low-income Mexican nationals and families in Los Angeles participate more fully in the American financial system and achieve greater financial security. Specifically, the

Ventanilla format presents a unique opportunity to address financial empowerment needs as low and moderate income (LMI) families and individuals experience changes in documentation, education, and awareness. These changes often impact household finances and open new financial doors, such as eligibility to open a bank account, applying for public benefits, or establishing credit. This design allows LA residents and families to access information and services through a trusted partner in a safe space, the Mexican Consulate General, around topics in which confidence is crucial to overcoming the real and perceived barriers that hinder financial understanding, participation, and well-being.

Project Deliverables

The anticipated outputs and outcomes over the course of 12 months are as follows:

- 16,000 clients will receive financial education and/or financial coaching services
- 500 clients will open matched savings
- 300 will open checking accounts
- 500 clients will receive tax preparation services
- 150 participants receive debt reduction services (ClearPoint)
- 150 clients will apply for credit building products (in partnership with Self Help)
- 150 clients will receive credit restoration services (Clearpoint)

Sole Source Justification for the Required Service

MOIA seeks to continue partnering with the Youth Policy Institute and Citi Community Development to empower low-income Angelenos with effective tools to make informed financial choices and achieve economic stability. As with previous collaborations (e.g., Cities for Citizenship), this new partnership with the Mexican Consulate will ensure the continuation of high quality services with a specific focus on Mexican nationals, who comprise about 40% of the immigrant population in Los Angeles. The Youth Policy Institute has a depth of financial counseling expertise and demonstrated experience providing one-on-one counseling to Spanish-speaking Angelenos. The Mexican Consulate's clientele has a high demand for these services as evidenced by recent survey results administered by the Consulate General of Mexico in Los Angeles. The Ventanilla represents an excellent opportunity to maximize resources for economic empowerment and to provide one-on-one financial education and services to hard to reach populations.