

MOTION

In 2016, the City of Los Angeles, in partnership with the County of Los Angeles, Koreatown Youth Community Center, United Way of Greater Los Angeles, and Citi Foundation, launched Free Tax Prep Los Angeles (Free Tax Prep LA). Free Tax Prep LA is a public awareness campaign that seeks to educate working Angelenos about the tax credits for which they are eligible, including both federal and state tax credit such as EITC, CalEITC, Child Tax Credit, and the Foster Youth Tax Credit, among others.

Since the launch of “Free Tax Prep LA,” the partnership has filed 87,195 tax returns, resulting in approximately \$86.5 million dollars being returned to Angelenos and the local economy. By promoting awareness of available tax credits and providing free tax preparation services, this regional effort is working to address the over 330,000 federal EITC and nearly 100,000 CalEITC credits going unclaimed in L.A. County, totaling nearly \$580 million that could supplement the earnings of low wage workers. Thus far in the 2023 tax season, the campaign has filed 14,227 tax returns and helped families claim over \$14 million in Child Tax Credits and Federal and State EITC.

Free Tax Prep LA has sought to centralize the dissemination of Federal and Cal EITC information and connect low-income taxpayers to a network of Volunteer Income Tax Assistance (VITA) sites, especially in hard to reach communities. The Campaign has successfully aligned and coordinated marketing efforts, including press and media coverage, expanded social media coverage, branded marketing messaging through consistent collaterals, and provided in person contacts both in group settings and one-on-one interactions. CIFD plans to increase outreach to Angelenos this upcoming tax season and include transit ads in their outreach efforts to boost awareness and engagement on the tax credits and free tax prep services available.

Koreatown Youth and Community Center has identified \$25,000 to expand Free Tax Prep LA’s outreach into transit ads and reach a new demographic that we have yet to reach. \$25,000 will be awarded to the Community Investment for Families Department to pay for Metro transit ads, which will include an 8-week run of 270 ads placed on lines with high concentrations of Black and Latino communities earning less than \$50,000 annually. CIFD will prioritize outreach to communities in the zip codes identified by the state to have the areas with low uptake in EITC credits.

I THEREFORE MOVE that the City Council, subject to the approval of the Mayor:

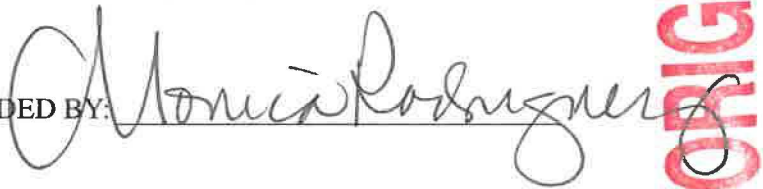
1. AUTHORIZE the General Manager of CIFD, or designee, to accept the \$25,000 award from the Koreatown Youth and Community Center and execute a grant agreement, including all certifications and other required documents.
2. AUTHORIZE the use of the \$25,000 award from the Koreatown Youth and Community Center for Metro Transit advertisement for the Free Tax Prep LA Outreach.

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3. AUTHORIZE the City Controller to appropriate upon the receipt of the \$25,000 award into a new account, **21Y243- Free Tax Prep LA Outreach** within the CIFD Miscellaneous Grants and Awards Fund No. 65G to pay The Los Angeles County Metropolitan Transportation Authority (Metro) for the Metro Transit advertising.
4. AUTHORIZE the General Manager of CIFD, or designee, to make necessary technical adjustments, subject to the approval of the City Administrative Officer, and further request that the Controller implement the instructions.

PRESENTED BY: 
HUGO SOTO-MARTINEZ
Councilmember, 13 District

SECONDED BY: 

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