

**City of Carson City
Agenda Report**

Date Submitted: October 7, 2014

Agenda Date Requested: October 16, 2014

Time Requested: 20 minutes

To: Carson City Board of Health

From: Health & Human Services Department (Nicki Aaker)

Subject Title: Discussion Only: Present and discuss the quality improvement project conducted within the Human Services Division to evaluate the effectiveness of the Financial Literacy program. *(Dave Gibson, Mary Jane Ostrander)*

Staff Summary: Carson City Health and Human Services' (CCHHS) has a quality improvement plan. The mission of the plan is to continuously improve the quality of our programs, processes, and services so that the department may provide high-performing services which best fulfill the needs of the clients and improve the quality of life within the community.

Type of Action Requested:

(check one)

Resolution

Ordinance

Formal Action/Motion

Other (Specify) Information Only

Does This Action Require A Business Impact Statement: Yes No

Recommended Board Action: Presentation and discussion only

Explanation for Recommended Board Action: N/A

Applicable Statute, Code, Policy, Rule or Regulation: N/A

Fiscal Impact: N/A

Explanation of Impact: N/A

Funding Source: N/A

Alternatives: N/A

Supporting Material: PowerPoint – Carson City Human Services Division's Quality Improvement Project: Financial Literacy Program

Prepared By: Nicki Aaker, MSN, MPH, RN

Reviewed By: T. Craker
(Department Head)
Nicholas Marano
(City Manager)
[Signature]
(District Attorney)
[Signature]
(Finance Director)

Date: 10/7/14
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Board Action Taken:

Motion: _____ 1) _____ Aye/Nay
2) _____

(Vote Recorded By)

Carson City Human Services Division's Quality Improvement Project

Financial Literacy Program

Housing Programs goals:

- Sustain housing
- Sustain stability

Workforce Program goals:

- Stable income
- Avoid garnishments
- Understand paycheck

Problem Statement -

It was identified that a missing link to individuals achieving the Housing and Workforce goals is financial literacy

Financial Literacy Project Development Plan

Barriers of Participants:

- Loss of transportation (title loans) can affect employment options
- Majority of income goes toward payment of rent, utilities, and basic needs
- Credit score affects renting an apartment and utility deposits

Obstacles:

- Language
- Cultural Experience
- Location and Hours
- ID requirements
- Variable cash flow/penalty fees
- Product complexity

NEVADA PROFILE

Assets & Opportunity Scorecard

Outcome Measures	State Data	US Data
Income Poverty Rate	14.3%	14.7%
Asset Poverty Rate	42.8%	25.4%
Unbanked Households	7.5%	8.2%
Underbanked Households	31.2%	20.1%
Households with Savings Accounts	68.5%	69.2%
Consumers with Subprime Credit	67.7%	56.3%
Average Credit Card Debt	\$9,915	\$10,221

Implementation of Financial Literacy Program Plan:

- Partner with community resources
- Mandate attendance for CCHHS housing and workforce clients
- Conduct pre-tests and post-tests for results

CCHHS HUMAN SERVICES INITIAL SURVEY

- 56.52% Did not have a bank account
- 43% Never looked at credit report
- 43.48% Have taken out payday loans

How paychecks were cashed

- 17.39% Casino
- 8.7% Check cashing store
- 34.78% Own account
- 39.13% Other; store and Direct deposit card

What individual does with check stubs

- 63.64% Filing System
- 13.64% Throw them away
- 9.09% Does not know what happens to them
- 13.63% Other

CCHHS partnered with
Nevada State Bank
and
Financial Guidance Center

Nevada State Bank

- Has provided 27 workshops at CCHHS
- Offered over 40 volunteer hours
- Expanded their financial literacy workshops to:
 - Douglas County
 - Washoe County Charter school
 - Washoe County court systems
 - UNR athletic programs

- Financial Guidance Center
 - Financial Counseling
 - Debt Management
 - Housing Program

- Asset Development Programs

- Lending Circles

Workshops include:

- Things Don't Just Happen
- Take Control of Your Credit
- Budgeting
- Know Your Score
- Credit or Debit
- Opening an Account
- Protecting Your Financial Identity
- Renting an Apartment

What we learned during workshops about the participants :

- Many owe debt to a bank
- Fear of child support debts freezing funds
- Direct deposit advances - not viewed the same as a payday loan

Results to date:

23 individuals have participated in more than one workshop

- 5 individuals now have a bank account
- 12 individuals are actively addressing his/her debts

Pre-test / Post-test

- Initially the pre-test was to be administered at the beginning of the workshop program and the post-test was to be administered upon completion of all workshops
- Upon evaluation, it was identified that individuals were not consistently attending each workshop
- In response the frequency of pre- and post-tests was changed to be administered at each workshop

Results -

Workshop: Opening an Account

There was a 40% increase in understanding requirements and regulations of banking

Workshop: Things Don't Just Happen

There was a 40% increase in understanding goal setting and career planning in relation to finances

CCHHS would like to thank
the following Nevada State
Bank volunteers

Dan Dykes	Audrey Wilson
Sandra Fuentes	Jeremiah Jones
Lily Chavez	Ana Guzman
Rusty Duncan	Danielle Osterwald
Danielle Lougheed	Justin Murray
Jennifer Fonda	