

**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. Coker Date: 10/7/14  
(Department Head)  
Nicholas Munoz Date: 10/7/14  
(City Manager)  
James L. Wren Date: 10/7/14  
(District Attorney)  
Timothy D. Smith Date: 10/7/14  
(Finance Director)

**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