

St. Petersburg City Council
Report Item
Meeting of April 20, 2017

TO: The Honorable Darden Rice, Chair, and Members of City Council

SUBJECT: Recognition of a donation of \$27,966 from United Way Suncoast in support of the Campbell Park Financial Empowerment Center and approving a supplemental appropriation in the amount of \$27,966 from an increase in the unappropriated balance of the General Fund to the Community Services Department resulting from this donation to support a financial empowerment center.

BACKGROUND: The City of St. Petersburg is one of eight cohort cities working with the National League of Cities' (NLC) Institute for Youth, Education and Families (YEF) as part of a two year technical assistance grant for its Financial Inclusion Systems and City Leadership (FISCL) initiative. Urban Affairs and Community Services Departments' staff have been working toward the development of a financial inclusion system that would incorporate the various programs offered by the City and partner organizations that provide opportunities for families to achieve long term financial stability through building of financial skills and gaining relevant knowledge to make better informed life decisions.

One of the key pieces of a financial inclusion system is the availability of a centralized point of access. The City of St Petersburg has an opportunity to partner with United Way Suncoast to open a financial empowerment center in the Campbell Park Neighborhood to serve as access location within the community.

United Way Suncoast has been working within the Campbell Park Neighborhood on a walking school bus initiative at Campbell Park Elementary School for several years. As a result of their efforts working with the youth and families in the area, United Way Suncoast expressed the interest to expand their outreach services within the community to include a financial empowerment center. Duke Energy Foundation provided dollars to support United Way's efforts within the Campbell Park Neighborhood. A portion of those dollars will be for the lease of a temporary building for the financial empowerment center for a two year period. The United Way Suncoast donation will be to cover the lease expense for the modular building to be used as the financial empowerment center.

RECOMMENDATION: Administration recommends that City Council approve the attached resolution recognizing the donation of \$27,966 from United Way Suncoast towards the lease of a modular building for a financial empowerment center in Campbell Park for up to two years; approving a supplemental appropriation in the amount of \$27,966 from the unappropriated balance of the General Fund (0001) to the Community Services Department, (083-1081) resulting from this donation to support a financial empowerment center.

COST/FUNDING/ASSESSMENT INFORMATION: The United Way Suncoast will provide a \$27,966 donation for a two year lease of a modular building at Campbell Park to establish a financial empowerment center. A supplemental appropriation in the amount of \$27,966 from the increase in the unappropriated balance of the General Fund (0001), resulting from the donation from the United Way, to the Community Services Department (0831081) is required.

Administration: Mr. R. D. Rice

Budget: Deveris C. Fuller
3.27.17

RESOLUTION NO. 2017 –

A RESOLUTION RECOGNIZING THE DONATION OF \$27,966 FROM UNITED WAY SUNCOAST TOWARDS THE LEASE OF A MODULAR BUILDING FOR A FINANCIAL EMPOWERMENT CENTER IN CAMPBELL PARK FOR UP TO TWO YEARS; APPROVING A SUPPLEMENTAL APPROPRIATION IN THE AMOUNT OF \$27,966 FROM THE UNAPPROPRIATED BALANCE OF THE GENERAL FUND (0001) TO THE COMMUNITY SERVICES DEPARTMENT, (083-1081) RESULTING FROM THIS DONATION TO SUPPORT A FINANCIAL EMPOWERMENT CENTER; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the City of St. Petersburg, Florida (“City”) is part of the National League of Cities Financial Inclusion cohort, which consist of eight cities throughout the country who received technical assistance grants to develop financial inclusion systems within their communities; and

WHEREAS, financial inclusion is a lifelong continuum from financial literacy (what you know) to financial capability (what you do) to financial health (what you achieve); and

WHEREAS, United Way Suncoast (“United Way”) has been working within the Campbell Park Neighborhood to help individuals and families out of poverty through their efforts with the Walking School Bus and programming at the Cross and Anvil Center; and

WHEREAS, the City and United Way will collaborate to establish a financial empowerment “One Stop” center; and

WHEREAS, the financial empowerment center will expand on the services offered by United Way at the Cross and Anvil Center; and

WHEREAS, the financial empowerment center will offer: workforce development, volunteer income tax assistance (VITA), financial coaching and access to public and employer benefits; and

WHEREAS, the financial empowerment center will serve as a centralized point of access for the City’s financial inclusion system.

NOW THEREFORE, BE IT RESOLVED by the City Council of the City of St. Petersburg, Florida, that the donation of \$27,966 toward the lease of a modular building for a financial empowerment center in Campbell Park for up to two years is hereby recognized.

BE IT FURTHER RESOLVED that there is hereby approved from the unappropriated balance of the General Fund (0001), the following supplemental appropriation for FY 2017 resulting from this donation from United Way Suncoast to support a financial empowerment center:

General Fund (0001)

Community Services Department, (083-1081)

\$27,966

This Resolution shall take effect immediately upon its adoption.

Approvals:

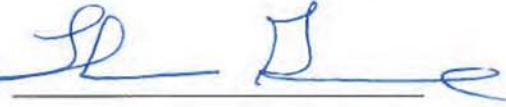
Legal:

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Administration:

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Budget and Management:

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March 16, 2017

Mayor Rick Kriseman
City of St. Petersburg
P.O. Box 2842
St. Petersburg, FL 33731-2842

Dear Mayor Kriseman:

United Way Suncoast is pleased to contribute \$27,966 toward the 24 month lease of a portable to be placed in the Campbell Park neighborhood. This portable will be used to establish a Financial Empowerment "One Stop" Center in partnership with the City of St. Petersburg. This Financial Empowerment Center will be an extension of programs currently provided out of the Cross and Anvil Center and will offer integrated or "bundled services" designed to help lift individuals and families out of poverty. Once installed, services to be offered will include:

- **Workforce Development In Partnership with Pinellas County Urban League & Career Edge**

We will provide job training, coaching, placement assistance, life skills workshops, and other employment services on site. We also will bring the CareerEdge initiative to Campbell Park. CareerEdge is designed to help low-skill/low-wage workers advance into higher-skill/higher-wage careers, while providing employers with the workers they need to accelerate growth.

- **Volunteer Income Tax Assistance (VITA)**

The Center will serve as a VITA/EITC site. United Way invests in a free income tax return preparation service that prepares more than 20,000 tax returns for working residents. Not only does this service save individuals millions in filing fees, the certified volunteers are trained to maximize the Earned Income Tax Credits (EITC) that many do not realize they are entitled to receive. The tax refunds are real dollars that families use to pay bills (#1 cited answer to question: "what will you do with the refund?") and get ahead. Many will use the refund for down payments on cars that allow them to have stable transportation to work.

- **Accessing Public & Employer Benefits**

Trained staff will help those in need register for public benefits they are eligible for (SNAP, TANF, medical assistance, etc.) via the Automated Community Connection to Economic Self Sufficiency (ACCESS) system. Members of the community will also be able to schedule appointments with our in-house Healthcare Navigator.

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- **Financial Coaching**

In 2015, United Way received a grant from Points of Light Foundation that allowed the creation of the United Way Suncoast Financial Coaching program. This program involves recruiting and training community volunteers (including financial institutions that are providing staff) to serve as one-on-one financial coaches in an on-going relationship with consumers; a strategy that research shows to be a vital element in changing behaviors.

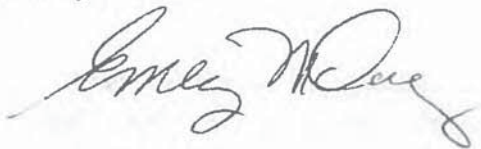
Other Services include:

- Case management to offer emergency financial assistance, information & referral, short term counseling and assist families in developing individual financial stability plans,
- Individual Development Accounts – A matched savings account program that allows participants to use their savings to purchase a home, start a business or enroll in school.
- Workshops and classes for GED, financial stability, parenting, and other topics, as determined by community need and request.
- Legal assistance and workshops provided by Bay Area Legal Services (BALS). Campbell Park residents will have access to an attorney who will be available 1-2 days per week to assist with non criminal cases.

Lastly, UWS has been in conversation with the City of St. Petersburg about expanding some of their workforce development programs to be held at the Center, including small business development classes, the Icehouse entrepreneurship program and youth employment. The City has recently been selected as part of the National League of Cities' Financial Inclusion and City Leadership initiative.

We are excited about the opportunity to coordinate with the City on improving the financial stability of low-income families in the Campbell Park neighborhood.

Sincerely,



Emery Ivery

Tampa Bay Area President