NP's "Step 2" Summary

During the summer of 2013, Neighborhood Partnerships held 5 meetings and 4 webinars with partners and friends of the IDA Initiative. In total, 46 organizations participated. We shared data on the breadth of the Initiative and our impacts. And we listened to feedback, ideas, and suggestions to help guide our growth.

IDAs work, and are a valued tool. We heard resoundingly about the impact and power of IDAs to make a difference in Oregon communities. Partners came with new ideas, stories of success, and interest in expansion. There's work to do on Initiative infrastructure. NP heard clearly that our work plan priorities need to be:

      a. Outcome Tracker
      b. Match withdrawal process
      c. Financial institutions
      d. Marketing IDAs to participants
      e. Increased clarity to partners

Partners face some common barriers to success:

      a. Need for increased clarity
      b. Limited staff capacity
      c. Service area barriers
      d. Program and administration funds

Our partners are full of awesome, new ideas:

      a. More opportunity for collaboration within Initiative
      b. New asset classes
      c. New delivery models
      d. New Partnerships

This document is an initial summary of what we have heard so far, and a listing of what we believe our next steps should be. What follows is a collection of what we heard in feedback, suggestions, and needs identified by partners – roughly in order of how many times the issue was raised.

NP's top priorities for our work plan (collaboratively with partners):
- **Outcome Tracker**
  - Need for reliable, basic functionality
  - Need for increased capacity
  - Looking forward to innovations and future growth
- **Matched Withdrawal Process**
  - Third Party Checks are outdated and often rejected by vendors
  - Fees for cashier's checks
  - Desire to utilize debit cards, preferably held by participant
- **Financial Institutions**
  - Financial Institutions with statewide footprint (needed by networks)
  - Difficult to achieve consistency across bank branches and employees
  - Youth accounts requiring adult signer are a barrier for some programs
  - Desire for remote account opening and remote depositing
  - One size does not fit all FOs or all banks
  - Large national banks have a hard time participating in one state's program
  - Lack of systems to import data from banks to OT
  - Custodial accounts create barriers
- **Marketing IDAs to participants**
  - "Too good to be true"
  - Difficult to break through to some communities – (trust, isolation, experience)

Things that are working well
Ordered by frequency (approximate)
- Match rates
- Flexibility allowed with state funding not associated with AFI (i.e. missed deposits)
- Ability to work with multiple partner agencies
- Supplemental awards were dispersed with program/admin funds up front which allowed new projects to build capacity.

Difficulties and Barriers to Success:
Ordered by frequency (approximate)
- **Outcome Tracker**
  - *See above – under NP priorities.*
- **Matched Withdrawal Process**
  - *See above – under NP priorities.*
- **Financial Institutions**
  - *See above – under NP priorities.*
- **Marketing IDAs to participants**
  - *See above – under NP priorities.*
- **Service area barriers**
  - i.e. Crook County (both distance + high unemployment rates)
- **Program and Admin Dollars not enough**
- **Limited Staff Capacity**
- **Lack of clarity on how potential partners can access IDAs**
- **Emergency withdrawal structure can be too rigid for some participants who would otherwise succeed**
- **Application Fees are barriers to applicants**

- **6 month savings requirement prevents participation and success for some participants**
- **HUD Certification requirement for homeownership IDA providers**

New Ideas and Possible Innovations:

Ordered by frequency (approximate)

- **More collaboration within Initiative**
  - Information and Resource Sharing
  - Removing silos, sharing best practices
  - Increased transparency/clarity regarding SOP, Statute, Rule, and FO specific policies
  - Functional and reliable online hub accessible to everyone in Initiative
  - Rural Communities struggle without support of information sharing
- **Marketing IDAs to participants**
  - Video testimonials
  - Sharing of success stories to participants
  - Sharing consistent marketing materials
- **New asset classes for discussion**
  - Emergency Savings
  - First and Last month rent
  - Vehicles/Transportation (including insurance, maintenance, etc)
  - Past Debt (Medical + School)
  - Bridge to financial resilience (coming off TANF)
  - Legal Expenses
  - Security Deposit
  - Moving Expenses
  - Medical Expenses
  - Foster Youth purchases (self-sufficiency)
  - Furniture
  - Citizenship
  - Record expungement
  - Senior's Dental
  - Kids under the age of 12
  - Micro-IDAs or "enhanced savings"
  - On-the-job-training?
  - Employer IDA – IDA goes to employer to hire employee to grow business
  - Insurance
- **New Delivery Models**
  - Using one custodial central account rather than individual "bank accounts" for each participant
  - Centralized Online Hub
    - Screening through automated, online applications
    - High quality online financial education (esp. Education and Microenterprise)
    - Online banking similar to Smarty Pig
  - Mobile Banking
  - 2nd IDAs for people
  - Family-centered financial education (parents + kids together)
  - Using Financial Institutions to deliver financial education
  - Partnership with Oregon CU Association?
  - Social Enterprises

- **New Partnerships**
  - Habitat for Humanity
  - Foster Care Partnerships
  - Domestic Violence Survivors
  - 4H & FFA Youth Outreach
  - Boys and Girls Clubs
  - 529 College Savings
  - Hospitals to pay medical expenses responsibly
- **Missing Populations**
  - Recovery programs
  - Formerly incarcerated
  - People coming off TANF
  - Individuals with low literacy levels
  - Incarcerated youth
- **Other**
  - PSU Evaluation
    - Can we track business outcomes more than a year out?
    - Is there anyone tracking outcome more than a year after graduation?
  - New Initiative Partners or FOs
    - What is the role of networked FOs?
    - How many FOs do we want to have?

Meeting Locations:

Online Webinars (4)	Redmond	Salem
Portland	Roseburg	Springfield

Organizations Represented:

Access
Apprisen
Banner Bank
Bradley Angle
CASA of Oregon
Clackamas County Social Services
Clatsop Community College
College Dreams
Community Connection of Northeast Oregon (CCNO)
Entrepreneurial Development Services (eDev)
Families Forward
Habitat for Humanity Oregon
Habitat for Humanity PDX
Hacienda CDC
Housing and Community Services
Housing Works
Immigrant and Refugee Community Organization (IRCO)
Innovative Changes
Klamath & Lake Community Action Services
Looking Glass
Lower Columbia Hispanic Council (LCHC)
Maps Community Foundation
MercyCorps NW

Metropolitan Family Services
Micro Enterprise Services of Oregon (MESO)
Native American Youth and Family Center (NAYA)
Neighborhood Economic Development Corporation (NEDCO)
Neighborhood Partnerships
NeighborImpact
NeighborWorks Umpqua
NW Housing Alternatives
Oregon Coalition Against Domestic and Sexual Violence (OCADSV)
Oregon Youth Authority (OYA)
Portland Community Reinvestment Initiatives (PCRI)
Portland Housing Center
Proud Ground
REACH CDC
Self Enhancement, Inc. (SEI)
Southern Oregon Goodwill
Springfield/Eugene Habitat for Humanity
Umatilla Morrow Head Start, Inc.
United Way Lane County
Upstream Public Health
Warm Springs Community Action Team (WSCAT)
Wells Fargo Advisors

Reactions to Initiative Data
Ordered by frequency (approximate)

- Request for census data to compare Initiative data*
- Request to separate youth data from adult data*
- Request for data on intersection of data sets, for example:
    o Race and Education*
    o Race and Age*
    o Race and Gender*
    o Race and Completion Rates
    o Youth and Geography*
    o Income Levels and Asset Classes
- Request for referral field added to data collection.
- Desire for more details on IDA early exit reasons.
- Discussion around inflation of poverty levels in counties with universities and colleges.
- Surprising Data:
    o Low amount of African Americans accessing education IDAs
    o Low amount of Asians participating
    o PSU data on ability to pay medical expenses after leaving the program
    o How underserved some counties look (i.e. Marion County)

Now available on the 2013 Fall Funding Website

Oregon IDA Initiative

Frequently Asked Questions:
Ordered by frequency (approximate)

- Can we raise the limit of $10,000,000?
- Can we add new asset classes?
- Can these funds be used for non-match awards? (i.e. infrastructure improvements)
- Where restrictions or policies originate (i.e. what is FO's rule/Initiative SOP/Statute/Rule/etc?)
  - Specifically, folks asked about:
    - Type of bank account
    - Application Fees
    - Limits on lump sum deposits.
    - $3,000 match limit in 12 months.
    - 6 month minimum savings period.
    - Limit of two IDAs per household.
    - Limit of two IDAs in a lifetime.

Letters of Intent (LOI) Received from:
ACCESS. NeighborWorks Umpqua
College Dreams
Families Forward, CASA of Oregon
Goodwill Prosperity Center, NeighborWorks Umpqua
Hacienda CDC, CASA of Oregon
Innovative Change$, CASA of Oregon
Klamath and Lake Community Action Services, NeighborWorks Umpqua
Lower Columbia Hispanic Council, CASA of Oregon
Maps Community Foundation, CASA of Oregon
Micro Enterprise Services of Oregon (MESO)
Metropolitan Family Services, NAYA Family Center
Neighborhood Economic Development Corporation (NEDCO)
Oregon Youth Authority, MercyCorps NW
PCRI, CASA of Oregon
Portland Housing Center
Self Enhancement, Inc.
Southern Oregon Goodwill, NeighborWorks Umpqua
Warm Springs Community Action Team