



Lansing, MI

Financial Empowerment

KEY OUTCOMES

Long-term

Increased number of children with a **Lansing SAVE account**; increased savings in Lansing SAVE accounts.; increased number of students participating in the **Lansing Promise program**; number of **students going to college**; and **improved financial health** of families.

Short-term

New enrollment across entire continuum of services within the “**SHAPE**” (**SAVE, Hope, Access, Promise & Empowerment**) community financial readiness system directed at parents and students to increase their financial health; and **increased ongoing usage & uptake with the students & parents** accessing two or more “SHAPE” services. **Re-name and re-brand** the continuum with help from a branding & design agency.

BARRIERS

- Existing financial empowerment services for students and families are scattered across providers and require multiple applications, navigation of various intake processes, and establishment of different accounts to use services.
- The city is currently seeing limited parental engagement through existing channels due to service fragmentation.

INTERVENTION

The first part of this intervention is to bring together a loose **network of existing programs and services** (the SHAPE Continuum - a series of supports for students & families in the Lansing School District from kindergarten through graduation) into a unified offering for students and parents in Lansing to **better save and plan for college**. As we formalize this into a single offering, we will also pilot innovative delivery mechanisms for the combined service offering, such as a “Mobile Future Center,” unified website, or one-stop shop physical space.

ALIGNMENT TO FIVE CRITERIA



Evidence base

The intervention will build off the curriculum developed by Cities for Financial Empowerment (CFE) as well as Lansing’s existing programming. This programming includes a Children’s Saving Account (CSA) and other financial empowerment services that have a strong evidence base. The intervention also will be leveraging promising findings from similar “one-stop” service models that can streamline enrollment & intake processes to reduce barriers to service uptake.



Mayoral priorities

Mayor Schor is committed to building on Lansing’s existing financial empowerment initiatives and bringing them to the neighborhoods in the community who need it most. After a successful engagement with CFE, the City of Lansing created an “Office of Financial Empowerment” to continue to champion these efforts and give them a platform for continued success.



Scalability

Lansing serves as one of the “expert” cities within the CFE network and acts as a model for other cities taking the lead on issues of financial empowerment within their community. This project will test a new integrated delivery method of existing services and will be able to serve a proof of concept for other cities interested in pursuing a similar service model.



Feasibility

This intervention will streamline intake for and delivery of the services of the continuum, increasing ease of access to families.



Leverage taxpayer resources

The Mobile Future Center works to create bridges between existing city services & partner initiatives rather than creating new programs. The streamlining of connections between these services will allow them to work more efficiently and maximize taxpayer resources.