

EXHIBIT 1: Scope of Services

Program/Project Name: Children's Savings Account Consultant
Total Program Budget: \$27,625
Program/Project Manager: Coral Manning
City of Madison Allocation: \$27,625
Funding Source: CDD City Levy

1. PROGRAM/PROJECT DESCRIPTION AND TIMELINES:

Background and Need for Program: Research shows that children from low to moderate income households who have between \$1 and \$500 in savings for college are three times more likely to go to college and four times more likely to graduate than those without college savings.. College Savings Account initiatives are a way to foster a college going culture at a community wide scale. Currently, more than 313,000 children have CSAs in 49 programs across 31 states and the District of Columbia.

The Community Development Division (CDD) is responsible for formulating recommendations to the Mayor and Common Council regarding the use of City administered resources budgeted for enhancing the health and quality of life in Madison's neighborhoods for the elderly, youth and families. Common Council action on November 15, 2017 directed CDD to hire a consultant to create a plan for implementing Children's Savings Accounts in partnership with Madison Metropolitan School District, The Foundation for Madison Public Schools, Summit Credit Union and other public, private and philanthropic partners.

Since 2016, a group of stakeholders from the Common Council, Madison Metropolitan School District, the Foundation from Madison Public Schools and others has been working with the Upper Midwest Children's Savings Account Consortium, comprised of communities implementing CSAs, in order to plan for the implementation of a CSA in Madison.

The outline for a program has been drafted, but critical decisions remain to be made regarding the design of the CSA program based upon best practices and research, including:

- Rollout of the program including project plan with timing and communication strategy
- Program structure including account creation, provision of individual savings accounts, financial partnerships, account monitoring, incentives for participation and youth programming, custodianship/ownership of accounts and staffing needs

Service Description: Dave Grace & Associates will do all of the following:

- A. Research best practices and currently-implemented models for CSAs in the United States to determine the best fits for Madison.
- B. Conduct focus groups and interviews with a diverse group of community partners, parents and students in the community to ascertain interest, understanding and commitment to CSAs. This will include Spanish and Hmong-speaking individuals. Focus groups will be conducted in at least two locations in differing geographic areas of the City of Madison.
- C. With the assistance of City staff, conduct a Racial Equity Social Justice Initiative (RESJI) assessment of the program to determine any unintended consequences of the program for disadvantaged populations.
- D. Provide a detailed recommendation for the creation and implementation of a CSA program for the Madison community. The final product should include detailed information, considerations to take into account, options for moving forward and a recommended course of action on program structure including the following elements or decision points:
 - a) Ownership and custodianship of accounts

- b) Options for the structure of financial literacy education or programs for youth and incentives to encourage participation
 - c) Roles and responsibilities of the current and future key partners (City, MMSD, Summit Credit Union and the Foundation for Madison Public Schools)
 - d) Staffing needs for the successful implementation and administration of the program
 - e) Additional partnerships needed (fiscal, programmatic, philanthropic, et cetera)
 - f) Community input and engagement needed
 - g) Account creation, maintenance, monitoring, and closure
 - h) Data sharing and governance
 - i) Budget needed for successful creation and administration of the program including identification of potential funding sources.
- E. Provide an executive summary of recommendations that can be easily understood and disseminated to potential interested parties.
 - F. Provide a PowerPoint presentation that can be used by the City of Madison and its partners to present the recommendations to stakeholders after recommendations are finalized.
 - G. Provide presentations on recommendations in the fall of 2018 to relevant stakeholder groups. Create a well-organized list of resources for the implementation team use in continued work.
 - H. The resource guide may include, but is not limited to:
 - a) Information on program models
 - b) Sample documents
 - c) Research/data on CSA impact
 - d) Other relevant documents or information

Timeline: Recommendations will be due to the City of Madison by August 31, 2018. Between September 1 and December 31, 2018, Dave Grace & Associates will be available to consult on the recommendations, make public presentations and answer questions about the recommendations made. The cost of this time until December 31, 2018 is accounted for in the budget for this contract.

Outreach and Coordination: The project will be overseen by the City of Madison CDD staff. In addition, several community stakeholders who have been involved in the project to date will be consulted by the vendor for guidance and direction. Culturally competent outreach will be conducted by Dave Grace & Associates with assistance in identifying potential sources of information and feedback by CDD staff and involved stakeholders.

2. CONTRACT GOALS AND OUTCOMES:

A successful implementation of this contract will include completion of the following by August 31, 2018 (unless otherwise noted):

- A. Executive summary and full report of recommendations
- B. Resource guide
- C. Brief summary of community input provided and the feedback attained
- D. RESJI assessment tool results
- E. PowerPoint presentation on the recommendation to be used by partners and consultant when presenting the recommendations to stakeholders

3. SERVICE POPULATION AND/OR INTENDED SERVICE AREA:

Population Served: Families with children in the Madison Metropolitan School District as well as stakeholders involved in the Children's Savings Account initiative.

Data Collection:

The following information should be included in the report of recommendations:

- A. Demographic information about focus groups and interviewees (gender, race, preferred language, economic characteristics, as appropriate and possible)
- B. List of stakeholders or community organizations and leaders consulted in the process
- C. Process for focus groups and interviews (questions used, format, stipends used, etc.)

4. REPORTING REQUIREMENTS AND SCHEDULE:

Financial Reports and Billing: (see Exhibit 2)	Service and Outcome Reports: (see Exhibit 3)
<input checked="" type="checkbox"/> Monthly	<input checked="" type="checkbox"/> Monthly
<input type="checkbox"/> Quarterly	<input type="checkbox"/> Quarterly
<input type="checkbox"/> Semiannually	<input type="checkbox"/> Semiannually
<input type="checkbox"/> Annually	<input type="checkbox"/> Annually
<input type="checkbox"/> At the end of each semester	<input type="checkbox"/> At the end of each semester
<input type="checkbox"/> At the end of the program	<input type="checkbox"/> At the end of the program

5. HOURS OF SERVICE AVAILABILITY:

Dave Grace & Associates are available during normal business hours 8 AM – 5 PM for regular meetings and communication with City of Madison Staff. Some outreach and community engagement will occur outside normal business hours to reach a broader audience.

6. LOCATION OF SERVICE:

Dave Grace & Associates is located at 1240 Sherman Avenue, Madison WI 53703. The City of Madison will not provide onsite workspace, equipment, supplies or transportation for Dave Grace & Associates. These items and any other costs are accounted for in the budget.

7. STAFFING:

Staff Title	Total Hours on This Project	Hourly Wage
Project Lead	200	\$59
Project Consultant	275	\$41
Partner	60	\$50
TOTAL	535	--