



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Meeting Minutes - Approved MADISON GUARANTEED INCOME PILOT PROGRAM ADVISORY TASK FORCE

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Wednesday, September 21, 2022

3:00 PM

Virtual Meeting

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### CALL TO ORDER / ROLL CALL

**Others Present:** Baxter Richardson, Saadia McConville, George Reistad, Nancy Saiz, Erin Coltrera, Nancy Scherr, Laura Morales, Cameron Burns, Hilary Shager, Blake Roberts Crall

**Sabrina Madison called the meeting to order at 3:05pm.**

**Present:** 7 - Jael Currie; Lauren H. Martin; Sabrina V. Madison; Erica L. Nelson; Laura J. Dresser; Stephen J. Young and Shiva Bidar

**Absent:** 4 - Tag Evers; Karen M. Collier; Adam B. Clausen and Donna V. Moreland

### APPROVAL OF MINUTES

Jael Currie moved to approve 7/20/22 meeting minutes. Shiva Bidar seconded.  
Motion approved.

### PUBLIC COMMENT

None

1. [65574](#) Public Comment

### DISCLOSURES AND RECUSALS

Sabrina Madison plans to apply for alder position. Not currently a conflict, but if chosen would not be able to serve as chair of this committee.

### NEW BUSINESS

2. [73671](#) Presentation on Storytelling with Mayors For a Guaranteed Income
- Saadia McConville, Communications Director for Mayors For A Guaranteed Income presented an overview of storytelling and narrative change work for pilot cities.
  - Ultimate goal is federal policy change, we can't get to that place until we change the narrative around poverty, deservedness and morals
  - McConville shared best practices for working with program recipients to tell their own story in a way that prioritizes their comfort and respect
  - MGI can help coordinate activities to create a "Media Bank" of MFF

recipients' stories, including video, audio, and portraits. This work would begin in Q1 2023.

- We may want to consider additional activities that help tell Madison's story of guaranteed income. Other cities have hired artists to paint murals, recorded podcasts, done social media campaigns, etc.
- Erica Nelson suggested that we think about how to coordinate our stories with relevant national stories, such as the recent release of ACS data highlighting the impact of Child Tax Credit. The group discussed whether recipients who participate in the storytelling cohort would be included in the research statistical analysis. CGIR and IRP will follow-up offline to discuss how to handle that statistical analysis.
- The group agreed everyone would like to hear stories and quotes from recipients.
- Stephen Young shared information about a webinar on Oct 12 at 5:30pm that will explore guaranteed income programs from around the world

3. [73672](#)

Program Updates

- Blake Roberts Crall shared updates from program implementation, including:
  - The program received approximately 3000 applications from eligible families
  - CGIR managed the randomization and selection process, and program staff completed notification and onboarding during July and August. 155 families were selected for the treatment group, and 200 families for the control group.
  - Everyone from treatment group was offered benefits counseling, about 85 completed counseling
  - Everyone completed an orientation session, majority over zoom or phone, a few in person
  - TASC created accounts for families, and debit cards were mailed out end of August
  - First deposits were issued on 9/1
  - Some troubleshooting with recipients, eg card never arrived, how to set up PIN, how to transfer funds, but nothing major or worrisome
  - Future deposits will also go out on the first of each month
  - Will soon be notifying families who were not selected
- Benefits protections:
  - Happy to share that MFF has now received exemptions for TANF (W-2), SNAP, WHEAP, and WI Shares Childcare Assistance program.
  - These exemptions are hugely important for recipients, because it equates to thousands of dollars of support that recipients will get to keep

ADJOURNMENT

Motion to adjourn: Shiva Bidar, second: Erica Nelson, time 3:54pm