

-CALL TO ACTION-

Local Action Challenge for Economic Mobility and Opportunity

National League of Cities' President Matt Zone has issued a challenge asking every city to take action to increase economic mobility and opportunity for their residents in 2017. Pledge now to take action in your community and commit to implementing at least one policy or program. Please join your peers and select at least one of these four actions:

1 Boost Working Families' Incomes

Promote and Help Residents Claim the Earned Income Tax Credit. Use your bully pulpit and other city communication mechanisms to promote the EITC widely and inform residents about where they can obtain free tax preparation services.

2 Strengthen Residents' Financial Capability

Expand Access to Financial Education and Coaching. Coordinate local financial education providers and use diverse communications and outreach vehicles to promote available offerings, particularly in low-income neighborhoods.

3 Provide New Options for Families In Debt

Implement Win-Win City Debt Collection Strategies. Reach struggling residents by examining payment patterns of residents in debt to the city and considering payment collection strategies that financially empower families rather than impose harsh penalties for nonpayment.

4 Open the Doors of Opportunity

Use City Hiring and Contracting Policies to Assist Residents in Distressed Neighborhoods. Increase employment among residents considered "hard-to-employ" through strategic and equitable hiring and contracting policies such as local "first source" ordinances.

NLC Staff will be available to help you carry out this challenge in your city. For more information and resource guides for each action, go to www.nlc.org/econmobilitychallenge.

Take the Pledge!

- Yes! I will sign on to President Zone’s Local Action Challenge for Economic Mobility and Opportunity!

If known, please check which action(s) you plan to take in your city:

- Boost Working Families’ Incomes** - Promote and Help Residents Claim the Earned Income Tax Credit.
- Strengthen Residents’ Financial Capability** - Expand Access to Financial Education and Coaching.
- Provide New Options for Families In Debt** - Implement Win-Win City Debt Collection Strategies.
- Open the Doors of Opportunity** - Use City Hiring and Contracting Policies to Assist Residents in Distressed Neighborhoods.
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City: _____ State: _____

Mayor/Council Member: _____

Signature: _____

Staff Contact Phone: _____

Contact Email: _____

Please submit this pledge form to the “Ask NLC” desk by Wednesday, March 15th. Or you may sign up for the Challenge online at www.nlc.org/econmobilitychallenge.

**For More
Information**

Please visit
www.nlc.org/econmobilitychallenge

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