



**CITY COUNCIL EXECUTIVE COMMITTEE MEETING
CITY COUNCIL CHAMBERS, THIRD FLOOR, CITY HALL,
#1 CITY HALL PLACE, PUEBLO, COLORADO 81003.**

**MONDAY, DECEMBER 5, 2022
5:30 PM**

Individuals Requiring Special Accommodations Should Notify the City's ADA Coordinator at (719) 553-2295 by Noon on the Friday Preceding the Meeting.

Executive Committee meetings are special meetings of the City Council and are informal Council meetings for the purpose of receiving information and discussion among Council Members; no official action is taken at such meetings. The public is invited to attend, but public comment is generally not received unless otherwise noted.

Agenda

CALL TO ORDER

PRESENTATIONS

- | | |
|---|-----------|
| A. CITY UPDATE | 5:30 p.m. |
| Laura Solano, Chief of Staff | |
| 10 minute presentation | |
| B. FOOD TRUCK UNION | 5:40 p.m. |
| Cooper Watts - Puff Puffette Pass Owner and Food Truck Union Founder | |
| Andrea Ames - Food Truck Union Administrator | |
| 15 minute presentation | |
| C. PUEBLO HOUSING AUTHORITY ANNUAL REPORT | 6:05 p.m. |
| Steven Trujillo - Executive Director - Housing Authority | |
| Andrea Aragon - Board Chair | |
| 15 minute presentation | |
| D. WESTGATE PROJECT UPDATE | 6:30 p.m. |
| Jack Bay - MBA - Projects & Grant | |
| 15 minute presentation | |
| E. ARPA - PUEBLO COUNTY HB-1451 | 6:55 p.m. |
| Michael Botello - HB1451/Collaborative Management Program Coordinator | |
| Michelle Garcia - HB1451/Collaborative Management Program Coordinator | |
| 10 minute presentation | |

F. FINANCIAL EMPOWERMENT CENTER & CITYSTART BLUEPRINT 7:10 p.m.

Laura Solano, Chief of Staff

Julia Cordova - FEC Planning Coordinator

15 minute presentation

ADJOURNMENT



CityStart Municipal Financial Empowerment Blueprint

December 5, 2022, City Council Work Session

Background on CityStart Blueprint

In 2020, the Cities for Financial Empowerment (CFE) Fund began working with the City of Pueblo, currently led by Mayor Nick Gradisar.

The CFE Fund's CityStart Initiative, supported by Bloomberg Philanthropies, connects critical insights about the impact of financial instability on municipal governments with tangible, sustainable strategies to improve families' financial lives.

The City of Pueblo received \$25,000 to develop financial empowerment strategies and to produce an actionable blueprint outlining these efforts over a year-long engagement.

Comments of Support from Mayor Gradisar

“The Pueblo community faces serious challenges related to resident financial stability, including banking access and general financial knowledge. These issues disproportionately impact specific populations and communities, and the City has pinpointed many opportunities to develop new approaches to financial empowerment.

The City of Pueblo can play a unique role in convening partners, facilitating collaboration between existing financial empowerment efforts, and can dedicate broader government resources and attention to financial empowerment work.

Colorado Attorney General Phillip Weiser supported the creation of a State’s Office for Financial Empowerment, and Denver’s Mayor, Michael B. Hancock, promoted the City and County of Denver’s Office of Financial Empowerment.

Together, we can amplify the importance of financial empowerment as a critical public service.”

Developing the CityStart Blueprint

The City of Pueblo developed this Financial Empowerment Blueprint in consultation with many partners and stakeholders.

From December 2020 through November 2021, the City of Pueblo and the Cities for Financial Empowerment Fund's technical assistance providers held a series of virtual stakeholder engagement sessions designed to inform the development of the City of Pueblo's Municipal Financial Empowerment Blueprint.

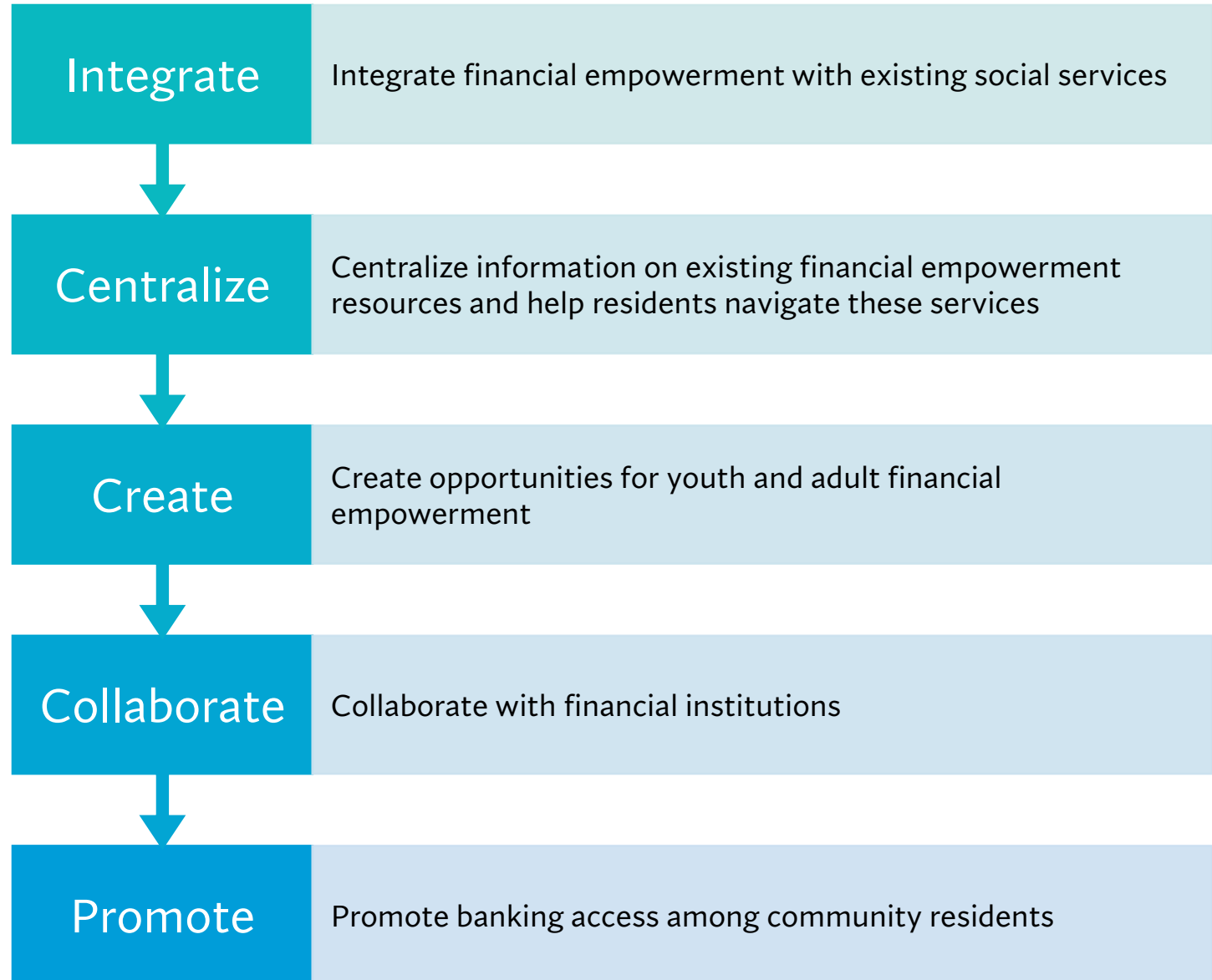
In these sessions, the City met with community organizations, financial institutions, and local and state governments to discuss the financial empowerment needs of the people in Pueblo; services currently available locally; and ways that all of us can work together to improve the financial stability of the residents in our community.

Community Engagement in Developing the Blueprint

The partners and stakeholders involved in these discussions include:

ABC Bank	NAACP Pueblo Chapter	Pueblo Workforce Center
Aventa Bank	NeighborWorks Southern Colorado	Sun West Credit Union
Catholic Charities Pueblo County	Posada Pueblo	United Way of Pueblo County
Chase Bank	Power Credit Union	US Bank
Housing Authority of the City of Pueblo	Pueblo Department of Public Health	Vectra Bank
Legacy Bank	Pueblo Food Project	Zions Bancorp
Mayor's Youth Advisory Council	Pueblo West Metropolitan District	

Strategies Reflected in CityStart Stakeholder Engagement Sessions



Financial Empowerment

The Cities for Financial Empowerment Fund's definition of financial empowerment includes **four** key elements.



Asset Building

Saving for the future and building assets to weather financial setbacks.



Banking Access

Creating access to safe and affordable bank accounts.



Consumer Financial Protection

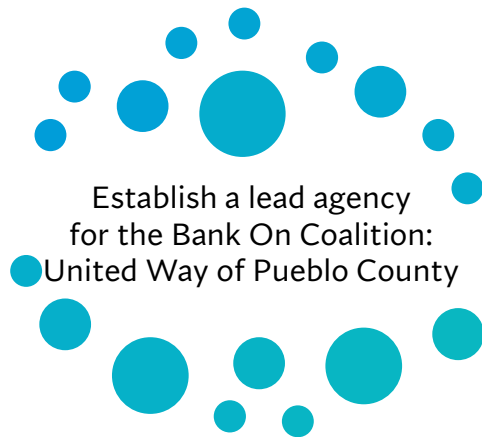
Protecting residents from predatory financial practices.



Financial Education & Counseling

Supporting household financial security with professional financial counseling.

Goal 1: Establish a Bank-On Coalition



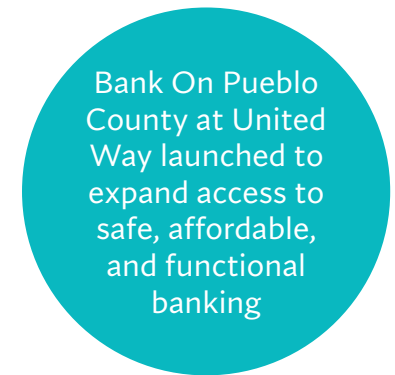
Establish a lead agency
for the Bank On Coalition:
United Way of Pueblo County



Build the Bank On Coalition,
and integrate the program into
existing social services,
community organizations, and
financial institutions



Establish partnerships with
institutions who meet the
Bank On National Account
Standards

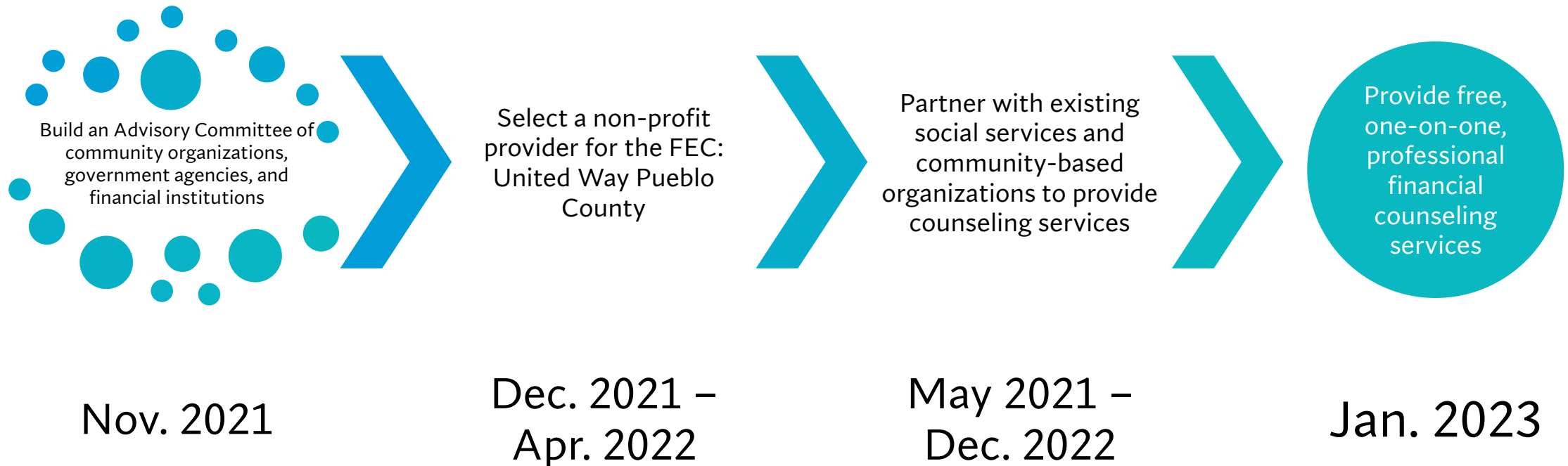


Bank On Pueblo
County at United
Way launched to
expand access to
safe, affordable,
and functional
banking

May 2021

Sept. 2022

Goal 2: Establish Pueblo's Financial Empowerment Center (FEC)



Goal 3: Implement the CityStart Blueprint



Integrate financial empowerment services into the work of community organizations



Conduct outreach and community awareness campaigns to centralize information on existing financial empowerment resources



Work with K-12 and higher education to build financial education programming for young people



Offer financial empowerment services in areas convenient and accessible to those who need them

June 2021

Dec. 2022

Examples of Promoting Financial Empowerment Knowledge and Opportunities

Integrate financial empowerment services into the work of community organizations



Community organizations will assist in gathering referrals for the Pueblo FEC and Bank-On Pueblo County



Focus on: Veteran Services, Correction and Re-entry Programs, Legal Services, Libraries, Employment Services

Conduct outreach and community awareness campaigns



Pueblo FEC will design an outreach and marketing campaign to inform residents of available resources



Focus on: Pueblo Housing Authority, Posada, Catholic Charities

Work with K-12 and higher education to build financial knowledge among young people



Pueblo FEC will partner with local financial institutions and youth groups to develop age-appropriate curriculum



Focus on: Boys and Girls Club of Pueblo, local school districts, local colleges, and local financial institutions

Offer convenient and accessible financial empowerment services

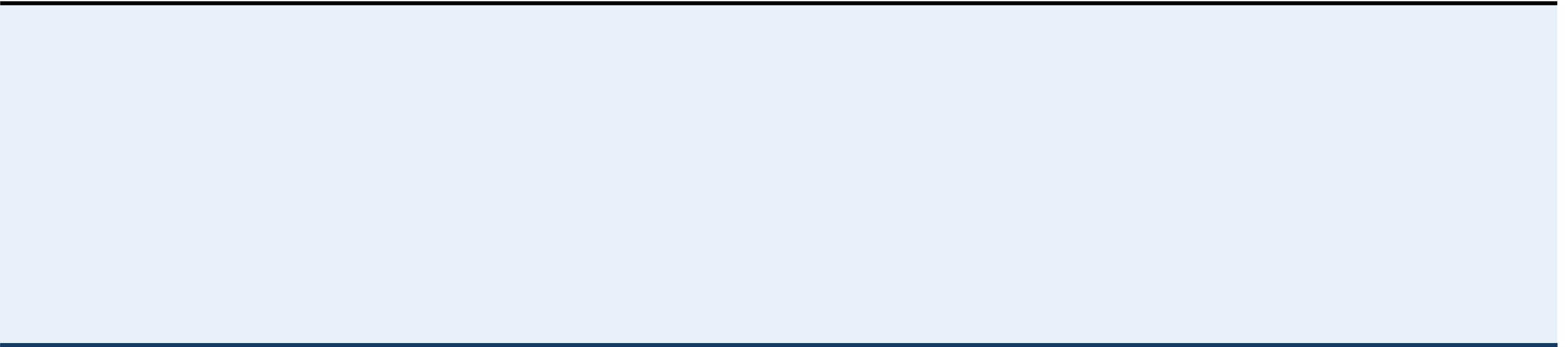


Pueblo FEC and partners will offer co-location sites for clients to meet with trained financial counselors



Focus on: Pueblo City County Library District, Pueblo Workforce Center, Pueblo Housing Authority, and local colleges

Recommendations and Findings as of October 2022



City of Pueblo Quick Facts

Population **112,368**

- The City of Pueblo's Population grew **6.05%** from 2010-2021.

Unemployment Rate **5.4%**

- The City of Pueblo's unemployment rate is **54.5% higher** than Pueblo County's rate, and **64.5% higher** than the Colorado rate in 2021.

Avg. Poverty Rate **21.8%**

- The City's average poverty rate is **1.6x higher** than Pueblo County's rate, and **2.4x higher** than Colorado's rate.

Median Household Income **\$42,902**

- The MHI is **14.15% lower** than Pueblo County's MDI and **42.9% lower** than Colorado's MHI.

Financial Assets and Income

Asset Poverty Rate **25.5%**

Liquid Asset Poverty Rate **38.8%**

Households with Zero Net Worth or Negative **16.2%**

Unbanked Households **7.0%**

Underbanked Households **17.5%**

Homeownership Rate **56.6%**

Medically Uninsured Rate **9.1%**

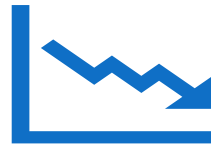
Individuals with a Four-Year College Degree **18.9%**

Looking Towards the Future of Financial Empowerment

- Pueblo will continue its financial empowerment work through partnerships with Bank On Pueblo County and will implement the Pueblo Financial Empowerment Center (FEC) to provide free, one-on-one professional counseling to its residents.
- The City of Pueblo will begin a city-wide marketing campaign with Bank On Pueblo County and the FEC to ensure residents are aware of, and able to access available resources.
- The City will reassess data yearly as a result of the Bank On Pueblo County and FEC programs using the Financial Empowerment Center Boost Outcome Tool (FECBOT), which collects **more than 200 data points**. Data will focus on changes in unbanked and underbanked households, debt collections, credit rates, etc.



ESTABLISHING AND
INCREASING
CREDIT SCORES



DECREASING DEBT



INCREASING
SAVINGS



DECREASING DEBT
IN COLLECTION

This blueprint was supported by a grant and technical assistance from the Cities for Financial Empowerment Fund.



Nicholas A. Gradisar, Mayor
October 2022