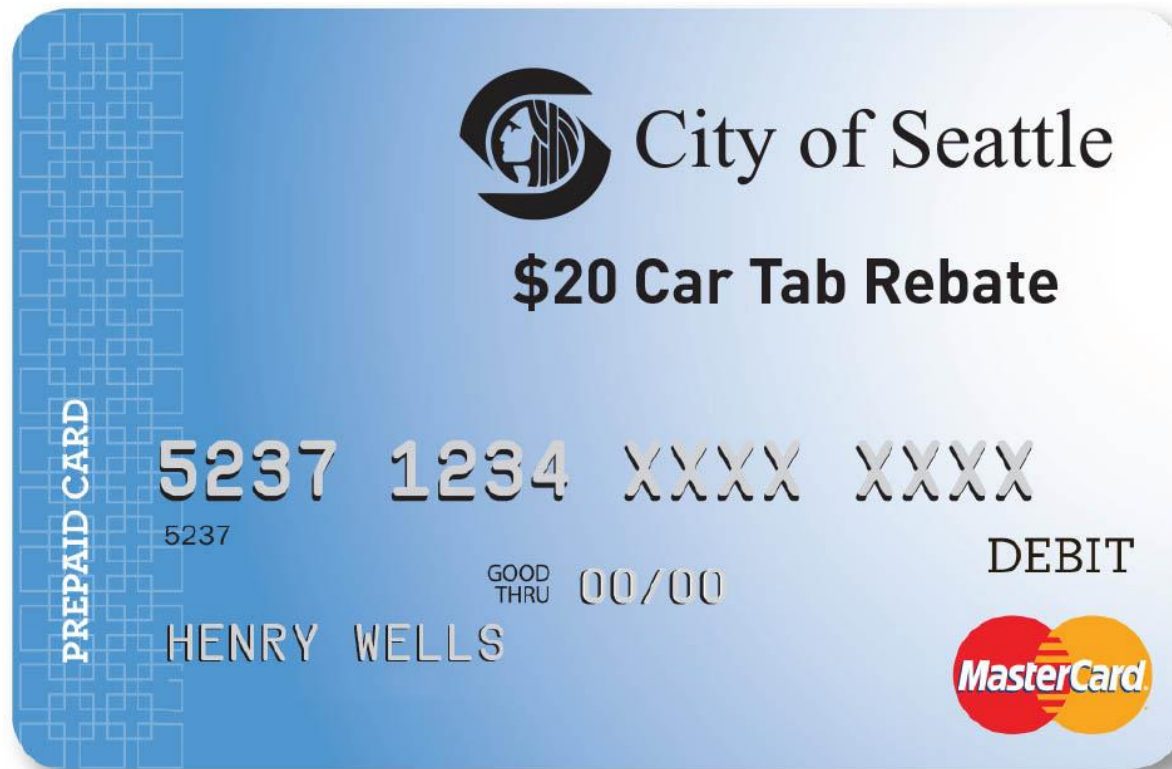


# \$20 Car Tab/VLF Rebate Program



STBD Board Meeting  
September 28, 2015

# Presentation overview

- Background
- Program administration
- Current status
- Application processing timeline
- Constraints and challenges
- Next steps
- Anticipated 2015 targets

# Background

- Program is a part of the City's suite of community affordability programs: UDP, ORCA LIFT, and the Financial Empowerment Center
- November 2014: Prop 1 approved by voters
  - \$20 Car Tab Rebate Program reduces VLF by 1/4 for income-eligible vehicle owners in Seattle
- Rebate program income eligibility threshold set by State; eligibility change needed to align with City's UDP Program
- DOL technical/computer limitations prevent full integration with VLF renewal process
- Debit card is the best option given costs and potential applicant client needs

# Program administration

- June 15, 2015 soft launch
  - Website, downloadable application available online
  - IVIPS contract with DOL
  - Wells Fargo debit cards
  - No marketing
- MOU with HSD for income eligibility verification
  - MOU signed early September, 2015
  - Agreement on 2015 and 2016 program budget
  - Several ways to enroll: in-person, phone, mail, email
- Income eligibility change
  - STBD hearing on September 28, 2015
  - Change eligibility threshold to align with UDP

# Current status as of 9/21/2015

- Applications received: 113
  - # Applications approved: 70
  - # Applications incomplete: 30
  - # Applications ineligible: 13
- An additional 95 application packages were sent by mail to people who inquired about the program
- HSD staff hiring and training in process
- Positive feedback from program customers
  - “Easy to complete the application and the turnaround time was fast”
  - “Will definitely apply next year”

# Two-page application (same as UDP)



City of Seattle  
Human Services Department \$20 Car Tab Rebate Application  
[www.seattle.gov/transportation/cartabrebate](http://www.seattle.gov/transportation/cartabrebate)

**About the Program:** The \$20 Car Tab Rebate Program is available to customers who renew license (s) of vehicle(s) registered to a City of Seattle address after Jun 1, 2015; and who demonstrate they are income eligible.

Please complete the application and provide copies of the following documents listed below and return to our office. Applications are processed in the order they are received.

## Section 1: Vehicle Owner Registration Information

Please place the registered vehicle owner information in the spaces below.

Name on Car Registration	Last:	First:	Middle:	
Registered Address:	Street:		City:	Zip:
Mailing Address:	Street:		City:	Zip:
Primary Phone:	Message Phone:			
Email Address:				
Car License Plate Number:			Date Registration Paid:	

## Section 2: Government issued Identification for all persons 18 years and older

Please provide a copy of one of the items below for each adult:

- State driver's license
- State identification card
- Passport or Permanent Resident Card

## Section 3: Household Member Information

Household members include everyone living in the home, regardless of age, whether or not they pay rent, and their relationship to the applicant. Examples: roommates, relatives, tenants, children, friends, extended family members etc. Please fill out the information below for all household members.

Name (Last, First)	Date of Birth	Sex	Relationship to You	Monthly Income	Income Source (employers name, Social Security, TANF, etc.)
		<input type="checkbox"/> M <input type="checkbox"/> F	Myself	\$ _____	
		<input type="checkbox"/> M <input type="checkbox"/> F		\$ _____	
		<input type="checkbox"/> M <input type="checkbox"/> F		\$ _____	
		<input type="checkbox"/> M <input type="checkbox"/> F		\$ _____	
		<input type="checkbox"/> M <input type="checkbox"/> F		\$ _____	

Total number in household: If more than 5, list other household members on a separate page.

Questions: Please call 206-684-4141 or e-mail  
[cartabrebate@seattle.gov](mailto:cartabrebate@seattle.gov)

Send application and documentation to:  
Utility Discount Program  
810 3<sup>rd</sup> Ave, Suite #350  
Seattle, WA 98104

Please complete the front and back of this form



## Section 4: Income Information

If the vehicle owner (car is registered in their name) is receiving SNAP benefits, income documentation is **NOT** required.

**If on SNAP Benefits, please provide the following information:**

Client ID Number: \_\_\_\_\_ OR Social Security Number: \_\_\_\_\_

If not receiving SNAP benefits, please check all sources of income and provide verification documentation of GROSS income for ALL persons 18 years old and older living in your home received in the following month: \_\_\_\_\_

Accepted forms of documentation are listed below.

- |  |   |  |   |                               |
|--|---|--|---|-------------------------------|
| <input type="checkbox"/> Wages               | <input type="checkbox"/> Unemployment   | <input type="checkbox"/> Child Support | <input type="checkbox"/> Adoption Support | <input type="checkbox"/> TANF |
| <input type="checkbox"/> Pension/Annuity     | <input type="checkbox"/> IRA            | <input type="checkbox"/> VA            | <input type="checkbox"/> Rental income    | <input type="checkbox"/> GAU  |
| <input type="checkbox"/> Social Security/SSI | <input type="checkbox"/> SNAP Benefits* | <input type="checkbox"/> Other: _____  |   |                               |
- 
- |   |   |
|---|---|
| <ul style="list-style-type: none"><li>• SNAP Benefits: Client ID Number or Social Security Number</li><li>• Paycheck stubs/ Employer statement showing GROSS earnings</li><li>• DSHS award letters (TANF, GAU/GAX)</li><li>• Child support</li><li>• Social Security/SSI award letter/Survivor benefits</li><li>• Pensions/Annuity/IRA, Interest &amp; Dividends</li><li>• Labor and Industry (L&amp;I) statement</li></ul> | <ul style="list-style-type: none"><li>• Student financial aid and tuition statement</li><li>• Rental/investment property income (Provide a copy of lease/rental agreement)</li><li>• Self-employed (Most recent full tax return &amp; 3 months profit &amp; loss statements)</li><li>• No Income (Declaration of No Income Statement and/or Employment Security Department Statement)</li><li>• Other income: _____</li></ul> |
|---|---|

## Section 5: Optional Information

**How do you identify Yourself:** ☐ Multi Racial ☐ American Indian, Alaska Native ☐ Asian American/Asian  
☐ Black, African American, African ☐ Hispanic, Latino ☐ Hawaiian Native, Pacific Islander ☐ White, Caucasian

**What is your primary language:**

**Would you like a home energy visit by Seattle City Light to help conserve energy?** ☐ Yes ☐ No

**How did you hear about our services?** ☐ Radio ☐ Television ☐ Newspaper ☐ Newsletter  
☐ Utility Bill insert ☐ Website ☐ Family or friends ☐ Other: \_\_\_\_\_

## Signature

This application and supporting documentation are used to review eligibility for additional City benefits and will NOT be shared with U.S. Citizenship and Immigration Services (USCIS). I authorize the City to use these materials to enroll me in assistance programs for which I am eligible. I am aware that my information is subject to review and verification and that other documentation may be required. I grant permission to request or release information to, or from, the Seattle Housing Authority, Sec 8 HUD, King County Housing Authority, other government agencies, or their delegated agents; this may result in receipt or denial of City benefits. Submitting this application does not guarantee eligibility or enrollment in any programs. I certify that the information I provided is accurate and complete and that I may be subject to criminal prosecution if I have knowingly given false or misleading information. I agree to provide updated proof of eligibility at any time, if requested. I understand that if I am found to be in violation of program rules, and receive assistance and have not truly disclosed all information, I will be terminated from the program(s) and the City may recover the actual cost(s) for the periods I was not eligible. I will notify the City of Seattle if my income or living situation changes.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# Application processing timeline

- Complete applications
  - Cards are mailed to the client in  $< 3$  days
- Incomplete applications
  - Three reminders are mailed to the client on days 1, 20, and 40
  - Application is closed after 60 days if no response is received

# Constraints and challenges

- New program with phased roll-out
- Car tabs are renewed on a rolling basis; the pool of potential customers is dependent on their vehicle's renewal month
- Lack of empirical data to base assumptions about likely participation
- Financial benefit significantly smaller than other income-qualified programs
- Need to balance a customer-friendly application process with effective project controls, marketing strategies, and cost considerations



# Immediate next steps

- Assess target enrollment goals
- Marketing and outreach
  - Market to UDP customers
  - Community outreach/events – leverage other programs (ORCA LIFT, SNAP)
  - Increased media – advertising in community newspapers, Facebook, Pandora
  - Flyer distribution – DOL licensing offices, VLF inserts (2016)

Action	Task	Timeframe
UDP customer outreach	Email with simplified enrollment form	Mid-October
	Mailing with simplified enrollment form	Mid-November
Community outreach & events	Enroll customers at events (Fiestas Patrias, NH High Point, Parking Day, Eid events, etc.)	September – ongoing
	Distribute flyers and applications at events	September – ongoing
Media	Pandora ads, digital and audio	October – four weeks
	Facebook ads for Seattle customers	October – four weeks
	Community newspapers, limited run based on OIRA recs	November
Flyer distribution	13,000 flyers distributed to 13 DOL locations for Seattle customers	September – ongoing
	Renewal mailer for Seattle customers (TBD)	2016

# Anticipated 2015 enrollment targets

Action	Anticipated Enrollment
UDP customer outreach	1500 – 2000
Community outreach & events	200 – 300
Media	500 – 1000
Flyer distribution	300 – 500

# Questions?

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[gloria.hatcher-mays@seattle.gov](mailto:gloria.hatcher-mays@seattle.gov) (206) 684-8691

[www.seattle.gov/cartabrebate](http://www.seattle.gov/cartabrebate)

[www.seattle.gov/transportation](http://www.seattle.gov/transportation)

