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Agenda for the Day

9:30–10:00 Registration and Coffee Networking

10:00–10:15 Welcome Address
Jessica Bartholow, Western Center on Law and Poverty
Chair, California Asset Building Coalition Steering Committee

10:15–11:30 Plenary Panel on the Wealth Wage Gap
Newly published research from CFED shows how significant the racial wealth divide in the US has become and how, absent intervention, the divide will never close. Our discussion will include compelling data and quickly pivot to insights from a pioneer in the non-profit lending who is connecting underserved communities to the mainstream financial system, reflections from a long-time philanthropic supporter of asset-building programs that benefit and support California’s families, and a staunch advocate for the consumer rights and protections that are critical to closing the divide. Moderator: Tracey Ross, PolicyLink
Speakers: • Solana Rice, CFED • Mohan Kanungo, Mission Asset Fund • Pam David, Walter & Elise Haas Fund • Andrea Luquetta-Kern, California Reinvestment Coalition

11:30 –11:40 Highlights from Host City – Sacramento Asset Building
Amy Williamson, Program Officer, Financial Stability - United Way California Capital Region

11:45–12:30: Lunch and Networking

12:30–12:45 Opportunities for Strengthening EITC in CA and Across the Country
Allisa Anderson, Senior Policy Analyst, California Budget & Policy Center
Concurrent Session One (Chose One) - 1:00 p.m. to 2:30 p.m.

7 Million New Horizons – The Promise of California’s New Secure Choice Retirement Savings Program
This panel will bring together policy experts on retirement savings programs for a new population that has, to date, been generally ignored and left out of the opportunity to save for their future because the employers do not offer Employer-sponsored retirement savings plans. It will include details about implementation of California’s new Secure Choice Retirement Savings Program, which will be the largest state-sponsored opt-out retirement savings program, reaching 7 mil. workers, 1/2 of whom are Latino/a.
Speakers: Blanca Castro, Advocacy Director, AARP- California; Marisabel Torres, National Council of La Raza; and, Gustavo Herrera, Young Invincibles

Weathering the High Cost of Living in CA and the case for a Universal Basic Income
The Federal Poverty Level woefully underestimates what is costs families to get by, particularly in California. This session will introduce attendees to the Struggling to Get By-Real Cost Measure, a basic needs budget approach to better understand the challenges facing California households. These basic needs include the cost of housing, child care, transportation, food, health care, miscellaneous expenses and more. Overall, we find 31% of California households do not earn enough to meet basic needs. Because of this income and affordability crisis, California’s Bay Area has become home to the a movement to establish a Universal Basic Income (UBI) - a regular cash payment to all citizens, regardless of their income level or work status. The panel will present the updated United Way California Real Cost Measure and outline the debate over a universal basic income,
Speakers: Pete Manzo, United Way California; Sean Kline, director of the San Francisco Office of Financial Empowerment, City Treasurer

Beyond Behavioral Economics – Helping Strivers Meet Their Goals
There are strivers everywhere we look. In low-income and immigrant communities we see a broad definition of assets, including savings in the bank, access to credit, educational and career achievement. This workshop will highlight organizations that are supporting these strivers in meeting their goals. From Lending Circles to Starter Savings, to making it possible for community college students to graduate, these are tools, products and models designed to build on the strengths of participants and help them through challenges.
Speakers: Mohan Kanungo, Director of Programs & Engagement at Mission Asset Fund; Sheryl Lane, Director of Partnerships and Policy, EARN; Gwendy Brown is Vice President of Research and Policy at Opportunity Fund

Ending Predatory Fines & Fees that Strip Wealth from California’s Low-Income Communities
The killing of Michael Brown and other tragedies of police violence have raised the profile of places like Ferguson, Missouri—places where government budgets are balanced on the backs of low-income people through fines, fees, and tickets levied through government programs and in the court system. California is no exception, uncollected court-ordered debt for traffic and criminal offenses add up to $10.2 billion, according to the Legislative Analyst’s Office. Two-thirds of Californians sitting in jails are there not because they have been found guilty of a crime. They are simply jailed until their trial because they cannot pay bail, which averages $50,000 in our state. Millions of Californians are without driver’s licenses that are critical to employment because they cannot pay court fees. Join this session for a discussion about government fines and fees, and the disproportionate impact on communities of color. Learn about pending solutions at the local, state and national levels.
Speakers: Christopher M. Brown, Director for Financial Security, PolicyLink; Anne Stuhldreher, the Financial Justice Project, The City of San Francisco; Tirien Steinbach is the Executive Director of the East
Concurrent Session Two (Chose One) 2:45 p.m. to 4:15 p.m.

Making it Work – Integrating Financial Capability in Workforce Programs
The 2015 re-authorization of the Workforce, Innovation and Opportunity Act (WIOA) included several notable changes for the asset building field. One significant change listed financial literacy as a component of youth workforce programs, and as an allowable expense for adult workforce programs. While the WIOA language has changed, many cities and counties have not yet changed their youth or adult workforce programs to include financial capability. Attendees of this panel can expect to walk away with: 1.) Additional insight on the financial literacy requirements outlined in WIOA for youth and adult workforce programs; 2.) Ideas on how to approach local cities and counties to integrate financial capability programs into existing workforce programs; 3.) Best practices and lessons learned in integrating financial education into youth and adult workforce programs.

Speakers: Julina Bonilla, West Oakland Job Resource Center. WOJRC is a joint project of the City of Oakland; Christa Brown, San Francisco Office of Financial Empowerment; Lauren Larin, Director of Training, MyPath; Rosalyn Epstein, Urban Strategies; and, Trish Johnson, Game Theory Academy

Consumer Protection as an Asset Building Strategy
Low-income Californians have no hope of asset building so long as they are vulnerable to asset stripping, whether through legal (debt collection, payday lending, and repossession) or illegal (consumer fraud, identity theft) means. This vulnerability exists for a number of reasons -- including lack of financial resources; discrimination on the basis of race, age, disability, and other protected characteristics; language access barriers; educational gaps; and a scarcity of legal representation -- but the end result is the same: a diminishment or total erasure of assets. This panel will focus on three forms of remedies available to protect consumers from asset stripping: “self-help” legal rights that consumers can invoke for themselves, legal rights that generally require an attorney’s assistance to raise, and automatic protections written into statute. The panel will also discuss legislative options to curtail loss of assets through pay-day loans and projects that increase access to affordable small-dollar loans.

Speakers: Ted Mermin, Public Good Law Center; Miguel Soto, East Bay Community Law Center; Jith Meganathan, Western Center on Law & Poverty; Graciela Aponte, Center for Responsible Lending

Building on Strengths of People & Place: Two-Generation & Neighborhood Approaches to Ending Poverty
By bundling our services, education, and coaching, families can build towards a two-generation, long term path to financial freedom that can end the cycle of intergenerational poverty. The proposed workshop will share best practices and lessons learned in utilizing a “bundle” and “whole family” approaches to financial empowerment. The panel presentation will present ideas for 2-generation model focused on building assets and improving academic achievement, including strategies for partner engagement, data collection and evaluation, case management and programmatic interventions. They will also learn about shared evaluation systems that collect family and neighborhood level data on economic and educational outcomes.


The Great Equalizer: Successful Entrepreneurship in the Local Economy
Entrepreneurship - a great equalizer and a vehicle to create economic opportunity and close the wealth gap. Small businesses provide opportunities for employment and wealth creation among traditionally disenfranchised populations. In addition, small businesses foster innovation and have the unique ability...
of catering to a neighborhood’s day-to-day needs, which help to define a neighborhood’s character and identity. Finally, small businesses contribute to local environmental and public health efforts by encouraging residents to conduct business locally, resulting in lower emissions and increased physical activity by walking to local shops. However, low-to-moderate income individuals (LMIs) face greater hurdles in accessing technical assistance (TA). While TA is essential to promote economic mobility amongst underserved communities, the current state of industry is plagued with lack of innovation and high costs. This panel will explore proven interventions to support entrepreneurship.

Speakers: **Arturo A Noriega**, Centro Community Partners; **Crystal Cole Matson**, lead Staff Attorney, Community Empowerment and Economic Justice Program Lawyers’ Committee for Civil Rights of the San Francisco Bay Area (Lawyers’ Committee); **Mark Herbert**, California Director, Small Business Majority

**Wrap-Up and Final Call to Action - 4:15 p.m. to 5:00 p.m.**

We will wrap up the day’s event with a summary of next steps toward closing the race-wealth gap and ensuring that every Californian has asset building as an achievable goal.

**Thank You Again to Our Funders & Sponsors!**

The California Asset Building Coalition (CABC) is a statewide network of diverse organizations joined together to advance policies and programs that help Californians exit poverty by building assets, establishing and growing their savings and avoiding predatory financial practices. We connect stakeholders across practice areas, provide opportunities for engagement with policymakers, and develop leadership in the asset building field.

**California Asset Building Coalition 2016 Steering Committee:** Jessica Bartholow, Western Center on Law and Poverty; Chris Brown, Policy Link; Olivia Calderon, Consumer Financial Protection Bureau; Marco Chavarin, Citi Community Development; Judy Darnell, United Ways of California; Sandra Espadas, Hope through Housing Foundation; Lisa Forti, First Five Alameda County; Sheryl Lane, EARN; Andrea Luquetta-Kern, California Reinvestment Coalition; Julio Perez, Orange County Labor Federation; Elena Quezada, Walter and Elise Haas Fund; Solana Rice, CFED; Rita Saenz, AARP; Marisabel Torres, National Council of La Raza (NCLR).

**More information about the California Asset Building Coalition at:** [www.calassetbuildingcoalition.org](http://www.calassetbuildingcoalition.org)